# UCS Competitive Workshop for Pre-Sales Engineers

## Varighed: 2 Days    Kursus Kode: UCSCWSE

## Beskrivelse:

Designed specifically for Pre Sales Engineers, this courses utilises exercises and customer engagement based scenarios to provide an in-depth overview of the main technical features and their alignment to customers key business drivers. The UCS market is exceptionally competitve so time is taken to explore the competiition and how they compare to Cisco. This knowledge combined with the demonstration resources available to partners should enable a succeeful sales outcome.

Cisco Unified Computing System (UCS), unify computing, networking, management, virtualization, and storage access into a single integrated architecture. This unique architecture enables end-to-end server visibility, management, and control in both bare metal and virtual environments, and facilitates the move to cloud computing and IT-as-a-Service with fabric based infrastructure. This dramatically reduces the number of devices an organization must purchase, deploy, and maintain. Cisco UCS servers simplify traditional architectures and optimize virtualized environments end-to-end.

## Målgruppe:

The target audience for this workshop are Partner Pre Sales Engineers, Account Managers and anyone involved in the selling of Cisco UCS or Flex Pod solutions.

## Agenda:

- **After attending this course you should be able to:**

- Understand the Cisco UCS architecture

- Understand the UCS-Flex Pod Market

- Understand Next Generation UCS including Invicata

- Explain the business drivers for the UCS solution

- Target Cisco UCS customer and identify key stakeholders

- Demonstrate the business value of UCS to customers

- Position UCS as the solution to customers' business opportunities

- Create additional value through UCS management and support

- Differentiate UCS from competitive offerings

## Indhold:

**Understanding the UCS marketplace**

- Industry and market trends: Flex Pod Flavors
- Changing the economics of the Data Centre
- Cost Categories impacted by UCS
- Cost Reduction: Infrastructure, Power, Cooling, Software Licensing, Flash Array and Disks, Managing Resources in the Unified Fabric

**Cisco UCS Deep Diveo The architecture components (FIC, FEX, Blades, NIC's, UCSM)**

- Technology Differentiators: Cisco Memory and Intel Chips
- Stateless Blades: Pools, Service Profiles and Templates
- Unified Fabric, (LAN, SAN and FCoE)
- Fewer Switches (comparing FIC,FEX with EoR, ToR)
- Eliminating Complexity of management: UCSM, Director
- Penalties to scaling IO Adapters
- Taking UCS to the Next Level: Invicta Flash Memory
- Booting from Storage: SAN, iSCSi, local and Invicta Solid State Array
- Infrastructure Automation: Orchestration and API's
- What UCS can deliver: ESXi, Hyper-V, VDI, UC on UCS

**How to Identify, Target and Qualify Opportunities**

- Identifying Target Customers
- Selecting appropriate stakeholders
- Positioning the value of Cisco UCS: TCO, ROI, Benefits;Use cases;Asking key questions;Handling objections
- Cisco UCS Case Studies

**Ensuring Customer Success Through Partner Services**

- Adding extra value through Cisco services
- Cisco Validated Designs
- POC, dCloud, Cloud Labs, DCV-labs

**Cisco UCS Competitive Landscape**

- Competitive Positioning: IBM, Dell, HP, EMC, NetApp
- Invicta and UCS
- Why Cisco

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## Additional Information:

Recommended Advanced Reading
The Total Economic Impact Of NetApp's And Cisco's FlexPod Data Center Platform; IDG White Paper
This white paper will give an overview of the business and market drivers , including: What is a Flex Pod,Total Economic Impact methodology,Costs, Risk, flexibility, Benefits and Savings, Financial Summary
Cisco UCS: A Real World TCO Analysis EMC White Paper
This white paper will give an overview of the TCO associated with Cisco UCS, including UCS Overview;TCO: Compute, Network, Virtualization, Storage and Management

LINKS TO Demo resources:dCloud  https://cloudlab.cisco.com/+CSCOE+/logon.html DCV-labs http://nexus-demo.labgear.net/Home.asp
UCSM(PE) https://developer.cisco.com/web/unifiedcomputing/home

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## Flere Informationer:

For yderligere informationer eller booking af kursus, kontakt os på tlf.nr.: 44 88 18 00

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