

Cisco Announces Updates to SMB Portfolio



Partnering with You to Serve SMB Customers

Recognizing that no one understands the needs of SMB customers more than the Cisco Channel partners who serve and support them every day, we're listening to you.

We've incorporated your feedback into an enhanced SMB portfolio that offers new products, exciting new price points, tools, services, and solutions to help you better meet the needs of your customers. These new updates include:

- An expanded portfolio and new pricing for Cisco Catalyst® 2960 Series LAN Lite switches to help SMBs take the next step toward a fully managed network
- Enhancements to the Cisco Smart Business Communications System (SBCS), Cisco's comprehensive voice, data, video, and mobility solution for small businesses with up to 50 users

These are just the latest enhancements to the Cisco SMB portfolio. Keep watching for additional enhancements in the future. We are committed to listening to the feedback of our partners, and to continually providing you with the tools and solutions you need to support your customers and grow your business.





New Models and Pricing for Cisco Catalyst 2960 Series Switches with LAN Lite Software

As your SMB customers add more locations, employees, and applications, their network and security requirements are evolving. The Cisco Catalyst 2960 Series with LAN Lite software provides a family of reliable, high-performance managed switches designed specifically for growing midsize businesses. Now, Cisco has added two new models to the Cisco Catalyst 2960 Series LAN Lite family, extending the portfolio to better serve midsize business and small branch offices that are upgrading to a fully managed network.

The new model options expand this portfolio to serve both larger midsize business deployments and smaller branch offices. New SKUs include:

- A 48-port 10/100 Ethernet switch with two dual-purpose 10/100/1000 uplink ports
- An eight-port 10/100 Ethernet switch with one dual-purpose 10/100/1000 uplink port

In addition, Cisco has reduced prices across the entire Catalyst 2960 with LAN Lite series, making advanced managed network capabilities available to more SMB customers than ever before. For the latest pricing and availability, please contact your Cisco authorized distributor.

For more information about the Cisco Catalyst 2960 Series, visit:

www.cisco.com/go/catalyst2960

Cisco Smart Business Communications System Release 1.3

The Cisco Smart Business Communication System provides a complete voice, data, video, and mobility solution in a single system, extending all of the benefits of advanced Cisco unified communications to small businesses. The Cisco SBCS Release 1.3 offers expanded features and product support, including:

- Improved network security with Cisco 520 Series Secure Routers
- Introduction of two new phones and expanded IP phone support
- Increased capacity to 64 users
- Increased wireless networking scalability with the updated Cisco Mobility Express
- New network deployment capabilities with the updated Cisco Configuration Assistant

Cisco 520 Series Secure Routers

The Cisco 520 Series Secure Router is a new family of fixed-configuration routers that deliver the connectivity, performance, and security that today's SMBs demand. Designed specifically to integrate with the Cisco SBCS product family, the Cisco 520 Series Secure Router combines Internet access, advanced security, virtual private network (VPN) access, and optional wireless networking in a single, easy-to-use device.

Cisco 520 Series Secure Routers will be available September 2008. For more information, visit: www.cisco.com/go/sr520

Cisco Unified IP Phones 500 Series

You told us that SMB customers wanted Ethernet switching capabilities on entry-level Cisco IP Phones, and we've listened.

Two new models have been added to the Cisco Unified IP Phones 500 Series: Cisco Unified IP Phones 521SG and 524SG. These entry-level IP phones, designed exclusively for use with the Cisco SBCS, add a 10/100 Ethernet switch port to the existing one-line and four-line display models. As with previous Cisco SBCS IP phones, the new models can be powered by Power over Ethernet (PoE).

The Cisco Unified IP Phone 521SG and 524SG will be available September 2008. For more information, visit: www.cisco.com/go/uc500

New Phone Support on the Cisco Unified Communications 500 Series

To help meet your customers' diverse business needs, the Cisco SBCS now supports more conferencing and call coverage options. The Cisco Unified Communications 500 Series can now support the Cisco Unified IP Conference Station 7937G and the Cisco Unified IP Phone Expansion Modules 7915 and 7916.

These expanded support capabilities are available now. For more information, visit: www.cisco.com/go/uc500

Cisco Unified Communications 500 Series Upgraded to Support up to 64 Users

Your SMB customers are growing businesses that want to extend the longevity of their technology investments. Now, you can offer a more scalable unified communications solution with license-based upgrades that provide an easy way for customers to increase user counts on the system as they grow.



