

Exam Code: 700-805

Exam Name: Cisco Renewals Manager (CRM)



Exam A

QUESTION 1

Which action can a Renewals Manager take to drive value in the account?

- A. Removing adopt on barriers.
- B. Define the account forecast.
- C. Manage and mitigate renewal risk.
- D. Align partners on training.

Correct Answer: C

Section:

Explanation:

An action that a Renewals Manager can take to drive value in the account is to manage and mitigate renewal risk. Renewal risk is the possibility that a customer will not renew their contract with Cisco at the end of their term, resulting in revenue loss and customer churn. Renewal risk can be caused by various factors, such as low adoption, poor satisfaction, lack of value realization, competitive pressure, budget constraints, or organizational changes. A Renewals Manager can manage and mitigate renewal risk by:

Identifying and prioritizing the accounts that have the highest risk of non-renewal, using data and tools such as ATR (Annualized Total Revenue), ARR (Annual Recurring Revenue), iARR (Incremental Annual Recurring Revenue), TPV (Total Partner Value), icebreaker (a tool that provides insights into new and unique business prospects), and Adopt on Scores (a tool that provides insight into how well customers are utilizing service and software they purchase from Cisco).

Developing and executing a risk mitigation plan for each high-risk account, involving actions such as engaging with the customer, understanding their needs and challenges, demonstrating value and ROI, addressing any issues or concerns, proposing improvements or enhancements, offering incentives or discounts, or leveraging partners or references.

Monitoring and tracking the progress and results of the risk mitigation plan, using data and tools such as CCW-R (Cisco Commerce Software Subscriptions and Services), which is a tool that allows customers and partners to quote, order, and manage their service contracts and software subscriptions from one place; and Customer Success Plan, which is a document that captures the account team's strategy and actions to achieve customer success.

Collaborating with other account team members, such as Customer Success Managers, Account Executives, or Sales Engineers, to align on the renewal strategy, share information and insights, coordinate activities and touchpoints, and deliver a consistent and positive customer experience.

By managing and mitigating renewal risk, a Renewals Manager can drive value in the account by increasing the chances of a successful renewal, retaining customers and revenue, enhancing customer satisfaction and loyalty, and creating opportunities for upsell or cross-sell.

QUESTION 2

Which group of products are enterprise networking products?

- A. WAN, LAN, Wireless
- B. Routing, Switching, Access Points
- C. iWAN, Viptela, Meraki
- D. Salesforce, Box, AWS

Correct Answer: A

Section:

QUESTION 3

Which service offering helps define the IT vision and strategy of the customer?

- A. optimization

- B. support
- C. training
- D. advisory

Correct Answer: D

Section:

Explanation:

According to the Cisco website¹, advisory services from Cisco and their partners provide expert guidance and data-driven insights to help customers architect and optimize their IT environment. Advisory services can help customers with:

IT strategy and planning

Business and technology alignment

IT governance and operating models

IT transformation and innovation

IT performance and optimization

QUESTION 4

Which detail is provided in the scorecard by using the Total Program View tool?

- A. renewal rate
- B. new products
- C. EOL products
- D. program rate

Correct Answer: A

Section:

Explanation:

According to the Total Program View (TPV) User Guide¹, the scorecard is a dashboard that provides a summary of the partner's performance across different programs and metrics. One of the metrics that is provided in the scorecard is the renewal rate, which is defined as:

The percentage of recurring revenue that is retained or renewed within a defined time period (usually 90, 180, or 365 days)

A key indicator of customer satisfaction, retention, and loyalty

A factor that affects the partner's incentives and rebates



QUESTION 5

Which area of the Success Plan is the Renewal Manager responsible?

- A. Barriers Predicted
- B. Solution Renewal
- C. Adoption Barriers Overcome
- D. Success Plan Hypothesis

Correct Answer: B

Section:

Explanation:

The area of the Success Plan that the Renewal Manager is responsible for is Solution Renewal. The Success Plan is a document that captures the account team's strategy and actions to achieve customer success. It defines the customer's desired outcomes, identifies the potential barriers and risks, outlines the key milestones and deliverables, and assigns roles and responsibilities to the account team members. The Solution

Renewal area of the Success Plan covers the activities related to renewing the customer's contract, such as reviewing the current solution, assessing the customer's satisfaction and value realization, proposing any improvements or enhancements, negotiating the terms and conditions, and executing the renewal agreement. The Renewal Manager is in charge of leading and managing the Solution Renewal area of the Success Plan, as well as collaborating with other account team members, such as Customer Success Managers, Account Executives, or Sales Engineers.

