

Cisco IoT Practice Builder Workshop (CIOT-PB-WS)

ID CIOT-PB-WS Price on request Duration 2 days

Who should attend

- Account Managers
- Pre-Sales Engineers
- Practice Directors
- Sales Executives
- Channel Partners

Prerequisites

A good overall knowledge of the IoT industry and core vertical markets.

Course Objectives

By the end of this course, you will be able to:

- Leverage the Cisco IoT ecosystem to build your own IoT go-to-market approach
- Articulate a comprehensive understanding of the enterprise IoT stack
- Comprehend how Cisco's IoT solutions and ecosystem fit into the enterprise IoT stack
- Employ a business outcomes approach to customer engagement for IoT solutions
- Understand IoT ecosystem partnering strategies to quickly take IoT solutions to market
- Describe how present Cisco IoT solutions address use cases in core verticals of retail, smart buildings, remote asset management, manufacturing, fleet management and utilities/energy
- Engage customers by mapping their specific use cases to Cisco IoT ecosystem solutions
- Lead IoT use case discussions with customer buying centers outside of your comfort zone

Course Content

The idea of "Connecting the Unconnected" generates a new world of possibilities. How do Cisco Channel Partners capitalize on this \$19 Trillion Opportunity? Fast Lane's Cisco IoT Practice Builder Workshop moves beyond the "possibilities" and provides concrete

steps for taking an IoT solution practice to market with proven use cases and technologies.

The Cisco IoT Practice Builder Workshop provides you with a comprehensive understanding of how the IoT solution stack lays out, the inter-relations of each component and where technology fits in the overall solution stack. You will gain a clear understanding of the critical role that Cisco Partners play in accelerating the adoption of IoT solutions. Learn insights into major verticals by taking a deep dive into proven IoT use cases that address your existing and new customer business outcomes and strategic intents. By reviewing the entire IoT solution lifecycle, you will be provided guidance for how to engage the customer at each stage while increasing the deal size and accelerating the sales process.

Detailed Course Outline

Module 1: The business relevance of Cisco's IoT solutions for your customers

- Overview of the enterprise IoT solution stack
 - Device layer
 - Core platform services
 - Analytics
 - Cognitive services and solutions
- Cisco's positioning within the enterprise IoT stack and its surrounding IoT ecosystem
- The Cisco IoT roadmap and vision:
 - Enterprise IoT stack focus
 - Partners within the broader IoT ecosystem
- IoT ecosystem partners positioning within the enterprise IoT stack:
 - Rapid IoT solution development with relayr and Cisco
 - Remote asset management use cases with Azeti and Cisco CAM
 - Fleet management and connected transportation solutions with Davra Networks and Cisco
 - IoT analytics with Cisco's Parstream and IBM
 - Connected factory with Rockwell Automation, GE and relayr
 - Connected factory security with Sourcefire, Lancope, NGFW and ISE

- Connectivity and device management with Jasper
- Connected analytics with SAP, SAS
- Connected buildings with Honeywell, UTC, relayr
- Connected grid with OSIsoft and BitStew
- Smart and connected cities with Sensity, World Sensing, Acuity and molex
- Engagement mechanism for Cisco Channel Partners

Module 2: Engage with new buying centers in existing and new customers

- Summary of Cisco's IoT solutions and its architectures, including:
 - Connected building solutions
 - Connected transportation solutions
 - Connected machines
 - Connected asset management
- Market drivers
- Key customer contacts
- LOB buyer intelligence
- Vertical-specific challenges
- Vertical-specific, proven use cases
- Wins and customer success stories

Module 3: How Cisco Channel Partners mon- IoT-ize enterprise IoT solutions

- Understanding the IoT Solution Lifecycle model:
 - Awareness
 - Sales Acceleration
 - Customer Engagement
 - Solution Development
 - Deployment
 - Managed Services
 - Building awareness
 - Accelerating the Sale
 - Customer Engagement Workshops
 - Solution Development and Deployment for IoT Solutions

About Fast Lane



Fast Lane is a global, award-winning specialist in technology and business training as well as consulting services for digital transformation. As the only global partner of the three cloud hyperscalers- Microsoft, AWS and Google- and partner of 30 other leading IT vendors, Fast Lane offers qualification solutions and professional services that can be scaled as needed. More than 4,000 experienced Fast Lane professionals train and advise customers in organizations of all sizes in 90 countries worldwide in the areas of cloud, artificial intelligence, cyber security, software development, wireless and mobility, modern workplace, as well as management and leadership skills, IT and project management.

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- ✓ Business & Soft Skill Training
- ✓ Consulting Services
- ✓ Managed Training Services
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- ✓ Content Development
- ✓ Remote Labs
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Training Methods

- ✓ Classroom Training
- ✓ Instructor-Led Online Training
- ✓ FLEX Classroom – Classroom & Online Hybrid
- ✓ Onsite & Customized Training
- ✓ E-Learning
- ✓ Blended & Hybrid Learning
- ✓ Mobile Learning

Technologies & Solutions

- ✓ Digital Transformation
- ✓ Artificial Intelligence
- ✓ Cloud
- ✓ Networking
- ✓ Cyber Security
- ✓ Wireless & Mobility
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