A software licensing upgrade for the Cisco Unified Communications 500 Series, from 48 to 64 users, will be available September 2008. For additional upgrade paths and pricing, see the following table:

SKU	Description	List Price
SL-UC520-16-UPG=	UC500 software license upgrade from 8 users to 16 users	\$3495
SL-UC520-32UPG=	UC500 software license upgrade from 24 users to 32 users	\$3495
SL-UC520-24-48UPG=	UC500 software license upgrade from 24 users to 48 users	\$6995
SL-UC520-48UPG=	UC500 software license upgrade from 32 users to 48 users	\$3995
SL-UC520-64UPG=	UC500 software license upgrade from 48 users to 64 users	\$2995

For more information, visit: www.cisco.com/go/uc500

Cisco Mobility Express Update

Cisco Mobility Express now offers enhanced scalability with Cisco Configuration Assistant support for up to 10 autonomous access points. This expanded mobility support will be available towards the end of the year 2008. For more information, visit: www.cisco.com/go/mobilityexpress

Cisco Configuration Assistant Version 1.8

Cisco Configuration Assistant Version 1.8, is now available. This updated release includes:

- Support for all of the new features and capabilities announced above, including the new Cisco Unified IP Phones, conference station, and expansion modules; Cisco 520 Series secure routers; the 64-user license upgrade; and support for up to 10 autonomous access points with Cisco Mobility Express.
- Support for out-of-band international dial plans

Cisco Configuration Assistant Version 1.8 will be available to all Cisco partners in September 2008 through the Cisco SBCS support wiki. To download the latest version at no charge, visit: <http://supportwiki.cisco.com/sbcs/>





Services Offerings

The Cisco SMARTnet Service for the Cisco SBCS covers the new features in Cisco SBCS 1.3. This service offering is tailored for SMBs and provides the easy, cost-effective network support they need to help provide operational reliability, contain costs, and protect their investments in the Cisco SBCS.

The combination of the Cisco SBCS, Cisco SMARTnet Service for SBCS, and our partners' professional services provides a single, system-level contract that makes it simple to order, administer, and renew service contracts.

For more information, visit: http://www.cisco.com/en/US/products/ps8319/serv_group_home.html

The Cisco Smart Care Service is transforming our partners' services business by providing them with a proactive services platform based on Cisco's intellectual capital. With Smart Care, partners wrap their own services around Cisco service capabilities so they can deliver a proactive, personalized network management service to their small and medium business customers with:

- Proactive health checks and periodic assessments of Cisco network foundation, voice, and security technologies to identify potential issues
- Voice readiness assessments that accurately measure delay, jitter, and loss in customer networks
- Remote monitoring and repair of Cisco devices and software applications
- Technical support for all Cisco hardware and software in the network with a single, network-level maintenance contract
 - 24x7 Partner access to the TAC
 - NBD or 4 hour HW replacement to the end user
 - IOS updates and upgrades
 - Cisco.com and Smart Care Control Panel/Dashboard

The Cisco Smart Care Service is now available to order via selected partners in Australia, New Zealand, Singapore and India. APAC Distributors will soon play an important role in marketing and ordering Smart Care Service for their partners. For further information, please contact your respective local Cisco CSAM (Channel Service Account Manager).

As a global service offering, the Cisco Smart Care tool will be available in several different languages. Currently, the tool is available in Spanish and English, and Chinese and Korea will be made available in early 2009.

For more information on Cisco Smart Care Service, visit <http://www.cisco.com/web/partners/services/programs/smartcare/index.html>

Special Financing Program for Cisco Partners:

Cisco Capital 0% Progress Payments for Unified Communications

Under the Progress Payments program from Cisco Capital™, partners get paid faster during Cisco® Unified Communications solutions deployments. Pre-payments from Cisco Capital, prior to project completion, allow you to conserve cash and free up credit lines for additional UC deployments — allowing you to grow your business.

For additional information, please go to: <http://www.cisco.com/go/capital>

0% Financing for Cisco Multi-Year Services Program

In an effort to help partners grow the Commercial and mid-market portions of the CA Services portfolio, CA and Cisco Capital are pleased to offer 0% financing for services to selected partners to purchase and re-sell, to their end customers (limited to SmartNet and CBR). By extending this credit facility to key partners, we expect to put multi-year service options in reach of customers who, until now, could only afford single year service coverage. We have also lowered the minimum deal size threshold to US\$50k net for the services portion of deals per annum.

0% financing for services provides a powerful tool for Cisco and our partners to deepen the strategic account relationship, manage contract renewals, and penetrate the Commercial market. It also allows us to overcome the most common sales objection we face in selling multi-year commitments: customer reluctance to pay upfront for future services.

For additional information, please contact your channel service account managers for more information.



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

©2008 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco logo, and the Cisco Square Bridge logo are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networking Academy, Network Registrar, PIX, ProConnect, ScriptShare, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0708R)

7181/EMandASIAPAC/rotl/09.08