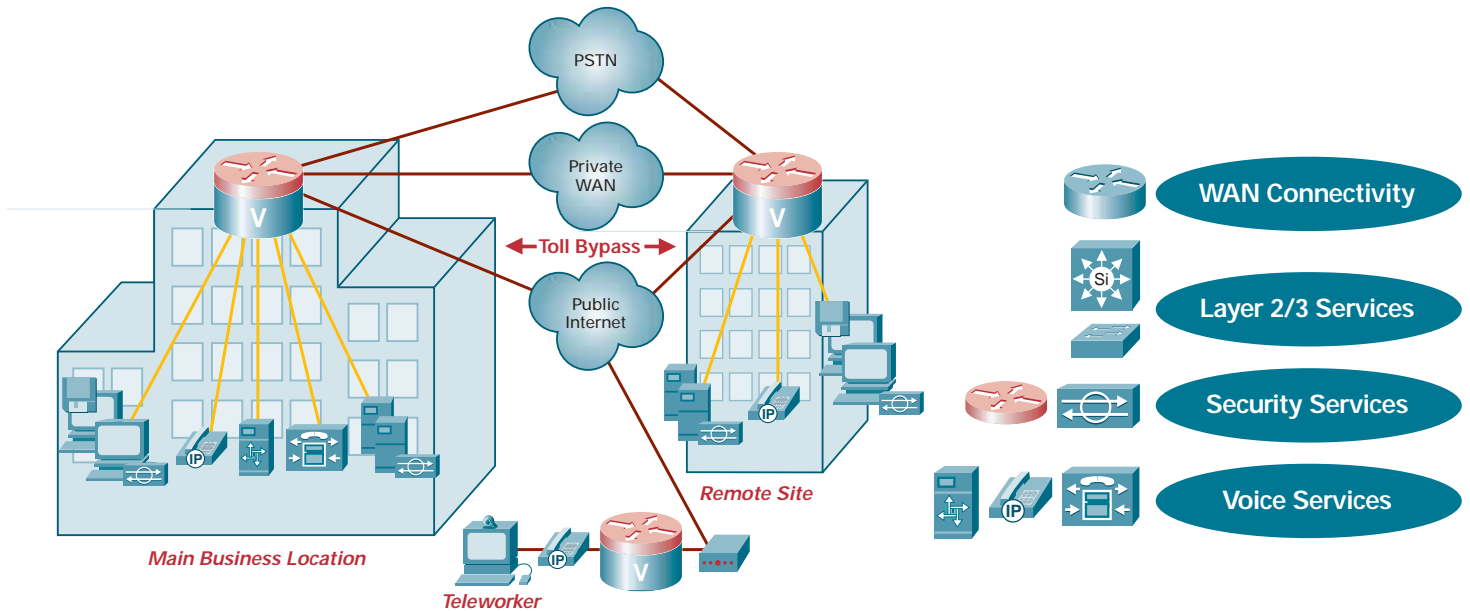


## HOW TO SELL CISCO SMB CLASS IP COMMUNICATIONS AT-A-GLANCE



### IMPROVE BUSINESS COMMUNICATIONS

Cisco® SMB-Class IP Communications Solutions integrate voice and data infrastructures on a single network to enable small and medium-sized businesses to enhance productivity, simplify systems management and reduce business operating costs.

#### Business drivers

Enhance productivity – by taking advantage of applications such as unified messaging, interactive voice response (IVR), automatic call distributor (ACD) and phone productivity solutions.

Simplify systems management – by migrating to a converged voice, data and video network.

Reduce business operating costs – by enabling self-service management for common tasks such as phone moves, and by migrating from traditional Private Branch Exchange (PBX) call processing to standards-based IP call processing.

#### Target customer profile

Characteristics of target prospects include the following:

- Maintain multiple independent networks (voice and data)
- PBX reaching end of life
- Many branch offices
- Growing or moving
- Need services and support
- Need secure and reliable systems
- Have multiple call centres
- Need to quickly update employees
- Interested in deploying unified messaging

# HOW TO SELL CISCO SMB CLASS IP COMMUNICATIONS AT-A-GLANCE

## **Business decision makers**

Top concerns

- Effective communications, cost over time, and employee productivity.

How to engage

Show them how an IPC solution can:

- Improve top-line revenues
- Reduce operational costs
- Manage risk
- Increase customer satisfaction
- Increase productivity through better business communications.

## **Data network technical decision makers**

Top concerns

- Integration with the network, initial cost and technical superiority.

