

Cisco Business Value Boot Camp

Formation Informatique / Réseaux et Sécurité / Cisco



This unique boot camp combines 2 new Cisco certification courses, Understanding Cisco Business Value Analysis Fundamentals (BTUBVAF) and Applying Cisco Specialized Business Value Analysis Skills (BTASBVA). It prepares participants to take examinations: 810-420 Business Value Analyst Exam and 820-421 Applying Cisco Specialized Business Value Analysis Skill Exam. Upon successful completing and passing both examinations candidates will be awarded the Cisco Business Value Specialist designation. Engaging with customers through a business value approach leads to new revenue opportunities and higher account loyalty. Sales and services professionals can provide customers with more value in a shorter time period – especially when clearly-defined needs can be addressed with standard or mature solutions. This course provides training on frameworks and techniques useful for diagnosing customer pain points and opportunities, defining solutions to these challenges and gaining customer buy-in for adoption on a broad scale.

OBJECTIFS

- Articulate the benefits of a business value engagement.
- Engage with a customer using business value terms.
- Use a framework to provide a repeatable process for a business value engagement.
- Apply a Customer Conversation Framework with a customer.
- Understand the steps and tools required to work through the phases of the architectural consulting lifecycle
- Conduct client engagements following the architectural approach
- Demonstrate how the architectural lifecycle corresponds to Cisco solutions
- Engage with key stakeholders to ensure the success of your engagement
- Understand the financial components of a business engagement
- Build a business case demonstrating the benefits of your solution

PUBLIC

Cisco and Cisco Channel Partner Sales individuals looking to improve their ability to sell Cisco Solutions by understanding the Business requirements of customers undergoing IT transformation. Individuals looking to achieve the Cisco Business Value Specialist Certification.

PRE-REQUIS

Attendees should meet the following prerequisites:

Have passed or have knowledge equivalent to that required for the following exams.

646-206: Cisco Sales Essentials (CSE)

650-377: Advanced Borderless Networks for Account Managers, or

640-367: Advanced Collaboration Architecture Sales Specialist, or

646-985: Data Center Networking Solution Sales

PROGRAMME

Monday

09:00 – 09.30 Understanding business value
09:30 – 10.00 Boosting your credibility
10:00 – 10.30 Establishing a view of business needs
10.30 – 11.00 Break
11:00 – 12.00 Building the Business Model Canvas
12:00 – 13.00 Lunch
13:00 – 13.30 Engaging with the CxO
13.30 – 14.00 Preparing strategic questions
14.30 – 15.00 Creating a Business Motivation Model
15.00 – 15.30 Break
15.30 – 16.00 Translating business needs into capabilities
16.00 – 17.00 Finance and business value
17.00 – 17.30 Customer Conversation Framework
17.30 – 17.45 Intersession Work
17.45 – 18.00 Daily Q&A / Wrap up

Tuesday

09.00 – 11.00 Intersession Work: Business Case Presentations
11.00 – 12.00 Understanding Architecture Concepts
12.00 – 13.00 Lunch
13.00 – 14.30 Gathering Customer Information
14.30 – 16.00 Analyzing Current State
16.00 – 16.15 Break
16.15 – 17.45 Designing the Future Business Model
17.45 – 18.00 Daily Q&A / Wrap up

Wednesday



A retenir

Durée : **5 jours** soit 35h.
Réf. **CBVBC**

01 42 93 52 72

Dates des sessions

Cette formation est également proposée en formule **INTRA-ENTREPRISE.**



Inclus dans cette formation



Coaching Après-COURS

Pendant 30 jours, votre formateur sera disponible pour vous aider. CERTyou s'engage dans la réalisation de vos objectifs.

100%
SATISFACTION GARANTIE

Votre garantie 100% SATISFACTION

Notre engagement 100% satisfaction vous garantit la plus grande qualité de formation.

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09.00 – 10.30 Developing a Recommendation
10.30 – 10.45 Break
10.45 – 12.15 Determining an Implementation Approach
12.15 – 13.15 Lunch
13.15 – 14.45 Developing the Implementation Roadmap
14.45 – 15.00 Break
15.00 – 16.00 Realizing the Benefits
16.00 – 16.15 Break
16.15 – 17.30 Cisco Enterprise Architecture
17.30 – 17.45 Intersession Work
17.45 – 18.00 Daily Q&A / Wrap up

Thursday

09.00 – 11.00 Intersession Work
11.00 – 11.15 Break
11.15 – 12.30 Cisco Enterprise Architecture – Borderless Network
12.30 – 13.30 Lunch
13.30 – 15.00 Cisco Enterprise Architecture – Collaboration
15.00 – 15.15 Break
15.15 – 16.30 Cisco Enterprise Architecture – Virtualization and Data Centers
16.30 – 16.45 Break
16.45 – 17.45 The Importance of the CFO as a Stakeholder
17.45 – 18.00 Daily Q&A / Wrap Up

Friday

09.00 – 10.30 Financial Concepts and Models
10.30 – 10.45 Break
10.45 – 12.15 Building Your Business Case
12.15 – 13.15 Lunch
13.15 – 14.45 Presenting Your Business Case
14.45 – 15.00 Break
15.00 – 16.00 Week Q&A / Wrap Up

Horaires, Planning et Déroulement de cette formation

Horaires

- Formation de 9h00 (9h30 le premier jour) à 17h30.
- Deux pauses de 15 minutes le matin et l'après-midi.
- 1 heure de pause déjeuner

DEROULEMENT

- Les horaires de fin de journée sont adaptés en fonction des horaires des trains ou des avions des différents participants.
- Une attestation de suivi de formation vous sera remise en fin de formation.
- Cette formation est organisée pour un maximum de 14 participants.

PROCHAINES FORMATIONS

Delegates looking to achieve the Business Value Practitioner Certification will need to attend the BTEABVD course

Retrouvez cette formation sur notre site :

[Cisco Business Value Boot Camp](#)