



# Cisco Catalyst 2975 Stackable Switch



## Business Presentation

# 21st-Century Branches: Taking a Bigger Role



Source: Nemerts Research Virtual Workplace—  
Branch Office Strategies

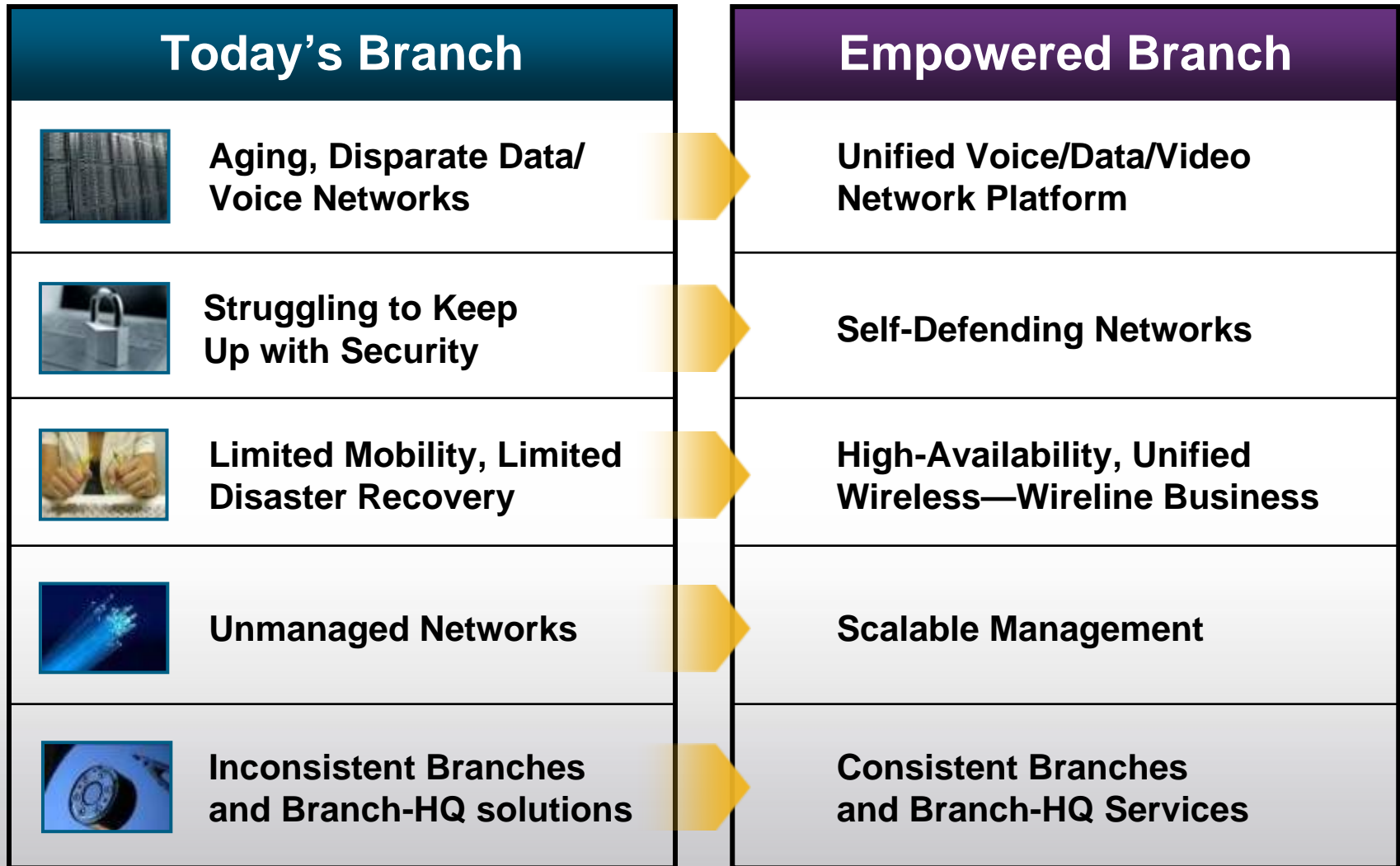
**New Business Applications**

# Branch Office Customer Challenges

- Lack of branch office IT support staff
- Growing number of branch offices straining budgets
- Need ability to connect diverse device types
- Meeting regulatory compliance
- Need for 24-hour network uptime

