

Sales & Business Transformation

- Cisco Business Transformation Curriculum & Certification
- Business & IT Convergence Curriculum
- Fast Lane “How to Sell” Series for Cisco Products & Solutions



Contents



The first step when launching any product or solution is to enable sales teams to first understand all of the business aspects followed by the key technical details in order to have successful conversations with all stakeholders and buying centers of a particular customer.

As a global Cisco Business Learning Partner (BLP), Fast Lane is qualified and equipped to develop, customize and deliver state-of-the-art business transformation and sales courses. Fast Lane is closely aligned with various Cisco business units and channel teams to full support their go to market initiatives.

Our sales and pre-sales offering is structured as follows:

- Cisco Business Transformation Training
- Business & IT Convergence Curriculum
- Fast Lane “How to Sell” Series for Cisco Products & Solutions



Cisco Business Transformation Training

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Business & IT Convergence Curriculum

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Fast Lane “How to Sell” Series

Generic “How to Sell” Modules

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Cisco Business Transformation Certifications



The Cisco Business certifications will help to identify and enable individuals who can best support customers' long-term strategic objectives and consistently align business priorities with technology strategies.

As a Cisco Business Learning Partner, Fast Lane delivers the courses you need to prepare for the certification you desire.



Prerequisites	Recommended Training	Exam
Cisco Business Value Specialist (BVS)		
<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Understanding Cisco Business Value Analysis Fundamentals (BTUBVAF) Applying Cisco Specialized Business Value Analysis Skills (BTASBVA) 	810-420 BTUBVAF 820-421 BTASBVA
Cisco Business Value Practitioner (BVP)		
<ul style="list-style-type: none"> Cisco Business Value Specialist Certification 	<ul style="list-style-type: none"> Executing Cisco Advanced Business Value Analysis & Design Techniques (BTEABVD) 	840-423 BTEABVD
Transformative Architecture Specialist		
<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Performing Cisco Transformative Architecture Engagements (BTPBTAE) 	820-422 BTPBTAE
Cisco Enterprise IT Business Specialist		
<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Building Business Specialist Skills (BTBBSS) 	820-427 BTBBSS

Cisco Gold partners are required to have a minimum of one employee who holds the sales certification Business Value Practitioner!

Cisco Business Transformation Training

Understanding Cisco Business Value Analysis Fundamentals ID BTUBVAF Price 1.790,00 EUR (excl. VAT) Duration 3 Days

Course Content

- Understanding Business Value
- Boosting your Credibility
- Establishing a View of Business Needs
- Refining your View of Business Needs
- Finance and Business Value

Schedule Germany

Hamburg	30.03.-01.04.15
Berlin	11.05.-13.05.15
Duesseldorf	24.06.-26.06.15
Munich	05.08.-07.08.15
Stuttgart	16.09.-18.09.15
Hamburg	04.11.-06.11.15

Schedule Austria (ITLS)

Vienna	30.03.-01.04.15
Vienna	16.09.-18.09.15

Schedule Switzerland

Zurich	28.01.-30.01.15
Zurich	05.08.-07.08.15
Zurich	25.11.-27.11.15

Applying Cisco Specialized Business Value Analysis Skills ID BTASBVA Price 2.490,00 EUR (excl. VAT) Duration 4 Days

Course Content

- Understanding Business Value and Architectural Sales Concepts
- Preparing a Vision and Scope Proposal
- Gathering Customer Information Internal Research
- Gathering Customer Information External Research
- Analyzing the Current State
- Designing the Future Business Model
- Cisco Architecture - Introduction
- Cisco Architecture - Enterprise Networks
- Cisco Architecture - Security
- Cisco Architecture - Collaboration
- Cisco Architecture - Data Center / Virtualization

- Developing a Recommendation
- The Importance of the CFO as a Stakeholder
- Understanding Financial Concepts and Models
- Building and Presenting a Business Case
- Determining an Implementation Approach
- Developing the Implementation Roadmap
- Realizing Benefits

Schedule Germany

Hamburg	07.04.-10.04.15
Berlin	18.05.-21.05.15
Duesseldorf	29.06.-02.07.15
Munich	10.08.-13.08.15
Stuttgart	21.09.-24.09.15
Hamburg	09.11.-12.11.15

