

# Accelerate your IoT journey!

Fast Lane supports professionals, enterprises, IT/OT/IoT vendors and system integrators capitalize on the value created by bringing connectivity, analytics and new customer and workforce experiences into the enterprise. Our experts design and implement IoT solutions across multiple verticals and help accelerate digital transformation. Fast Lane IoT Services include:

- ✓ Awareness and customer qualification services: IoT webinars, roadshows
- ✓ Demand generation services: IoT test drives, customer engagement workshops
- ✓ Rapid prototyping and proof of value services
- ✓ IoT mentored implementation services
- ✓ Staff augmentation

## relayr Internet of Things (IoT) Workshops

As the exclusive worldwide partner for relayr and a worldwide Cisco Specialized Learning Partner, we have developed focused relayr workshops that enable ecosystem partners to enhance their IoT expertise and accelerate market opportunities across all industries.



## relayr Sales Enablement Training for Account Managers (RSEAM)

**ID** RSEAM **Price** 950,00 EUR (excl. VAT) **Duration** 1 Day

How would you foster a more strategic and deeper relationship with new Line-of-Business (LOB) stakeholders while ensuring your continued relevance as IoT impacts your customer's organization and business model? The answer is in Fast Lane's impactful 1-day relayr Sales Enablement course, where you will discover the keys to unlocking IoT opportunities by leveraging the relayr IoT platform and solutions.

### Who should attend

- Account Managers
- Account Executives
- Business Development Managers
- Technical Sellers

### Prerequisites

- Cisco Business Value Specialist certification or equivalent knowledge

### Course Content

- Core Foundations of IoT by relayr
  - IoT opportunity overview
  - IoT from relayr's perspective
  - Market opportunities with relayr
- Unlocking Business Outcomes with relayr
  - Joint offerings and value propositions
  - Go-to-market strategy and focus
- Vertical Selling Discovery Process
  - Selling strategies for manufacturing
  - Selling strategies for buildings' vertical
- IoT Sales Workshop
  - "Buyer need" in key messaging
  - The decision making process
  - IoT sales methodology – align the customer problem solving lifecycle to the IoT sales process lifecycle
  - Resources for sales

### Schedule Germany

Duesseldorf	10.04.2017
Berlin	17.05.2017
Munich	02.08.2017
Hamburg	08.11.2017

### Schedule Italy

Rome	19.05.2017
Rome	18.08.2017
Rome	17.11.2017

### Schedule Spain

Madrid	12.05.2017
Madrid	11.08.2017
Madrid	10.11.2017

### Schedule United Kingdom

London	05.05.2017
London	04.08.2017
London	03.11.2017

## relayr Sales Enablement Training for Pre-Sales Engineers (RSESE)

**ID** RSESE **Price** 1.950,00 EUR (excl. VAT) **Duration** 2 Days

Fast Lane's relayr Sales Enablement Training for Pre-Sales Engineers is a hands-on immersion into the skills required to engage customers in relayr-based IoT solution discussions. You will build the courage and competency necessary to guide technical customer decision-makers along the IoT journey, articulating how specific vertical use cases produce value in the customer's setting.

### Who should attend

- Pre-Sales Engineers at value added resellers and system integrators
- Technical sellers like Practice Managers and Solution Architects

### Prerequisites

- Foundational understanding of sensors, actuators, IT and Operations Technology (OT) protocols, and essentials around industrial networks and automation / Supervisory Control and Data Acquisition (SCADA) environments

### Course Content

- Capture IoT market opportunities using the relayr IoT platform
- Positioning IoT solutions to win customer opportunities based on relayr and other technologies
- Mon-IoT-ize relayr's IoT solutions
- Applying critical consultative sales techniques to accelerate IoT sales
- Deep Dive into the relayr IoT Architecture Platform
- Vertical specific use cases and IoT applications for relayr solutions
  - Industrial retrofits for manufacturing, factories and machine predictive maintenance
  - Smart buildings and offices
  - Retail environments
  - Vehicles
- Gain insights into the relayr solution lifecycle model
  - Methods for generating awareness: performing structured demonstrations, hackathons and technical presentations
  - Deep-dive into the relayr '5-4-3 IoT Innovation process' for rapid IoT solution development in one business quarter
  - Best practices for relayr IoT Projects

### Labs

- Showcase the relayr Platform to a customer
  - How to demo the relayr white box solution for Smart Buildings
  - How to demo the relayr IoT platform and using smartphone app
- relayr IoT Lab
  - Setup and deployment of the sensor kit
  - Leveraging the SDKs to communicate with a fog/edge compute gateway device
  - Configure a fog/edge compute gateway device to relay sensor data to the relayr Cloud API
  - Setting up the relayr Dashboard to view real-time data as well as interact with devices



#### Schedule Germany

Duesseldorf	11.04.-12.04.17
Berlin	18.05.-19.05.17
Munich	03.08.-04.08.17
Hamburg	09.11.-10.11.17
<b>Schedule Italy</b>	
Rome	25.05.-26.05.17
Rome	24.08.-25.08.17
Rome	23.11.-24.11.17

#### Schedule Spain

Madrid	18.05.-19.05.17
Madrid	17.08.-18.08.17
Madrid	16.11.-17.11.17

#### Schedule United Kingdom

London	11.05.-12.05.17
London	10.08.-11.08.17
London	09.11.-10.11.17

Our IoT experts are happy to tailor courses to suit your requirements as well as participants' prior knowledge and skills. We conduct your customized training session either in one of our training centers or on site at your company's premises. Simply let us know what you need, and we'll make you an offer without obligation on your part.

### About Fast Lane

The worldwide Fast Lane Group specializes in high-end technology and business training and consulting. Fast Lane offers complete, authorized training solutions for leading technology vendors, including Cisco, Microsoft, NetApp, VMware, IBM, Barracuda, AWS, Red Hat, Symantec, Veeam, Veritas and other major technology providers. In addition to those vendor's standard curricula, Fast Lane also develops advanced technology, sales and business transformation curricula. Fast Lane's vendor-independent consulting services solve a wide range of issues from conducting preliminary analyses and assessments, to designing future-focused IT solutions. Contact us to learn more!

#### Fast Lane Institute for Knowledge Transfer GmbH

Oranienburger Strasse 66  
10117 Berlin  
Tel. +49 30 81451330

Rotenbühlplatz 21  
70178 Stuttgart  
Tel. +49 711 26345990

Gasstrasse 4a  
22761 Hamburg  
Tel. +49 40 25334610

Am Söldnermoos 17  
85399 Hallbergmoos  
Tel. +49 811 99819690

Hansaallee 249  
40549 Düsseldorf  
Tel. +49 211 5382980

#### IT Learning Solution GmbH

(Partner of Fast Lane)  
Johann-Krane-Weg 46  
48149 Münster  
Tel. +49 251 95203000  
info@itlearningolution.de  
www.itlearningolution.de

Ludwig-Erhard-Strasse 3  
65760 Eschborn  
Tel. +49 6196 8820410  
info@flane.de / www.flane.de