Adopting the Cisco Business Architecture Approach (810-440)

Exam Description: The Adopting the Cisco Business Architecture Approach (DTBAA) exam (810-440) is a 90-minute, 55–65 question assessment. This exam tests a candidate's knowledge and skills as it relates to:

- Roles related to a Cisco Business Architecture lead sales process
- Specific responsibilities of a business architect
- Customer journey
- Customer credibility and rapport

The following topics are general guidelines for the content likely to be included on the exam. However, other related topics may also appear on any specific delivery of the exam. In order to better reflect the contents of the exam and for clarity purposes, the guidelines below may change at any time without notice.

25% 1.0 Cisco Business Architecture

1.1 Describe the function of these roles associated with Cisco Business Architecture

- 1.1.a Sales leadership
- 1.1.b Account team
- 1.1.c Technology specialist team
- 1.1.d Services team
- 1.1.e Business architect

1.2 Describe these items for a business architect

- 1.2.a Roles
- 1.2.b Responsibilities
- 1.2.c Activities

1.3 Describe the advantages of Cisco Business Architecture approach

1.4 Describe the value of Cisco Business Architecture to the customer

1.5 Describe the value of Cisco Business Architecture to the Business Architect

1.6 Describe the value of Cisco Business Architecture to the account team

1.7 Describe the four skill pillars for the Cisco Business Architect

20% 2.0 Customer Relevance

2.1 Describe the different phases of the customer journey

- 2.1.a Vision

2.1.b Strategy
2.1.c Capabilities and solutions
2.1.d Implementation and adoption
2.1.e Outcome measurement

2.2 Describe the values of the Cisco Business Architecture methodology

2.3 Describe the value of the business roadmap

2.4 Describe the four maturity levels
2.4.a Silo'd or domain specific
2.4.b Multidomain
2.4.c Partial business engagement
2.4.d Business first engagement

2.5 Describe the relationship between maturity level and Business Architecture engagement

20% 3.0 Understanding Business

3.1 Define and distinguish these terms
3.1.a Business priority
3.1.b Business solution
3.1.c Business outcomes
3.1.d Business requirements
3.1.e Business capability

3.2 Define and distinguish these components of a business strategy
3.2.a Goals
3.2.b Objectives
3.2.c Mission
3.2.d Vision
3.2.e Resources
3.2.f Value
3.2.g Environment
3.2.h Timeframe

3.3 Compare and contrast internal influences and external influences that impact a business model

3.4 Identify the nine components of the business model canvas

3.5 Describe the value of a BMC

3.6 Compare and contrast business value and technology value

3.7 Apply these financial considerations for business decisions
3.7.a CAPEX
3.7.b OPEX
3.7.c ROI

3.7.d TCO
3.7.e NPV
3.7.f Hurdle rates
3.7.g Direct and indirect financial benefits
3.7.h Consumption models and financial considerations

15% 4.0 Enterprise Architectures, Practices, and Standards

4.1 Describe the value of architectural frameworks
4.2 Describe the value of enterprise architecture practices
4.3 Describe the value of enterprise architecture standards
4.4 Describe TOGAF® in the context of business architecture
4.5 Describe the ITIL® practice in business architecture

20% 5.0 Credibility and Rapport

5.1 Compare and contrast views and viewpoints
5.2 Describe the five management styles
5.3 Describe the five decision making style
5.4 Describe a persona
5.5 Describe the five target audience categories
5.6 Describe the four audience types
5.7 Describe characteristics of effective customer relationship management
5.8 Describe the five stages of the customer relationship management lifecycle