Schedule Austria (ITLS)

Vienna	07.04.-10.04.15
Vienna	21.09.-24.09.15

Schedule Switzerland

Zurich	02.02.-05.02.15
Zurich	10.08.-13.08.15
Zurich	30.11.-03.12.15

Cisco Business Value Specialist Power Workshop ID BVSPW Price 3.690,00 EUR (excl. VAT) Duration 5 Days

Course Content

Our Power Workshop comprises the following courses:

- Understanding Cisco Business Value Analysis Fundamentals (BTUBVAF)
- Applying Cisco Specialized Business Value Analysis Skills (BTASBVA)

Schedule Germany

Munich	23.02.-27.02.15
Berlin	18.05.-22.05.15
Duesseldorf	29.06.-03.07.15

Munich	10.08.-14.08.15
Stuttgart	28.09.-02.10.15
Hamburg	09.11.-13.11.15

Executing Cisco Advanced Business Value Analysis & Design Techniques ID BTEABVD **Price** 2.490 EUR (excl. VAT) **Duration** 4 Days

Course Content

- Gaining Stakeholder Buy-in
- Business Model Masterclass
- The Changing CxO Landscape
- Improving Your CFO Relationship
- Organization Governance
- Managing Organization Change
- Consulting Techniques and Tools
- Realizing Benefits
- Deepening the Customer Relationship
- Practitioner Workshop



Schedule Germany

Frankfurt	09.02.-12.02.15
Hamburg	13.04.-16.04.15
Berlin	26.05.-29.05.15
Duesseldorf	06.07.-09.07.15
Munich	17.08.-20.08.15
Stuttgart	28.09.-01.10.15
Hamburg	16.11.-19.11.15

Schedule Austria (ITLS)

Vienna	13.04.-16.04.15
Vienna	28.09.-01.10.15

Schedule Switzerland

Zurich	09.02.-12.02.15
Zurich	17.08.-20.08.15
Zurich	07.12.-10.12.15

Performing Cisco Business-Focused Transformative Architecture Engagements ID BTPBTAE **Price** 3.290 EUR (excl. VAT) **Duration** 5 Days

Course Content

- Introduction
- Enterprise Architecture: frameworks, methodologies and benefits
- TOGAF and ITIL: introduction and relevance
- A new approach: consultative selling and business-focused engagements
- Cisco Customer Conversation Framework
- Business transformation and IT-enabled change
- Architectural plays
- Using your personal story to boost credibility
- Competitive landscape and differentiation
- Business finance: concepts and approach for quantifying value
- Business consulting: roles and styles
- Building skills for the overall consulting process: "Phase 1 – Engage"
- Building Skills for Consulting Process: "Phase 2 – Gather and Analyze"
- Building Skills for Consulting Process: "Phase 3 – Build and Validate"
- Transformative Architecture Engagement Methodology



Schedule Germany

Frankfurt	16.02.-20.02.15
Hamburg	20.04.-24.04.15
Berlin	01.06.-05.06.15
Duesseldorf	13.07.-17.07.15
Munich	24.08.-28.08.15
Stuttgart	05.10.-09.10.15
Hamburg	23.11.-27.11.15

Schedule Austria (ITLS)

Vienna	20.04.-24.04.15
Vienna	05.10.-09.10.15

Schedule Switzerland

Zurich	16.02.-20.02.15
Zurich	24.08.-28.08.15
Zurich	14.12.-18.12.15

Cisco Building Business Specialist Skills

ID BTBSS **Price** 1.790,00 EUR (excl. VAT) **Duration** 3 Days

Course Content

- Business Transformation
- Technology Trends and Their Impact on Business
- Understanding the Business Context
- Conducting Business Analysis for Value
- Financial Considerations of Technology Solutions

- Managing Technology Solution Implementation and Adoption
- Communication and Influence

Schedule Germany

Frankfurt	23.02.-25.02.15
Hamburg	27.04.-29.04.15
Berlin	08.06.-10.06.15

Duesseldorf

20.07.-22.07.15	
Munich	31.08.-02.09.15
Stuttgart	12.10.-14.10.15
Hamburg	30.11.-02.12.15

