



Cisco Small Business Switch Portfolio Positioning

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Objectives

- Clarify positioning of Cisco Switching products for small and medium-sized businesses
 - Cisco Small Business Switches
 - Cisco Small Business Pro Switches
 - Cisco Catalyst Switches
- Provide guidance on when to lead with each product
- Sales Scenarios and recommendations
- Key Messages

Small Business Customer Segments

Basic



- Limited technology focus
- Price conscious
- Reactive buyer

Open to Guidance



- Wants to improve
- Knows technology can help
- Not sure where to start

Elite



- Early adopter
- Values technology
- Architects growth

Cisco In Small Business



Cisco

Designed for Extensible Networks Regardless of Size

Cisco Small Business

Designed for Small Businesses

Small Business Product Mix

Services and Functionality



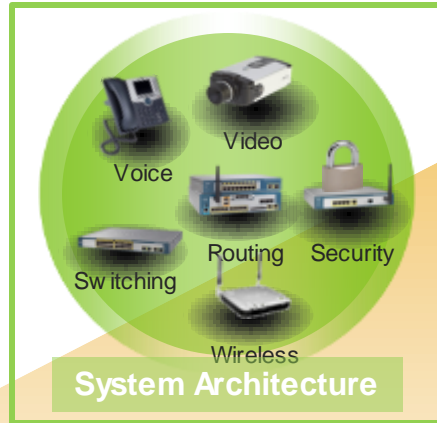
Broad RTM Experience

Cisco Small Business Series

- Broad range of standalone products
- 3rd party SW for standards and feature content
- SNMP management

- Sized for Small
- Easy to Install and Manage

Cisco Small Business Support Center



Partner-Centric Experience

Cisco Small Business Pro Series

- Solutions-based approach to small businesses (Pro Series)
- Products designed and tested to work together
- Basic software enhancements
- Centralized configuration & management (Cisco Configuration Assistant – CCA)

- Right Functionality at an Affordable Price
- Small Business Targeted Support



IT Professional Experience

Cisco

Cisco Partner Programs

- Cisco IOS and CLI (Command Line Interface)
- Scalable end-to-end
- Extensibility
- Intelligence
- High-Availability
- Enterprise Management
- Comprehensive Support

Cisco Support

Extensibility and Scalability

Differences Between Cisco and Cisco Small Business

Designed for Extensible Networks
Regardless of Size

Designed for Small Businesses

Scalability & High Availability

Sized for Small

Intelligent Integrated
Services

Right Functionality at
an Affordable Price

Flexible Configuration
and Management

Easy to Install &
Manage

Comprehensive Support

Small Business
Targeted Support

Cisco

Cisco Small Business

Small
Business

Cisco / Cisco Small Business – Key Differences

	Catalyst 2K	Catalyst 3K	Pro Series (ESW)	Small Business
Scalability	<ul style="list-style-type: none"> ▪ Cisco IOS end-to-end ▪ Cisco CLI ▪ Extensive Management – CLI, CNA, LMS Cisco Works – enterprise-wide 		<ul style="list-style-type: none"> ▪ Single site management ▪ Solution tested for Small Businesses 	<ul style="list-style-type: none"> ▪ Single site device level management ▪ Standalone products
Extensibility	<ul style="list-style-type: none"> ▪ Cisco IOS SW roadmap ▪ Innovative technologies ▪ Robust end-to-end data, voice, video, wireless, security solutions 		<ul style="list-style-type: none"> ▪ Minimal upgrades & bug fixes ▪ Integrated solutions tailored for small businesses 	<ul style="list-style-type: none"> ▪ Bug fixes only ▪ Minimal integration ▪ Cisco Protection Investment program
Intelligence	<ul style="list-style-type: none"> ▪ Enhanced QoS for voice-aware features ▪ Enhanced security ▪ <i>EnergyWise</i> 	<ul style="list-style-type: none"> ▪ Advanced L3/L4 intelligent services ▪ Virtualization support ▪ StackWise ▪ <i>EnergyWise</i> 	<ul style="list-style-type: none"> ▪ Leverages 3rd party silicon and software ▪ CCA configuration and management 	<ul style="list-style-type: none"> ▪ Leverages 3rd party silicon and software for Industry standard features
Support	<ul style="list-style-type: none"> ▪ Cisco Limited Lifetime Warranty ▪ Cisco TAC ▪ SMARTnet, Smart Care, Smart Foundation 		<ul style="list-style-type: none"> ▪ Enhanced 5 year warranty ▪ Small Business Support Center (SBSC) ▪ No support contracts 	<ul style="list-style-type: none"> ▪ Varies by product ▪ SBSC ▪ Transactional support

