
Cisco Data Center AM Boot Camp

Duration: 1 Day **Course Code: DCAM**

Overview:

Cisco Data Center Business Advantage is an architectural framework that delivers tangible business value for dynamic networked organizations. To meet the changing business needs of customers the Cisco Data Center provides architectural flexibility and openness. In this way, it increases business value through technology innovation, systems excellence, and solution differentiation.

Our exclusive AM Boot Camp training provides an introduction to Cisco's Data Centre Networks technologies, solutions, and resources. This Baseline training is designed as preparation for exam DCNSS-646-985 and PSDCUCAM-650-987 the exam required for DCSSA - Data Center Sales Specialist for Architecture

In this course, Cisco channel partner account managers and sales professionals get a sales-focused introduction to the business value of a Data Center.

Target Audience:

Cisco Account Managers and Cisco hardware, software, and channel partner salespeople who need to prepare for Borderless Network certification.

Objectives:

- **After you complete this course you will be able to do and use:**
 - Cisco Data Center Business Advantage-Cisco's architectural framework for the evolving data center, linking technology innovation to business innovation.
 - Cisco Data Center Business Advantage
 - Architecture Overview
 - The Server Market
 - The Cisco UCS Portfolio
 - Selling Cisco UCS
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Prerequisites:

Attendees should meet the following prerequisites:

Testing and Certification

Recommended as preparation for exam

646-985 - Data Center Networking Solution Sales

650-987 - Cisco Data Center Unified Computing Sales Specialist

Content:

Selling the Cisco Data Center Network Solution

Introduction

- What is covered?

Understanding the Data Center

- Data Center Concepts and Fundamentals
- Data Center Challenges
- Building the Next Generation Data Center

Cisco's Data Center Networking infrastructure Solutions

- Building the Front-End Network
- Selling the Front-End Network

Cisco's Data Centre Application Networking Solution

- Deploying Application Networking Services
- Selling Application Networking Services

Cisco's Data Center Storage Networking Solutions

Cisco Unified Computing Systems

- Overview of Unified Computing Systems
- Selling Unified Computing Systems

Cisco Data Center 3.0

- Building Cisco Data Center 3.0
- Selling Storage Networking Solutions

Unified Computing Introduction for AM's

Cisco Data Center Business Advantage Architecture Overview

- Data Center Concepts and Fundamentals
- Data Center Challenges
- Building the Next Generation Data Center
- Data Center Architecture

The Server Market

- Server Market Evolution

The Cisco UCS Portfolio

- The Cisco UCS Value Proposition
- UCS Blade Server Solutions
- UCS Rack Server Solutions

Selling CISCO UCS

- Identifying and Qualifying UCS opportunities
- Tools and Resources
- Expanding Your Opportunity

Further Information:

For More information, or to book your course, please call us on Head Office +44 (0) 118 977 7700

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