QUESTION 6

Which discussion point helps up sell a customer?

- A. Focus on what the customer already has covered on the network.
- B. Discuss changes in the network and identify any uncovered additions to the network.
- C. Focus on how much it will cost the customer.
- D. Discuss your prior ties and why you need the sale.

Correct Answer: B

Section:

Explanation:

A discussion point that helps up sell a customer is to discuss changes in the network and identify any uncovered additions to the network. This discussion point can help us understand the customer's current situation, needs, and challenges, as well as uncover any gaps or opportunities for improvement. By discussing changes in the network, we can show our interest and curiosity in the customer's business, as well as demonstrate our expertise and credibility in providing solutions. By identifying any uncovered additions to the network, we can highlight the risks and costs of not having adequate protection or support for those additions, as well as propose relevant products or services that can address those issues. This discussion point can help us create value for the customer, as well as differentiate our offering from competitors.

QUESTION 7

What is the primary customer value of the Cisco Services Portfolio?

- A. Services priced based on usage
- B. Services packages tailored to specific customer needs
- C. Customers can develop their own service offerings
- D. On-call, 24/7 service technicians at all levels

Correct Answer: B

Section:

Explanation:

The primary customer value of the Cisco Services Portfolio is that it offers services packages tailored to specific customer needs. The Cisco Services Portfolio is a comprehensive set of services that help customers achieve their IT vision and strategy, optimize their IT operations, and accelerate their business outcomes. The Cisco Services Portfolio includes four types of services: Support, Advisory, Optimization, and Training. Each type of service provides different levels of value and benefits to customers, depending on their needs and goals. Customers can choose the services that best suit their situation, budget, and expectations, and customize them to their specific use cases and scenarios. The Cisco Services Portfolio enables customers to get the most out of their Cisco products and solutions, as well as address their challenges and opportunities in a flexible and effective way.

QUESTION 8

An important Cisco customer has a large number of individual licenses for Cisco One in Enterprise Networking and engages many Webex users. The customer has expressed the intention to grow both groups and needs a compelling and simplified proposal.

Which Cisco offer represents the best value for the customer?

- A. Propose to migrate to perpetual model.
- B. Suggest as implied discount DSA with the total of licenses from each product Cisco One and Webex.
- C. Ask Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan.
- D. Prepare a Partner Branded Managed Service deal.



Correct Answer: C

Section:

Explanation:

The Cisco offer that represents the best value for the customer is to ask the Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan. A Smart Account is a centralized account management platform that gives customers full visibility and access to their Cisco software licenses, subscriptions, and services across their organization. A Smart Account simplifies license activation, usage tracking, and renewal management, as well as enables customers to move licenses across devices and locations as needed. An Enterprise Agreement is a simplified buying program that covers the entire organization's software and services needs under one agreement, one renewal date, and one set of terms. An Enterprise Agreement offers customers preferred pricing, financial predictability, investment protection, and flexible expansion options. A Customer Success Plan is a document that captures the account team's strategy and actions to achieve customer success. It defines the customer's desired outcomes, identifies the potential barriers and risks, outlines the key milestones and deliverables, and assigns roles and responsibilities to the account team members.

By engaging into a Smart Account or Enterprise Agreement and proposing a Customer Success Plan, the customer can benefit from:

A comprehensive cloud calling plan with ease, in a single unified offer.

A world-class collaboration suite built for hybrid work that provides Webex Calling, Messaging, Meetings, Polling, and Webinars in one unified offering.

A best-in-class collaboration suite that leverages AI-driven intelligence to create engaging and inclusive collaboration experiences.

A lower total cost of ownership by providing multiple best-in-class products from a single vendor.

A simplified contract management by converging software licenses, support for software, and support for hardware into one agreement, one renewal date, and one set of terms.

A trusted support from Cisco Solution Support that centralizes support across software and hardware and any third-party provider technologies in the deployment.

A guidance at every step to accelerate technology transitions through expert resources, best practices, and proven methodologies focused on industry-wide solutions.

A proactive and predictive insights powered by AI/ML-driven analytics and automation that help recognize potential problems, optimize operations, and de-risk transformation.

A blueprint for account teams to achieve customer success by defining the customer's vision, goals, metrics, milestones, deliverables, roles, responsibilities, progress, results, feedback, and recommendations.

QUESTION 9

Which success indicator for a Renewals Manager is valid?

