



Technology Immersion for Sales Engineers

PROGRAM OVERVIEW

Keeping the technical sales team up to speed on the latest technologies that underlie strategic product offerings is a constant challenge for organizations. *Technology Immersion* is a program designed with just these individuals in mind.

The approach to this curriculum is to offer two four-day intensive sessions that address the technologies and service offerings at Layers 1-4 and the Application Layer. Layers 1 and 2 are addressed in one four-day session, and a second four-day session completes the discussion at Layers 3, 4, and the Application Layer.

It is assumed that all of the participants are well-versed in the fundamentals of data communications and computer networking, because they have completed one of our programs, or they are knowledgeable about the fundamentals because of their background and experience. Remediation, if required, is available via a self-study program using the Hill Associates ExperTech series.

The program has three primary objectives.

- Provide technological foundations for current and future looking services being offered in the telecommunications industry
- Explore in depth those specific areas where strategic offerings are emerging in the industry without being constrained by sales programs
- Present case study scenarios to create linkages to existing solutions and build new opportunities

Hill Associates can customize this program to address your specific Sales Engineering talent development program goals. We will work with you to identify the specific technologies and solutions you wish to discuss, to understand your particular competitive market, and develop case studies that focus on unique challenges facing your customers.

About Hill Associates, Inc.

At Hill Associates, we excel at creating custom talent development programs. Our experts help identify and assess your needs, and create training and educational programs that exactly meet those needs. Though we specialize in information technology, we've strengthened companies and organizations in a wide range of industries for over 25 years. Let us help you create a world-class talent development program that moves your business forward.

PROGRAM OUTLINE

Lesson 1: Layer One – Wired and Wireless Connectivity

- Optical (NG-SONET, DWDM, ROADM, fiber-to-the-X)
- Wireless LAN, MAN, and WAN options (802.11 options, 802.16, HSPA, LTE)
- Products and service solution alternatives

Lesson 2: Layer Two – Data Link Connectivity

- PPP updates
- Metro Ethernet solutions
- Product and service solution alternatives

Lesson 3: Layer Three/Four – Network Connectivity

- IP and Transport Layer review
- MPLS and VPNs
- Product and service solution alternatives

Lesson 4: Application Layer Services

- IP telephony and VoIP
- Security is more than just a firewall
- Business continuation and disaster recovery planning
- Storage and storage networks
- Hosting and IT solutions (application acceleration)
- Wireless and IMS
- Mobility and location-based services
- Product and service solution alternatives