# TECH ACADEMY

IBM

# TECH ACADEMY

## Accélérateurs de vente
## A l'usage des Business Partners

IBM Cloud & Smarter Infrastructure

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# Agenda

- Rappel sur les accélérateurs techniques
- Synthèse des sites de démo
    - ServiceEngage – Portail des offres SaaS
    - C&SI Demo
    - OpenTEC
- Enablement Technique (Business Partner Technical Enablement Portal)
- RedBook

# Le cycle de vente et ses « accélérateurs »

- Objectif : **Accélérer le cycle de vente d'une opportunité**
- Modes : démo standard ou personnalisée, workshop pour travailler la maturité du client sur ses besoins, poc, ..
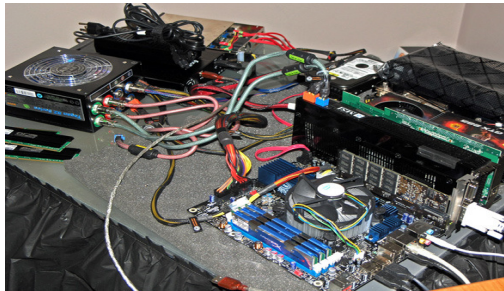
**Découverte
Qualification
Crédibilité**

**POC**

**Ateliers
(Discovery Workshop)**

**Evaluation produit**

**Maquette
(Démo personnalisée)**

**POT**

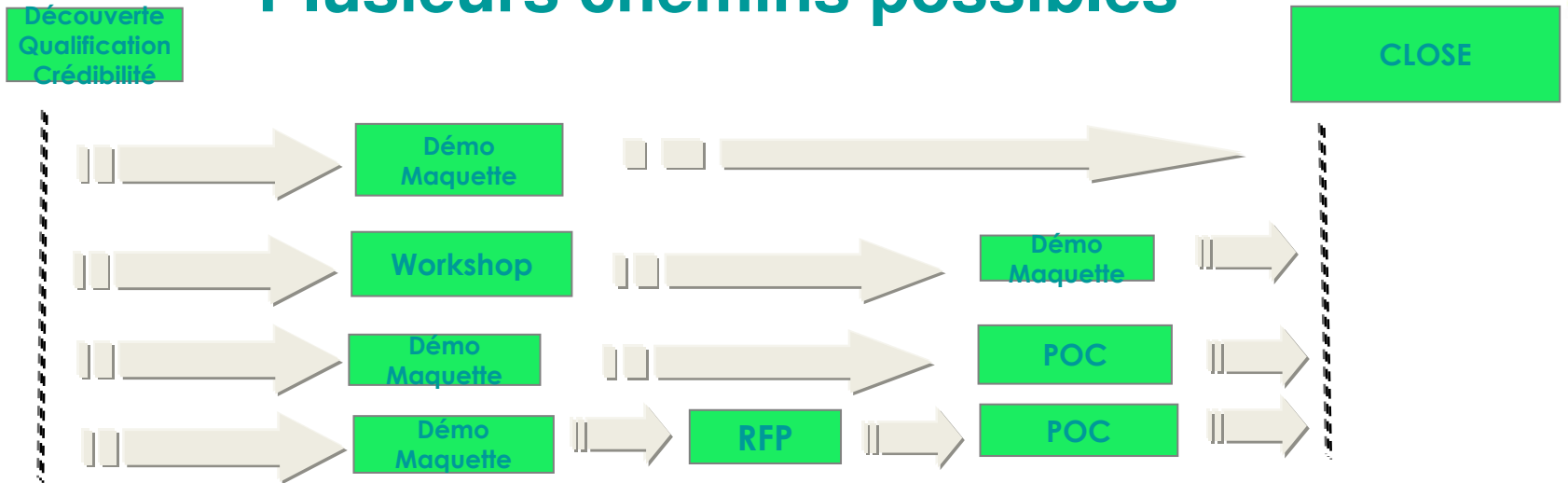**Demo**

**BVA
(Business Value Assessment)**
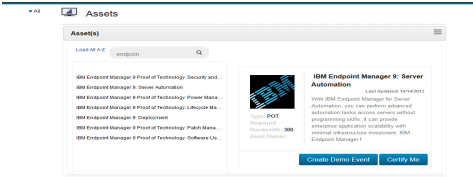
# Plusieurs chemins possibles



**Découverte Qualification Crédibilité**

**CLOSE**

Démo Maquette

Workshop — Démo Maquette

Démo Maquette — POC

Démo Maquette — RFP — POC

**Mais certains ne sont pas sont efficaces.**
**Les accélérateurs doivent bien être alignés avec un cycle de vente :**



Client Value Method

UNDERSTAND the client's business and needs — EXPLORE options and approach — DEVELOP and agree to client solution — IMPLEMENT client solution — CONFIRM client value and experience

