

Vendor: Siemens

Exam Code: STI-884

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

Version: Demo

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 7

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

- A. OpenPath
- B. LifeWorks
- C. Open Service Delivery

D. HiPath 3000

Answer: A

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 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

QUESTION: 21

Which options offered by Siemens Open Communications solutions help reduce costs of travel, conferencing, and relocation? (Choose two)

- A. SIP to integrate with third-party communication solutions
- B. OpenScape Office to collaborate with customers and colleagues
- C. IP networking solutions to consolidate infrastructure
- D. OpenScape Video to provide video conferencing

Answer: B, D

QUESTION: 22

Which best describes Siemens' mobility solutions?

- A. The solutions make your customers' sales people more contactable and productive by providing them access to the required resources.
- B. The solutions consolidate the infrastructure by providing disaster recovery.
- C. The solutions help customers choose the right data networking vendor or operate a mixed data networking vendor policy.
- D. The solutions help use the secure corporate data network to call overseas.

Answer: A

QUESTION: 23

Which best describes how the Siemens' OpenScape Office solution helps the customer close sales faster?

- A. OpenScape Office helps customers save money by advocating making the most of existing infrastructure.
- B. OpenScape Office helps you design disaster recovery options that suit your customer's budget.
- C. OpenScape Office frees up the use of the customer's premises and helps them consolidate their existing real estate.
- D. OpenScape Office applies the intelligence of presence technology and integrates easily with customer's sales applications.

Answer: D

QUESTION: 24

Which best describes corporate governance?

- A. It involves enabling employees to work virtually, thereby reducing the organization's relocation costs.
- B. It involves meeting regulatory requirements and mitigating risks at every level - through operations, data policies, and communications architecture.
- C. It involves having the right communications services and solutions to help your customers respond faster to their own customers' demands.
- D. It involves helping your customer acquire and retain customers by enhancing customer experience.

Answer: B

QUESTION: 25

Which are the basic components of a Siemens Unified Communication solution? (Choose three)

- A. OpenScape Office
- B. DECT or Wireless LAN systems
- C. Connectivity gateways
- D. Comscendo Voice

Answer: A, C, D

QUESTION: 26

Which factors create an impetus for customers to invest in communications? (Choose two)

- A. The rise in new Internet-style voice services from reliable public network providers.
- B. The customers' desire to take advantage of cheaper digital phone services.
- C. The demand of Internet users for tools and software that help them in online transactions.
- D. The ease of providing users with software that helps them use their PCs as a part of the communication system.

Answer: A, D

QUESTION: 27

What benefits does VoIP provides to users? (Choose two)

- A. Dialing a contact directly from Outlook.
- B. Setting up Outlook to call a contact at a specific time.
- C. Recording voice and sending it as an e-mail attachment.
- D. Receiving voice mail and fax directly in the Outlook mailbox.

Answer: A, D

QUESTION: 28

Which Siemens communications system combines OpenScape Office, Comscendo Voice and IP gateways in a single communications server?

- A. OpenStage
- B. HiPath OpenStage
- C. HiPath 3000
- D. HiPath OpenOffice

Answer: D

QUESTION: 29

How many users can Alcatel-Lucent OmniPCX Office serve?

- A. Up to 521 users.
- B. No more than 93 users.
- C. Up to 236 users.
- D. No more than 115 users.

Answer: C

QUESTION: 30

What is the advantage of the converged system in Alcatel-Lucent OmniPCX Office?

- A. It supports circuit switching or VoIP and applications such as voice mail, unified messaging, and in-building DECT.
- B. It serves as a VoIP migration path for a number of widely deployed legacy platforms.

- C. It allows you to check your voice mail using Internet Mail Access Protocol (IMAP) e-mail clients, including Microsoft Outlook, Outlook Express, or Lotus Notes.
- D. It is a free open source software appliance, designed to operate on Linux-based servers, that provides a VoIP PBX system.

Answer: A

QUESTION: 31

Which is a common disadvantage of Alcatel-Lucent OmniPCX Office and Avaya IP Office? (Choose two)

- A. No feature transparency.
- B. No redundancy options available.
- C. No support for digital phones.
- D. No fax and ISDN support.

Answer: B, C

QUESTION: 32

Which are the disadvantages of Asterisk-based products? (Choose two)

- A. No presence functionality available.
- B. Lack of fax and ISDN support.
- C. Small choice of telephones.
- D. No pure IP offering in the SME segment.

Answer: A, B

QUESTION: 33

What are the disadvantages of CISCO UCM 500 against Siemens HiPath OpenOffice? (Choose two)

- A. CISCO UCM 500 depends on SpectraLink for WLAN as compared to the integrated WLAN solutions on HiPath OpenOffice.
- B. The proprietary operating system of UCM 500 is less accessible to third-party applications than HiPath OpenOffice with LINUX.
- C. UCM 500 supports upto 16 sites as compared to HiPath OpenOffice's support for 64 sites.
- D. The scalability of CISCO UCM 500 is limited to 48 lines as compared to the scalability of HiPath OpenOffice, which is 50 to 150 lines.

