



Helping **Small and Medium Businesses**
Achieve **Bottom-Line Benefits**

CISCO SMB CLASS SOLUTIONS

RIGHT-SIZED SOLUTIONS FOR SMALL AND MEDIUM SIZED BUSINESSES

Cisco® Small and Medium Business Class Solutions are helping to fuel the success of small and medium-sized businesses (SMB) around the globe.. Integrated, intelligent network solutions from Cisco Systems® can help businesses to achieve bottom-line benefits, from streamlining operations to expanding opportunities. If you are looking for business-empowering solutions that can reduce demands on staff and budget, then the SMB products and solutions from Cisco are designed for you.

“We wanted to put an infrastructure in place that we would be able to grow with. We chose Cisco because we felt, in many ways, it is the superior technology. It’s the type of platform that will grow with us as our needs evolve. If we want to enable a new component or feature, the flexibility is inherent within the platform.”

Nicholas Lucenko, Jr.,
IT Manager, Hahn & Hessen

Here are just some of the results you could achieve for your company using proven Cisco SMB Class Solutions:

- Accelerate decision-making, encourage collaboration, and streamline tasks by securely extending access to information, to employees in the office, at home, or on the road
- Strengthen customer loyalty through personalization, collaboration, and customer centric services, and empower your employees to be more responsive to customers
- Increase revenue opportunities with e-commerce
- Build a mobile work environment where the barriers of time and distance are reduced and access to information is based on need, not location
- Defend your business against network security threats, help ensure network availability, and effectively manage network assets with less burden on support staff
- Reduce costs and improve business agility by converging data, voice, and video on a single network

Right-Sized, Whole Solutions

Dealing with multiple vendors and integrating their products can strain the resources of even large companies with dedicated IT departments. With Cisco SMB Class solutions, small and medium-sized businesses can get the breadth of products required to build a powerful, reliable network from a single vendor, so all the components work seamlessly together and you have a one place to go for support. Cisco solutions offer the intelligence that increases performance, the modularity and flexibility to help you meet your precise budget or capacity requirements, while helping you to protect your investment. The Cisco SMB Class Solutions include:

- Security Solutions
- IP Communications Solutions
- Mobility and Wireless Solutions
- Network Foundation



“Cisco gave me the comfort factor that I needed to feel that my business was important to them, and that I would get the same support and availability as any Fortune 500 customer.”

Dianne Mortenson,
MIS Director, Legal Sea Foods

Cisco SMB Class Solutions can meet your business networking needs, now and into the future.

Channel Partners You Can Count On

In addition to a right-sized product suite, Cisco and its Channel Partners provide expert design and support. Cisco's Channel Partners, certified under Cisco's world class Channel Partner Programme, have an in-depth understanding of how to get the most out of a network infrastructure. Our Partners are committed to deliver the best possible customer experience through exceptional, responsive service, and dependable, knowledgeable support. Working together to serve you better, we try to ensure that you obtain the complete business solutions you need.

Security Solutions

Ensuring a Protected Workforce, Safe Assets and a Trusted Reputation

Cisco SMB Class Solutions include an array of proven, highly manageable security products and technologies to help safeguard your wired and wireless network infrastructure. We can help you increase productivity and improve efficiency by securely extending network connections to employees who use unwired links or who work in remote locations. Our solutions can also help you to increase profitability by reducing costly downtime. Our security management simplifies the setup and operation of firewalls, virtual private networks (VPNs), and other security measures. Our Web filtering products can be configured to shield your employees from objectionable Web content and to help your organization reduce lowered productivity, excessive bandwidth consumption, and the risk of possible legal exposure.



VPNs

Cisco offers several options for implementing a VPN solution, so you can choose the approach that best fits your business requirements. You can implement both remote access and site-to-site VPNs with Cisco IOS Software, through software and Advanced Integrated Module (AIM) hardware encryption cards, or with hardware appliances, such as a VPN concentrator, router, Cisco PIX® Firewall, or dedicated VPN server for dial-up services. All of our VPN solutions are easy to deploy and manage and provide the flexibility to evolve with changing business requirements.

“We do a tremendous volume of sales at each of our stores on every weekend day, so the potential loss of business if the network is down is huge. Any system downtime would have a significant financial impact.”

Rich Morris,
Vice President of Information Systems,
Hitchcock Automotive Resources

Threat Defence

In order to combat increasingly sophisticated threats aimed at new areas in the network, the Cisco Threat Defence solution provides multilayered protection through Cisco IOS Software, hardware clients or appliances with integrated intelligent security features, and/or a combination of software and hardware technologies. The modularity of Cisco Threat Defence solutions also provides adaptability, which might be crucial for responding to evolving security threats and changing business requirements.

IP Communications

Empowering a Collaborative Workforce with Innovative Communications Tools

Converging voice and data over the same network with a Cisco IP Communications solution can make a wealth of collaborative applications available to your business, such as, contact centers and conferencing, and productivity-boosting capabilities such as unified communications. Cisco IP Communications solutions make it easier to extend resources to employees regardless of location while saving on infrastructure and management expenses— helping you to lower your total cost of ownership (TCO).



