



QuickStart for UCS Go-to-Market Module - Topic 3 Overcoming Objections Quick Reference Guide

UCS Common Customer Objections

Objection	Suggested Response
<i>"Why is Cisco selling products in the server space? Isn't Cisco just a networking company?"</i>	<p>You can best counter these types of questions and objections by:</p> <ul style="list-style-type: none">• Selling at the right level – don't start with the server teams.• Use your relationships (inside the account or with partners) to sell higher into the account.• Have the business discussion first.• Leverage:<ul style="list-style-type: none">○ The Cisco name○ Market interest○ IT management trust in the Cisco brand○ The credibility of the partner ecosystem• Cisco's presence in the server market re-enforces our commitment to provide solutions that meet customer demands and business requirements. By extending our presence into the server market we can strengthen our server access position with unified fabric, 10Gb connectivity providing cohesive interlocks between server and network architectures.
<i>"Cisco is not relevant in the Virtualization space."</i>	<p>Virtualization is not new nor is it novel. Cisco has a long history of authoring or co-authoring industry standards relating to network, storage and server virtualization such as VLAN, VSAN and VN-Link.</p> <p>Solutions such as the Nexus 1000V make us very relevant in the server virtualization space because it provides virtual machine awareness and granular control of virtual policies and configurations.</p> <p>In addition, the Nexus 5000 with its 10Gb connectivity is very relevant in the server virtualization space because it provides the bandwidth needed by multiple applications residing on discrete servers</p>
<i>"I am trying to migrate to virtualization, but Cisco really has little experience in this area."</i>	<p>Cisco has facilitated the virtualization of network infrastructure, including VLANs and VSANs, for years. We are closely teaming with partners such as VMware to deliver innovative virtualization solutions such as VN-Link and have a team of proven leaders from technology leading organizations like VMWare and Sun to innovate our entire data center strategy.</p>



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	<p>Cisco has numerous, proven reference accounts today that account teams can openly share with customers and show how Cisco’s virtualization solutions have helped these customers.</p>
<p><i>“How can Cisco be a data center systems player when the company has been historically weak in systems management? “</i></p>	<p>Integrated management features are a cohesive element of the UCS architecture. Features such as reduced points of management improve operational efficiency. UCS also features service profiles that dynamically monitor workloads, move workloads uninterrupted from compute node to node, and are based on preconfigured policies assuring high availability. Together, these features simplify the ability to manage services such as quality of service, security, Bios and Firmware settings, while XML API allows integration of tools customers have today.</p> <p>UCS Manager provides an innovative, embedded single point of interfacing with the Unified Computing System whether it be composed of B- or C-Series servers or both. This embedded approach eliminates the bolt approach to management seen in other server architectures.</p>
<p><i>“Unified computing is a proprietary solution.”</i></p>	<p>The UCS architecture is advancing through IEEE, DMTF, and standards bodies. Cisco acknowledges that UCS is an emerging standard and will continue to grow in attention and momentum with market demand.</p>
<p><i>“Unified computing is an unproven architecture.”</i></p>	<p>Cisco developed UCS to directly address critical customer needs and has worked with an ecosystem of IT industry leaders to ensure integration into existing data center environments.</p>
<p><i>“Cisco has limited knowledge to deliver services and integrate new applications.”</i></p>	<p>Cisco’s award winning service combined with key partner relationships is enabling Cisco to tackle a range of customer requirements from server consolidation projects to complex application integration.</p>
<p><i>“Cisco has no server experience.”</i></p>	<p>The future of the data center is a cohesive, integrated, virtualized whole —not individual components. Cisco has developed an alternative system approach combining network, compute, virtualization, and storage access, which was announced in March, 2009 in a Blade server form factor. Cisco has since extended its UCS portfolio with the C-Series Rack Servers addressing an array of workloads.</p>
<p><i>“I don’t want to introduce another server vendor in my environment”</i></p>	<p>Cisco is already a trusted part of your environment. You are not introducing a new vendor, but merely introducing a new, more efficient approach.</p>