How to engage

- Stress reliability, security, and the ability to be managed from any location
- Help them understand the simplicity in management of a converged voice and data solution.  
Makes moves, additions, and changes faster and easier.

## **Voice network technical decision makers**

Top concerns

- Safety and reliability, initial cost, scalability and ease of management.

How to engage

Show them how an IPC solution can:

- Provide the next stage in the evolution of telephony
- Improve communications
- Minimise migration risk
- Provide the ability to transition at their own pace
- Stress the efficient use of bandwidth by a packet network.

## **Top reasons to buy Cisco SMB Class IP Communications**

- Tailored to the specific needs of SMBs – secure, intelligent, integrated network products and solutions
- Simplicity – easily understood, simply implemented, easy-to-order solutions
- Standards-based products and technologies
- Cisco expertise in networking, the Internet, network security, voice, and wireless
- Lower total cost of ownership (TCO)
- World-class service and support
- Cisco internal success with implementing IP Communications.

# HOW TO SELL CISCO SMB CLASS IP COMMUNICATIONS AT-A-GLANCE

## Positioning against PC vendors

- Emphasise the voice-ready features of Cisco routers, switches, gateways and call processing hardware and software
- Empower network staff to justify Cisco to purchasing
- Focus on TCO and manageability
- Sell functionality: security; QoS; and availability
- Emphasise Cisco experience in network planning and design
- Note that Cisco is in complete control of products, features, roadmaps and bug fixes.

## Positioning against network equipment vendors

- Emphasise Cisco consistent strategy for SMBs
- Emphasise Cisco financial strength
- Note that Cisco is in complete control of products, features, roadmaps and bug fixes
- Emphasise quality and completeness of Cisco support options
- Note Cisco track record of successful partnerships and acquisitions.

## Positioning against telecommunications vendors

- Emphasise Cisco open architecture based on standards
- Stress the importance of scalability via clustering
- Note that Cisco is in complete control of products, features, roadmaps and bug fixes.

## Why sell Cisco SMB Class IP Communications?

- Selling IP can get you deeper into your accounts, establish credibility, and position you as a trusted adviser to your customer
- IP Communications' sales also have a high occurrence of additional networking product pull-through, which means your customers are more likely to return for future products and services to meet their business needs.

## Questions to ask your customer or prospect

- Are you moving to a new location?
- In addition to a new voice system/upgrade, are you looking at upgrading or purchasing data infrastructure?
- What type of telephony environment is in place?
- What type of legacy voice-mail environment is in place?
- Are leases of your current PBX(s) or voice-mail system(s) expiring in the near future?
- Does your company use a call centre?
- What do you spend in interoffice calling?
- Do you manage your own moves, additions and changes?
- Is it possible for you to enhance your voice capabilities simply by upgrading software on the server?
- Would you like to increase capacity by interlinking existing clusters and utilising a multisite system?
- What kind of flexibility do you have when you need to make system changes?
- Are you able to use a single cabling and network infrastructure for voice, video and data?
- Are you looking for ways to control the cost of network infrastructure?
- Would you like to be able to reduce the expense of deploying new applications when your business needs change?
- Do you need additional capabilities beyond those available on the PBX?
- Have you conditioned your customers to expect excellent customer service?

# HOW TO SELL CISCO SMB CLASS IP COMMUNICATIONS AT-A-GLANCE

## **What is Cisco SMB Class IP Communications?**

Cisco SMB Class IP Communications is a comprehensive, end-to-end solution built out of standards-based, fully integrated components that can enable companies to protect their existing investments while adding new features and applications to their networks. Cisco SMB Class IP Communications includes:

### **Call processing, voice-mail and messaging**

Cisco call processing software manages telephony features and functions while providing support for applications such as unified messaging, multimedia conferencing, collaborative contact centres, and interactive multimedia response systems.

Cisco offers two IP Communications solutions for SMBs:

- Cisco CallManager, running on Cisco Media Convergence Servers, scales to support thousands of phones at one or many locations.
- Cisco IP Communications Express (Cisco CallManager Express with Cisco Unity® Express), an all-in-one solution based on Cisco access routers, designed for small business offices with up to 240 users. Cisco IP Communications Express provides feature-rich call processing, voice-mail and autoattendant functions.

### **Converged IP network infrastructure**

Includes switches with inline power, routers, and other network components such as gateways, services, and software.

### **IP phones**

Wired or wireless IP phones connect to a converged IP network, enabling users to place phone calls as quickly and easily as they would using a traditional phone. IP phones can be managed just like any other IP network device, making it easy to perform moves, additions and changes with minimal staff.

