Microsoft Azure Sales Fundamentals

## Module 1 - Overview

# Q1. What is the cloud? (slide 6)

Which of the following statements provides the best description of the cloud? Select one answer.

1. The cloud is a pool of shared resources that’s accessible on demand and is used by many users simultaneously.
2. The cloud is a general term used to describe internet technologies such as DNS and DCHP.
3. The cloud is a term used to describe an on-premises networking infrastructure, including routers and gateways.
4. The cloud describes a pool of wireless network devices using mesh technology.

# Q2. Benefits of moving to the cloud (slide 4)

Which of the following statements is not a benefit offered by moving to the cloud? Select one answer.

1. Customers can reduce the risk of business interruption by using the cloud.
2. It’s easier to work remotely when services and apps are in the cloud.
3. Working in the cloud to reduce your dependency to your internet service provider.
4. Customers can save money by no longer purchasing yearly software licenses.

# Q3. Azure value propositions (slide 9)

In this course we learned that “In order to satisfy the demands of keeping up in the modern world, customers need a platform that has these 4 qualities. These pillars represent the unique value proposition Azure offers.” Which of the following statements describes these four qualities of Azure? Select four answers.

1. Fast
2. Hybrid
3. Intelligent
4. Inexpensive
5. Productive
6. Trusted

# Q4. Datacenter security (slide 10)

Which of the following statements best describe the multiple levels of physical security that Microsoft have in place at their datacenters? Select three answers.

1. Cyber security.
2. Extensive monitoring by security personnel.
3. Fire suppression.
4. Perimeter security.

# Q5. Compliance (slide 21)

Which of the following Gartner Magic Quadrants was Microsoft recently named in for every category that covers the cloud? Select one answer.

1. Challengers
2. Leaders
3. Niche players
4. Visionaries

# Q6. IP advantage (slide 30)

Which of the following describes the ways in which Microsoft protects customers from intellectual property related issues? Select three answers.

1. Patent pick
2. Springing license
3. Trade treaties
4. Uncapped indemnification

# Q7. Competition (slides 27, 29, and 30)

In this module, which of the following describe the areas where Azure beats AWS? Select three answers.

1. SLA coverage
2. IP protection
3. Market share
4. More tools

# Q8. Azure Stack (slide 18)

Which of the following allow customers to extend Azure to on-premises? Select one answer.

1. Azure Federated Services
2. Azure Stack
3. BizTalk Services
4. Cloud Services

# Q9. Azure Stack (slide 18)

For which of the following reasons might a customer want to use Azure Stack? Select three answers.

1. For disconnected and edge scenarios, where there is not always a connection to the internet.
2. For scenarios involving regulatory requirements, where data can’t leave a specific country.
3. For scenarios where open source platforms are involved, and interoperability is required.
4. In scenarios where a cloud model is desired but is restricted by apps that can’t be moved to the cloud.

# Q10. Productivity (slide 16)

Which of the following describe how Azure facilitates developer productivity? Select three answers.

1. Providing integrated tooling
2. Providing advanced analytics
3. Providing unified management
4. Providing more than 100 services

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## Module 2 – Core Benefits

# Q1. Azure benefits (slide 6)

Your customer wants a system that can automatically spin up more virtual machines (VMs) when demand is high—then decommission the extra VMs when demand subsides. Which of the following Azure benefits can meet this need? Select one answer.

1. Cost savings
2. Elasticity
3. Flexibility
4. Security

# Q2. Get to know your prospect/buyer (slide 20)

Which of the following are the starter questions, presented in this module, that will help you get to know your prospect/buyer? Select three answers.

1. What is their industry?
2. What products and services do they offer?
3. What are their business goals, objectives, and strategy?
4. What is their budget?

# Q3. Shell case study (slide 13)

Which of the following Azure services is Shell using to migrate their development projects? Select one answer.

1. Visual Studio 2017
2. Visual Studio Team Services
3. Application Insights
4. Mobile Engagement

# Q4. Cost savings (slide 8)

Which of the following describes the rate at which Azure services are billed? Select one answer.

1. By the minute.
2. Every 15 minutes.
3. By the hour.
4. No charge.

# Q5. Cost savings (slide 8)

Which of the following describes the rate at which Blob storage is billed? Select one answer.

1. By the minute.
2. Every 15 minutes.
3. By the hour.
4. No charge.
5. By the number of VMs used.
6. By the volume of data stored.

# Q6. Cost savings (slide 8)

Which of the following describes the rate at which the Cost Management for Azure tool is billed? Select one answer.

1. By the minute.
2. Every 15 minutes.
3. By the hour.
4. No charge.
5. By the number of VMs used.
6. By the volume of data stored.

# Q7. Datacenter regions (slide 10)

Which of the following describes the number of regions where Azure datacenters are located? Select one answer.

1. 25
2. 50
3. 100
4. 500

# Q8. Security (slide 11)

Which of the following describes the security advantages found in Azure? Select three answers.

1. Because Azure is available in multiple regions around the globe, you can tailor your infrastructure to meet different security requirements, regardless of location.
2. Azure Security Center gives a view of your security infrastructure across all on-premises and cloud-based workloads.
3. Azure Security Center will automatically update virus scanners on each virtual machine as they are created.
4. Microsoft Security Graph enables customers to gather millions of security signals (data points) and apply AI to obtain better correlation between events across security products.

# Q9. Azure Hybrid Benefit (slide 8)

Your customer’s cloud compute workload is very consistent. Rather than use pay-as-you-go, the customer asks if there is another approach to paying for VM instances that can save them money. Which of the following describes the responses you would give this customer? Select two answers.

1. Have your customer consider an Enterprise Agreement (EA) to see if they are eligible for Volume Licensing for Azure Instances.
2. Have your customer reserve Azure VM instances in advance.
3. Have your customer use Azure Hybrid Benefit so that they can use their existing Windows Server and SQL Server licenses with Software Assurance.
4. Have your customer use the VM Scale Sets tool to properly size their VM instances for the actual workloads required.

# Q10. Flexibility (slide 10)

Which of the following does not represent a benefit of the flexibility of Azure? Select one answer.

1. Azure services can be combined to meet business needs.
2. There are more than 600 different Azure services.
3. Reserved Azure VM instances.
4. Azure is available in 50 global regions.

# Q11. Value of partners (slides 17-20)

In which of the following ways can a Microsoft Partner provide value to customers who are considering Azure? Select three answers.

1. Be an expert on Azure solutions.
2. Be a trusted advisor to customers.
3. Counter all arguments against competitors.
4. Help customers build a cloud strategy.

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## Module 3 – Planning Customer Conversations

# Q1. Digital strategies (page 2)

Which of the following statements describe the digital strategies that companies are creating in response to the digital transformation? Select four answers.

1. Engaging customers
2. Minimizing IT overhead
3. Empowering employees
4. Optimizing operations
5. Transforming products

# Q2. Dos and Don’ts (page 8)

Which of the following statements describe the dos and don’ts as mentioned in the video when selling Azure? Select three answers.

1. Do map Azure to customer needs.
2. Do highlight unique strengths, referring to the Azure pillars.
3. Do compare Azure to other cloud/service providers.
4. Don’t promise what the platform can’t deliver.

# Q3. Azure free trial (page 8)

Which of the following describes how long the Azure free trial lasts? Select one answer.

1. 30 days
2. 60 days
3. 90 days
4. 180 days

# Q4. Cloud vs. on-premises (page 5)

In the video, you learned that, by 2025, a percentage of computing is expected to remain on-premises. Which of the following is the estimated percentage? Select one answer.

1. 30%
2. 40%
3. 50%
4. 60%