



AET Certified Sales Representative Workshop

Course Description

This workshop provides an overview of the features and benefits of the cryptographic middleware SafeSign Identity Client (IC), and the Smart Card Management System BlueX Digital ID Management, and how to position them in the market.

Audience

IT professionals who want to know more about SafeSign IC and/or BlueX, both sales and presales. A maximum of 8 persons per training is recommended.

Course Duration

1 day, 9:00 to 17:00

Prerequisites

- Basic knowledge of PKI and certificate foundations.
- Basic knowledge of IT Infrastructures.

Course Objectives

- Understand the benefits, components & functionality of SafeSign IC.
- Understand the benefits, components & functionality of BlueX.
- Understand how to position and sell SafeSign IC and BlueX.
- Understand pricing, licensing, marketing & sales support.
- Certification is part of the course; all who pass receive a printed Certificate.

Course Topics

Product focus

- About AET and AET Solutions
- Introduction on certificates and Public Keys
- Introduction on smart cards
- SafeSign Identity Client
- SafeSign Support
- Introduction on BlueX
- Demonstrations

How to sell

- Outline prejudices about PKI
- Prospect profiles
- Project steps
- Revenue stream
- Go to market
- AET Customers
- Licensing
- Marketing & Sales Support