




# Cisco Catalyst Mid-Market LAN Switching Solution

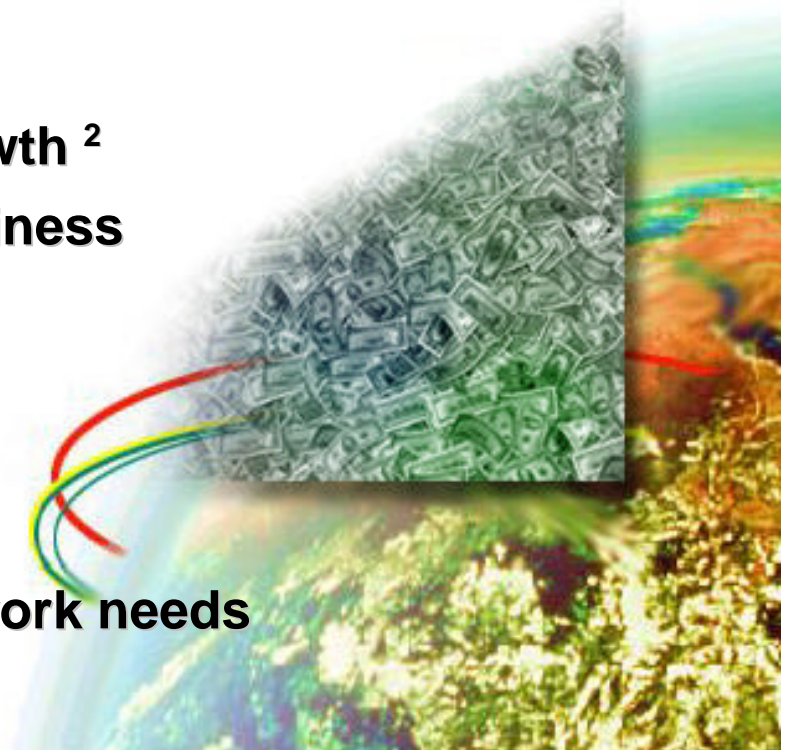


# Agenda

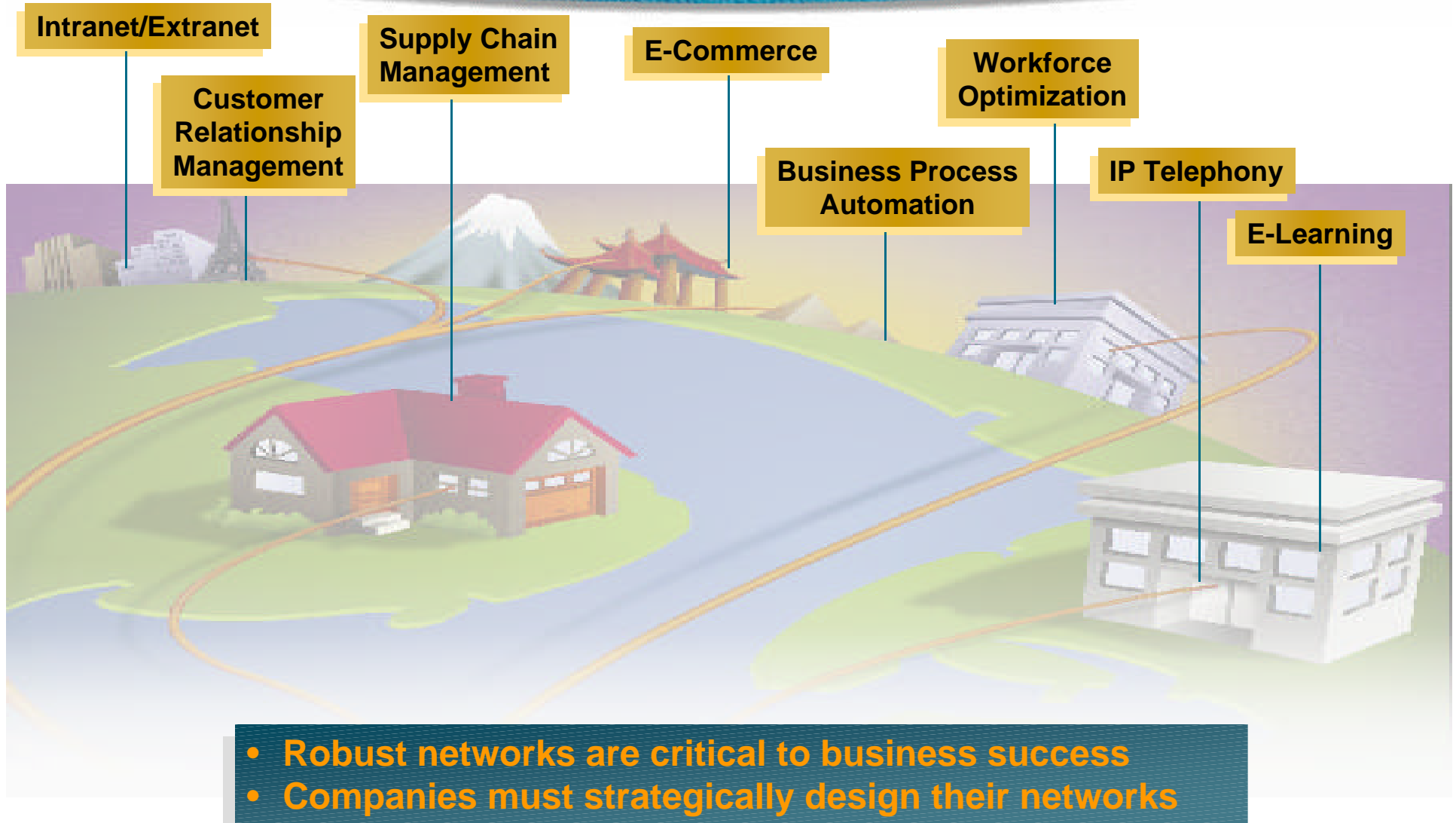
- **Mid-market drivers and dynamics**
- **Introducing the Cisco Catalyst mid-market LAN switching solution** 
- **Network reference designs**
- **Summary**

