



Cisco SaaS Conferencing and EIM Resale ATP for the AM Exam (650-302)

Exam Description: The 650-302 *Cisco SaaS Conferencing and Enterprise Instant Messaging Resale Authorized Technology Provider for the Account Manager* (PASCERAM) exam is a 45-minute test with 25–35 questions that is intended for individuals who are involved in the design of collaboration architecture and solutions. This exam tests a candidate's understanding of Cisco WebEx web collaboration solutions that are delivered as SaaS and how to sell those offerings.

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

- | | | |
|------------|------------|---|
| 26% | 1.0 | Cisco Collaboration Strategy, Architecture, and Portfolio |
| | 1.1 | Examining the new collaboration experience and the role of Cisco WebEx. |
| | 1.2 | Examining the benefits and features of Cisco for collaboration solutions. |
| | 1.3 | Examining the new collaborative workspace. |
| 20% | 2.0 | Cisco SaaS Collaboration Solutions |
| | 2.1 | Examining Cisco WebEx as a Software as a Service (SaaS) solution. |
| | 2.2 | Examining how Cisco WebEx solutions are delivered. |
| | 2.3 | Examining Cisco web conferencing and EIM at a high level. |
| 54% | 3.0 | Selling Cisco WebEx SaaS |
| | 3.1 | Examining the value proposition and methods for qualifying a customer for Cisco WebEx SaaS conferencing. |
| | 3.2 | Examining the value proposition and methods for qualifying a customer for Cisco SaaS Unified Communications Client. |
| | 3.3 | Examining WebEx SaaS solutions integrations with Cisco collaboration products. |
| | 3.4 | Examining how to position Cisco WebEx SaaS against the competition. |
| | 3.5 | Examining how to order and bill Cisco WebEx SaaS solutions. |