- A. increased deployment of licenses
- B. stabilized customer satisfaction scores
- C. new product introductions
- D. on-time renewal



Correct Answer: D

Section:

Explanation:

A success indicator for a Renewals Manager that is valid is on-time renewal. On-time renewal measures the percentage of customers who renew their contracts with Cisco before or on the expiration date. On-time renewal reflects the Renewals Manager's ability to retain customers and revenue, as well as to increase customer satisfaction and loyalty. On-time renewal also reduces the risk of losing customers to competitors or alternative solutions. On-time renewal is calculated by dividing the number of customers who renew on time by the number of customers who are eligible to renew in a given period. On-time renewal is different from other metrics such as increased deployment of licenses, stabilized customer satisfaction scores, or new product introductions, which are not directly related to the Renewals Manager's role or performance.

QUESTION 10

Which critical task must be performed during the Qualification phase?

- A. validate customer inventory
- B. develop a Success Plan
- C. quote delivery
- D. Renewal Plan development

Correct Answer: A

Section:

Explanation:

According to the Cisco website¹, one of the critical tasks during the Qualification phase is to validate customer inventory, which includes:
Reviewing the Available to Renew (ATR) report and identifying any discrepancies or missing items
Confirming the accuracy of the contract end dates, product IDs, serial numbers, and quantities
Updating the ATR report with any changes or corrections

QUESTION 11

During which activity of the renewal process would an RM provide an appropriate co-termination timeframe and gain required internal approvals?

- A. deal strategy
- B. billing
- C. proposal build
- D. quote delivery

Correct Answer: C

Section:

Explanation:

According to a practice exam question from TestPrep2, the correct answer is C. proposal build. During this activity, an RM would:
Provide an appropriate co-termination timeframe and gain required internal approvals
Align with the account team on the renewal strategy and value proposition
Create a renewal proposal that meets customer needs and expectations

QUESTION 12

Which licensing model is the most complex for a customer to manage?

- A. Managed service agreement
- B. Subscription
- C. Enterprise agreement
- D. A La Carte

Correct Answer: D

Section:

Explanation:

La Carte licensing model is the most complex for a customer to manage because it requires the customer to purchase and activate individual licenses for each product and feature they want to use. This can result in a large number of licenses to track and renew, as well as compatibility issues between different products and versions. A La Carte licensing also does not provide the benefits of Cisco's Software Buying Programs, such as financial predictability, access to incentives, and subscription co-termination¹.

QUESTION 13

Which licensing model represents the highest value?

- A. Transactional
- B. Subscription
- C. Pay as you go
- D. Enterprise Agreements

Correct Answer: D

Section:



Explanation:

Enterprise Agreements (EAs) represent the highest value for customers who want to simplify their software licensing and management across their organization. EAs provide customers with:

- Unlimited access to a suite of Cisco software products within a defined technology domain for a fixed term and price
- The ability to deploy software anytime, anywhere, without additional costs or approvals
- The flexibility to grow and adjust their software usage without overage fees or penalties
- The convenience of co-terminating all their subscriptions at the end of the EA term
- The option to include Cisco services and support in their EA2

QUESTION 14

Who do Renewals Managers (RMs) work with?

- A. RMs work with account managers to drive ongoing revenue risk assessments and plays.
- B. RMs work with pre-sales engineers and build customer solutions.
- C. RMs work by themselves to develop a high level view customer requirements and objectives.
- D. RMs work with service delivery teams and monitor engagements.

Correct Answer: A

Section:

Explanation:

According to the Cisco website¹, RMs work with account managers to drive ongoing revenue risk assessments and plays, which include:

- Identifying and prioritizing renewal opportunities
- Developing and executing renewal strategies
- Negotiating and closing renewal deals
- Collaborating with other Cisco teams and partners to ensure customer satisfaction and retention

QUESTION 15

Which strategy for successful renewal of service contracts calls for discussing changes in the network and identifying any uncovered add ons to the network?

- A. validate the customer's business needs
- B. focus on benefits
- C. lock in revenue streams through co-termination
- D. explore up sell opportunities

Correct Answer: D

Section:

Explanation:

one of the strategies for successful renewal of service contracts is to explore up sell opportunities, which means:

- Discussing changes in the network and identifying any uncovered additions to the network
- Recommending new or upgraded products or services that can enhance customer value and outcomes
- Aligning with the account team on the up sell value proposition and proposal

QUESTION 16

What is the future state goal of licensing at Cisco?

- A. Smart License
- B. Standby License

- C. Classic PAK
- D. Right to use

Correct Answer: A

Section:

Explanation:

Smart License is the future state goal of licensing at Cisco, which aims to:
Simplify and streamline license management across Cisco products and solutions
Provide customers with a flexible and transparent way to consume Cisco software
Enable customers to view and manage their licenses through a single portal (Cisco Smart Software Manager)
Reduce operational costs and complexity for customers and partners

QUESTION 17

How does Cisco define Business Critical Services?

