Adopting the Cisco Business Architecture Approach (810-440)

Overview

Adopting The Cisco Business Architecture Approach (DTBAA) version 1.0 course provides you with a broad survey of the concepts related to, and expected for, the business component of the Cisco Business Architect role. It also establishes the foundation for you to become a practicing Cisco Business Architect by learning about a wide range of topics that can assist you in your day-to-day job role and interaction with customers. You also gain an understanding of business architecture and acquire skills and capabilities to transition from a technology-centric engagement to a business-led engagement. The course will equip you to translate the needs of a business in order to associate business solution components with specific business capabilities composed of people, processes, and technology. In addition, you're able to articulate how technology investments allow customers to achieve their required business capabilities. You learn how to determine and identify the current state of customer business capabilities (where their organization is today) by using an iterative process that maps the current state capabilities to the target state business capabilities (where their organization needs to be). Finally, you learn to define an appropriate course of action (business roadmap) to achieve the required results to realize value from the stated business outcomes

Objectives

- Upon completion of this course, you should be able to:
- Describe the key roles associated with Cisco business architecture
- Identify and describe the roles, responsibilities and typical activities of a Cisco Business Architect
- Describe the value of a Cisco Business Architect to customers and the account team
- Identify and define key concepts in business priority, business outcomes, and business strategy
- List the principal enterprise architecture framework

Course prerequisites

The knowledge and skills necessary before attending this course are:

- Some familiarity with the IT and general technology sales process
- A deep understanding of at least one of the technology tracks (Routing and Switching, Collaboration, Wireless, etc.)

Duration 1 Day

Course and Exam Outline

1.0 Cisco Business Architecture

1.1 Describe the function of these roles associated with Cisco Business Architecture

    1.1.a Sales leadership
    1.1.b Account team
    1.1.c Technology specialist team
    1.1.d Services team
    1.1.e Business architect

1.2 Describe these items for a business architect

    1.2.a Roles
    1.2.b Responsibilities
    1.2.c Activities

1.3 Describe the advantages of Cisco Business Architecture approach

1.4 Describe the value of Cisco Business Architecture to the customer

1.5 Describe the value of Cisco Business Architecture to the Business Architect

1.6 Describe the value of Cisco Business Architecture to the account team

1.7 Describe the four skill pillars for the Cisco Business Architect

2.0 Customer Relevance

2.1 Describe the different phases of the customer journey

    2.1.a Vision
    2.1.b Strategy
    2.1.c Capabilities and solutions
    2.1.d Implementation and adoption
    2.1.e Outcome measurement

2.2 Describe the values of the Cisco Business Architecture methodology

2.3 Describe the value of the business roadmap

2.4 Describe the four maturity levels

    2.4.a Silo'd or domain specific

2.4.b Multidomain
2.4.c Partial business engagement
2.4.d Business first engagement

2.5 Describe the relationship between maturity level and Business Architecture engagement

3.0 Understanding Business

3.1 Define and distinguish these terms

3.1.a Business priority
3.1.b Business solution
3.1.c Business outcomes
3.1.d Business requirements
3.1.e Business capability

3.2 Define and distinguish these components of a business strategy

3.2.a Goals
3.2.b Objectives
3.2.c Mission
3.2.d Vision
3.2.e Resources
3.2.f Value
3.2.g Environment
3.2.h Timeframe

3.3 Compare and contrast internal influences and external influences that impact a business model

3.4 Identify the nine components of the business model canvas

3.5 Describe the value of a BMC

3.6 Compare and contrast business value and technology value

3.7 Apply these financial considerations for business decisions

3.7.a CAPEX
3.7.b OPEX
3.7.c ROI
3.7.d TCO
3.7.e NPV
3.7.f Hurdle rates
3.7.g Direct and indirect financial benefits
3.7.h Consumption models and financial considerations

4.0 Enterprise Architectures, Practices, and Standards

4.1 Describe the value of architectural frameworks

4.2 Describe the value of enterprise architecture practices

4.3 Describe the value of enterprise architecture standards

4.4 Describe TOGAF® in the context of business architecture

4.5 Describe the ITIL® practice in business architecture

5.0 Credibility and Rapport

5.1 Compare and contrast views and viewpoints

5.2 Describe the five management styles

5.3 Describe the five decision making style

5.4 Describe a persona

5.5 Describe the five target audience categories

5.6 Describe the four audience types

5.7 Describe characteristics of effective customer relationship management

5.8 Describe the five stages of the customer relationship management lifecycle

Lab outline

There are no labs for this course.