### **Telephony applications**

Unified messaging enables users to access and manage voice-mail, e-mail and fax messages from a single mailbox. Multimedia contact centres, integrated customer relationship management (CRM) solutions, and multimedia conferencing deliver streamlined communications, improved customer responsiveness, and increased employee productivity, resulting in improved competitive advantage.

### **Management**

Management software provides support for IP applications, from basic connectivity, security, and network management to more advanced services.

# HOW TO SELL CISCO SMB CLASS IP COMMUNICATIONS AT-A-GLANCE

## What to sell for Cisco SMB Class IP Communications

|                                                |                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Integrated Services Routers</b>             |                                                                                                                                                                                                                                                                                                                                                                                              |
| Cisco 3800 Series                              | Cisco 3825 and 3845 offering high performance, availability, and density for concurrent data, security, and advanced services, with room for growth                                                                                                                                                                                                                                          |
| Cisco 2800 Series                              | Cisco 2801, 2811, 2821, and 2851 offering improved performance, new embedded service options, and increased slot density                                                                                                                                                                                                                                                                     |
| Cisco 1800 Series                              | Modular access routers designed for secure data connectivity and provide high performance, and integrated hardware-based encryption                                                                                                                                                                                                                                                          |
| Cisco Security Device Manager (SDM)            | Intuitive, easy to use, Web-based device management tool embedded within the Cisco IOS® integrated services routers                                                                                                                                                                                                                                                                          |
| <b>Intelligent Switches</b>                    |                                                                                                                                                                                                                                                                                                                                                                                              |
| Cisco Catalyst® 2950, 3550, and 3750           | Stackables delivering layer 2/3/4 intelligent services with scalable performance                                                                                                                                                                                                                                                                                                             |
| Cisco Catalyst 4500                            | Mid-range, medium-density modular chassis delivering layer 2/3/4 intelligence, resiliency and network control                                                                                                                                                                                                                                                                                |
| Cisco Catalyst 6500                            | High-performance, high-density modular chassis offering superior scalability and integrated advanced IP services modules                                                                                                                                                                                                                                                                     |
| EtherSwitch Network Module / HWIC              | Integrated switching in a 4- or 9-port High Speed WN Interface Card or 16- or 36-port Network Module                                                                                                                                                                                                                                                                                         |
| <b>Gateways, services and software</b>         |                                                                                                                                                                                                                                                                                                                                                                                              |
| Cisco MCS 7800 Series Media Convergence Server | Highly reliable server platform that supports Cisco CallManager installations from 2 to 30,000 IP phones within a single Cisco CallManager cluster, as well as providing platforms for Cisco Conference Connection, Cisco Emergency Responder, Cisco IPCC Express, IP Interactive Voice Response (IP IVR), IP Phone Messenger, Cisco Personal Assistant, Cisco Queue Manager and Cisco Unity |
| Cisco CallManager                              | Cisco CallManager software extends telephony features and capabilities to IP phones, media processing devices, VoIP gateways, and multimedia applications. It supports services such as unified messaging, multimedia conferencing, collaborative contact centres, and interactive multimedia response                                                                                       |
| Cisco CallManager Express                      | An optional feature in IOS that enables Cisco routers to deliver Key System or Hybrid PBX functionality for branch offices or small businesses                                                                                                                                                                                                                                               |
| Cisco Unity Express                            | Integrated voice-mail and automated attendant services available in a network module (NM) or advanced integration module (AIM) form factor                                                                                                                                                                                                                                                   |

## Resources

[www.cisco.com/go/smbengage](http://www.cisco.com/go/smbengage)



Corporate Headquarters  
Cisco Systems, Inc.  
170 West Tasman Drive  
San Jose, CA 95134-1706  
USA  
[www.cisco.com](http://www.cisco.com)  
Tel: 408 526-4000  
800 553-NETS (6387)  
Fax: 408 526-4100

European Headquarters  
Cisco Systems International BV  
Haarlerbergpark  
Haarlerbergweg 13-19  
1101 CH Amsterdam  
The Netherlands  
[www-europe.cisco.com](http://www-europe.cisco.com)  
Tel: 31 0 20 357 1000  
Fax: 31 0 20 357 1100

Americas Headquarters  
Cisco Systems, Inc.  
170 West Tasman Drive  
San Jose, CA 95134-1706  
USA  
[www.cisco.com](http://www.cisco.com)  
Tel: 408 526-7660  
Fax: 408 527-0883

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

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