Advanced Security Architecture for Account Managers

Duration: 0 Days   Course Code: ASAAM

Overview:

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

Target Audience:

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

Objectives:

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

- Understand the need for a Unified Security Framework

- Describe the components of the Cisco Security Solution.

- Recognize Customer Challenges and advise the correct solution for the business requirement

- Articulate Cisco's Value proposition

- Identify each of Cisco's 4 unique differentiators

- Understand the importance of Software Lifecyle Planning.

Prerequisites:

Recommended Prrequisites:

- None

Testing and Certification

Recommended as preparation for exam:

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

Content:

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 Cusctomers face
- Benefits of Selling Cisco Solutions
- Customer Cost Benefits of using Cisco Solutions

Value Propositions

- Decision Drivers for Key Customers
- Vlaue 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

Further Information:

For More information, or to book your course, please call us on 00 20 (0) 2 2269 1982 or 16142

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