Continually manage relationship

# Synthèse sur les sites de démos

| | CSIDE | Open TEC | Service Engage |
|---|---|---|---|
| Url | www.tivolidemos.com | https://opentec.uk.ibm.com<br><br>or https://vpn.edu.ihost.com (France) | www.serviceengage.com |
| VPN required | No | Yes | No |
| Account needed | Yes | Yes | No (30 days trial) |
| How to get access | **Accredited Partners**<br>cside@us.ibm.com | Ask to your **local contact** to : put a demo/pot on OpenTec + getting an account | Nothing to do |
| List of available demos/Pots | Yes | Yes. If POT not available, ability to put a demo from CSIDE to Open TEC available | SaaS Offerings only (scapm,workload automation, insight inventory,sccd). Maas360 available on ww.maas360.com) |
| Ability to save a customized configuration | Yes | Yes | No |

**C&SI is enabling new routes to market that make it easier and faster to experience and acquire our on-premise and SaaS solutions**
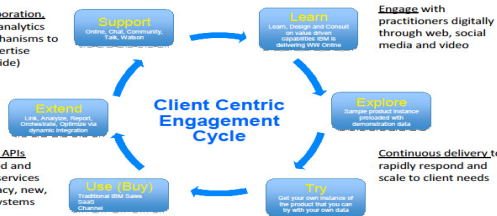
**IBM Service Engage**

**Learn • Explore • Try • Use (Buy) • Extend • Support**
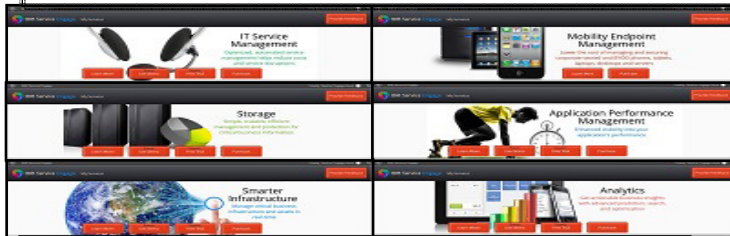


*New way* for engaging clients and partner via live tutorialed demos available 24x7

*New way* to POC your clients … start a POC in 30 minutes, anytime, anywhere your client wants

*New way* to extend what your clients are already buying at lower total cost via Software as a Service

*New way* to accelerate the close

# Les offres actuelles en mode SaaS : https://www.ibmserviceengage.com

## For your IT

**Application Performance Management**
Enhanced visibility into your application's performance

Learn More | Live Demo | Free Trial | Purchase

**Find root cause of application problems 90% faster**

**IT Service Management**
Optimized, automated service management helps reduce costs and service disruptions

Learn More | Live Demo | Free Trial | Purchase

**Improve cost functional processes, requests, and maintenance planning by 40%**

**Workload Automation**
Dynamically manage mission-critical composite application and system workloads

Learn More | Live Demo | Free Trial | Purchase

**Reduce labor costs by 90%**

## For your business Assets

**Internet of Things** beta
MAXIMO ASSET MANAGEMENT
Optimize asset performance in an increasingly complex world

Learn More | Live Demo | Free Trial | Purchase

**Industry leaders are 92% more likely to use asset management analytics**

**Inventory Insights**
Anticipate demand, eliminate excess and reduce cost

Learn More | Live Demo | Free Trial | Purchase

**Reduces excess inventory and ensures parts availability for mission-critical assets by harnessing the inventory management capabilities of Maximo**

## For your mobile devices

MaaS360®
by Fiberlink, an IBM company

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The Leader in Cloud Mobility
A Real MDM Difference
MaaS360 Benefits
Customer Success
Cloud Ease

**Fiberlink Joins IBM**
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**Mobile Device Management Leader**

# IBM Service Engage

Nouveau site en béta :

https://my.ibmserviceengage.com/

Testez le !