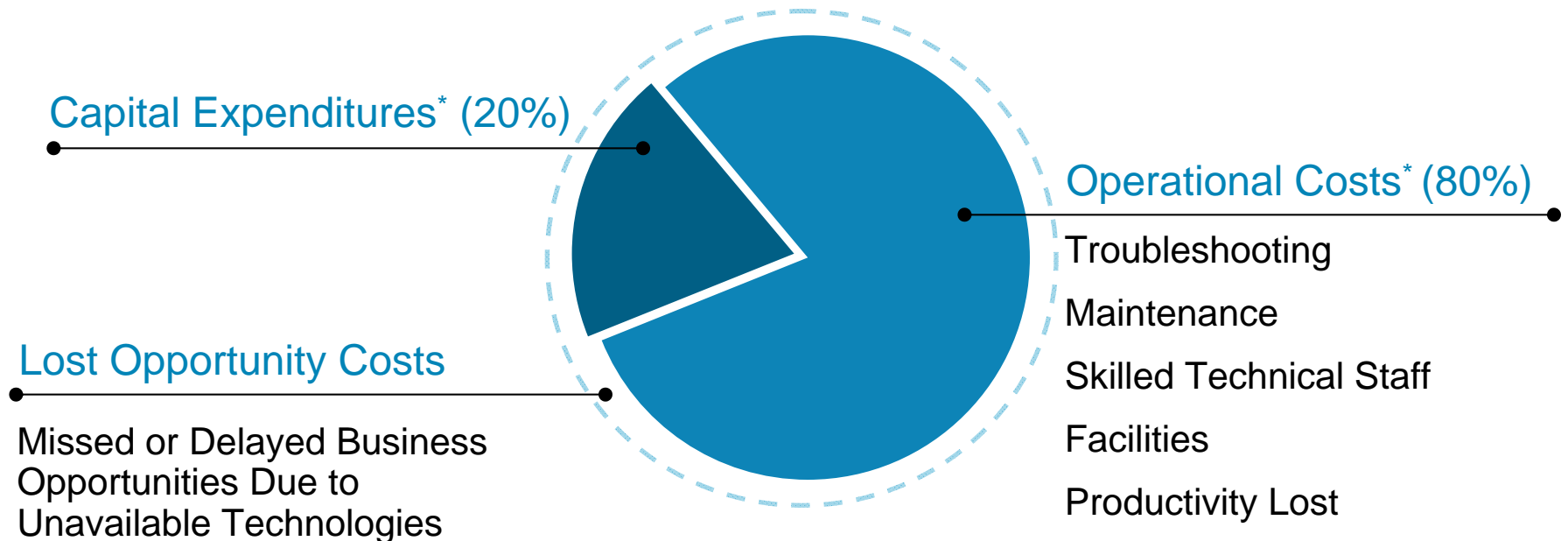


# The Branch Transformation



# Network Total Cost of Ownership (TCO)

Network Costs = 20% Purchase, 80% Operations



- Capital expenditure is **one** element of the total cost of a system.
- Operational and opportunity costs outweigh capital expenditures.

Source: Gartner Group, 2005.

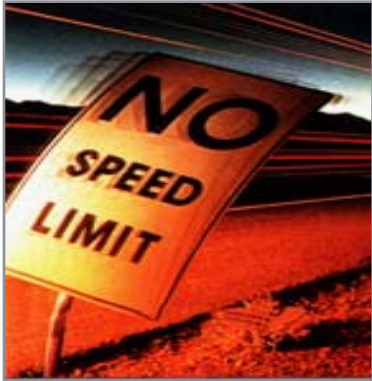
# Top Ten Causes of Higher TCO

- **Hardware Diversity**
- **Configuration and Support Complexity**
- **Security and Regulatory Demands**
- **Conflicting Performance Criteria**
- **Higher Costs for Incremental Services**
- **Higher Recurring Expenses**
- **Minimal Opportunities for Automation**
- **Multiple Maintenance Contracts**
- **Minimal Synergies Between Applications**
- **Lack of Business Agility and High Upgrade Costs**

# Cisco Catalyst Intelligent Switching Infrastructure

## Intelligent Switching

Is a Common Foundation of Capabilities across Cisco® Catalyst® Switches



### Performance, Availability

- Wire-speed forwarding
- No performance effect with all services enabled



### QoS

- Layer 2, 3, 4 classification
- Policing and shaping
- Multiple queues
- Granular control



