
Advanced Security Architecture for Account Managers

Varighed: 1 Day Kursus Kode: ASAAM Leveringsmetode: Company event (Firmakursus)

Beskrivelse:

This course has been designed to provide an indepth understanding of Cisco's Security Portfolio, with specific emphasis on the requirements for the Cisco Security Architecture Specialisation account manager role. Attendees will learn how to correctly position the products, articulate their value and influence key decision makers

Firmakursus

Med et firmakursus bliver jeres it-kompetenceudvikling målrettet jeres behov. Det betyder, at vi hjælper med at finde og sammensætte det helt rigtige kursusindhold og den helt rigtige form. Kurset kan afvikles hos os eller kunden, standard eller virtuelt.

Målgruppe:

Channel Partner Account Managers looking to enhance their Cisco Security Architecture knowledge and partners looking for Cisco Advanced Security Architecture Specialisation accreditation.

Agenda:

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| ■ After attending this course you should be able to: | ■ Articulate Cisco's Value proposition |
| ■ Understand the need for a Unified Security Framework | ■ Identify each of Cisco's 4 unique differentiators |
| ■ Describe the components of the Cisco Security Solution. | ■ Understand the importance of Software Lifecycle Planning. |
| ■ Recognize Customer Challenges and advise the correct solution for the business requirement | |
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Forudsætninger:

Recommended Prerequisites:

- None

Test og certificering

Recommended as preparation for exam:

- **700-260** - Advanced Security Architecture for Account Managers
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Indhold:

Cisco Security Architecture

- Customer Challenges
- Trends and Business Drivers
- Value to the Business
- Future Cisco Unified Security Architecture
- Current Cisco Security Framework Elements

Cisco Security Architecture Solutions

- Content
- Network
- Access and Mobility

Customer Use Cases and Architecture Designs

- Use Case Scenarios: Small Business, Data Center, Advanced Projection, Mobile Access
- Customer Challenges
- Cisco Solutions and Architecture Designs
- Customer Objections

Building the Business Case

- Costs of Security Breaches
- Problems both Sellers and Customers face
- Benefits of Selling Cisco Solutions
- Customer Cost Benefits of using Cisco Solutions

Value Propositions

- Decision Drivers for Key Customers
- Value Proposition Solution Use Cases
- Differences between selling the Architecture and Individual Products

Competition

- What to Look for in a Security Solution Provider
- Cisco's Differentiator's
- Cisco's award-winning solutions

Licensing and Software Lifecycle Management

- License Options
- Software Lifecycle Framework: Activate, Adopt, Cross and Upsell, Asset Management, Renew

Cross Architecture Technology Solutions

- Cyber Threat Defence
- Secure Data Center
- Unified Access
- TrustSec
- Security as a Services

Flere Informationer:

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

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