# Accès à des environnement de démo en ligne : CSI Demo

- Un choix de démo ou POTs documentés , à télécharger ou à exécuter sur un environnement distant : www.tivolidemos.com

# Exemple de démo

# Détail sur une démo avec plusieurs images

Back to Templates | New Configuration | Add to Configuration

## Template: Tivoli Storage Manager for Virtual Environments 7.1 Demo

### Metadata

Size: 262.2 GB
SVMs: 30
Networks: 1
Region: US-West

### Constituent Machines

**Note:** Click through to any VM to see details, including labels and credentials.

| VM | SVMs | CPUs | RAM | Size | Network adapters |
|----|------|------|-----|------|------------------|
| tsm71-ve-center | 6 | 2 | 5.9 GB | 40.2 GB | 1 |
| tsm71-ve-console | 2 | 1 | 2 GB | 32 GB | 1 |
| tsm71-ve-tsm1 | 6 | 2 | 5.9 GB | 150 GB | 1 |
| tsm71-ve-vsphere1 | 16 | 2 | 16 GB | 40 GB | 1 |

### Constituent Networks

| Network | Type | Subnet | Gateway | Domain | Visible | NAT Subnet |
|---------|------|--------|---------|--------|---------|------------|
| Network 1 | automatic | 192.168.63.0/24 | 192.168.63.254 | enablement.ibm.lab | No | N/A |

### Template Information

Owner: TIDE-AG Administrator
Created: Fri Apr 18, 2014

### Description

Docs: https://tivolidemos.com/DemoLib.nsf/Demos/DDAFC4680F44676985257C7400695A23?OpenDocument

### Added to these projects:

**Tivoli Demos**
My role: Participant
Users: 7

### Notes

*There are no notes.*

### Schedules

*There are no schedules using this template.*

# Open TEC - France

- Objectif : mettre des images VmWare à disposition des BPs pour mener des démonstrations et des PoTs
  - Sans perdre de temps pour chacun à créer sa propre installation
  - Conditions : exclusivement pour démonstration
    - Avec durée de vie limitée sans engagement de récupérer les données
- Procédure d'accès
  1. Définir une démo existante pour un client/oppy existante
  2. Contactez Henri-François
  3. Vous recevrez certifcats et lien pour accès vpn

# OpenTEC Europe– Demonstration Event



■ All

**Assets**

**Asset(s)**

Load All A-Z     endpoin  🔍

IBM Endpoint Manager 9 Proof of Technology: Security and...

IBM Endpoint Manager 9: Server Automation

IBM Endpoint Manager 9 Proof of Technology: Power Mana...

IBM Endpoint Manager 9 Proof of Technology: Lifecycle Ma...

IBM Endpoint Manager 9: Deployment

IBM Endpoint Manager 9 Proof of Technology: Patch Mana...

IBM Endpoint Manager 9 Proof of Technology: Software Us...

**IBM Endpoint Manager 9: Server Automation**

Last Updated: 10/14/2013

Type: **POT**
Required
Bandwidth: **300**
Asset Owner:

With IBM Endpoint Manager for Server Automation, you can perform advanced automation tasks across servers without programming skills. It can provide enterprise application scalability with minimal infrastructure investment. IBM Endpoint Manager f

**Create Demo Event**    **Certify Me**

# OpenTEC – Demonstration Event

# Enablement Technique

- **Nouveau Site d'enablement technique dédié aux Partenaires :**
  **www.ibm.com/partnerworld/csite/**

# On demand labs & Self Paced Virtual Classes

- Accès à une infrastructure avec un guide de cours pour faire des exercices

- Cours sur plusieurs jours avec un formateur. A distance.