### Security

- Layer 2, 3, 4 access control
- Identity-based authentication
- Management security
- Admission control



### Manageability

- End-to-end manageability for centralized administration
- Web-based or command-line interface (CLI)
- Analysis and planning tools

# New Cisco Catalyst 2975 Switch

- High speed stacking with unified stack management for up to nine switches in a stack
- L2+ intelligent services for enhanced security, quality of service, and availability to enable applications such as Cisco Unified Communications
- Gigabit Ethernet and Cisco Power over Ethernet connectivity
- Cisco Network Assistant and CiscoWorks
- Limited lifetime hardware warranty
- Software updates at no additional charge



Cisco® Catalyst® 2975GS-48PS-L

Target 96-port  
Commercial Branch  
Offices and Wiring  
Closets

Dec.  
2008

Part Number	Description
WS-C2975GS-48PS-L	48 port 10/100/1000 PoE switch with 4 SFP uplink ports
WS-C2975GS-96PS-LM	Two units of WS-C2975GS-48PS-L

Uses Cisco ASICs for superior quality and hardware and software integration

# Cisco Catalyst 2975 Switch

## Unified Network Services



### Business Problem

- Inability to support new applications and growing business requirements

### Solution

- Support multicast video with IGMP enhancements
- Cisco Intelligent Power Management for IP phones and wireless access points
- Quality of service, rate limiting, and classification for granular network traffic prioritization and control

### Benefits

- Faster deployment for services and applications
- Flexibility and agility

# Cisco Catalyst 2975 Switch

## Integrated Security



### Business Problem

- Security threats continue to grow
  - Threats from the network edge account for large percentage
  - Negatively impact employee productivity

### Solution

- Network Admission Control
- Identity-based services - 802.1x enhancements
- Catalyst Integrated Security Framework (CISF)
- Secure management protocols
- Port-, time-, and QoS-based Access Control Lists in hardware

### Benefits

- Payment Card Industry (PCI) compliance
- Protect intellectual property
- Protect company reputation

# Cisco Catalyst 2975 Switch

## Reliability



### Business Problem

- Cost of network downtime increases as business processes depend on network availability and performance

### Solution

- Industry-leading quality and high mean time before failure (MTBF)
- Network stability with single spanning-tree instance for a stack
- Fast link convergence using FlexLink
- Time Domain Reflectometry (TDR) for cable diagnostics

### Benefits

- Business continuity
- Greater employee productivity

# Cisco Catalyst 2975 Switch

## Operational Manageability



### Business Problem

- High operational complexity and expense
  - Costly
  - Stall business operations

### Solution

- Unified stack management for up to nine switches in a stack
- Auto software image and configuration provisioning and plug-and-play hardware replacement
- Support for CiscoWorks LAN Management System (LMS)
- Cisco Network Assistant

### Benefits

- Simplified manageability
- Fast and easy configuration

# Cisco Catalyst 2975 Switch

## Consistent Branches and Branch-HQ Services



### Business Problem

- Inconsistent branch and HQ networks cause operational problems and are difficult to troubleshoot

### Solution

- Common Cisco IOS for consistent implementation of services across Cisco devices
- Auto QoS for consistent traffic classification across Cisco devices
- Cisco Smartports for consistent port-based configuration macros

### Benefits

- Increased productivity of IT staff
- Streamlining network management

# Cisco Catalyst 2975 Switch

## Greater ROI



### Business Problem

- Inability to deliver business value in the tough economic environment with tighter IT budgets
  - Poor return on investment
  - Short product and service lifecycle

### Solution

- Better performance to price ratio with product longevity and service enablement
- GE and PoE connectivity for entry-level switch
- Limited lifetime hardware warranty
- Free software upgrade

### Benefits

- Greater ROI
- Support growing business applications requirements with shrinking IT budgets