- A. subscription-based services covering the lifecycle of a technology
- B. Pay-as-you-go, services covering business-critical functions
- C. hardware replacement
- D. Pay-as-you-go, technology-based services

Correct Answer: A

Section:

Explanation:

Business Critical Services are subscription-based services covering the lifecycle of a technology, which provide customers with:
Expert guidance and best practices to optimize their network performance, security, and availability
Proactive support and automation to prevent issues, reduce risks, and accelerate outcomes
Insights and analytics to measure and improve their operational efficiency, agility, and innovation

QUESTION 18

Which two actions can a partner or customer perform within CCW-R? (Choose two.)

- A. set up billing
- B. download hardware, software and services datasheets
- C. change Customer Address
- D. view and manage their contracts
- E. order new services

Correct Answer: C, D

Section:

Explanation:

According to the CCW-R User Guide⁵, some of the actions that a partner or customer can perform within CCW-R are:
Change Customer Address: This allows the user to update the customer address information for a quote or an order.
View and Manage their Contracts: This allows the user to view their contract details, status, expiration date, product coverage, etc., as well as request a quote or renew their contracts.

QUESTION 19

How does Cisco define AT R?

- A. Contracts/subscriptions that are available to renew.
- B. ATR is the sum of RR and iARR, minus the attrition rate.
- C. Any customer agreement where attrition has been an issue.
- D. Contracts/subscriptions that have attrition terms revoked.

Correct Answer: A

Section:

Explanation:

A) Contracts/subscriptions that are available to renew.

Comprehensive and Detailed Explanation: According to the Cisco website¹, ATR stands for Available To Renew, which is defined as:

Contracts/subscriptions that are available to renew within a defined time period (usually 90, 180, or 365 days)

A key metric for measuring the renewal opportunity and performance

A report that shows the contract details, status, expiration date, product coverage, etc.

QUESTION 20

Which three financial metrics are critical in renewing subscriptions? (Choose three.)

- A. net new sales
- B. annual recurring revenue
- C. close rate
- D. training costs
- E. renewal rate

Correct Answer: B, D, E

Section:

QUESTION 21

What support should an RM take from the CSM?

- A. Communicate new greenfield opportunities.
- B. Communicate value and the impact of Cisco solutions.
- C. Book customer-service briefings.
- D. Oversee the closure of contracts.

Correct Answer: B

Section:

Explanation:

Communicate value and the impact of Cisco solutions to the customer

Help the customer achieve their desired outcomes and realize the full potential of their investment

Provide feedback and insights on customer health, satisfaction, and adoption

QUESTION 22

Which services are contained in the CX portfolio?

- A. Support Services, Business Critical Services, Professional Services and Managed Services



- B. Support Services, Business Critical Services and Professional Services
- C. Support Services and Business Critical Services
- D. Support Services, Business Critical Services, Professional Services, Managed Services, and Learning Services

Correct Answer: D

Section:

Explanation:

CX portfolio consists of five service categories that cover the entire lifecycle of a technology:

Support Services: Provide technical support, software updates, and smart capabilities to help customers maintain network availability, security, and performance

Business Critical Services: Provide expert guidance, best practices, proactive support, and insights to help customers optimize their network performance, security, and availability

Professional Services: Provide consulting, design, implementation, integration, optimization, and migration services to help customers deploy and adopt Cisco solutions

Managed Services: Provide end-to-end management, monitoring, and operation of customer's network infrastructure and applications by Cisco or certified partners

Learning Services: Provide training, certification, and enablement programs to help customers develop their skills and capabilities on Cisco technologies

QUESTION 23

Which strategy contributes to the successful renewal of service contracts?

- A. Offer discounts.
- B. Lock in revenue streams through co-termination.
- C. Communicate product performance, pricing, and position.
- D. Discount multi-year service agreements.

Correct Answer: C

Section:



QUESTION 24

Which of the Cisco Security product offerings focuses on identifying abnormal or suspicious network behaviors?

- A. Meraki
- B. Stealth watch
- C. Tetration
- D. App Dynamics

Correct Answer: B

Section:

Explanation:

Stealthwatch is one of the Cisco Security product offerings that focuses on identifying abnormal or suspicious network behaviors, which can help customers with:

Detecting and responding to advanced threats across their network

Gaining visibility and control over their network traffic and activity

Improving their network performance, security, and compliance