Cisco Small and Medium Business Engineer (700-750)

Exam Description: Cisco Small and Medium Business Engineer (SMBE 700-750) is a 90-minute exam associated with the Cisco Small and Medium Business Engineer Specialization. This exam certifies a candidate's knowledge of the key concepts, strategies, and solutions that define Cisco's approach to the SMB market including analyzing market trends, evaluating the significance of brand presence and inclusivity, and enabling technologies. The course, Cisco Small and Medium Business Engineer Specialization, helps candidates to prepare for this exam.

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. To better reflect the contents of the exam and for clarity purposes, the guidelines below may change at any time without notice.

10%	**1.0**	**Partnership Opportunities with Cisco**
	1.1	Understand market trends influencing the SME sector
	1.2	Differentiate partner roles and types within the Cisco ecosystem
	1.3	Understand Cisco's partner strategy and its alignment with SMB objectives
	1.4	Understand Managed Service Provider opportunities and service-centric approaches
10%	**2.0**	**Enabling People, Enhancing Workspaces**
	2.1	Examine strategies for enabling employees to maximize their potential
	2.2	Understand methods of enhancing physical and digital workspaces
	2.3	Understand how to empower IT teams to facilitate efficient operations
10%	**3.0**	**Exploring SMB Experiences**
	3.1	Analyze the key benefits that Cisco SMB experiences offer
	3.2	Understand specific solutions within Cisco SMB experiences and their functionalities
	3.3	Understand how SMBs can leverage Cisco SMB experiences to their advantage
10%	**4.0**	**Navigating Hybrid Workforce Experiences**
	4.1	Recognize the increasing importance of hybrid workforce experiences
	4.2	Recognize how hybrid experiences cater to the needs of SMBs
	4.3	Determine cross-selling and upselling strategies tailored for the SMB market
	4.4	Understand the application of hybrid solutions across diverse industries and verticals
10%	**5.0**	**Adapting to Remote Workforce Experiences**
	5.1	Identify challenges faced by SMBs with remote or distributed teams
	5.2	Evaluate experiences, products, and opportunities
	5.3	Determine strategies for cross-selling and upselling in the remote SMB market
	5.4	Examine remote solutions in various industries and verticals

10%   6.0   Securing the Modern Workplace
       6.1   Understand digital security solutions tailored for SMBs
       6.2   Understand physical security and environmental solutions
       6.3   Determine strategies to cross-sell and upsell secure solutions
       6.4   Analyze the application of secure solutions across different industries and verticals

10%   7.0   Implementing SMART IT
       7.1   Interpret data to extract meaningful insights for informed decision-making
       7.2   Understand Cisco's smart portfolio
       7.3   Determine cross-selling and upselling strategies for the smart SMB market
       7.4   Recognize real-world use cases that demonstrate the benefits of smart solutions

10%   8.0   Enhancing Application Performance
       8.1   Understand Cisco's role in ensuring application security, accessibility, and resiliency
       8.2   Identify key applications relied upon by SMBs
       8.3   Determine positioning strategies for Cisco offerings within SMB accounts
       8.4   Recognize case studies and success stories that showcase application performance

5%   9.0   Exploring Platforms
       9.1   Understand the role and capabilities of platforms in enhancing customer experiences
       9.2   Describe deployment options and product associations within platforms
       9.3   Examine user experience and extensibility through APIs
       9.4   Evaluate SaaS application impacts and insights, and automation integration

5%   10.0   Understanding Business Value Demonstrations (BVDs)
       10.1   Understand the importance of Business Value Demonstrations
       10.2   Explore tools available for outstanding presales engagements
       10.3   Describe the demo platforms and their application in SMB scenarios
       10.4   Explain the use of dCloud, Topology Builder, and CML in demonstrations

10%   11.0   Introducing Engineering Programs
       11.1   Understand engineering resources and their role in achieving sales success
       11.2   Understand Sales Connect and Blackbelt for enhanced sales performance
       11.3   Understand Disti presales support options and the Meraki CMNA program
       11.3   Understand the benefits of Technical Assistance Center (TAC), Global Virtual Engineering (GVE), and DevNet