EMC WW EAS Sales Training Workshop

# *Day 1 & Day 2 – All SE’s*

**At the end of this session the SE should be able to:**

* **Identify and qualify EAS opportunities.**
* **Position EAS against competition.**
* **Give a Demo.**
* **Generate an EAS proposal.**

# Introductions

# Enterprise Customer Environment

* + Big Data
  + Big Compliance

# Common Pain Points & Solutions

* + Backup as an archive
  + Point archive solutions

# Enterprise Information Archiving (EIA)

* + What is EIA
  + 1st Generation & 2nd Generation Platforms

# EMC EAS

* + Design Concepts
  + Functional Architecture
  + Standards
  + Compliance
  + Data Acquisition
  + Data Access

# Understanding EAS Use Cases

* + Production Application Archiving
    - Unstructured data
    - Structured data
  + Print Stream & Report Archiving
  + Large Documentum Repositories Archive
  + File Share Archiving
  + Others

# Application Decommissioning

# Positioning (internal & competitive) & FAQ’s

* + Documentum
  + IBM, Informatica, Mobius, Open Text
  + Structured data archiving: EAS vs IBM/Informatica
  + Application Decommissioning: EAS vs IBM/Informatica

# The EAS Sales Cycle

* + Understanding who needs EAS
    - EAS Opportunity qualification
    - Areas of EAS ROI
    - EAS ROI Analysis Tools
  + EAS Buying Influencers and decision makers
  + Compelling events and drivers
  + Presenting the EAS Message
  + Qualifying for EAS Workshop
  + Delivering an EAS POC
  + Engaging an appropriate partner
  + Positioning and Delivering the EAS Fit and Readiness Workshop
  + Collecting Details for pricing of license and services

# Pricing an EAS Deal

* + EAS IP
  + EAS Professional Services
  + EAS Price model
  + Examples

# Alignment with Core

* + Core AM’s
  + BRS
  + EMCC

# Case Studies (best practice & things to avoid)

* + Credit Agricole, FIDUCIA, JLR, Sanofi, CNAMTS, HSBC

# EAS Engineering Update

* + Roadmap & Release schedule
  + Adding value to EAS with IIG & EMC products
  + Resources
  + Vision
  + A word from our leader (Jeroen Van Rotterdam)

# EAS Presentation

# EAS Demo

# EAS Pipeline

# EAS Sales Role Play Session

# *DAY 3*

**Detailed Technical Training (Consultants and SE’s)**

**Attendees should be able to**

* **Work with Customer on requirements**
* **Develop and run a POC for a customer including configuration of a customer requirements**
  + **Unstructured and Structured Data.**
* **Import and Query Data**

# *DAY 4 & 5*

**Deep Dive EAS Technical Training (Consultants only)**

# Installation

Lab 2-1. Installing 2-x

# Structured content archiving

Lab 3-2. Ingesting a structured content 3-x

# Web services

# User interface

# Unstructured content archiving

Lab 6-1. Querying and retrieving an unstructured content from the user interface 6-x

# Orders

# Confirmations

# Jobs

# Administration

# Advanced configuration

# Cyphering