Product Guidance for Small Business

End Customer Cares About

- UC, Security, Mobility, Video, and Collaboration solutions that adapt to changing business needs
- Breadth of Catalyst switching portfolio for different PINs and common IOS for E2E solution
- Extensibility – flexibility to grow
- High availability, security, services, and scalability
- World-class Cisco TAC for end-to-end Cisco support

- Building blocks of networking and communications solutions designed for Small Business partners
- Partner-centric value proposition to profitably serve Small Businesses with a small architected network
- Partner or GUI-managed solutions with Small Business support TAC

- Availability and price
- Switches for small customers that are have a board RTM experience (both do it yourself and partner led)

Lead With

Cisco® Catalyst® Series



Cisco Small Business Pro Series Switches



ESW Family Shot

Cisco Small Business Series Switches



Cisco Small Business Pro

Cisco Small Business Pro products work together to deliver powerful, integrated solutions that are easy for you to deploy and manage.

Individually, every product solves a small business need and delivers peace of mind.

Together, they form a solid foundation that you can build on as your customers' communications needs change.

Cisco
Small
Business
Pro

Introducing Cisco® ESW 500

The 1st Small Business Pro Product!



- Managed Layer 2 switch – purpose-built for Small Business
- Fundamental building block of SBCS and Cisco Small Business Pro Series
- Simplified configuration, deployment, and management
- Supported by Small Business Support Center
- Enhanced 5-year warranty with next-business-day replacement service

Cisco ESW 500 Switches - A Key SBCS Component



- 8 to 64 Voice Users
 - Desktop & Rackmount Models
- Optional Integrated WLAN AP on desktop models

- All Cisco Unified IP Phones are supported including new Cisco 500 Series with WLAN and Bluetooth

- PoE & non-PoE models with CDP & Smartports
- Replaces CE 520 over time

- Autonomous APs or Unified Wireless Solution with Mobility Express

- VPN, Wired and Wireless Access, Remote IP Phone extension

Business & Productivity Applications

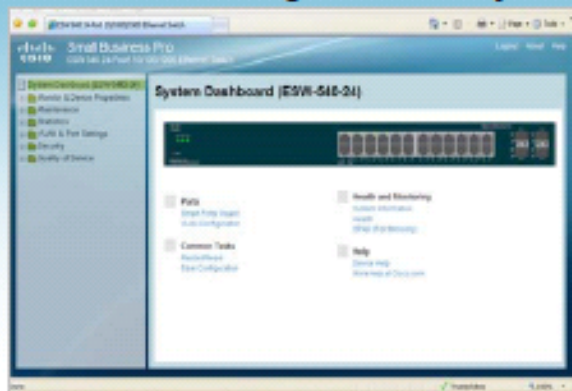
Cisco Configuration Assistant



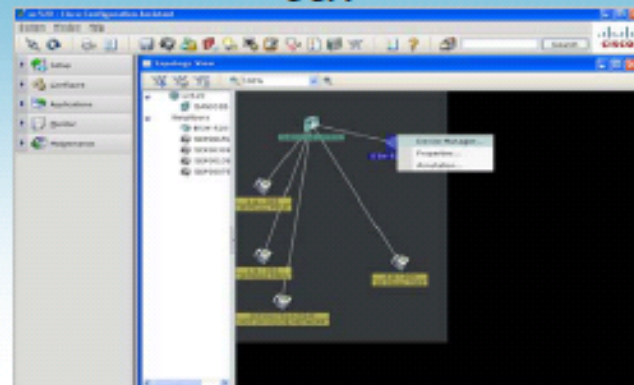
Simple and Flexible Management Options

- **Embedded Switch Configuration Utility**
 - Browser-based
 - Best for configuring standalone switches
- **Cisco Configuration Assistant (CCA)**
 - No-charge PC application
 - Simplifies ESW 500 configuration when deployed as part of SBCS and Small Business Pro networks

