Building Cisco Business and IT Roadmaps

Duration: 5 Days      Course Code: BTROAD      Version: 2.0

Overview:

This course enables participants to align Cisco architectures, Smart Solutions and services with a customer’s strategic vision and technology needs. Participants will enhance their skills in executing a consultative, business-led sales approach. Activities train on how to use Cisco’s Transformational Networking methodology in uncovering customer priorities, IT capability gaps and financial drivers for Cisco-related IT investments. Participants build skills necessary to gain customer acceptance as trusted advisor. This drives higher Cisco / channel partner revenue, influence and customer loyalty. This training covers topics such as: Understanding a customer business strategy and priorities; Moving beyond IT to engaging with Line of Business stakeholders and building credibility; Identifying how Cisco architectures and solutions address customer IT capability gaps; Running a workshop aimed at gaining stakeholder agreement to a roadmap of IT projects; Effectively presenting to senior executives; Understanding financial concepts; creating inputs for a business case.

Target Audience:

Engineers and Architects involved in the planning of customer solutions.

Objectives:

- After completing this course you should be able to:
  - Convey roadmap benefits; gain customer executive buy-in and commitment for action
  - Adopt a consultative, business led sales approach to customer engagements
  - Apply the Cisco Transformational Networking methodology; to create a technology and initiatives roadmap plus supporting deliverables, aligned to the customer’s business priorities
  - Conduct a workshop to capture business strategies, objectives and requirements
  - Develop and position a business case for the roadmap to include Cisco Architectural propositions, Smart Solutions, Services and related offerings

Prerequisites:

- Attendees should meet the following prerequisites:
  - CCDP is recommended
  - An overview understanding of the ITIL and TOGAF9 frameworks and the key principles, components, processes, and techniques of each framework.

Testing and Certification

- Recommended preparation for exam(s):
  - 820-422 - BTROAD Exam
  - This exam is required for the Cisco Business and IT Roadmap Specialist Certification.
Content:

**DAYs 1 and 2**

Introduction
- Learner Introductions
- Business Transformation Roles

Enterprise Architecture
- Architectural Differences
- Architectural Framework
- EA Methodologies
- Architecture and Design
- Architectural Lifecycle
- Architectural Benefits

ITIL ; TOGAF
- TOGAF and Other Frameworks
- Evolution of IT Service Management
- Align with Business Strategy and Change
- Engagement Models and Questions
- Application and Relevance of TOGAF 9.1
- Application and Relevance of ITIL 2011

**A New Approach**
- Vision, Strategy and Execution
- Business Focused Engagements
- Features, Advantages, Benefits and Business Relevance
- Story Board Methodology
- Exploring Business Relevance
- Business Personas

Customer Conversation Framework
- Background
- Customer Conversation Framework
- Three Questions
- Smart Solutions

Business Transformation and IT Enabled Change
- Evolving Landscape
- Drivers for Business Leaders
- Practical Steps and Frameworks
- Example Questions

Architectural Plays
- Enterprise Objectives
- Business Value
- The Pace of Technology Change
- Business Relevance
- Cisco Architectural Plays

Personal Story
- The purpose of a personal story
- Developing a personal story
- Case study personal story

Competitor Landscape and Differentiation
- Gartner Magic Quadrants
- Differentiation

Business Consulting Process – Phase 2: Gather and Analyse
- Running a workshop
- Essential Workshop Ingredients
- Workshop Template
- Case Study Exercise

Business Consulting Process – Phase 3: Build and Validate
- Gap Analysis
- SWOT Analysis
- Question types
- Objection Handling/Avoidance
- Understanding Change Management
- Presenting the Findings

Architecture Vision and Business Consulting Final
- Exercise

**DAY 3**

Business Consulting Roles and Styles
- Consulting Skills and Competencies
- Consultant Roles

Business Consulting Skills
- The 5 Phase Process
  - Phase 1: Engage
  - Client Meetings
  - Stakeholder Mapping, Analysis and Management
- Establishing Rapport
  - Keys to Building Rapport
  - Personality Types
  - Color Insights
- Listening
  - Listening as a skill
  - Becoming an Active Listener
  - Listening in a meeting (Exercise)
  - Pick a square

Business Consulting Process – Phase 3: Build and Validate
- Gap Analysis
- SWOT Analysis
- Question types
- Objection Handling/Avoidance
- Understanding Change Management
- Presenting the Findings

Architecture Vision and Business Consulting Final
- Exercise

**DAYs 4 and 5**

Transformative Architecture Engagement Methodology: Part 1
- Roadmapping – Aligning Business ; IT
- TN – What, How , Why
- TN – Roles and Resources
- Customer Network Architecture – Vision Workshop
- Delivering a Successful Customer Workshop
- Agile Architectural Networks
- Customer Interactive Interaction
- Building the Architectural Relevance
- Workshop Exercise 1
- Review

Transformative Architecture Engagement Methodology – Part 2
- Network Discovery
- Current State Assessment
- Creating the Unique Architectural Roadmap
- TN ; TOGAF
- Workshop Exercise 2 - UA
- Call to Action
Further Information:
For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931
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