

Channel Announcement: End of Sales Announcement for Cisco PIX Security Appliances

On January 28, 2007, Cisco announced the end-of-sale and end-of life dates for the Cisco PIX 500 Security Appliances, software, accessories and licenses. The last day of sale of the platforms will be July 28, 2008 and the last day of sale for accessories and licenses will be January 27, 2009. It is important to note that Cisco will continue to support Cisco PIX customers through July 27, 2013. In addition to providing the same robust firewall and IPsec VPN capabilities as Cisco PIX Security Appliances, the Cisco ASA 5500 Series offers significantly better performance and scalability, SSL VPN support, advanced Unified Communications (voice/video) security, and a modular design that allows customers to add features such as intrusion prevention (IPS), antivirus, antispam, antiphishing, URL filtering, and more. Migration to the Cisco ASA 5500 Series is straightforward, as consistent management and monitoring interfaces are provided, allowing partners and customers to take advantage of their knowledge and investment in Cisco PIX Security Appliances.

Business Drivers - Changing Security Landscape

Today, businesses face a growing number of network security challenges due to many different dynamics in the industry, including growth in the number and sophistication of attacks, increased collaboration with partners and customers, deployment of advanced technologies such as Unified Communications and wireless and growth in government regulations to increase business' overall level of information security.

Cisco ASA 5500 is the next-generation, best-of-breed security appliance family designed to adapt in these dynamic environments. The Cisco ASA 5500 delivers many benefits, including:

- Helps businesses meet compliance requirements, such as Sarbanes Oxley, HIPAA, PCI, with the strong combination of firewall and IPS
- Delivers secure mobility services giving businesses anytime, anywhere access to critical applications and data through SSL VPN technology
- Lowers overall cost to procure and maintain one or more security services, while enabling customers to leverage their investment in training from Cisco PIX Security Appliances
- Secures Unified Communications, by applying security services to end-to-end encrypted voice/video communications, with greater voice/video connection capacity and scalability
- Provides stronger security, better performance, and uncompromising scalability to help protect against the wide-range of application-layer threats networks encounter

Cisco PIX Security Appliance End of Sales Details

Cisco channel partners are encouraged to transition their Cisco PIX Security Appliance sales, and migrate their current Cisco PIX Security Appliance install base, to the Cisco ASA 5500 Series. Following are the key milestones:

Milestone	Explanation	Date
External announcement	The date that announces when the end of sale and end of life of a product will occur for the general public.	January 28, 2008
End-of-Sale date for platforms/bundles	The last date to order the platform and bundles.	July 28, 2008
End-of-Sale date for accessories	The last date to order the accessories.	January 27, 2009
End of software maintenance releases	The last date that Cisco Engineering may release any final software maintenance releases or bug fixes. After this date, Cisco Engineering will no longer develop, repair, maintain, or test the product software.	July 28, 2009
End of New Service Attachment Date	For equipment and software that is not covered by a service-and-support contract, this is the last date to order a new service-and-support contract or add the equipment and/or software to an existing service-and-support contract.	July 28, 2009
End of service contract renewals	The last date to extend or renew a service contract for the product. The extension or renewal period cannot extend beyond the last date of support.	October 23, 2012
End of Support/End of Life	The last date to receive service and support for the product. After this date, all support services for the product are unavailable, and the product becomes obsolete.	July 27, 2013

Cisco will provide support for Cisco PIX Security Appliances for five years beyond the End of Sale, through July 2013. This gives customers time to plan their migration to the Cisco ASA 5500 Series, if they have not already started. However, customers are encouraged to take advantage of the increased trade-in credit of 15% for Cisco PIX to Cisco ASA 5500 migrations with the Cisco TMP program, available through October 31, 2008. (Link: <http://www.cisco.com/web/partners/pr11/incentive/cee/security.html>)

Cisco PIX Security Appliance End of Sales Creates Service Sales Opportunities

For partners whose customers are not migrating immediately to Cisco ASA 5500 Series Adaptive Security Appliances—take the opportunity to:

- **Renew** contracts on covered Cisco PIX Security Appliances through the end-of-service-contract-renewal date.
- **Sell** support on uncovered Cisco PIX Security Appliances through the end-of-new-service-attachment date for each product.

For partners whose customers are migrating immediately to Cisco ASA 5500 Series Adaptive Security Appliances—take the opportunity to:

- **Sell** Technical Services
- **Sell** Cisco NOS-C (US Only)
- **Introducing Cisco ASA Migration Services:** Cisco Security Specialized Partners can resell Cisco ASA Migration Services or accelerate the introduction of their value-added ASA migration services by receiving support, mentoring, and best-practice knowledge transfer through purchase of Cisco ASA Migration Services (currently available in the U.S. only).
- For more information, visit www.cisco.com/go/services/security

Key Resources

For more information about the PIX End of Sale, please visit the **Channel PIX EOS Portal** at: <http://www.cisco.com/go/pixeos>

More marketing materials can be found at the Cisco ASA 5500: The Power of the PIX Plus website at: <http://www.cisco.com/go/pixplus>