



Cisco IoT Advantage for Account Managers v1.0 (700-846)

Exam Description: Cisco IoT Advantage for Account Managers v1.0 (IOTAM 700-846) tests a candidate's knowledge of Cisco's IoT strategy, IoT products, and industry specific sales plays. The course Cisco IoT Advantage for Account Managers helps candidates to prepare for this exam.

The following topics are general guidelines for the content likely to be included on the exam. However, other related topics may also appear on any specific delivery of the exam. To better reflect the contents of the exam and for clarity purposes, the guidelines below may change at any time without notice.

- 10% 1.0 Cisco IoT Strategy and Products**
 - 1.1 Describe Cisco IoT strategy
 - 1.2 Explain positioning for Cisco IoT products
 - 1.3 Describe the programs and incentives of Cisco IoT

- 10% 2.0 Extended Enterprise Sales Motion**
 - 2.1 Understand the Extended Enterprise sales play and opportunity
 - 2.2 Describe use cases for Extended Enterprise
 - 2.3 Explain the features of Extended Enterprise solutions

- 10% 3.0 Manufacturing**
 - 3.1 Explain the concerns and challenges of the manufacturing industry
 - 3.2 Describe the IoT use cases in manufacturing
 - 3.3 Explain product positioning for manufacturing use cases

- 10% 4.0 Utilities**
 - 4.1 Explain the concerns and challenges of the utility industry
 - 4.2 Describe the IoT use cases in utilities
 - 4.3 Explain product positioning for utility use cases

- 10% 5.0 Oil and Gas**
 - 5.1 Explain the concerns and challenges of the oil and gas industry
 - 5.2 Describe the IoT use cases in oil and gas
 - 5.3 Explain product positioning for oil and gas use cases

- 10% 6.0 Transportation**
 - 6.1 Explain the concerns and challenges for roadways and intersections

- 6.2 Describe the IoT use cases in roadways and intersections
- 6.3 Explain product positioning for roadway and intersection use cases

10% 7.0 Mining

- 7.1 Explain the concerns and challenges of the mining industry
- 7.2 Describe the IoT use cases in mining
- 7.3 Explain product positioning for mining use cases

20% 8.0 Products and Technologies

- 8.1 Describe how CUWRB addresses customer challenges with wireless connectivity in IoT deployments
- 8.2 Describe the capabilities, value proposition, and design considerations for CUWRB
- 8.3 Identify and qualify CUWRB opportunities
- 8.4 Explain the value proposition of Cisco's industrial security portfolio
- 8.5 Explain positioning of Cisco industrial security with stakeholders
- 8.6 Describe the key features and value of Cyber Vision
- 8.7 Explain management tool positioning for use cases to meet customer requirements

10% 9.0 IoT Operations Dashboard

- 9.1 Explain the key benefits of deploying IoT Operations Dashboard
- 9.2 Describe services of the IoT Operations Dashboard
- 9.3 Describe the key features and benefits of Industrial Asset Vision
- 9.4 Describe the main use cases for Industrial Asset Vision
- 9.5 Describe the capabilities of Edge Intelligence
- 9.6 Explain value proposition and use cases of Edge Intelligence