

# DTBAA (ADOPTING THE CISCO BUSINESS ARCHITECTURE APPROACH) 1.0

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## Objetivo

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 frameworks

## P blico Alvo

The primary audience for this course is account managers, systems engineers, and individuals with technical career certifications who are interested in the concept of enterprise architecture and how it relates to the sales, positioning, and deployment of technology solutions, and those preparing for the 810-440 DTBAA exam.

## Pr -Requisitos

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.)

## Carga Hor ria

8 horas (1 dias).

## Conte do Program tico

- Section 1: Course Overview
- Section 2: Business Architecture Journey
- Section 3: Understanding the Business Environment
- Section 4: Enterprise Architectures, Frameworks, and Standards
- Section 5: Establishing Credibility and Rapport
- Section 6: Financial Acumen
- Section 7: Next Steps in Business Architecture

