



Cisco Midsize Collaboration Solutions for Account Managers (700-105)

Exam Description: The Cisco Midsize Collaboration Solutions for Account Managers (MCAM) exam (700-105) is a 45-minute, 25– 35 item assessment that tests a candidate's knowledge of the skills needed by an account manager to successfully sell Cisco Midsize Collaboration Solutions, including Cisco Business Edition 6000.

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.

- 23%** **1.0** **Identify the current market trends and how the market for collaboration technologies has evolved**
 - 1.1 Understand how external and internal business challenges drive the need for new business capabilities
 - 1.2 Examine some customer pain points and challenges
 - 1.3 Identify how collaboration with Cisco Midsize Collaboration Solutions enables new business capabilities for customers
 - 1.4 Examine the collaboration challenges and opportunities in midsize market segment

- 54%** **2.0** **Validate Cisco Midsize Collaboration Solutions, its components, and differentiators**
 - 2.1 Identify Cisco Midsize Collaboration Solutions and key differentiators
 - 2.2 Validate the Cisco Business Edition 6000 platform, its components and how it is embedded in the Cisco Collaboration Architecture
 - 2.3 Examine the different Cisco Midsize Collaboration Solutions licensing options
 - 2.4 Examine the Cisco Business Edition 6000 competitive landscape
 - 2.5 Understand how the Cisco Midsize Collaboration Solutions align its capabilities with customer business needs

- 13%** **3.0** **Describe Cisco offerings that drive more value and better collaboration options for customers**
 - 3.1 Evaluate the value of integrating Cisco Business Edition 6000 with Cisco WebEx
 - 3.2 Evaluate the relevance of Cisco Spark and how it relates to Cisco Business Edition 6000

- 10%** **4.0** **Describe some deployment scenarios, customer use cases, and identify sales support tools and resources**
 - 4.1 Examine different Cisco Midsize Collaboration Solutions deployment scenarios
 - 4.2 Review Cisco Midsize Collaboration Solutions use cases
 - 4.3 Review tools and resources available to help successfully sell Cisco Midsize Collaboration Solutions