



# HOW TO SELL THE CISCO SECURE WIRELESS OFFICE SOLUTION AT-A-GLANCE

Cisco® provides small and medium-sized businesses (SMBs) a single source for an affordable wireless network that is completely secure and equipped to improve employee productivity. The Cisco Secure Wireless Office Solution enables employees to securely access communication tools and network resources from anywhere inside the office, so that they can be more productive, collaborative, and responsive to customers.

## WHY SELL THE CISCO SECURE WIRELESS OFFICE SOLUTION?

- Cisco's leadership position in three critical technologies—networking, wireless, and security
- A Cisco solution is a strongly defensible approach, based on Cisco's lengthy experience in all aspects of SMB network solutions
- Cisco offers high-margin solutions for your company

## TOP REASONS TO BUY A CISCO SECURE WIRELESS OFFICE SOLUTION

- Secure, intelligent, integrated network solutions tailored to the specific needs of SMBs
- Standards-based products and technologies
- Easy scalability
- Cisco expertise in networking, the Internet, network security, voice, and wireless
- Support for convergence of voice, data, and video
- Lowers total cost of ownership (TCO)
- World-class service and support

## HOW TO SELL THE CISCO SECURE WIRELESS OFFICE SOLUTION

### BUSINESS DRIVERS

- Implementing a network that you can rely on: always works and is always available
- Increasing security and reliability of systems supporting business operations and processes
- Reducing operating costs
- Increasing efficiencies and responsiveness
- Increasing productivity and enabling collaboration across the company

### TARGET CUSTOMER PROFILE

- SMBs falling into three groups: 20–100 users, 100–250 users, and 250–500 users
- Standalone, small office, or multisite companies
- Has a network of mixed vendor products
- Does not have Cisco products
- Current security implementations are not adequate in protecting the network or data

### BUSINESS DECISION MAKERS

#### Top Concerns

- Employee productivity, collaboration, and responsiveness to customers and partners
- Security of the network and corporate information
- Maintaining a competitive edge
- New technologies that could increase complexity rather than improve profitability
- Operational costs

#### How to Engage

- Demonstrate that secure wireless, as part of a total network solution, can empower workers and increase overall productivity, collaboration with other employees and partners, and responsiveness to customers
- Educate them on the risks of network invasions and the business-class security Cisco offers

## TECHNICAL DECISION MAKERS

### Top Concerns

- Management of multivendor networks
- Security of the network
- Network manageability, uptime, and ease of deployment
- Using IT resources wisely
- Protecting and leveraging network investment
- Scalability to accommodate upgrades and new users
- Deploying new technologies that will increase individual and company efficiency

### How to Engage

- Demonstrate that an integrated wire-line/wireless strategy can be deployed securely
- Emphasize role of security as integral to a company's IT and business strategy
- Provide data that supports Cisco's edge in:
  - Reliability
  - Responsiveness
  - Manageability
  - Ease of deployment
  - Support for applications now and in the future
- Demonstrate that the network supports convergence (voice, video, and data)

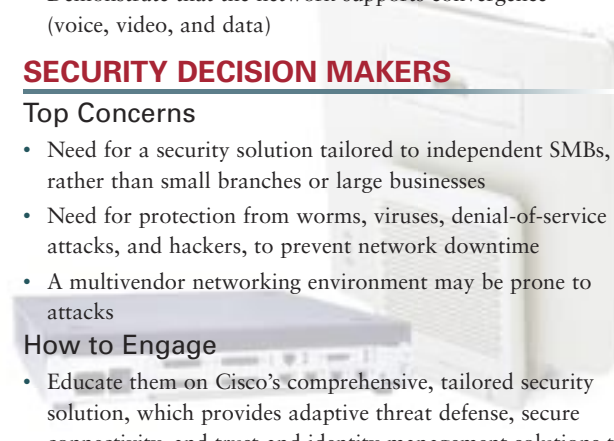
## SECURITY DECISION MAKERS

### Top Concerns

- Need for a security solution tailored to independent SMBs, rather than small branches or large businesses
- Need for protection from worms, viruses, denial-of-service attacks, and hackers, to prevent network downtime
- A multivendor networking environment may be prone to attacks

### How to Engage

- Educate them on Cisco's comprehensive, tailored security solution, which provides adaptive threat defense, secure connectivity, and trust and identity management solutions to keep a business up and running