Switch Configuration Utility



CCA



Cisco® ESW 500 Series Is a Fundamental Building Block of Cisco Small Business Pro

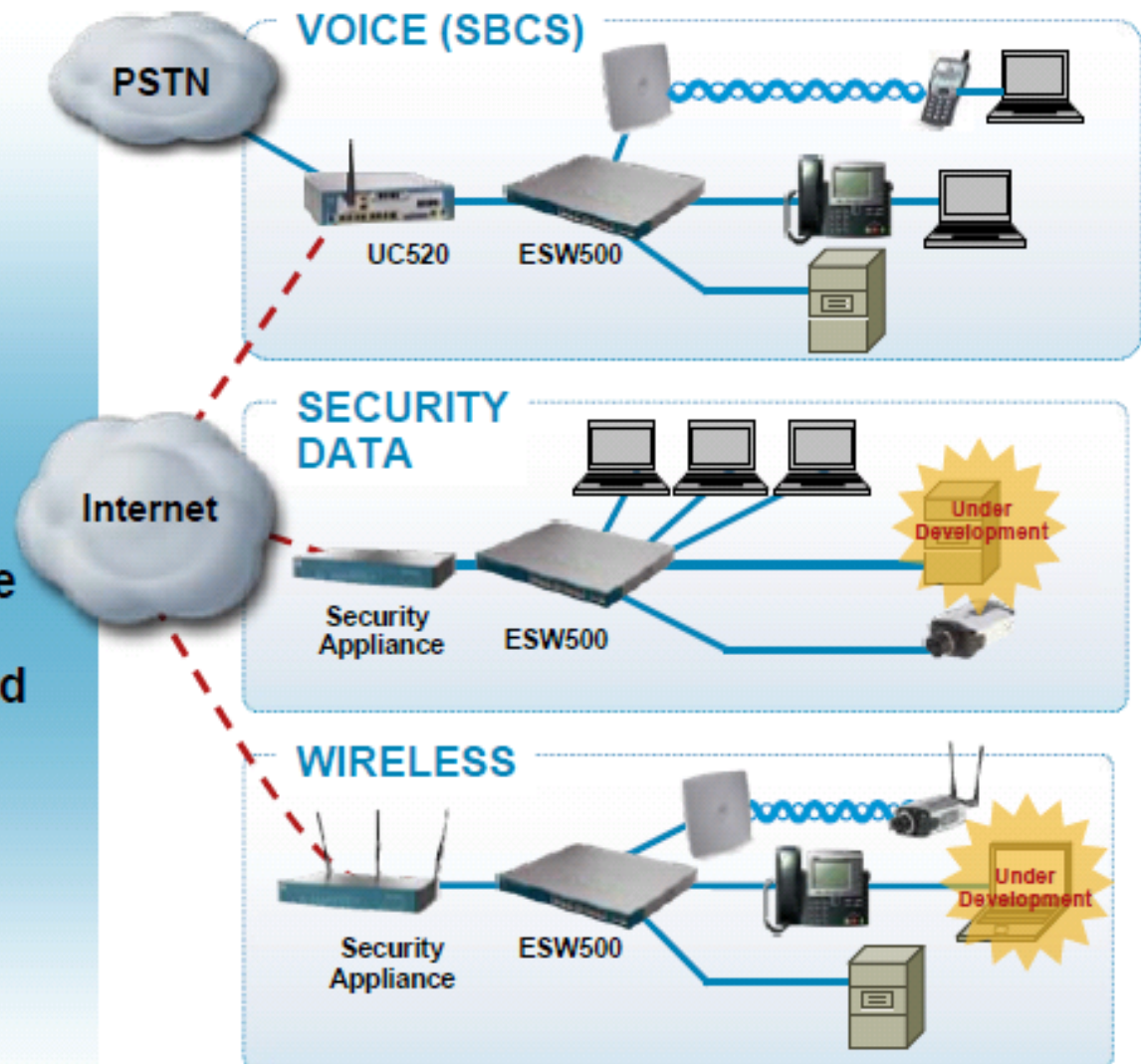
Business Problem	Solution	Benefits
<ul style="list-style-type: none">▪ Need to add/support high-bandwidth applications Voice, video▪ Unreliable network with downtime▪ Sluggish network that is slow to respond▪ Decreased employee productivity	<ul style="list-style-type: none">▪ Wire-speed performance on Fast Ethernet or Gigabit Ethernet▪ Layer 2 switching▪ Quality of Service▪ Advanced Security Services▪ Building block for additional technologies	<ul style="list-style-type: none">▪ Single network, multi-application platform lowers cost of ownership▪ Improved employee productivity▪ Maximized investment protection▪ Flexibility▪ Supports business growth