Cisco Sales Essentials

ID CSE6 **Price** 1.490,00 EUR (excl. VAT) **Duration** 3 Days

Course Content

- Cisco Architectures for Business Transformation
- Cisco Partner Advantage
- Networking Basics
- Selling Enterprise Networks
- Selling Collaboration
- Selling Small Business Architecture
- Selling Video Architecture
- Selling Data Center, Virtualization, and Cloud Architectures
- Enhancing Profitability through Whole Offers

Schedule Germany

Frankfurt	02.02.-04.02.15
Stuttgart	02.03.-04.03.15
Hamburg	23.03.-25.03.15
Berlin	27.04.-29.04.15
Duesseldorf	01.06.-03.06.15
Munich	06.07.-08.07.15
Frankfurt	03.08.-05.08.15
Stuttgart	31.08.-02.09.15

Duesseldorf

28.09.-30.09.15	
Hamburg	26.10.-28.10.15
Berlin	07.12.-09.12.15

Schedule Austria (ITLS)

Vienna	02.03.-04.03.15
Vienna	31.08.-02.09.15

Schedule Switzerland

Zurich	07.01.-09.01.15
Zurich	06.07.-08.07.15

Business & IT Convergence Curriculum

IT companies, system integrators and IT consulting firms are facing major challenges caused by a fundamental change of customer behavior due to a rapid convergence of business and technology:

- IT is no longer only supporting the infrastructure but is deploying and supporting the strategic platform for any organization's development. Infrastructure and applications must be aligned with corporate strategy in order to contribute significant value.
- More and more IT budgets are allocated outside the IT department due to business requirements. Beyond plain technical features, the functionality and value of complex IT solutions must be "translated" into business terms.
- As investments in IT are growing, managers ask for financial returns, value creation and other measures of success. IT investments must be linked with strategic and operative goals.

This rapidly changing environment requires a new sales style. Besides acquiring increased knowledge about technologies, account teams must learn and apply new practices and skills to resonate with stakeholders outside of IT.

In cooperation with our partner Triangility, Fast Lane is offering a comprehensive sales force transformation program designed to support account teams mastering this convergence. While the sales skills related courses should be taken in their recommended order, the element Understand & Believe includes various technological modules that can be consumed at any time or independent of the entire program. These technology oriented modules cover some of Cisco's key architectures and current technological trends/drivers and are helping to translate technology into business value.

For more information please call us at +49 (0)40 25334610.



Sales Skills (Sales Process) related Courses



Technology related Courses (Understand & Believe Modules)

Understand & Believe Modules

- Evolution of the Data Center (BIC-UB-EOD)
- Opportunities in Enterprise Mobility (BIC-UB-OEM)
- Internet of Things (BIC-UB-IOT)
- Seamless Collaboration (BIC-UB-SLC)
- SDN and Beyond (BIC-UB-SAB)

Business & IT Convergence: Sales Skills (Sales Process) related Courses

Discover the Customer

ID BIC-DTC Duration 2 Days

Course Content

- Consultative Selling
- Analytics & Research
- Business Consulting Skills
- Strategy – the Customers' Outside World
- Business Model – the Customers' Inside World
- Business Processes & KPI's
- Identifying the Buying Center
- Value Creation

Engaging the Stakeholder

ID BIC-ESH Duration 2 Days

Course Content

- Communication Basics
- SPIN – Finding the Need of Stakeholders
- Storytelling Basics
- Presence and Presentation Techniques
- Approaching the C-Level

Creating a Business Case

ID BIC-CBC Duration 2 Days

Course Content

- Investment Appraisal
- MR FAB
- Risk Analysis & Mitigation
- Storytelling – the Business Case Story
- Communication & Conversation Techniques
- Negotiation in Sales
- Objection Handling & Deal Closing

Bring Technology to Life

ID BIC-BTL Duration 2 Days

Course Content

- Managing the Risk of Change
- Create an Adoption Plan
- Educate the End User
- Measuring Project Success
- Best Practices



Business & IT Convergence: Technology related Courses (Understand & Believe Modules)

Evolution of the Data Center

ID BIC-UB-EOD Duration 1 Day

Course Content

- Customer Care-Abouts in Data Centers
- Changing Application Environments
- Drivers for Integrated Stacks & Virtualization
- Identifying & Capturing Data Center Opportunities



