

**Exam Number/Code:**STI-884

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

**Version:** Demo

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QUESTION NO: 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 NO: 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 NO: 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 NO: 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 NO: 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 NO: 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 NO: 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 NO: 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 NO: 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 NO: 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