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QUESTION 1

You are in the Research and Analyze phase of a business architecture engagement with a public sector customer. You have access to the corporate organization chart and are identifying the relevant customer audience. Which tool helps when you consider power, influence, fears, support, and interest factors?

A. RACI chart

B. stakeholder analysis grid

C. seven elements framework

D. business scenario
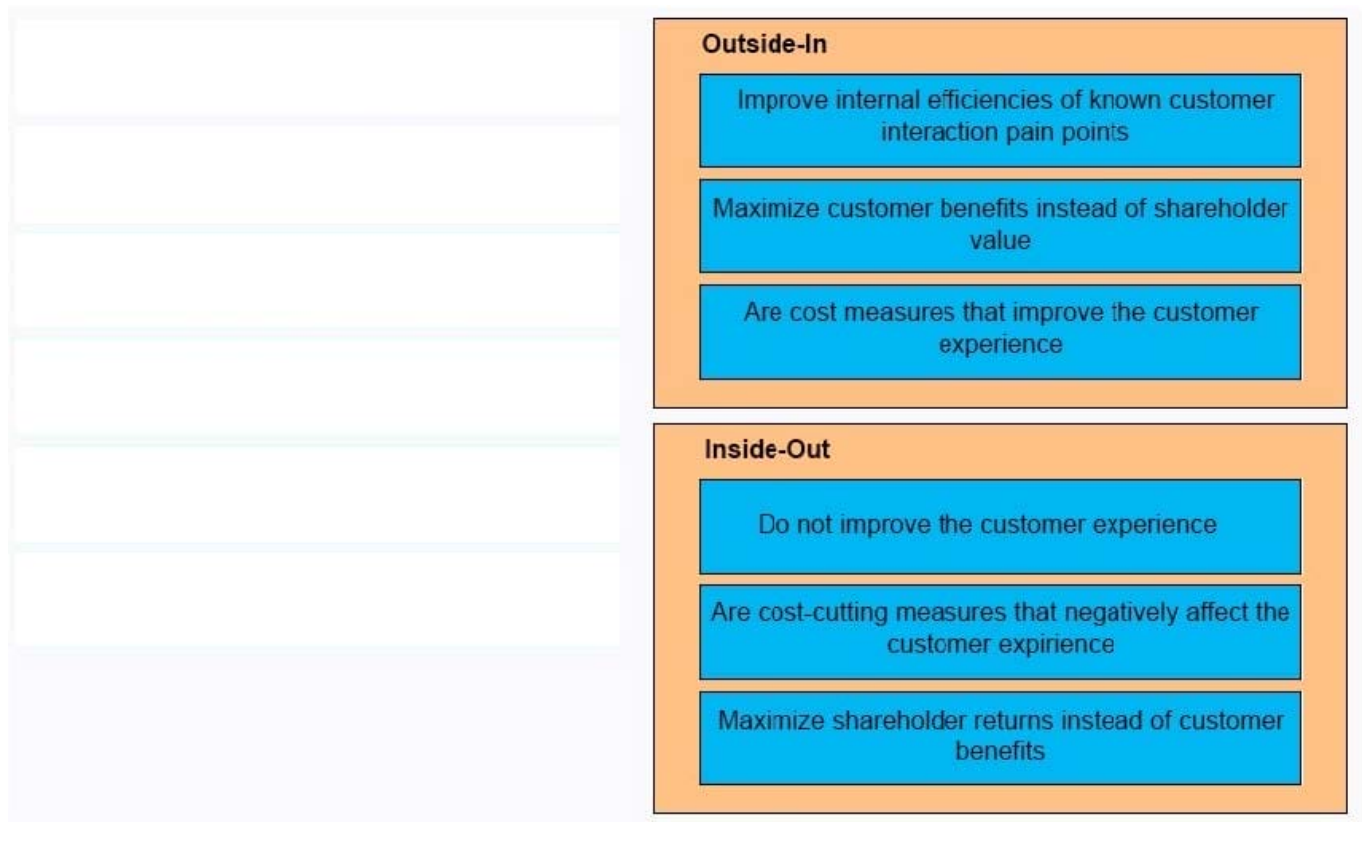
Correct Answer: A

QUESTION 2

DRAG DROP

You are developing a customer journey map. Drag and drop each customer touch point on the left to the correct touch point type on the right.

Select and Place:

Correct Answer:

Outside-In   3 / 4

Improve internal efficiencies of known customer interaction pain points

Maximize customer benefits instead of shareholder value

Are cost measures that improve the customer experience

Inside-Out

Do not improve the customer experience

Are cost-cutting measures that negatively affect the customer expirience

Maximize shareholder returns instead of customer benefits

QUESTION 3

What is an outcome of opportunity validation?

A. the value proposition

B. the cost structure

C. the appropriate personnel to involve

D. customer knowledge of the business

Correct Answer: C

QUESTION 4

Which tool do you determine priorities and sequencing for the business roadmap when you want to implement new capabilities and solutions?

A. business strategy value map

B. customer readiness index matrix

C. ability to execute matrix

D. business solution impact index

Correct Answer: D

QUESTION 5

You are looking at the role that technology plays in a customer organization. Which criterion enables you to choose between the "define" maturity level and the "differentiate" maturity level?

A. Technology is operated solidly.

B. Technology enables innovation and disruption.

C. Technology enables foundational capacity.

D. Technology is defined by business processes.

Correct Answer: D

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