Opportunities in Enterprise Mobility

ID BIC-UB-OEM Duration 1 Day

Course Content

- Trends Driving Mobility in Enterprises
- Customer Care-Abouts around Mobility
- Mobility Enables Efficient Business Operations
- Identifying & Capturing Mobility Opportunities

Internet of Things

ID BIC-UB-IOT Duration 1 Day

Course Content

- Trends Driving the "Internet of Things"
- New Applications Depending on IoT
- Evolution of the Digital Business
- Evaluate the Cisco IoT Portfolio
- Identifying & Capturing IoT Opportunities



Seamless Collaboration

ID BIC-UB-SLC Duration 1 Day

Course Content

- Trends Driving the Need for Collaboration
- Customer Care-Abouts in Collaboration
- Collaboration Enabling Efficient Business Operations
- Technology Advances Driving Seamless Collaboration
- Identifying & Capturing Collaboration Opportunities

SDN & Beyond

ID BIC-UB-SAB Duration 1 Day

Course Content

- Understand Software-Defined-Networking
- Identify Different Vendor Approaches
- Understanding the Customer Care-Abouts leading to SDN conversations
- Beyond Traditional SDN (ACI)
- Capturing SDN Opportunities



Fast Lane “How to Sell” Series

This series of courses is comparable to the “Understand & Believe” modules of our Business & IT Convergence Curriculum but more focused on a particular product or solution. All courses in this series are approved by Cisco and are either part of the Cisco Business Learning program or the Cisco Partner Plus program.

Fast Lane “How to Sell” Series: Generic “How to Sell” Modules for Cisco Products and Solutions

Cisco ISE Solutions for Account Managers

ID ISEAM **Price** 350,00 EUR (excl. VAT) **Duration** ½ Day

Course Content

- Introduction to Cisco ISE Solutions and Component Overview
- Identifying ISE Sales Opportunities
- Identifying and working with key players in ISE Solution related decisions
- Describing Cisco’s Value Proposition for ISE and Enterprise Network Mobility Solutions
- Positioning Cisco ISE solutions in a customer’s architecture



Online Schedule		Online	29.04.15	Online	02.09.15
Online	28.01.15	Online	10.06.15	Online	14.10.15
Online	11.03.15	Online	22.07.15	Online	02.12.15

Selling BYOD in a Unified Access Network

ID SBYOD **Price** 590,00 EUR (excl. VAT) **Duration** 1 Day

Course Content

- Understanding the BYOD Phenomenon
- Overview of Cisco’s BYOD Solution
- BYOD Use Cases

- Selling Cisco’s BYOD Smart Solution

Schedule On request

Collaboration Architecture Baseline Workshop

ID CABW **Price** 590,00 EUR (excl. VAT) **Duration** 1 Day

Course Content

- The Cisco Collaboration Vision
- Business Drivers & Customer Engagement
- Collaboration Strategy & Architecture
- Collaboration Solutions – Unified Communications
- Collaboration Solutions – Video Solutions
- Collaboration Solutions – Customer Collaboration

- Collaboration Solutions – Workspace Solutions
- Collaboration Solutions – Virtualization Solutions
- Understanding the Competition and Differentiating Cisco
- Call to Action / Wrap Up

Online Schedule		Online	24.04.15	Online	04.09.15
Online	30.01.15	Online	12.06.15	Online	16.10.15
Online	13.03.15	Online	24.07.15	Online	04.12.15

Cisco Business Edition 6000 for Account Managers

ID BE6KAM **Price** 590,00 EUR (excl. VAT) **Duration** 1 Day

Course Content

- The Cisco Collaboration Vision
- Collaboration Strategy & Architecture
- Business Drivers & Customer Engagement
- BE6K Capabilities



- Understanding the Competition and Differentiating Cisco
- Call to Action / Wrap Up

Online Schedule		Online	26.05.15	Online	23.11.15
Online	02.02.15	Online	13.07.15		
Online	30.03.15	Online	21.09.15		

