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Vendor:Cisco

Exam Code:646-206

Exam Name:Cisco Sales Expert

Version:Demo

QUESTION 1

Which two features characterize controller-based deployments in a WLAN? (Choose two.)

- A. coverage of large areas
- B. individual device configuration
- C. roaming that is facilitated by wireless-location services
- D. coverage of a single area
- E. seamless roaming throughout the network

Correct Answer: AE

A controller-based, centralized architecture enables zero-touch configurations for lightweight access points. Similarly, it enables easy design of channel and power settings and real-time management, including identifying any RF holes to optimize the RF environment. The architecture offers seamless mobility across the various access points within the mobility group with large area coverage.

QUESTION 2

In which two ways can Cisco Show and Share benefit customers? (Choose two.)

- A. captures media from various inputs for live and on-demand delivery to viewers
- B. offers the best means for customers and users to experience an immersive environment
- C. enables customers to receive viewer comments and ratings of video content
- D. personalizes connections between customers and their providers and partners
- E. provides post-production capabilities for video composition and authoring

Correct Answer: BD

B: offers the best means for customers and users to experience an immersive environment) Cisco Show and Share provides the ability to create live and on-demand video content and define who can watch specific content. It offers viewer collaboration tools such as commenting, rating, and word tagging, and it provides comprehensive access reporting

D: personalizes connections between customers and their providers and partners) Cisco Show and Share is a webcasting and video sharing application that helps organizations create secure video communities to share ideas and expertise, optimize global video collaboration, and personalize the connection between customers, employees and students with user-generated content.

QUESTION 3

Telepresence and video conferencing have been an increasingly important component of the overall video market. Which indicator is the best measure of the continued importance of these technologies going forward?

- A. The annual growth rate of the video conferencing market is at least 20 percent.
- B. Generation Y was raised on video, and it represents 17 percent of the world population.
- C. The Cisco long-term growth rate target is 12 percent to 17 percent.
- D. The U.S. Internet traffic annual growth rate is more than 40 percent.

Correct Answer: A

Studies show that the annual growth rate of the video conferencing market more than 20 percent, verifying the importance for video conferencing solutions.

QUESTION 4

The Cisco Unified Communications Manager Session Management Edition best addresses the needs of which two types of businesses? (Choose two.)

- A. large Cisco data accounts with IP networks
- B. companies with many multilocation offices that are served by legacy PBX systems
- C. enterprises that seek continuous telephone services for branch offices
- D. manufacturers that seek immediate deployment of IP networks
- E. small, single-site companies that want to take advantage of IP trunking

Correct Answer: BE

Session Management Edition routes among SIP-compliant elements and interworks with older components using legacy protocols (for example, H.323 and Q.SIG) to enable a broad range of unified communications services and to realize operational savings while providing an optimal user experience. It also allows for cost savings using IP trunking.

QUESTION 5

A customer wants to be able to detect and mitigate Wi-Fi and non-Wi-Fi sources of interference in their wireless enterprise network. Which Cisco access point should you recommend to the customer?

- A. Cisco Aironet 3500 Series Access Point
- B. Cisco Aironet 1260 Series Access Point, controller-based
- C. Cisco Wireless Control System
- D. Cisco Aironet 1040 Series Access Point, standalone
- E. Cisco VideoStream

Correct Answer: A

Cisco Aironet 3500 Series Access Points with Cisco CleanAir technology are the industry's first 802.11n access points to create a self-healing, self-optimizing wireless network. CleanAir technology is a systemwide feature of the Cisco

Unified Wireless Network that improves air quality by detecting RF interference that other systems can't recognize, identifying the source, locating it on a map, and then making automatic adjustments to optimize wireless coverage. These innovative access points provide the highest-performance 802.11n connectivity for mission-critical mobility. By intelligently avoiding interference, the 3500 Series offers performance protection for 802.11n networks to help ensure reliable application delivery.

Topic 4: Selling Borderless Networks Architecture

QUESTION 6

Suppose that a Cisco Partner wants to achieve Cisco Gold Certified status with a Borderless Network Architecture Specialization. Which two things must be done? (Choose two.)

