

Mastering the Cisco Business Architecture Discipline (840-450)

Exam Description: The Mastering the Cisco Business Architecture Discipline (DTBAD) exam (840-450) is a 90-minute, 60–70 question assessment that tests a candidate's knowledge and skills that relate to:

- Customer maturity and how that relates to a Business Architecture engagement
- Mapping the customer, the technology, and the business journey of an engagement
- Being able to construct a customer journey map from the current state to the desired state
- Roadmap creation
- Tools and techniques of a Business Architecture engagement

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	Business Acumen
	1.1	Evaluate the customer maturity for a Business Architecture engagement
	1.2	Apply stakeholder analysis to evaluate exec sponsorship
	1.3	Evaluate the Cisco maturity level for a Business Architecture engagement
	1.4	Evaluate the solution maturity level for a Business Architecture engagement
	1.5	Evaluate customer opportunities for a Business Architecture engagement
	1.6	Construct a current state business model using the business model canvas
	1.7	Determine how internal and external business influencers will impact the business model
	1.8	Construct and analyze the results of a business motivation model
	1.9	Create a business process model using a provided case study
	1.10	Compare and contrasts these items:
		1.10.a BMC
		1.10.b VPC
		1.10.c OMC
18%	2.0	Engagement Artifacts
	2.1	Construct a target business model canvas to support the strategic direction of the customer
	2.2	Evaluate interdependencies and linkages between the BMC building blocks
	2.3	Evaluate a capability maturity model
	2.4	Conduct a capability gap analysis
	2.5	Create relevant KPIs based on a given case study
	2.6	Compare and contrasts the three types of journey mapping
		2.6.a Customer journey map
		2.6.b Technology journey map
		2.6.c Business journey map

- 2.7 Construct a current state customer journey map identifying the following key elements:
 - 2.7.a Personas
 - 2.7.b Emotional experience
 - 2.7.c Outside-in touch points
 - 2.7.d Inside-in touch points
 - 2.8 Construct a technology journey map to improve customer experience and engagement
- 25% 3.0 Roadmap Creation**
- 3.1 Align business priorities with business capabilities
 - 3.2 Align business solutions with business capabilities
 - 3.3 Align business capabilities with business outcomes
 - 3.4 Evaluate the ability of the business to execute on solutions
 - 3.5 Describe the four pillars/domains of enterprise architecture view
 - 3.6 Compare and contrast the four roles of enterprise architecture
 - 3.7 Construct a business roadmap for implementing new capabilities and solutions
 - 3.8 Describe the process for presenting a business roadmap to stakeholders
 - 3.9 Describe technology investment considerations
- 18% 4.0 Engaging with the Customer**
- 4.1 Apply the Seven Elements Framework for influencing and negotiation
 - 4.2 Determine the nature of the engagement using stakeholder analysis
 - 4.3 Create a business proposal using a provided cases study
 - 4.4 Evaluate a business proposal for these items:
 - 4.4.a Financial impact
 - 4.4.b Business impact
 - 4.5 Describe new business opportunities to support the target state of the business
 - 4.6 Compare and contrast outside-in and inside-out thinking
- 14% 5.0 Advanced Tools and Techniques**
- 5.1 Describe the characteristics of the value proposition canvas
 - 5.2 Describe the characteristics of a culture map
 - 5.3 Describe the components of the operating model canvas
 - 5.4 Apply Porter's value chain analysis of business capabilities
 - 5.5 Describe the characteristics of business process mapping
 - 5.6 Describe the components of a lean service blueprint
 - 5.7 Describe the components a lean consumption model
 - 5.8 Describe the components of a business system model
 - 5.9 Describe the process and elements of job mapping