# Successfully Selling the VersaStack Solution

**Category:** Infrastructure & IT Operations | **Vendor:** Various

**Duration:** 8.00 hours (1 days) **6.5 CPD Hours** **Rating:** ⭐ 4.6 (5,878 reviews)

## Course Information

**Delivery Format:** Instructor Led - Online

## Course Overview

The VersaStack solution by Cisco and IBM is an integrated infrastructure designed for cloud and enterprise application deployments. It combines the performance and innovation of the Cisco UCS Integrated Infrastructure with the versatility and efficiency of the IBM Storwize storage system. The VersaStack solution is backed by Cisco Validated Designs to provide a faster delivery of applications, greater IT efficiency, and less risk. The VersaStack solution is Cisco Application Centric Infrastructure (ACI) ready.

Our 1-day course is designed for Account Managers who are focused on VersaStack and wish to sell this versatile solution. The course covers the main VersaStack components with their technologies and benefits as well as how to best position, sell and differentiate these solutions with a customer.

## About This Course

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## Who Should Attend

The primary audience for this course is as follows:

- Account managers, Channel Partners and Resellers who sell VersaStack

### Prerequisites & Entry Requirements

**General Prerequisites:**

General knowledge of data center networking components and terminology and some experience of selling Data Center and/or Cisco solutions are desirable but not essential.

## Learning Outcomes

**Upon successful completion of this course, participants will be able to:**

Our instructor-led workshop is designed to enable an Account Manager to sell the VersaStack solution and associated vision and to engage customers in a conversation about the benefits of the integrated infrastructure solution and how it can help drive business performance.
Upon completing this course, the learner will be able to meet these overall objectives:

- Identify the architecture, features and components of a VersaStack solution
- Understand where market opportunities exist and how to take advantage of them
- Have a structured approach on how to position VersaStack with customers
- Know how to build a value proposition that resonates with key buyers
- Understand how to position VersaStack in response to competitive threats and typical objections

## Detailed Course Outline

Market Trends and Business Drivers

- Space, Power, Cooling, Cabling
- Poor utilization, Lack of agility, Long provisioning times
- Cloud, IoT, Big Data, Mobility, Video
- SDN and ACI
- The Transition from Silos to a Converged Stack

Benefits of Converged Architectures

- Better utilization and dynamic mobility of resources

- Support for mixed workloads on shared resource pools
- Secure Multi-Tenancy
- Unified management of resources

VersaStack Components

- Cisco Components of VersaStack

- UCS Servers/Mini
- UCS Manager/Director
- Nexus Switches/1000v
- MDS Storage Solutions
- VersaStack ACI
- VersaStack SAN
- VersaStack Storage
- VersaStack Compute

How to Sell VersaStack

- Identifying Target Markets and Opportunities
- Engaging Stakeholders
- Building the Value Proposition

How does it ‘stack-up’ against the Competition?

- Other Converged Infrastructure Solutions
- Hyper-converged Solutions

Next Steps

Close

**Skills You Will Learn:**

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# Frequently Asked Questions

### Q: What delivery options are available for Successfully Selling the VersaStack Solution?

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
- Traditional Instructor-Led Classroom Training (ILT)
- On-site delivery at your offices anywhere in United Kingdom
- Private dedicated courses customized for your team

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### Q: How many CPD hours does this course provide?

The 1-day Successfully Selling the VersaStack Solution course provides up to 6.5 CPD hours of structured learning. CPD certificates can be provided upon request.

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### Q: What is the duration of the Successfully Selling the VersaStack Solution training?

The training takes place over 1 day(s), with each day lasting approximately 8.00 hours including breaks for lunch and refreshments.

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### Q: Do you provide corporate training for Successfully Selling the VersaStack Solution?

Yes, we provide corporate training, dedicated training, and closed classes for Successfully Selling the VersaStack Solution. Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

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### Q: What related terms do people search for?

Popular related searches include: Successfully Selling the VersaStack Solution, Data Center, VSAM

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## Q: Why choose Nexus Human for Successfully Selling the VersaStack Solution?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

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## Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your Successfully Selling the VersaStack Solution training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.


**Nexus Human**

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