

TUOTEKUVAUS: Cisco Sales Expert Workshop (CSEW)

Kurssin nimi: Cisco Sales Expert Workshop (CSEW)

Kurssin kesto: 1 päivä

Kurssin tekijä: Mamenter Oy / Cisco Systems

Kurssin pitäjä: Mamenter Oy / Cisco Finland Oy

Kurssimateriaalin kieli: Suomi / Englanti

Kurssityyppi: Workshop

Kurssikuvaus: Cisco Sales Expert –tutkinto on muuttunut 1.7.2006 lähtien. Uusi tutkinto (646-203) on edellisen tutkinnon kaltainen, mutta muutoksia on silti edelliseen versioon runsaasti.

Tämän Workshopin aikana käydään läpi englanninkielinen opetus CD:n sisältö, tutustutaan testin rakenteeseen, sekä saadaan lisää tietoa kurssissa mainituista aihealueista erityisesti tuotteisiin liittyvissä asioissa.

Jokainen kurssilainen saa mukaansa koulutuksen päätyttyä oman itseopiskelu CD:n ja Testking-yrityksen luomat preppauskysymykset testiä varten.

Kurssin kohderyhmä: myynti, myynnin tuki

Kurssin tavoite: Kurssin tarkoitus on erityisesti parantaa mahdollisuuksia päästä CSE-tutkintoon johtavasta testistä läpi, sekä antaa lisää ajankohtaista tietoa Cisco-tuotteista.

Kurssin sisältö:**1. Why Cisco**

- Identify the definition of, the components of, the function of, and the business benefits of Cisco IOS
- Identify the key characteristics of Cisco that help meet customer needs
- Identify key facts related to the origins and general strength of Cisco

2. Campus LAN

- Identify the definition of a Campus LAN and identify the components of a Campus LAN
- Identify the definition of a switch, the functionality of a switch, and differentiate between a hub and a switch
- Identify the definition of a router and the functionality of a router
- Identify the definition of a multi-layer switch and the functionality of a multi-layer switch
- Identify the definition of the access area, distribution area, and core area of the Campus LAN
- Given an access area, distribution area, or core area and the size of a LAN, identify which Catalyst series fits in the LAN
- Identify five series of Cisco routers that connect a LAN to a WAN (Cisco 1700 Series Access Routers, Cisco 2600 Series Multiservice Platforms, Cisco 3700 Series Multiservice Access Routers)
- Identify opportunities for switched Campus LANs

3. Wireless LAN

- Identify the definition of wireless LAN and the components of a wireless LAN (Access points, Client adapters, Antennas, Bridges)
- Identify descriptions of the methods for providing security for wireless LANs (SSI, Encryption, Authentication)
- Identify opportunity indicators for Wireless LANs
- Identify Cisco wireless products and their market placement
- 4. WAN
- Identify the definition of a WAN, the backbone of a WAN and the edge of a WAN

- Identify which Cisco product series (routers, switches, and gateways) should be used in a WAN
- Identify which Cisco access server series or gateways should be used in a WAN
- Identify opportunity indicators for WANs

5. IP Telephony

- Identify the definition of IP telephony and the function of technologies that support IP telephony
- Describe how IP components replace traditional network components and place them in a network map
- Identify the features and functionality of the Cisco product series that support IP telephony
- Identify opportunity indicators for IP telephony

6. Security and Virtual Private Networks

- Identify the definition and purpose of network security and Virtual Private Networks
- Identify the description of a common threat to network security
- Identify the definitions of network security elements
- Identify descriptions of network security components
- Present the Cisco vision of security, wherein security is a required, embedded component across every area of, and device on, the network
- Associate the appropriate Cisco product family or product series with five key elements of an overall plan for network security
- Identify opportunity indicators for network security

7. Network Management

- Identify the purposes and benefits of network management including maintenance, operational support, and security

- Identify the benefits of the CiscoWorks family of products
- Identify opportunity indicators for Cisco network management products

8. Service and Support

- Articulate the value of Technical Support Services, Advanced Services, and Advisory Services for Cisco technology and how these programs help increase overall customer satisfaction
- Recognize the difference between the level of support that customers receive under a warranty versus that of a service contract
- Understand how service and support contracts help maximize customer satisfaction and loyalty, which helps account managers increase account control and profitability through customer satisfaction

9. Optical

- Identify the definition, components, and uses for optical networking
- Identify benefits of optical networking

10. Storage Area Networking

- Identify the definition, components and uses of storage networking
- Place the following Cisco product families in a network diagram and explain their purpose regarding storage networking (5400, MDS 9000, ONS 15000)

11. Content Networking

- Identify the definition and uses of content networking
- Identify appropriate insertion strategies
- Identify the purposes of content networking components: content distribution, content routing, content switching, and content engines

12. Video

- Identify definitions, components and uses of IP videoconferencing (IP/VC)
- Identify definitions, components and uses of IP TV broadcasting (IP/TV)
- Identify business benefits of IP videoconferencing and IP TV broadcasting

13. High Speed Access

- Identify the definition, components, and uses of high speed access

Kurssin aikataulu:

09.00 Kurssin avaus

1. Cisco Sales –koulutusputken läpikäynti
2. Cisco Sales Essentials –kurssin läpikäynti

12.00 Lounas

3. Cisco Sales Essentials-kurssin läpikäynti (jatkuu)
4. Kevyt esitesti
5. Tutkintomateriaalin läpikäyminen

16.00 Kurssipäivän päättäminen