Answer: B, D

QUESTION: 34

What does the feature transparency of CISCO Unified CME include? (Choose three)

- A. Call conference.
- B. Extension dialing.
- C. Call hold.
- D. Full redundancy.

Answer: A, B, C

QUESTION: 35

Which features available in Siemens HiPath OpenOffice are absent in Asterisk-based products? (Choose two)

- A. Support for third-party SIP phones.
- B. Fixed Mobile Convenience.
- C. Phone call security.
- D. Call conferencing.

Answer: B, C

QUESTION: 36

How many users can a single Microsoft Office Communications Server (OCS) handle?

- A. 1,200
- B. 100,000
- C. 15,000
- D. 50

Answer: C

QUESTION: 37

Why do users of Office Communications Server (OCS) 2007 have to commit strictly to Microsoft?

- A. The architecture of OCS 2007 does not allow the integration of standards-based business applications.
- B. The complex architecture is not cost-effective for small and medium offices.
- C. The architecture requires the deployment of multiple gateways and mediation servers to ensure connectivity to stand-alone legacy PBX environments.
- D. OCS 2007 support softphones only.

Answer: A

QUESTION: 38

Which best describes the Mitel SX-200 ICP-CX/CXi system?

- A. It is an all-in-one device that combines Unified Communications Manager Express, Unity Express (voice and desktop messaging) and Cisco IP Phones.
- B. It is a free open source software appliance, designed to operate on Linux-based servers, that provides a VoIP PBX system.
- C. It is a LAN-based system that supports packet switching only.
- D. It is a "Converged System" that uses a combination of both circuit and packet switching.

Answer: C

QUESTION: 39

Which limitation is common to Mitel SX-200 ICP-CX/CXi and CISCO UCM 500?

- A. These systems do not support digital phones.
- B. High bandwidth applications used on a WAN may cause voice degradation.
- C. The complex architecture is not cost-effective for small and medium offices.
- D. Telephony features such as saved number redial, automatic busy redial, and tenant service are not available.

Answer: A

QUESTION: 40

Which model of the Business Communications Manager (BCM) would you choose to serve 20 to 32 stations?

- A. BCM 50
- B. BCM 200

- C. BCM 100
- D. BCM 400

Answer: B

QUESTION: 41

Which features does the CISCO UCM 500 include? (Choose three)

- A. Video support
- B. Survivable Remote Site Telephony (SRST)
- C. Wireless LAN access
- D. Integrated VPN

Answer: A, C, D

QUESTION: 42

Which Siemens' communications product is a modular solution that can serve the needs of 20 to 500 users?

- A. HiPath OpenOffice
- B. HiPath OpenOffice Entry Edition
- C. HiPath 3000
- D. HiPath OpenStage

Answer: C

QUESTION: 43

Which communication products support analog trunking? (Choose two)

- A. Digium AsteriskNow
- B. Alcatel-Lucent OmniPCX Office
- C. Avaya IP Office
- D. CISCO UCM 500

Answer: B, C

QUESTION: 44

Which are the possible drawbacks of the Digium Asterisk communication systems?
(Choose two)

- A. Cost intensive high-skill trained IT technician are required.
- B. Scalability can be achieved by enhancement through vendor independent servers.
- C. Older Asterisk systems can be unstable or vulnerable without continuous software updating.
- D. No license costs to be paid for additional user enhancements.

Answer: A, C

QUESTION: 45

What are the advantages of the open source technology of the Digium's Asterisk products? (Choose two)

- A. System administration is simplified by a single, centralized, user-friendly Web-based management tool.
- B. An open source VoIP PBX concept is independent from specific hardware manufacturers and from long term rigid contracts.
- C. Voice mail/auto attendant is a standard capability.
- D. Partial open source code can be used by developers and integrators for customized end-user solutions.

Answer: B, D

QUESTION: 46

Which communications product supports embedded SIP, analog, and digital trunking?

- A. Mitel 5000 Network Communications Solution
- B. Nortel BCM 200
- C. Digium Switchvox SMB
- D. Microsoft Office Communications Server

Answer: A

QUESTION: 47

Which applications are standard on every Nortel Business Communication Manager (BCM) system? (Choose two)

- A. Unified Messaging.
- B. Fax Answering.
- C. Voice mailbox seat licenses.
- D. Auto attendant.

Answer: B, D

QUESTION: 48

What is the advantage of integrated messaging in CISCO UCM 500 system?

- A. It helps in quick deployment of the product in the field.
- B. It supports 14 languages.
- C. It serves as a VoIP migration path for a number of widely deployed legacy platforms.
- D. It helps you check your voicemail by using Internet Mail Access Protocol (IMAP) e-mail clients.

Answer: D

QUESTION: 49

What are the advantages of the presence technology of the Siemens OpenScape Office application?

- A. It allows users to cut the cost of mobile calls between different mobile networks or to international destinations.
- B. It helps set up ad-hoc conference calls, knowing exactly who can attend.
- C. It allows external calls to be made via IP.
- D. It allows users to route calls to wherever needed, so they are more contactable.

