

CBO-001-1W Selling Citrix Branch Optimization Solutions

In this course, learners will gain understanding of Citrix Branch Optimization solutions and how Citrix component products work together to deliver improved application performance in branch locations.

The key features and benefits of Citrix WANScaler, Citrix Branch Repeater and Citrix Branch Repeater with Windows Server are explained, as well as the primary market drivers for comprehensive branch solutions. The course concludes by presenting strategies for successful conversations with potential customers and providing resources for learning more about Citrix technologies.

Audience

This course is intended for Citrix Partner Network members and Citrix sales professionals.

Preparatory Recommendations

There are no preparatory recommendations for this course.

Key Skills

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

- Identify the features and benefits of Citrix Branch Optimization components
- Identify competition for Branch Optimization
- List competitive differentiators for Citrix Branch Optimization
- Discuss positioning strategies for Citrix Branch Optimization
- Select appropriate Branch optimization deployments for a given branch type
- Identify components of a Branch Optimization deployment
- Identify complementary solutions to Branch Optimization

Instructional Method

Self-paced Online

Course Length

1 hour (estimated time to complete this course)

Certification Preparation

This course is recommended learning for all CCSP 2008 certification tracks.

Registration

For additional information and to register for this course, please visit www.citrixeducation.com.