Designed to Work with Cisco Small Business Pro Products, Including SBCS

Business Problem	Solution	Benefits
<ul style="list-style-type: none">▪ Too much time, cost, and complexity to install and support▪ Difficult to integrate disparate products that don't reliably work well together▪ Challenging to support multi-vendor solutions	<ul style="list-style-type: none">▪ Plug-and-play system set up for SBCS and Small Business Pro products with Cisco Configuration Assistant (CCA)▪ Cisco Smartports Roles and Wizard▪ Default configurations such as VLANs▪ Embedded Device Utility for standalone configuration	<ul style="list-style-type: none">▪ Faster and easier configuration▪ Faster deployment for services and applications▪ Platform for building managed service practice▪ Central management of Cisco Small Business Pro products and SBCS

A Foundation of Cisco Small Business Pro Network Solutions and SBSCS

- Supports data, voice, video, wireless, solutions
- Seamless integration with SBSCS and other Cisco Small Business Pro solutions as they develop
- Predictable experience with simplified configuration tools and smart defaults
- Auto-discovery, common terminology and look and feel



Small Business Pro Switch Warranty

	Cisco® ESW 500 Series
Length	5 years
Hardware Replacement	NBD advance replacement where available; otherwise 10-business-day advance replacement
Complimentary Phone Support	90 days
Software	5 years for bug fixes
Click to Chat (C2C)	1 Year
Services	None at time of launch <i>Premium Service is under consideration</i>



Competing against HP ProCurve in Small Business with the ESW 500 Series



ESW 500	Street Price	HP ProCurve	Street Price
ESW-520-24	\$504	2610-24 (J9085A)	\$495
ESW-520-24P	\$979	2610-24/12PWR (J9086A)	\$1,200
		2610-24-PWR (J9087A)	\$752
ESW-520-48	\$859	2610-48 (J9088A)	\$837
ESW-520-48P	\$1,954	2610-48-PWR (J9089A)	\$2,025
ESW-540-24	\$1,293	2810-24G (J9021A)	\$1,249
ESW-540-24P	\$2,046	HP Product Gap! →	NA
ESW-540-48	\$2,500	2810-48G (9022A)	\$2,300

Source: Insight

Handling Objections

- Too expensive for small business

Small Business Pro switches are very competitively priced to ProCurve 2610 and 2810 switches.

- Too hard to sell – warranty not competitive

Small Business Pro enhanced warranty includes 5-year coverage + NBD product replacement.

- Too complicated to order

Straightforward portfolio with seven switches to choose from addresses primary density and PoE requirements.

- Too difficult to configure

Two GUI-based options for standalone setup and system configuration.