**Search**

| Offering Type ▼ | Hosted On Demand Lab | ▼ | 🔍 ➕ |

**Search results**

eLearning classes

| Type ⬍ | Title ⬍ | |
|---|---|---|
| lab | IBM Netcool Network Management 9.2 Implementation and Configuration | 🔖 |
| lab | IBM SmartCloud Analytics - Predictive Insights 1.2: Modeling and Analyzing Historical Data | 🔖 |
| lab | IBM SmartCloud Analytics Log Analysis Workgroup Edition 1.1.0.1: Insight Packs | 🔖 |
| lab | IBM SmartCloud for Application Performance Management: IBM Tivoli Composite Application Manager for MS Apps | 🔖 |
| lab | IBM Tivoli Storage Manager 6.3 New Features and Updates | 🔖 |
| lab | IBM Tivoli Storage Manager 7.1 Node Replication | 🔖 |
| lab | IBM Tivoli Storage Manager 7.1 OC combo | 🔖 |
| lab | IBM Tivoli Storage Manager 7.1 Operation Center | 🔖 |
| lab | IBM Tivoli Storage Manager HSM for Windows 6.4 Introduction | 🔖 |
| lab | Post Pulse 2013 B06: IBM Maximo 7.5 Ad hoc Reporting | 🔖 |
| lab | Pulse 2013 A01: Unified Management of the Lifecycle of IT Assets | 🔖 |
| lab | Pulse 2013 A02: Linking Assets and CIs | 🔖 |

**Search**

| Offering Type ▼ | Self-paced Virtual Classes | ▼ | 🔍 ➕ |

**Search results**

eLearning classes

| Type ⬍ | Title ⬍ | |
|---|---|---|
| SPVC | Basic dashboard management with the Jazz for Service Management Dashboarding Service | |
| SPVC | Basic mobile dashboards using the Jazz for Service Management Dashboarding Service | |
| SPVC | Chinese: IBM Endpoint Manager 9 Platform Fundamentals | |
| SPVC | Chinese: IBM TRIRIGA 10.3 Portfolio Self-Paced Virtual Class | |
| SPVC | Curso virtual individualizado de Fundamentos do Tivoli Process Automation Engine 7.5 - Portuguese Version | |
| SPVC | Differences: IBM Tivoli Workload Scheduler for z/OS 8.5.1 Self-paced Virtual Class | |
| SPVC | Foundation Technologies for Cloud Service Delivery 7.2.2 Self-paced Virtual Class | |
| SPVC | IBM Automation Control for z/OS 1.1 Fundamentals Self-paced Virtual Class | |
| SPVC | IBM Directory Integrator 7.1.1 Self-paced Virtual Class | |
| SPVC | IBM Endpoint Manager 9 Console Operations Self-paced Virtual Class | |
| SPVC | IBM Endpoint Manager 9 Platform Fundamentals | |
| SPVC | IBM Endpoint Manager for Lifecycle Management - Remote Control | |

# Avec accès à des labs

**Student Enrollment Confirmation**
**TTEHelp**  to:  Andre Deville

19/06/2014 17:4
Show Detail

▼ 1 attachment

PDF

SCAPI Modeling and Analyzing Data.pdf

IBM Cloud & Smarter Infrastructure Remote Lab

**IBM SmartCloud Analytics - Predictive Insights 1.2: Modeling and Analyzing Historical Data (E7523)**
1.5 hours

**Overview**
This standalone lab introduces the student to the concepts of modeling data sources for the Predictive Insights analysis engine. Users then analyze historical data that was retrieved from a simplified monitoring system. The analysis learns the normal behavior for the data and then creates alarms when system performance is measured outside of these learned boundaries. Users select various alarms and drills into the data captured by Predictive Insights.

**Lab exercise guide**
SCAPI Modeling and Analyzing Data.pdf
See attached file.

**Instructions to access your hands-on lab session**

1. Use your web browser to access the hands-on lab: https://cloud.skytap.com/vms/f7b8fb83564ae11df669a43bd375aa49/desktops
2. Your session is in a suspended state the first time you access it. To run your image set keep all images selected and simply click the **Run** button from the menu.