# HOW TO SELL THE CISCO SECURE WIRELESS OFFICE SOLUTION AT-A-GLANCE

- Educate them on how to recognize weak links in their network security methodology
- Demonstrate that a comprehensive security solution can reduce both network costs and complexity

## POSITIONING AGAINST NETWORK EQUIPMENT VENDORS

- Emphasize secure, integrated, complete network solutions tailored to the specific needs of SMBs
- Emphasize standards-based products and technologies
- Highlight Cisco’s expertise in networking, the Internet, network security, voice, and wireless
- Focus on lower TCO
- Emphasize world-class service and support

## QUESTIONS TO ASK YOUR CUSTOMER PROSPECTS

- How important to you is continuous availability of your network or computer systems?
- How secure is the information in your network or computer systems now?
- Are you concerned about the security of information accessible from your company’s wireless devices?
- How complex is your network infrastructure?
- Are you satisfied with the performance of your network?
- Do your network or computer systems allow users to maximize their productivity?
- Are you concerned about the integrity of information flowing between your wired and wireless networks?
- Do the limitations of your network or computer systems impede your company’s ability to compete with larger corporations or enterprises?
- Do you have concerns about deploying new business applications?
- Are your competitors better equipped than your company to design custom networking and computing solutions?
- Are you concerned about the costs of deploying, managing, and upgrading your network or computer systems?

INTEGRATED SERVICES ROUTERS	
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, wireless capability, new embedded security and service options, and increased slot density.
Cisco 1800 Series	Modular access routers designed for secure data connectivity, wireless services, and providing high-performance, integrated hardware-based encryption.
Cisco 800 Series	The Cisco 870 and Cisco 850 Series Integrated Services Routers (ISRs) are fixed-configuration routers that provide secure, concurrent, and wireless services over broadband connections in small remote offices as well as teleworker and small business sites.
Cisco Security Device Manager (SDM)	Intuitive, easy-to-use, Web-based device management tool embedded within the Cisco IOS® integrated services routers.
INTELLIGENT SWITCHES	
Cisco Catalyst® 2950, 3560, 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.
WIRELESS / MOBILITY	
Cisco Aironet® 1300 Series	Delivers 54-Mbps wireless connectivity and has the added flexibility of supporting access-point, bridge, and workgroup bridge roles. It is based on the 802.11g standard.
Cisco Aironet 1200 Series	Preserves existing IEEE 802.11a/b investments, while providing a migration path to future IEEE 802.11 standards.
Cisco Aironet 1230AG Series	IEEE 802.11a/b/g access point delivering the versatility, high capacity, and security required where dual antenna connectors, extended-range coverage versatility, and more flexible installation options are needed.
Cisco Aironet 1100 Series	Access points offering customers an affordable, easy-to-install, single-band access point in an affordable and upgradeable 802.11b or g wireless LAN solution.
Cisco Aironet 1130AG Series	IEEE 802.11a/b/g access point delivering high-capacity and highly secure wireless LAN access for a low total cost of ownership.
Wireless LAN Client Adapters	Quickly connect desktop and mobile computing devices to the wireless LAN in 802.11b-compliant or 802.11a-compliant networks.
Cisco Aironet 1400 Series Wireless Bridge	High-performance and feature-rich solution for connecting multiple LANs in a metro area.
Cisco Aironet 350 Series Bridges	Deliver high data rates and superior throughput for data-intensive, line-of-sight applications, for long-range wireless connections between Ethernet networks.
Cisco Aironet Antennas and Accessories	Meet the requirements of even the most challenging applications.
Cisco Wireless IP Phone 7920	Easy-to-use IEEE 802.11b wireless IP phone providing comprehensive voice communications.



# HOW TO SELL THE CISCO SECURE WIRELESS OFFICE SOLUTION AT-A-GLANCE

## WHAT IS THE CISCO SECURE WIRELESS OFFICE SOLUTION?

### ISRs

Cisco's new ISRs provide secure, wire-speed delivery of concurrent data, voice, and video services with an enhanced level of sophistication

### Features

- Integrate wireless directly onto the router for simplified, secure wireless access
- Provide secure, concurrent services at wire-speed
- Provide comprehensive security: threat defense, secure connectivity, and trust and identity management solutions
- Easy to manage, one-box solution can lower TCO

### Benefits

- Increased performance for broadband access
- Easy setup and deployment through SDM
- Centralized management
- Pervasive security for customers, in both wired and wireless environments

### Cisco Aironet® Access Points

Cisco Aironet access points are standards-based, wireless solutions that can be configured to meet SMB requirements