# Mid-Market Networks: Large and Attractive Market

- **250-1000 employees, multiple site networks**
- **Over 36,000 businesses in the US <sup>1</sup>**
- **\$3B+ market with above average growth <sup>2</sup>**  
**driven by deployment of Internet business solutions**
- **Networks have become strategic and requirements more demanding**
- **Sophisticated “enterprise-level” network needs with lower cost and complexity**
- **Networks that are quick to adapt to change and growth**

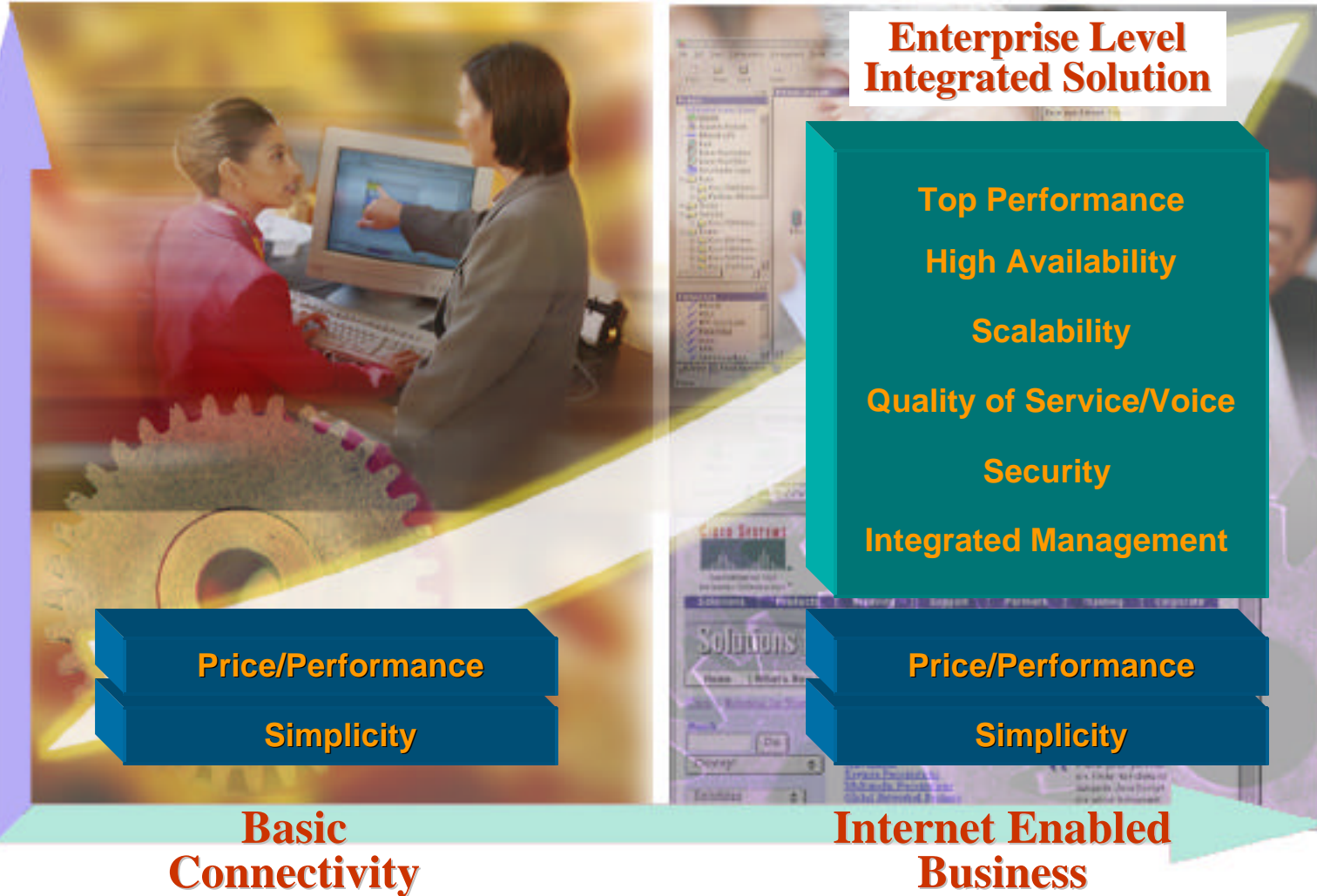


# Mid-Market Companies Adopting the Internet and Integrated Data, Voice and Video Solutions



# Paradigm Shift In Mid-Market Connectivity

**Network Requirements**



# Mid-Market Network Requirements

## Requirements

## Drivers

**Price/Performance**

**Simplicity**

**Integrated Management**

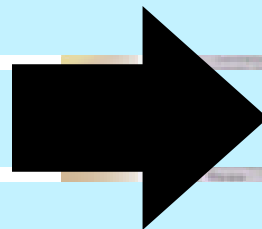
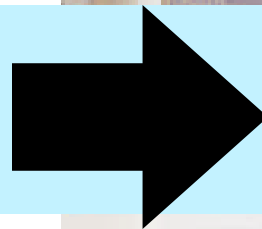
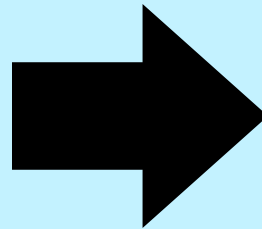
**Top Performance**

**High Availability**

**Scalability**

**Quality of Service/Voice**

**Security**



Limited IT budget to spend on high ROI technology and IT staff to deploy and maintain the network

Increased reliance on the network as the business infrastructure

Constant change and high growth

Deployment of mission critical and delay sensitive applications

Need for access control to key business vitals

# Cisco Positioned for Success in the Mid-Market

Worldwide leader in designing robust networks

Right channel combination to deliver solutions

Early adopter and driver of Internet Business Solutions



New desktop and routing switch products for the mid-sized business

Extensive partnerships and channels to train, design and implement solutions

Integrated network solution for Internet Enabled Businesses

# Introducing the Cisco Catalyst Mid-Market LAN Switching Solution

**Price/Performance**

10/100/1000 at \$100 per port

**Simplicity**

Network design templates with L3 routing in the core and L2 access in the wiring closet

**Integrated Management**

- Common IOS management
- Web-based stack/cluster management

**Top Performance**

Wire-speed Gigabit and Fast Ethernet switching

**High Availability**

- Dual redundant uplinks on desktop switches
- Redundant backbone design with standby routing