The complete range of Cisco IP Communications devices provides the convenience, high availability, and ease of use you expect from your business telephone system. Just as importantly, our flexible approach can be tailored to accommodate your specific needs, help you to protect your existing network investments, and can make it easier to add new features and applications as your business needs change.

CallManager Express with Unity™ Express

Cisco offers the leading intelligent, all-in-one-box solution that can help your company remote employees to be a more productive, better-connected workforce while simultaneously reducing network complexity and administrative costs. Cisco CallManager Express for call processing and Cisco Unity™ Express for voice-mail services can give small business and branch office workers the phone system features they need, such as basic voice mail, intercom, and auto-attendant functions, without adding large-enterprise features you might not need.



Mobility

Facilitating a Responsive Workforce and Eliminating Barriers to Productivity

Cisco mobility and wireless solutions can help companies to enhance productivity by providing solutions which can make information and applications more readily available to employees in the office, on the road, or at home. With Cisco wireless solutions, you can usually set up standalone wireless LANs in buildings, branch offices, kiosks, or wherever you need connectivity. You can transmit data, voice, and video between buildings and provide site-to-site links which can cost less than using leased lines. Whatever your configuration, Cisco wireless products deliver the same levels of security, scalability, and manageability that you get with a wired LAN.

Mobility at Work

Cisco SMB Class solutions include intelligent wired LANs and wireless LANs that help staff with a suitably equipped PC to stay connected to network resources for more hours throughout the day—whether in the office, in a meeting room, or roaming a common area. These solutions can help to enhance your workforce’s ability to work productively and collaboratively, and stay more closely connected to customers and partners. Add IP Communications, such as messaging applications, and you can help enable employees to more efficiently manage communications with clients and colleagues.

Mobility On the Road

Cisco wireless and mobility solutions can help employees stay connected to critical business resources from more locations, more of the time. Instead of possibly spending hours of wasted time in airports or hotels, traveling professionals can with the use of a suitably equipped PC use VPN and wireless technologies to securely access company applications, client information, and communication tools at airports, hotels, coffee shops, and other locations where a compatible wireless “hotspot” is available.

“We looked at the cost and we looked at the functionality and features. We were comfortable that Cisco products would get the job done, and that we could grow with them. And the reliability and stability of the company were important to us.”
Troy Heindel, CIO, Rocket Software

Network Foundation

Creating the Connected Workforce at the Core of Your Business

With an intelligent, integrated network foundation based on Cisco switches and routers, could help you make applications and services accessible to your workforce more efficiently and economically. Using quality of service (QoS), technology that enables the network to recognize specific data types (ie voice versus data) and assigns it an appropriate priority in order to handle priority traffic expediently, can make a network run more efficiently and applications perform better. A highly available Cisco network foundation could save you money by reducing costly downtime, while the intelligence of a Cisco solution helps you to quickly adjust to new business dynamics. A Cisco network foundation is designed to scale and adapt gracefully as your business requirements evolve. In addition, a Cisco network foundation incorporates easy setup to reduce deployment time and intuitive tools for monitoring and troubleshooting your network.

Right-Sized Solutions for Your Industry

Cisco SMB Class solutions are in use around the world by organizations in a wide variety of industries. Here are some examples of how our solutions could serve companies like yours:

- Traditional retail stores and click-and-order Web retailers are using Cisco technologies to make their operations more efficient, from purchasing and real-time inventory management to mobile in-store communications.
- Banks, insurers, and securities institutions depend on robust Cisco platforms to deliver online transactions and provide more convenient services for customers, while helping ensure critical network availability and security.
- Cisco SMB Class solutions are providing healthcare organizations with reliable, secure networks capable of extending bandwidth-intensive applications and critical communications to the patient point of care.
- Cisco mobile networks are also providing public safety agencies with access to real-time information helping them to respond to emergencies faster, coordinate tactical responses, and improve resource allocation and management.
- Educational institutions are using Cisco technology to reduce operating costs while enabling new tools, such as video infusion, for curriculum enhancement, training, and community outreach.
- Law firms are using Cisco solutions to transform their networks to foster collaboration and mobile communications and automate tasks such as billing and document handling.
- Cisco is providing hospitality companies with a versatile network foundation for deploying high-value services, like wireless hotspots that enable guests with suitably equipped PCs to access information from lobbies and meeting rooms.



Services

Delivering the Best Customer Experience

Cisco and its Channel Partners are committed to providing your business with the foremost customer experience. Our, award-winning service and support, help ensure that you get maximum benefit from your Cisco SMB Class solutions.

Service and Support

Cisco is committed to helping you to increase the return on your network investment with a superior service and support experience. We have set industry standards for high customer satisfaction and have received industry awards for our support. Cisco SMB Class solutions include a flexible suite of service options to meet your business requirements, including several different support programs, a wide range of software support and productivity tools, and the experienced, highly trained community of Cisco Channel Partners available, and at your service.

Working for Your Advantage

No matter what goals your organization sets for itself, Cisco believes that its SMB Class solutions can help you achieve them. Our SMB solutions have been developed by working closely with customers and proven in thousands of installations. Our mission is to give our customers the highest-quality network solutions to help them fuel their most ambitious business vision.



Cisco Systems has more than 200 offices in the following countries and regions. Addresses, phone numbers, and fax numbers are listed on the **Cisco.com Web site at www.cisco.com/go/offices.**

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