

Course Outline of Selling Cisco SD-WAN (SCSDW)

Understanding the key drivers for SD-WAN

- Requirement for new business capabilities
- Customer pain points and challenges
- Main categories of SD-WAN and key sales motions

The Cisco SD-WAN portfolio

- Full stack branch management for Lean IT with Cisco Meraki
- Secure segmentation, advanced routing and DNA integration with Viptela
 - vManage overview
 - DNA Center integration and capabilities
 - Platforms and interfaces
 - IOS-XE integrated vEdge capabilities
 - Cisco SD-WAN functionality comparison
 - Viptela and Meraki SD-WAN Licensing

Integrated security for Cisco SD-WAN overview

- Enterprise Firewall
- Intrusion Protection System
- URL Filtering
- Auto-registration with Cisco Umbrella
- Backend security ecosystem with Cisco Talos
- Cloud OnRamp

Knowing your customer

- Conversation starters and trigger word mapping
- Identifying or confirming a Cisco SD-WAN opportunity
 - Meraki
 - Viptela
 - Hybrid approach
- Articulating the key differentiators
 - Secure segmentation
 - Architecture play in DNA/SDA journey
 - Full stack branch management
 - Embedded security
- Selecting the right platform

- Customer use-cases examined

dCloud Demos

- dCloud Instant lab demos for the Meraki and Viptela SD-WAN solutions.

Partner Support Services

- Available sales tools and other resources
- Incentives and promotions
- Cisco SPRINT overview
- Partner Contacts
- Call-To-Action