Answer: B

QUESTION: 50

Which best describes the GSM integration capabilities of the Siemens HiPath solution?

- A. Users can dial into the office system by using their mobile device when they are on the road, be securely authenticated, and then get a dial tone so that they can make calls from the office system.
- B. Users can dial into the office system by using their mobile device and then transfer the call to any other phone number without any authentication.
- C. Users can dial into the office system by using their mobile device, log on to the intranet, and then make free calls through any instant messaging application.

D. Users can dial into the office system by using their mobile device and connect only to mobile phones that use the same mobile network.

Answer: A

QUESTION: 51

Which system helps post voicemail and fax mail in the Outlook inbox and provides a one-touch call record facility?

- A. HiPath 5000 RSM
- B. HiPath OpenStage
- C. HiPath 3000
- D. HiPath OpenOffice

Answer: D

QUESTION: 52

How does the Siemens HiPath OpenOffice system help raise the level of service offered to the customers?

- A. It allows users be contactable at multiple work locations using their mobile phones.
- B. It allows users to easily download and upload files from and to a shared Web resource.
- C. It helps users download the latest business information free-of-cost.
- D. It helps staff members speak to the customers more often, and because the staff members are not traveling as much they have more time to actually spend working on solving customers' problems.

Answer: D

QUESTION: 53

Which facilities of Unified Communications can help reduce energy usage? (Choose two)

- A. Recycling
- B. Audio conferencing
- C. Single number solution for voice communications
- D. PSTN routing

Answer: B, C

QUESTION: 54

How do HiPath 3000 and HiPath OpenOffice help in reducing energy usage? (Choose two)

- A. These hot desk and mobility solutions help implement desk sharing schemes.
- B. These solutions reduce office space to maintain, heat and air-condition.
- C. These solutions provide HD user experience.
- D. These solutions allow ad hoc conferences to happen effectively.

Answer: A, B

QUESTION: 55

Which feature of HiPath Wireless enables the use of Power-over-Ethernet (PoE)?

- A. Load-dependent clock speed modulation.
- B. Extra power supply units.
- C. Low power consumption (13 watts).
- D. External application servers.

Answer: C

QUESTION: 56

Which feature of HiPath OpenOffice makes it an energy-efficient solution?

- A. Power-over-Ethernet reduces operating costs.
- B. Consolidation of servers reduces energy consumption in operation.
- C. High-speed, cost-effective connections reduces latency.
- D. Tele-presence reduces CO2 emissions and fossil fuel use.

Answer: B

QUESTION: 57

How can Siemens' customers make efficient use of IT resources? (Choose three)

- A. By purchasing products that can be recycled.
- B. By monitoring the usage of fax.
- C. By measuring and reducing on energy usage.
- D. By improving resource efficiency.

Answer: A, C, D

QUESTION: 58

Which standards does Siemens follow when manufacturing its products? (Choose two)

- A. Life Cycle Assessment (LCA)
- B. Environmental Protection Agency
- C. Green IT balance
- D. Going Green Agreement

Answer: A, C

QUESTION: 59

What might happen if your prospects don't connect your solution to their unresolved business issues? (Choose three)

- A. You'll damage the trust and rapport you've developed.
- B. They won't prioritize your sale at the top of their action list, which will likely delay your sales cycle.
- C. They are unlikely to buy your product or service without seeing how it resolves their business issues.
- D. They might move the budget item that covers your category to buy another solution that clearly addresses a business issue.

Answer: B, C, D

QUESTION: 60

Creating a VisionMatch includes what steps? (Choose three)

- A. Identifying the power person.
- B. Proposing solutions.
- C. Defining problems.
- D. Identifying business issues.

Answer: B, C, D

QUESTION: 61

Which of the following are good anxiety questions? (Choose two)

- A. Are you sure you have the skills to lead the changes coming in your organization?
- B. Do you realize that if you don't act now, your company is in jeopardy of losing millions next quarter?
- C. Are you concerned about how your competitor's recent gains in market share may impact your stock price?
- D. Do you see how much our product can help you?

Answer: B, C

QUESTION: 62

Which of the following are benefits of open-ended questions? (Choose two)

- A. Open-ended questions demonstrate to your prospect that you understand his business.
- B. Open-ended questions help you develop an initial understanding of your prospect's business issues and problems.
- C. Open-ended questions demonstrate to your prospect that you're interested in learning about their business.
- D. Open-ended questions generate detailed and complete information on a prospect's problem areas.

Answer: B, C

QUESTION: 63

What best describes the TouchSlider feature of OpenStage?

- A. It offers a rich feature set for VoWLAN.
- B. It allows easy access to the menu-driven user interface.
- C. It controls the volume of the handset, ringer, and loudspeaker.
- D. It allows easy access to frequently used applications and features, such as address books, voicemail, conferencing, and speed dial.

Answer: C

QUESTION: 64

Which best describes the optiPoint solution for digital telephony?

- A. optiPoint 410