Data Center Foundation for Account Managers

ID DCFAM **Price** 550,00 EUR (excl. VAT) **Duration** 1 Day

Course Content

- Data Center Overview: Data Center challenges; Data Center architectures; Consolidation and Virtualization Solutions
- Cisco Data Center business solutions: Cisco Data Center Unified Fabric solutions; Cisco Data Center Storage Networking solutions; Cisco Data Center Unified Computing solutions; Cisco Data Center Business Solutions



Online Schedule		Online	07.05.15	Online	01.10.15
Online	12.02.15	Online	18.06.15	Online	12.11.15
Online	26.03.15	Online	13.08.15		

UCS Opportunity Discovery Workshop

ID UCSODW Price 590,00 EUR (excl. VAT) Duration 1 Day

Course Content

- What's Happening in Today's Data Centers
- The Evolving Data Center
- Cisco's Data Center Innovations – An Architectural Approach
- Taking a Consultative Approach to Your Customer

- Analyze The Selling Opportunities
- Competition and Differentiation

Online Schedule		Online	06.05.15	Online	30.09.15
Online	11.02.15	Online	17.06.15	Online	11.11.15
Online	25.03.15	Online	12.08.15		

Cisco Data Center Security Sales for SEs

ID SDCSE Price 590,00 EUR (excl. VAT) Duration 1 Day

Course Content

- The Data Center Customer Landscape
- Cisco's Strategy for Securing the Data Center
- Cisco Data Center Security Solutions Overview

- Positioning Cisco's Data Center Security Solutions

Online Schedule		Online	30.04.15	Online	03.09.15
Online	29.01.15	Online	11.06.15	Online	15.10.15
Online	12.03.15	Online	23.07.15	Online	03.12.15

FlexPod for Account Managers

ID FPAM Price 690,00 EUR (excl. VAT) Duration 1 Day

Course Content

- What is Cloud Computing?
- FlexPod & ExpressPod Overview
- Qualifying the Customer Applications Needs
- Messaging the Flex/ExpressPod Value Proposition
- Flex/ExpressPod Market Positioning



- UCS Overview
- FlexPod Validated Designs for Applications, Hypervisors & Multitenancy
- Nexus 1000V and Unified Network Services Appliances

Online Schedule		Online	27.05.15	Online	24.11.15
Online	03.02.15	Online	14.07.15		
Online	31.03.15	Online	22.09.15		

Fast Lane "How to Sell" Series: Seminar as a Service™ Modules

The Fast Lane Seminar as a Service™ helps you to educate your customers on the latest solution designs addressing today's pressing IT concerns. Rather than traditional marketing concepts to build your customer relationships, Seminar as a Service is about making your seminars a success by providing turn-key services that can be delivered both Live Online or through a "Road Show" series.

Cisco Data Center Essentials

Duration ½ Day

Course Content

- Data Center Challenges
- Data Center Architectures
- Cisco Unified Data Center
- Cisco Unified Computing System
- Cisco Unified Fabric Solutions
- Unified Storage Solutions
- Unified Cloud Management

Cisco UCS Director for Converged Infrastructure Management

Duration 1 Day

Course Content

- Cisco UCS Director Cloud Benefits and Value
- Case Studies, Benefits and Return on Investment (ROI)
- Cisco UCS Director Solution Elements
- Cisco UCS Director on FlexPod
- Cloud Automation and Management
- Lab Exercises



ABCs of FlexPod

Duration 1 Day

Course Content

- FlexPod for VMware Cluster Mode Architecture
- NetApp Cluster Mode vs. 7-Mode Data ONTAP Comparison
- Cluster-Mode Architecture Components and Use Cases
- FlexPod for VMware Cluster Mode Customer Case Studies
- Perform Basic Discovery of Cluster Mode Components
- Utilize Management Tools
- Review the Cluster Mode Configuration Process

FlexPod with Microsoft Private Cloud

Duration ½ Day

Course Content

- FlexPod Converged Infrastructure Family
- Cisco Unified Computing System
- NetApp Storage Solutions
- Microsoft Private Cloud built on FlexPod

Desktop Virtualization on FlexPod

Duration ½ Day

Course Content

- FlexPod Converged Infrastructure Family
- Cisco Unified Computing System
- NetApp Storage Solutions
- VMware View Horizon built on FlexPod
- Solving VDI Pain Points