- A. Company must have a Cisco.com ID.
- B. Company must send an email to the Cisco Partner team for automatic approval.
- C. Company must complete a Specialization application, located on the Partner Central web page.
- D. Nothing is required, because the company is a registered Cisco Partner.

Correct Answer: AC

A complete guide to all of the requirements for the Partner Borderless Network Architecture Specialization can be found at the following URL: http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/specializations/adv_borderless_arch.html

QUESTION 7

Which two options are ways that Cisco Capital helps partners? (Choose two.)

- A. counts as double toward quarterly sales goals
- B. accelerates and grows deals
- C. requires customers to lease or buy new equipment when leases expire
- D. increases capital budgets of customers
- E. increases margins and cash flow

Correct Answer: BE

Grow your Business and increase margins. Cisco Capital's unique value proposition is how we support our partners. Understand the specific programs developed to support the growth of your business.

Reference:

http://www.cisco.com/web/ordering/ciscocapital/channel_partners/grow_it/indexc.html

QUESTION 8

If a small business customer required mobility to be delivered via multiple access points, which wireless portfolio of solutions would be the best choice?

- A. Small Business
- B. Small MultiPro
- C. Aironet
- D. Small Business Pro

Correct Answer: D

Cisco Small Business Pro Wireless Access Points offer a range of features, including: the ability to connect wired and wireless communication devices, allowing you to expand your network operations and keep employees productive

QUESTION 9

What are two goals of the Cisco collaboration architecture? (Choose two.)

- A. provide a consistent, integrated experience to users regardless of device or client
- B. provide Cisco Unified Communications for end users
- C. eliminate the need for security and firewalls
- D. provide IT with a storage-intensive platform and extended memory support
- E. deliver the fastest and highest-quality voice, video, and data experiences

Correct Answer: AE

The Cisco collaboration architecture works with new and existing technologies, and helps you simplify business processes. By aligning this architecture with your strategic goals, you can: increase productivity and lower your TCO?ccelerate time to market and increase your revenue growth ?mprove customer satisfaction and generate new ideas ?eliver the fastest and highest-quality voice, video, and data experiences

QUESTION 10

Which three characteristics are unique to the buying process for a small business compared with the buying process for an enterprise? (Choose three.)

- A. much faster
- B. focused primarily on cost
- C. not constrained by formal RFP
- D. technology focused
- E. less educated
- F. influenced by peers

Correct Answer: ACF

The cycle time for small business sales is much shorter, due to the needs of small businesses and the fact that less equipment is typically purchased so the costs are smaller. The decision to buy is typically made by a small number of people rather than a lengthy RFP process. Also, buying decision makers are typically influenced by peers in their respective industry.

QUESTION 11

Which Cisco collaboration service will encourage true customer intimacy by quickly and proactively connecting people with the information, expertise, and support that they need?

- A. TelePresence
- B. Messaging
- C. Conferencing
- D. Customer Care
- E. IP Communications

Correct Answer: D

Customer Collaboration Solutions help create the foundation for positive customer service, a primary factor in building a stronger business. Cisco Customer Care products can help you: escape from the largely reactive mode of traditional call centers and engage more proactively with your customers?romote true customer intimacy, satisfaction, and loyalty?onnect people with the information, expertise, and support they need when and where they need it most

QUESTION 12

Which three options are primary benefits of Cisco CleanAir technology? (Choose three.)

- A. detects, locates, and mitigates Wi-Fi and non-Wi-Fi interference sources
- B. uses multicast to improve rich-media applications
- C. visualizes performance-impacting interference and automatically adjusts network settings to avoid interference
- D. self-heals and optimizes wireless network
- E. delivers real-time spectrum intelligence
- F. delivers a comprehensive approach to business mobility

Correct Answer: ACD

CleanAir technology:

?rovides continual, system-wide discovery without performance impact ?ccurately identifies source, location, and scope of interference ?akes automatic action to avoid current and future interference, with full history reporting

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