



Applying Cisco Specialized Business Value Analysis Skills (820-424)

Exam Description: The Applying Cisco Specialized Business Value Analysis Skills (BTASBVA) exam (820-424) is a 90 minute, 65–75 question assessment associated with the Cisco Business Value Specialist certification.

This exam tests a candidate's knowledge and core skills to successfully execute solutions- and outcome-based selling. Candidates can prepare for this exam by taking the Applying Cisco Specialized Business Value Analysis Skills course (BTASBVA), version 3 or later.

- 10%** **1.0** **Business Outcomes Selling Concepts**
 - 1.1 Describe the benefits of an outcome-based sales approach for both the customer and the seller's organization.
 - 1.2 Describe the key steps of Cisco's outcome-based sales approach.
 - 1.3 Explain the difference between a product-based, solution-based, and an outcome-based sales approach.
 - 1.4 Identify the customer benefits that result from defined outcomes (business, technology innovation, operational).
 - 1.5 Describe the emerging customer expectations of a solutions and services provider.

- 12%** **2.0** **Business Context and Requirements**
 - 2.1 Identify the customer business context and key stakeholders.
 - 2.2 Describe the characteristics of different types of customer organizations and their relationship with expected outcomes.
 - 2.3 Conduct a stakeholder analysis using the Stakeholder Power/Influence Grid.
 - 2.4 Describe the process for establishing credibility with stakeholders.
 - 2.5 Identify multiple stakeholder viewpoints and their impact on enabling outcomes.
 - 2.6 Compare and contrast the different types of requirements gathering techniques to understand the customer's expectations.

- 15%** **3.0** **Customer Requirements and Desired Outcomes**
 - 3.1 Describe the components of the Business Model Canvas and how they relate to understanding the customers' organization.
 - 3.2 Describe how the business model canvas is applied to understand the customer's business.
 - 3.3 Conduct a gap analysis to identify new business opportunities for the customer.
 - 3.4 Describe how the Business Motivation Model (BMM) is used to identify major drivers for customer decisions and/or change.
 - 3.5 Describe how a Business Capability Analysis can be used to identify strategic technology capability gaps.
 - 3.6 Compare and contrast the characteristics of technical and business capabilities.

- 15%** **4.0** **Outcomes and Solution Recommendations**
- 4.1 Define the business benefits of realizing outcomes.
 - 4.2 Identify Cisco and Partner solutions and services that support defined outcomes.
 - 4.3 Determine baseline metrics for desired customer outcomes and validate assumptions.
 - 4.4 Describe how Cisco and Partner solutions and services will enable customer outcomes
 - 4.5 Identify major risks and create a risk mitigation plan for achieving customer outcomes.
 - 4.6 Define a framework to measure and assess actual versus target outcomes.
- 16%** **5.0** **Business Case**
- 5.1 Define the process of creating and validating the business case.
 - 5.2 Identify the key components of a business case.
 - 5.3 Identify key performance indicators for measuring different types of outcomes (business, technology innovation, operational).
 - 5.4 Determine the financial implications, costs, and benefits associated with customer-defined outcomes.
 - 5.5 Describe the critical success factors that affect the consumption of solutions and services.
 - 5.6 Determine the non-financial benefits provided by new capabilities or realizing target outcomes.
- 15%** **6.0** **Implementation Roadmap**
- 6.1 Describe the benefits and components of an implementation roadmap.
 - 6.2 Identify the key steps for creating an implementation roadmap and gaining buy-in.
 - 6.3 Identify the factors that influence organizational readiness for change and solution adoption.
 - 6.4 Describe the benefits of pilots and prototypes and how they can be used to enable expected outcomes.
 - 6.5 Describe the factors that impact timelines for technology solution implementation, consumption, and adoption.
 - 6.6 Identify the key components for creating a successful implementation roadmap.
 - 6.7 Describe the approaches to mitigate implementation risks.
- 17%** **7.0** **Realizing Business Value**
- 7.1 Identify the process for monitoring and communicating outcomes.
 - 7.2 Describe how to use key performance indicators to measure progress towards targeted goals.
 - 7.3 Identify the factors that increase the consumption and adoption of solutions and services.
 - 7.4 Describe the strategies for maximizing benefits realization for the customer with respect to stated outcomes.
 - 7.5 Describe the characteristics and benefits of governance practices for managing the solutions and services that are associated with outcomes.
 - 7.6 Describe how post-sales activities can be used to identify new opportunities and capabilities to support the customer.