

Exam Code: 646-222

Exam Name: IP Communications Express Account
Manager (IPCXAM)

Vendor: CISCO

Version: DEMO

Part: A

1: An account manager is meeting with a customer who is interested in a Cisco IP Communications solution. This customer manages a large enterprise campus and three small branch offices. Which Cisco CallManager Express feature should the account manager discuss with this customer?

- A.integrated IP telephony services
- B.robust PSTN interfaces
- C.interoperability between Cisco CallManager and Cisco CallManager Express
- D.remote maintenance

Correct Answers: C

2: Cisco Unity Express adds which three features to the Cisco IP Communications Express solution? (Choose three.)

- A.data encryption
- B.auto attendant
- C.voice mail
- D.call processing
- E.group messaging
- F.call routing

Correct Answers: B C F

3: A potential customer has several global offices, including one in North America, two in France, and one in Germany. This prospect is investigating cost-effective voice mail and auto attendant, and has asked for your recommendation. What application would best meet the needs of the customer?

- A.Cisco Unity Express
- B.Cisco Unity
- C.customized XML applications
- D.Cisco CallManager

Correct Answers: A

4: You require an easy-to-use, web-enabled tool to demonstrate to a prospective customer the benefits of a converged network in terms of productivity enhancements and real estate savings. Which tool should you use?

- A.Cisco ROI analysis
- B.Cisco CNIC
- C.business case from the industry of the prospect
- D.customized hurdle rate analysis

Correct Answers: B

5: The operations manager of a potential customer is concerned about implementing a VoIP solution because of the possibility of interoperability issues with existing equipment. Which differentiator would be most appropriate to position a Cisco IP Communications solution against

competitors?

A. An IP-enabled PBX does not offer "five nines" availability. A Cisco IP Communications solution must integrate with existing legacy equipment that has 99.999 percent availability.

B. A Cisco IP Communications solution offers investment protection for a large installed base, as well as retention of legacy equipment.

C. Proprietary software and IP phones are often used to enable an existing PBX system for IP-based communications, locking the customer into using specific products indefinitely. With a Cisco solution, PBX-enabled devices can be used on the network.

D. Cisco IP Communications solutions are based on tested and verified designs that ensure the tight integration of all equipment and applications, enabling customers to migrate slowly to complete convergence and retain legacy equipment and existing applications.

Correct Answers: D

6: Together, which two products provide a complete solution for the SMB or enterprise branch and is ideal for extending a decentralized Cisco IP Communications solution to individual sites. (Choose two.)

A. Cisco CallManager

B. Cisco CallManager Express

C. Cisco Unity

D. Cisco Unity Express

Correct Answers: B D

7: One of your potential customers has concerns about choosing a Cisco IP Communications solution because, according to the competition, IP telephony solutions cost more than they are worth. Which strategy would be most appropriate to defuse this concern?

A. Unlike traditional office environments where voice and data are separate, Cisco IP Communications supports the idea of a converged network where the telephony and IP components are integrated.

B. An IP-enabled PBX inevitably reaches a point called the golden phone, at which an addition requires more than just a phone. In fact, it requires a card to support the phone, and possibly a new shelf of a cabinet to house the card. These upgrades end up being very costly and offer the customer no flexibility to implement nonproprietary solutions in the future.

C. With low operating and capital costs, a Cisco IP Communications deployment will pay for itself in 18 months on average and will provide an average annual savings per user of US\$334. The drivers of the ROI are determined by the unique network circumstances of the customer, such as the speed of migration, the remaining life on the PBX, and the extent of the data upgrade.

D. Cisco IP Communications solutions are based on tested and verified designs that ensure rapid ROI. Cisco or its IP telephony specialized channel partners can also customize these solutions to meet business demands and realize cost savings resulting from existing equipment or applications.

Correct Answers: C

8: When used together with Cisco CallManager Express, Cisco Unity Express provides a voice-mail solution for a small office that is effective for up to how many users?

A. 50

B.100

C.200

D.400

Correct Answers: B

9: Cisco CallManager Express supports FXO trunks, analog DID, T1/E1, BRI, PRI, and E1 R2 signaling. Which benefit of Cisco CallManager Express does this represent?

A.cost-effectiveness

B.robust PBX functionality

C.remote maintenance

D.robust PSTN interfaces

Correct Answers: D

10: The finance manager from a prospective client organization has expressed an interest in improving business processes and making intelligent business investments in technology. The marketing manager is eager to improve lead generation and distribution, and the IT manager would like to simplify network management and streamline the delivery of end-user support. Given this scenario, which business driver is most appropriate to sell a Cisco IP Communications solution?

A.reduce operating costs

B.improve business development

C.improve asset utilization

D.improve business processes

Correct Answers: D

11: If a customer is specifically interested in reducing the cost of IT overhead, which benefit is most applicable?

A.improved employee processes

B.reduced network administration

C.reduced long-distance charges

D.increased productivity of sales representatives

Correct Answers: B

12: Which tool provides a completely transparent, Microsoft Excel-based spreadsheet that focuses on areas of IP telephony savings for Cisco IP Communications Express solutions?

A.Cisco CNIC

B.computer telephony integration analyzer

C.Cisco ROI methodology

D.needs-based competitive differentiator

Correct Answers: C

13: What are two areas of savings often associated with convergence in terms of lowered costs over traditional voice communication? (Choose two.)

- A.toll bypass
- B.data storage
- C.XML applications
- D.moves, adds, and changes
- E.CTI

Correct Answers: A D

14: A potential customer has just described its system, which includes equipment that connects its users, provides many advanced services, connects to the PSTN, and is owned by the phone company. Which of the following systems does the customer most likely use?

- A.PBX
- B.Centrex
- C.key system
- D.packet-switched network

Correct Answers: B

15: Which answer would be most appropriate if a potential customer asked how to protect against viruses and attacks if Cisco IP Communications shared its data network?

- A.Cisco recommends purchasing CSA for all of your Cisco CallManager servers. This proactive software uses leading-edge behavioral technology to detect and prevent attacks before they cause damage.
- B.Cisco network security policies are an integrated part of Cisco IP Communications. A set of guidelines and software services can be implemented to secure against virus attacks, services attacks, hackers, and IP phone attacks.
- C.Security is not a concern with Cisco IP Communications. Most viruses and attacks only affect the data network
- D.Because security is only a concern if you do not purchase the Cisco Self-Defending Network, Cisco recommends adding the Cisco Self-Defending Network to your integrated solution.

Correct Answers: B