**Scalability**

- Tiered network design
- High density stackable desktop switches

**Quality of Service/Voice**

- Classification and queuing at the LAN edge
- Congestion management at the backbone
- Bandwidth reserv. and traffic shaping at WAN edge

**Security**

- Access Control Lists for WAN and server security

# Mid-Market LAN Switching Solution Components

**Gigabit Ethernet**

**Catalyst 3500 XL**



**Catalyst 4908G-L3**



**10/100 Ethernet**

**Catalyst 2900 XL**



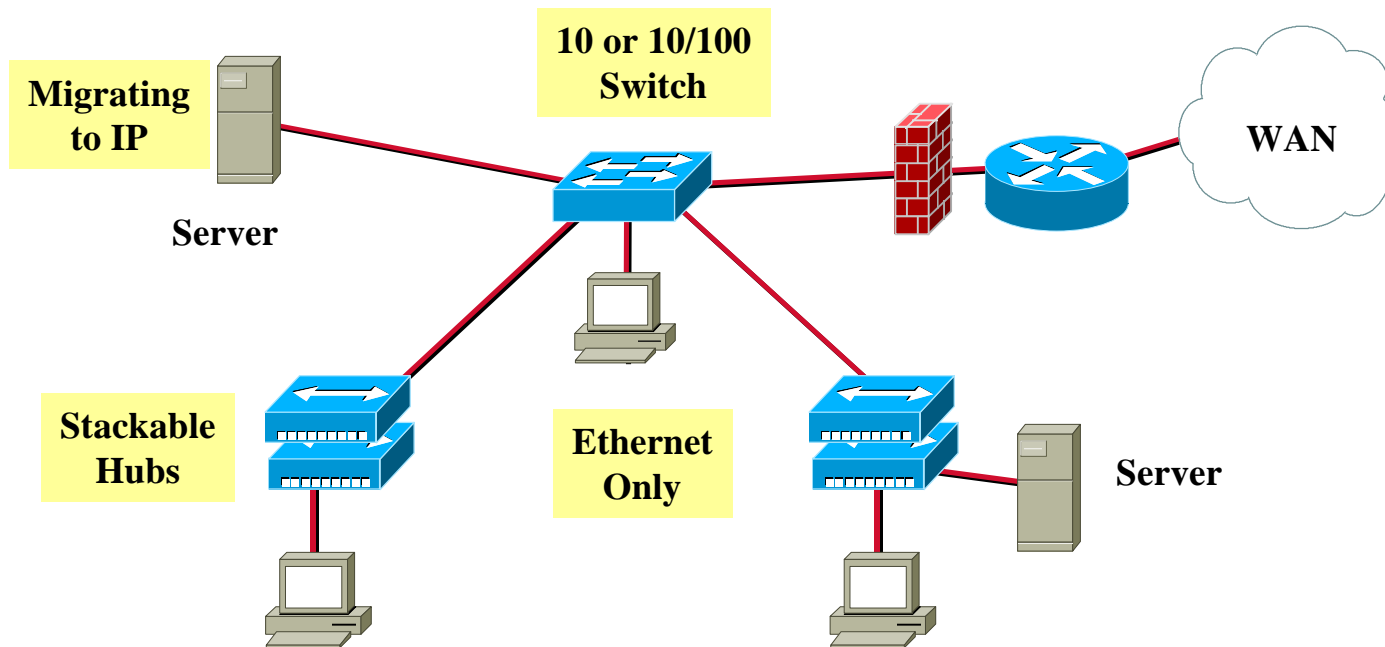
**Catalyst 2948G-L3**



**Wiring Closet**

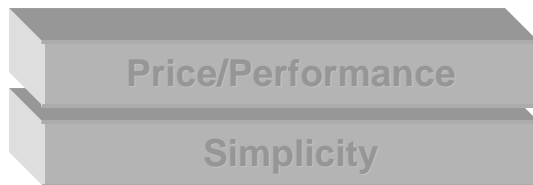
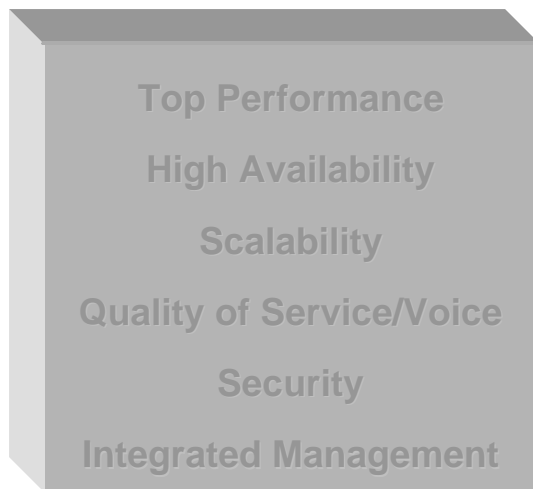
**Backbone**

# Current Mid-Market Networks Built to Address Basic Connectivity Needs



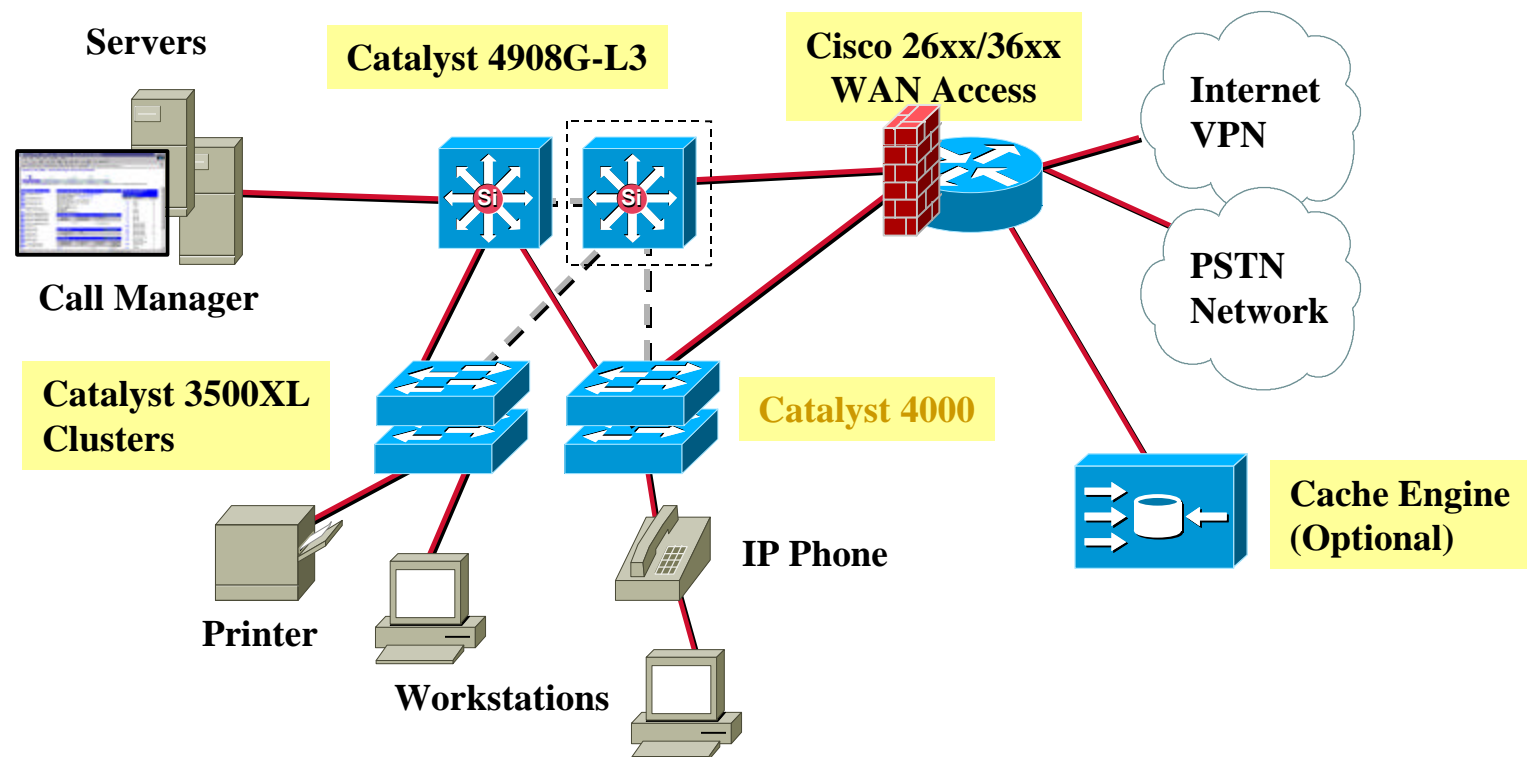
**Network infrastructure addresses pre-Internet network applications**