View: List | **Thumbs**     Sort: Name ▽△ | Status ▽△

Select: [ All ]  [ None ]     With selected: [ ▶ Run ]  [ ❚❚ Suspend ]

| Powered Off ▶ | Powered Off ▶ |
|---|---|
| ☑ E7310- team1winA | ☑ E7310- team1winB |
| 1 CPUs 40 GB | 1 CPUs 40 GB |

3. Your session will be suspended after 30 minutes of inactivity. When you are ready to resume your student exercises, follow the same procedure above to

# Technical Roadmaps

- Pour vous guider dans les formations pour apprendre par étapes



**Technical enablement roadmaps**
Navigate the learning options to gain the skills you need.

- ▶ Cloud
- ▶ Cloud Management
- ▶ Endpoint Management
- ▼ IT Service Management
  - 📄 IBM SmartCloud Control Desk Technical Enablement Roadmap — 2014/04/10 🔖
- ▼ Maximo Asset Management
  - 📄 Maximo Asset Management Technical Enablement Roadmap — 2013/10/22 🔖
- ▼ Storage Management
  - 📄 IBM Tivoli Storage Manager 6.4 Technical Enablement Roadmap — 2013/10/16 🔖
- ▼ Storage Productivity Center and Virtual Storage Center
  - 📄 Storage Productivity Center Technical Enablement Roadmap — 2013/10/11 🔖
- ▼ TRIRIGA
  - 📄 TRIRIGA Technical Enablement Roadmap — 2014/02/16 🔖

## IBM Tivoli TRIRIGA 10.3 Roadmap
### Audience: Internal and Business Partner
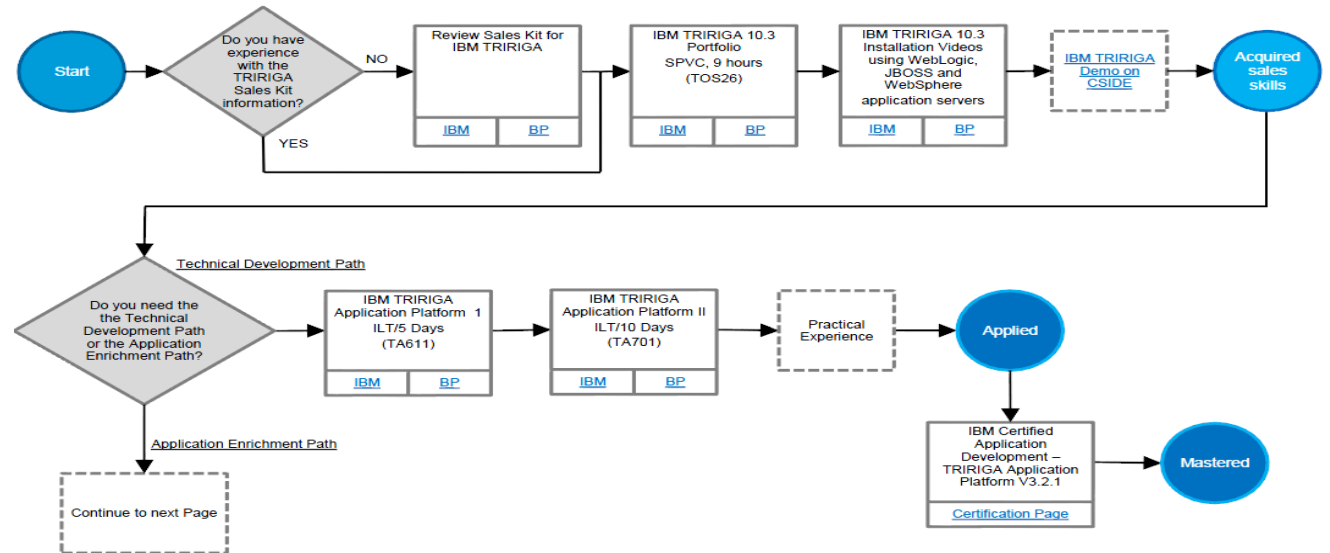
# Proofs of Technology (PoT) à Bois Colombes

- http://www-05.ibm.com/fr/events/tec/?ca=forum

# Et toujours les RedBooks !

- http://www.redbooks.ibm.com

- La version pour smartphone est disponible !!

- Objectif : mettre des images VmWare à disposition des BPs pour mener des démonstrations et des PoTs
  - Sans perdre de temps pour chacun à créer sa propre installation
  - Conditions : exclusivement pour démonstration
    - Avec durée de vie limitée sans engagement de récupérer les données
- Images populaires : CLM et SSE 4.0.x
- Procédure d'accès
  1. Suive une formation
  2. Contactez Henri-François