



Vendor: Siemens Enterprise Communications

Exam Code: STI-884

Exam Name: SOCA Sales Small & Medium Businesses
(SMB)

Version: DEMO

1. Which are the key reasons that there is a huge shift in the type of technology that small and medium sized businesses are adopting and are spending money to change their telephone systems? (Choose three)

- A. Personal Mobility.
- B. Corporate Excellence.
- C. Cost Control.
- D. Productivity.

Answer: A,C,D

2. Which best describes Siemens' most recent application specifically tailored to the needs of the small and medium sized businesses.?

- A. OpenScape
- B. Unified Communications
- C. OpenScape Office
- D. LifeWorks

Answer: C

3. What makes the Siemens Unified Communications solutions unique in the marketplace?

- A. They are proven and mature offerings that operate with your customer's existing IT environment and provide easy growth and expansion.
- B. They leverage existing applications such as Microsoft Outlook.
- C. They offer cost savings and productivity enhancing benefits.
- D. They enable employees to remain connected when they are out of office.

Answer: A

4. Which best describes Open Service Delivery in Open Communications?

- A. Providing innovative business continuity service to your customer.
- B. Implementing Open Communications in a wide variety of forms, including Managed and Hosted Services.
- C. Replacing voice and data infrastructure with new Unified Communications solutions.
- D. Enabling integration of mobile communication and location independence across networks.

Answer: B

5. Which best describes the IT-based communications principle of Open Communications?

- A. IT-based open Communications enables integration of mobile communications and location independence across networks.
- B. IT-based open Communications uses the latest technology to provide innovative business continuity services to your customer.
- C. IT-based open Communications can be implemented in various forms such as Managed and Hosted Services.

D. IT-based open Communications means a strong commitment to SIP and LINUX, a clear focus on IT-oriented deployments.

Answer: D

6. Which best describes the OpenPath model?

- A. How your customers can move their communications environment from where it is today to where they need it to be.
- B. How Siemens' solutions can affect the operating costs and sales of your customers.
- C. How to decide which products fit your customers' profile.
- D. How to maximize the lifetime values of solutions and services that you provide to your customers.

Answer: A

7. Which best describes Siemens' model for migration to Unified Communications?

- A. OpenPath
- B. LifeWorks
- C. Open Service Delivery
- D. HiPath 3000

Answer: A

8. Which describe the motivations of a Transform customer? (Choose two)

- A. Business processes are specific solution led
- B. Business processes are architecture led
- C. Lowest TCO, CapEx, and best CEBP
- D. Solution is ROI based

Answer: B,C

9. Which factor affects small and medium sized businesses' ability to make informed decisions about technology?

- A. Customer segmentation.
- B. Lack of dedicated IT staff.
- C. Unclear business strategy.
- D. Lack of market knowledge.

Answer: B

10. Which is an indicator for opportunity if your prospect is a Value Chief?

- A. The prospect has a PC network upgrade planned for implementing a new application.
- B. The prospect is moving to a new, more cost-effective office space.
- C. The prospect is investigating productivity features to make the business more efficient.
- D. The prospect is interested in IP technology but is uneasy about a large initial investment.

Answer: D

11. Which is an indicator for opportunity if your prospect is driven by growth through productivity? (Choose two)

- A. The prospect is evaluating phone system options due to business changes or expansions.
- B. The prospect is investigating productivity features to make the business more efficient.
- C. The prospect needs to install a new phone system to provide for the required capacity of the office space.
- D. The phone system of the prospect is outdated and cannot keep up with the growing business demands.

Answer: A,B

12. Which best represents Siemens' vision for the unification of the various types of communications in enterprises?

- A. LifeWorks
- B. Open Communications
- C. OpenPath
- D. Unified Communications

Answer: A

13. Which best describes the Optimize customers under OpenPath?

- A. Customers who will make specific investments in upgrading some elements if the business case is right.
- B. Customers who want to replace the older systems with new unified communication solutions.
- C. Customers who want to make operational cost savings with minimal change to their current infrastructure and systems.
- D. Customers who want to focus around the implementation of new applications and solutions in their own right.

Answer: C

14. Why is it critical for customers to have a cost-effective solution that meets the basic needs of small and medium sized businesses?

- A. They want something that works with their existing infrastructure, which is easy to set up and manage. They typically don't have the money to experiment on new technologies.
- B. They need support to help make communications services easier to understand and to promote internally.
- C. A little more than half of small businesses now run a local area network, with 76% of these firms using a server-based network.
- D. They want something that improves business growth by 30% annually.

Answer: A

15. What is an important part of the sales qualification process?

- A. Ensuring faster decision making for outstanding customer service.

- B. Predicting that the size of the small and medium sized business market for communications is stable.
- C. Understanding the psychological drivers of the business owner or manager.
- D. Enabling employees to remain connected whilst out of office.

Answer: C

16. How do Siemens Unified Communications solutions facilitate easy growth and expansion for your customers?

- A. Customers can maximize the lifetime value of the solutions and services that you provide them.
- B. Customers need to replace their existing applications with new applications.
- C. Customers can implement solutions that need a dedicated team to maintain and update frequently.
- D. Customers can buy the capabilities that they need now and activate new capabilities with "license keys" when they are ready in the future.

Answer: D

17. What does "Open" in Open Communications signify?

- A. Siemens provides Software Development Kits (SDKs) and Application Program Interfaces (APIs) that allow better and easier voice integration.
- B. Siemens Unified Communications solutions increase the operational costs due to complex technologies.
- C. Siemens Unified Communications solutions require customers to buy the entire solution instead of the relevant solution elements.
- D. Siemens Open Communications strategy is based on the Open Service Delivery principle.

Answer: A

18. Which options apply to the Siemens Open Communications strategy? (Choose two)

- A. It helps deliver solutions to only small sized businesses.
- B. It helps Siemens realize the LifeWorks vision.
- C. It provides customers with business value by impacting their growth.
- D. It is Siemens' core company strategy and positioning.

Answer: B,D

19. Which business objectives does the Siemens approach to Open Communications impact while providing business value to customers? (Choose two)

- A. Promoting employee competition.
- B. Reducing operation costs.
- C. Improving asset efficiency.
- D. Enhancing business knowledge.

Answer: B,C

20. How do Siemens Open Communications solutions reduce operating costs? (Choose two)

- A. By increasing the number of employees.
- B. By simplifying infrastructure and costs.
- C. By ensuring that employees work from office.
- D. By increasing the efficiency of sales teams.

Answer: B,D