# Mid-Market Solution Building Blocks



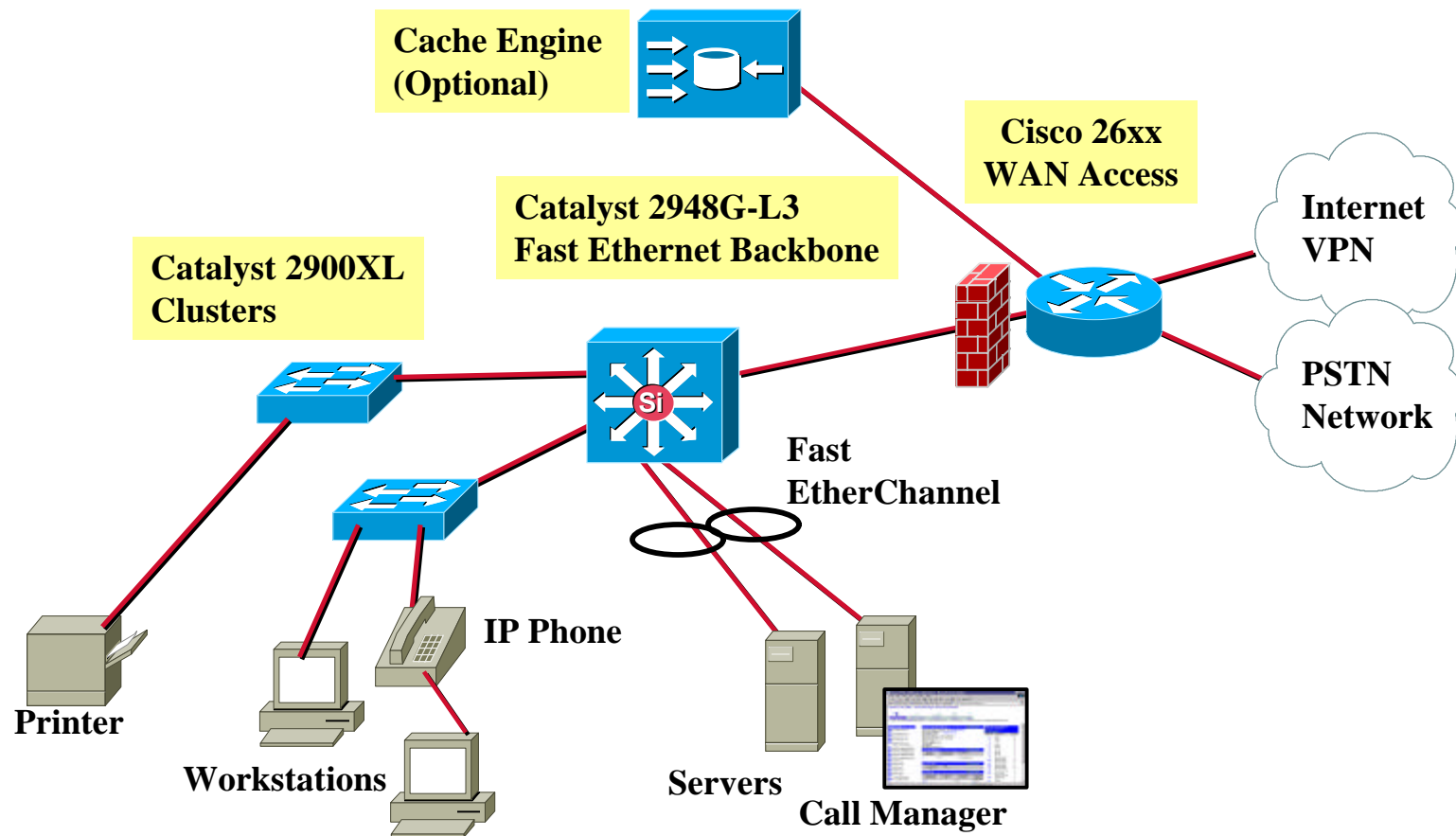
# Cisco Catalyst Mid-Market LAN Switching Solution

