BLUECAT ™ *The Adaptive DNS Company™*

BLUECAT TRAINING SERVICES

Partner Enablement Program

BlueCat Training Services empower your staff with training that keeps pace with the design and deployment of BlueCat solutions. BlueCat experts design distinct learning paths to address the comprehensive needs of your clients' organizations.

The Partner Enablement Program provides sales professionals with a comprehensive understanding of how DNS and DHCP work, how BlueCat uses these technologies in its networking solutions, and how clients can apply these solutions at an organizational level.

Learners are assigned to the Sales or Technical track. Each track provides provides the learner with a range of training material tailored to their realm of expertise, including video, hands-on simulations, and reference reading. By the end of the course, learners can apply this knowledge to customize their sales approach for customers at all technical literacy levels.

For even more in-depth technical coverage, BlueCat Training Services also offers BlueCat Certification programs.

COURSE OBJECTIVES

Upon successful completion of the program, participants are able to:

- Describe BlueCat's mission, services, and product offerings to potential clients
- Explain the purpose and function of DNS and DHCP, and how they apply to modern organizational needs
- Demonstrate use cases of BlueCat's Adaptive DNS solutions
- Demonstrate the value of BlueCat services and solutions to potential clients

TECHNICAL TRACK

MODULE 1: BLUECAT 101

- The History of BlueCat
- What is Enterprise DNS?
- How DNS Can Transform an Organization

MODULE 2: TECHNICAL TRAINING

- What are DNS and DHCP?
- Advanced DHCP Foundations
- Advanced DNS Foundations

MODULE 3: PRODUCT TRAINING

- Introduction to DNS Edge
- How to use DNS Edge
- Introduction to IPv4, IPAM, & BlueCat Integrity
- How to use Address Manager
- Introduction to BlueCat Gateway
- How to use Gateway

SALES TRACK

MODULE 1: BLUECAT 101

- The History of BlueCat
- What is Enterprise DNS?
- How DNS Can Transform an Organization

MODULE 2: SALES TRAINING

- The Cost of Free
- The Enemy Within
- Case Studies
- BattleCards (Models for Up-sell and Cross-sell Opportunities)
- Adaptive DNS Pitch Deck and Demonstration

Get Started Today

Visit https://www.bluecatnetworks.com/training/ or email learn@bluecatnetworks.com to inquire about our course schedules and to obtain more information about our training courses.