

Expert Labs Investment Workshops Resources

Automation Investment Offerings

<https://ibm.seismic.com/Link/Content/DC0nQWPiqzmkmq1XCMsgltvg>

Segment	Product	Workshop	Duration	Sellers Resources
Application Modernization & Integration	WAS, WSHE, MQ, APIC, DataPower	Modernization	2-5 days	Application Modernization & Integration Sales Playbook Document of Understanding (no signature required)
Business Automation (Core)	BPM, Case, Content, ODM	Modernization	3-5 days	Business Automation Modernization Workshop Sales Playbook Document of Understanding (no signature required)
Business Automation (RPA)	RPA	Initiation	2-3 days	Discovery Workshop Botathon
AIOps	OMNIbus, APM	Maturity Assessment	3-5 days	Expert Labs IT Modernization with AIOps Sales Playbook Document of Understanding (no signature required)
All segments	Process Mining	Assess	1/2 day	Expert Labs Solution Assess Workshop

Expert Labs Investment Workshops Enablement

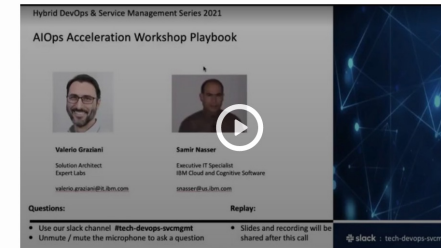
Cloud Pak for Business Automation Workshop
Enablement recording available here :

<https://ibm.box.com/s/l2nf5kfl4rlx1c68id5s75lid3293d2d>



AIOps Acceleration Workshop Enablement Recording
available here :

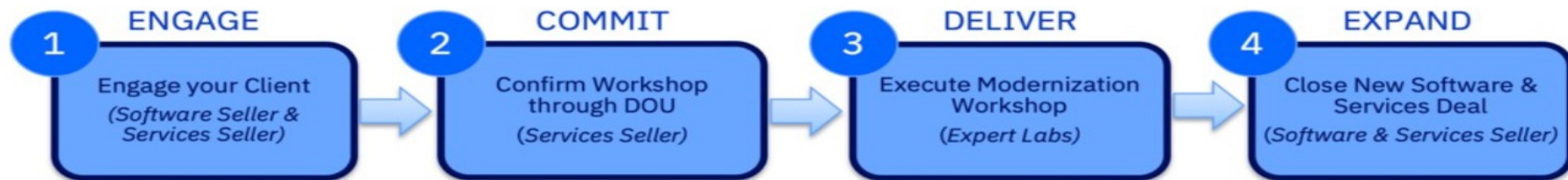
<https://w3.ibm.com/w3publisher/tech-devops-svcmgmt/watson-aiops>



Get insights into the acceleration workshop by watching our playback video and once you are finished head over to seismic for all the sales details.

[Link to seismic](#)

Expert Labs Investment Workshops Engagement Process



1. ENGAGE	2. COMMIT	3. DELIVER	4. EXPAND
(Software & Services Seller) 1. Build and validate your client target list 2. Understand and articulate the value proposition 3. Determine if the predefined offering is the right fit or if your client needs a unique engagement Services Sales Contacts	(Services Seller) 1. Get your client's commitment to invest with us 2. Use a simple DOU to agree on the scope 3. Enter an opportunity in Atlas/ISC 4. Submit the form for the Expert Labs Invest In Success Program	(Expert Labs Delivery) 1. Staff with local and WW resources 2. Deliver the engagement 3. Present the findings of the engagement and plan for next steps	(Software & Services Seller) 1. Define the transformation journey 2. Present a new software and services proposal 3. Close the deal and start the modernization