## #1 Solution: High Availability in Gigabit-Optimized Network



# Cisco Catalyst Mid-Market LAN Switching Solution

## #2 Solution: Cost Effective Fast Ethernet Collapsed Backbone Network



# New Catalyst 3548 XL: Desktop Wiring Closet Switch

**Industry's most scalable line of stackable 10/100 and Gigabit Ethernet desktop switches**

- **Cost effective, high performance switch for mid-size wiring closet**
- **Fixed Configuration Stackable Layer 2 switch with 48 ports 10/100 plus 2 Gigabit ports (GBICs)**
- **Premium price performance, simplicity and scalability through Cisco Switch Clustering technology**
- **QoS/VoIP support**



# New Catalyst 4908G-L3: Fixed Gigabit Routing Backbone Switch

## High Performance Fixed Gigabit L3 Aggregation Switch

- **Fixed Configuration Layer 3 8- port Gigabit Ethernet Switch**
- **Wire Speed Layer 3 Switching and routing for IP IPX and IP Multicast**
- **Cost effective, high performance switch for mid-size backbones**
- **Ideal for aggregating multi-protocol traffic from multiple wiring closets or workgroup switches**



# New Catalyst 2948G-L3: Fixed 10/100 Routing Backbone Switch

## High Performance Fixed 10/100 plus Gigabit L3 Switch

- **Fixed Configuration Layer 3 switch with 48 ports 10/100 plus 2 Gigabit ports (GBICs)**
- **Wire Speed Layer 3 Switching and routing for IP IPX and IP Multicast**
- **Cost effective Layer 3 switch with intelligent network services for mid-size backbones**
- **Ideal for customers who require wire-speed Layer 3 performance but do not require Gigabit density**

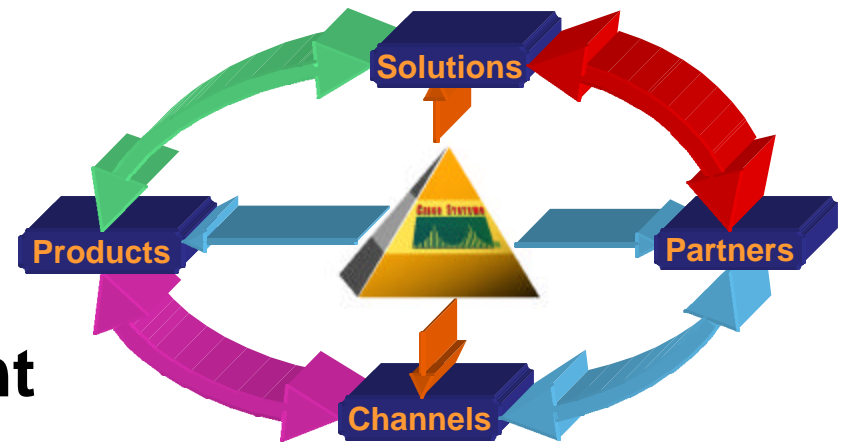


# Pricing & Availability

	<u>List Price</u> Starting at	<u>List per port</u>	<u>Availability</u>
<b>Catalyst 2924 XL</b>	<b>\$2,195</b>	<b>\$91</b>	<b>Today</b>
<b>Catalyst 3548 XL</b>	<b>\$4,995</b>	<b>\$104</b>	<b>Today</b>
<b>Catalyst 2948G L3</b>	<b>\$9,995</b>	<b>\$208</b>	<b>Today</b>
<b>Catalyst 4908G L3</b>	<b>\$14,995</b>	<b>\$1,874</b>	<b>March</b>

# Summary: Cisco Positioned for Success in the Mid-Market

- **Products developed to meet mid-market requirements**
- **Solutions addressing current and emerging applications**
- **Extensive partnerships with solution providers**
- **Channel mix focused on identifying opportunities and reliable delivery**



# CISCO SYSTEMS



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INTERNET GENERATION<sup>SM</sup>