### Features

- Provide a highly secure, standards-based, wireless solution
- Offer a unique mix of flexibility and manageability
- Fully compliant with IEEE 802.11b, g, and a

### Benefits

- Provide outstanding flexibility and investment protection
- Enable standalone wireless LANs wherever customers need connectivity
- Provide same level of security, scalability, and manageability as wired LAN
- Support fast, secure roaming

### Cisco Catalyst® Switches

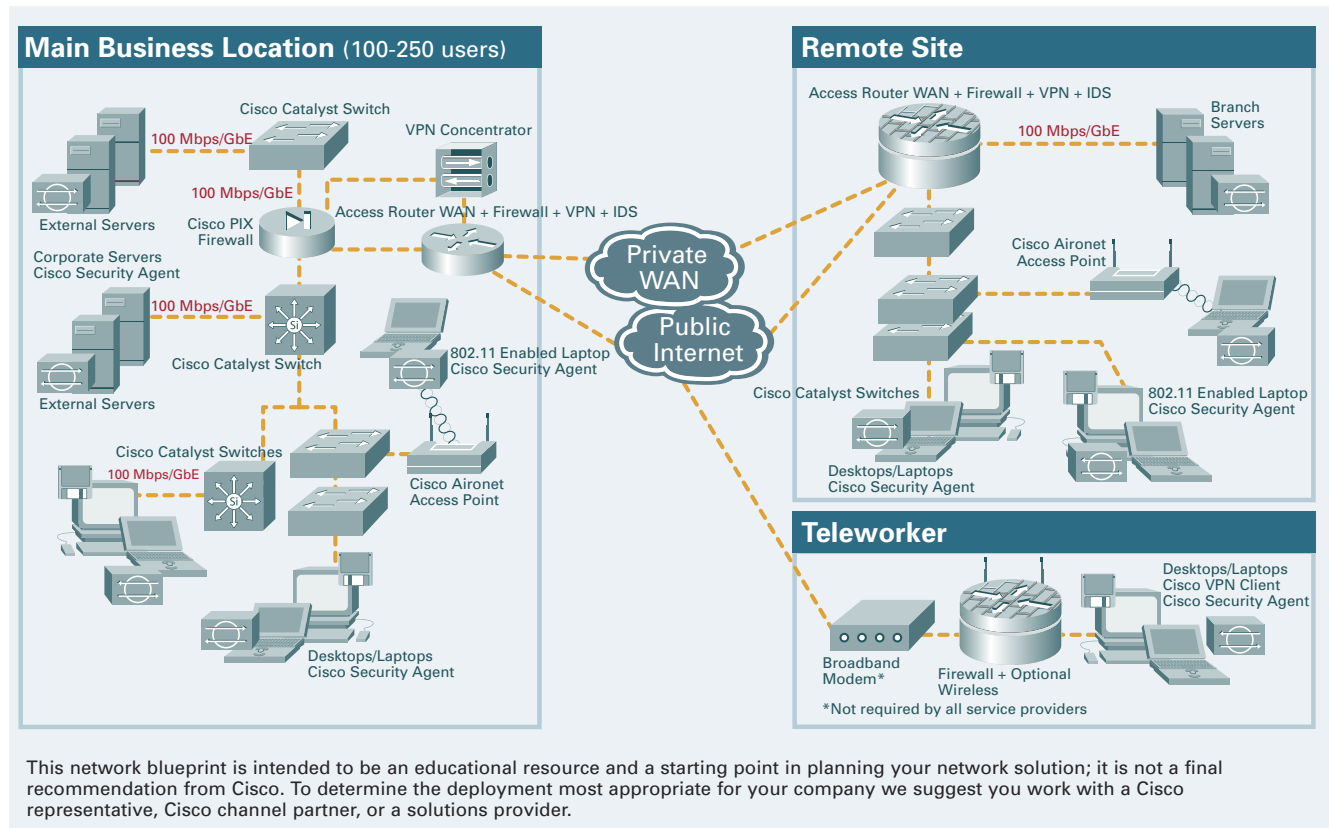
Cisco Catalyst switches are designed to meet the security, performance, and reliability requirements of today's SMBs

### Features

- Extend network services and security to every desktop and wireless user
- With optional Power over Ethernet, customers can deploy wireless connectivity without requiring additional power outlets

### Benefits

- Offer a unique combination of security, performance, and reliability
- With the free Cisco Network Assistant, customers can configure switches easily via simple pull-down menus



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