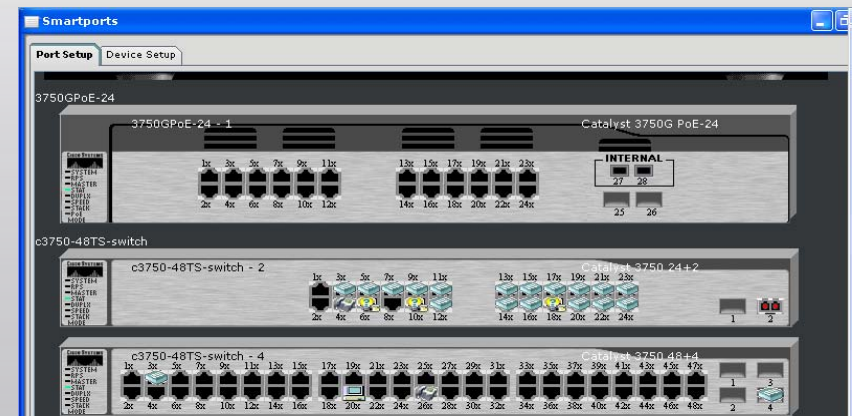
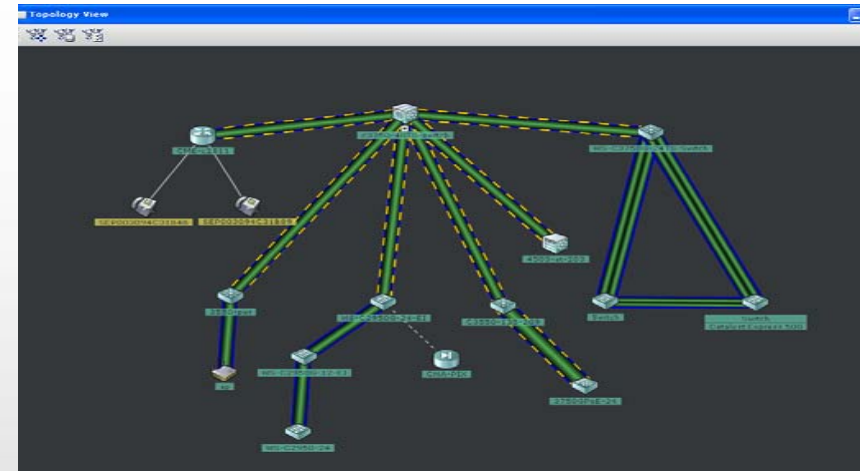
# Cisco Catalyst 2975 Services and Warranty

- Limited lifetime hardware warranty
  - Advance Replacement shipping within 10 business days
  - Guest access to Cisco.com
- Ongoing Cisco IOS Software updates at no additional cost
- Cisco<sup>®</sup> SMARTnet<sup>®</sup> and SMARTnet Onsite Support
  - Around-the-clock, global access to the Cisco Technical Assistance Center (TAC)
  - Access to the extensive Cisco.com knowledgebase and tools
  - Next-business-day advance hardware replacement (premium options available for business-critical devices, such as two-hour replacement and onsite parts replacement and installation)
- Cisco Smart Foundation Service
- Cisco Foundation Technology Optimization Service

# Cisco Network Assistant

700K+ Downloads

- Multiproduct, multitechnology management tool
- Supports up to **40 devices**: switches, routers, and firewalls, and **unlimited** IP phones and access points
- Interactive topology and front panel views
- Configuration, monitoring, troubleshooting, and network optimization
- Highlight your VLANs, Telnet to devices, drag-'n-drop IOS upgrades
- Localized in French, Italian, German, Spanish, Chinese, and Japanese
- **Free download:**  
[www.cisco.com/go/cna](http://www.cisco.com/go/cna)



# Why Cisco Is the Best ....

- Customized ASICs allow better interoperability and support for an end-to-end solution with Cisco transceivers, routers, phones, and wireless access points.
- Single Cisco IOS® Software train creates feature parity across all switching platforms versus multiple outsourced software trains used by competitors.
- Ease-of-use applications and tools simplify network management while maintaining wire-speed performance:
  - Express setup
  - Smartports
  - Auto-QoS
  - DHCP autoconfiguration
  - Cisco Network Assistant
- True global availability support with more than 26 technical support centers worldwide versus 2 to 3 support centers for competitors



**“An Outstanding  
Customer Service  
Experience”**

# Cisco Catalyst 2975 Summary

- Cisco Catalyst 2975 switches are targeted for 96-port commercial branch offices and wiring closets.
- Cisco Catalyst 2975 switches deliver intelligent LAN services with enhanced Layer 2+ security, quality of service, and availability.
- Cisco Catalyst 2975 switches lower operational costs with unified stack management and automated provisioning.

