

Successfully Positioning the Network as the Platform



Course Description

This workshop is designed to enable Cisco and Channel Partner personnel to effectively convey the strategic value of the Network as the Platform strategy with business and IT customers. The goal is to have those dialogues be less complex, more customer-centric, and relevant to improvements in business processes.

The workshop incorporates dynamic instruction and a high degree of interactivity including role-playing, lectures, and case study examples to illustrate proven best practices for the successful positioning of Cisco's next-generation architectures and strategies. Key architectural concepts that will be explored are SOA, SONA, the Intelligent Information Network, and the current lead strategy within Cisco, the Network as the Platform.



Main Learning Objectives

- Understand critical success factors in executive-level architectural strategy discussions
- Outline business dynamics that are driving executives from best-of-breed integration efforts toward holistic architectures
- Illustrate with a customer how their network can become a strategic asset that better aligns IT resources with the overall business goals of the organization
- Develop customer-focused messaging, executive-level dialogues, and the consultative selling skills needed to facilitate customer commitment to the Network as the Platform
- Understand competitive architectural strategies that will be used to position against Cisco and demonstrate an ability to effectively counter them
- Demonstrate the ability to effectively communicate the relevant value of the Network as the Platform to executive, line-of-business, and IT audiences



Who should Attend

Cisco and Channel Partner Account Managers, Product Sales Specialists, Systems Engineers, Sales Management, and Field/Corporate Marketing personnel.



Course Length

Two full days, each requiring nine hours (e.g., 8:30 AM to 5:30 PM)



Course Prerequisites

Fundamental understanding of Service-Oriented Architecture (SOA), Service-Oriented Network Architecture (SONA), Intelligent Information Network (IIN), and other key Cisco architectural concepts. The prerequisite reading assignment will be provided in advance of the workshop.