A Broad Competitive Portfolio for Small Business

Cisco Switch	Sell Against	Cisco Advantage
Catalyst 2960 Fixed Switches -LAN Based -LAN Lite	<ul style="list-style-type: none"> ▪ HP 2600, 2610, 2800, 4200 ▪ 3Com 4200, 4500, 3870 ▪ Nortel 425, 470, 2500, 4500 ▪ H3C 3100, 5100 ▪ Alcatel 62xx ▪ D-Link 3000, 3100 	<ul style="list-style-type: none"> ▪ Express set up ▪ EEM auto download ▪ Cisco IOS SW, CLI ▪ CNA ▪ Enhanced Security ▪ Cisco Smart Foundation, TAC ▪ Limited Lifetime Warranty
Small Business Pro ESW 500 Series	<ul style="list-style-type: none"> ▪ HP 2510, 2600, 2610, 2810 ▪ 3Com 4200, 4210, 4200G ▪ Nortel BES 120, 1020 	<ul style="list-style-type: none"> ▪ Simplified configuration via device manager or CCA ▪ Solutions integration ▪ 5-year Enhanced Warranty w/ NBD product replacement ▪ Small Business Support Ctr.
Small Business Series Managed	<ul style="list-style-type: none"> ▪ HP 2510 ▪ Netgear FSM 726, 7328S, 7352S GSM7224, GSM7224R, GSM7248, GSM 7328S, Adv Smart 	<ul style="list-style-type: none"> ▪ Portfolio breadth – unmanaged, smart, managed
Small Business Series Smart	<ul style="list-style-type: none"> ▪ HP Smart 1700, 1800 ▪ Netgear Smart, Dlink Smart, 3Com Smart 	<ul style="list-style-type: none"> ▪ Extensive testing for better quality ▪ Competitive price/performance ▪ Small Business Support Ctr.

Selling the Value of Small Business Pro

- **Easier to sell**

 - Designed with small business in mind

 - 5-year Enhanced Warranty w/ Next Business Day product replacement and SW fixes

- **Faster configuration and installation**

 - CCA, Smartports, Cisco Discovery Protocol, and consistent default configurations

- **You know it works with other Cisco Small Business Pro products**

 - Designed to work with and integration tested with Pro products

- **Investment protection for your customers**

 - Software improvements and continued Small Business Pro solution integration

 - Secure, high performance platform to support any small business application



Resources and URLs

- **Cisco ESW 500 Series Switches**
www.cisco.com/go/esw500
- **Cisco Configuration Assistant**
www.cisco.com/go/configassist
- **Partner Central Small Business Switching**
www.cisco.com/go/smbpartner/switching
- **Cisco Smart Business Communications System**
www.cisco.com/go/sbcs



Cisco Catalyst 2960 LAN Lite



Cisco Catalyst 2960 Series Switches

Catalyst 2960 LAN Base Series



Catalyst 2960 LAN Lite Series



- Fast Ethernet and Gigabit Ethernet and Power over Ethernet for entry-level enterprise and mid-market customers
- Offers enhanced Layer 2+ intelligent LAN services:
 - Availability**
 - Enhanced security**
 - Advanced quality of service (QoS)**
- Simplified management and troubleshooting for lower total cost of ownership
- CiscoWorks LMS, Cisco Network Assistant and Cisco Smartports
- Limited lifetime hardware warranty and software updates at no additional charge

- Fast Ethernet in 8, 24- and 48-port configurations for small branch offices and wiring closets
- New 24 and 48 PoE models
- Offers basic Layer 2 services with entry-level availability, security, PoE and QoS
 - Scalable and secure network management**
- Simplified management and troubleshooting for lower total cost of ownership
- CiscoWorks LMS, Cisco Network Assistant and Cisco Auto Smartports
- Limited lifetime hardware warranty and software updates at no additional charge

Uses Cisco ASICs for superior quality and hardware and software integration

Primary Features and Benefits



Cisco Catalyst 2960
LAN Lite IOS

Designed for
Small Branches
and Wiring Closets

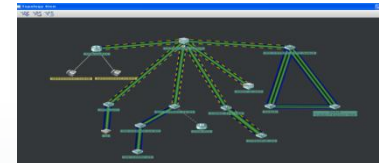
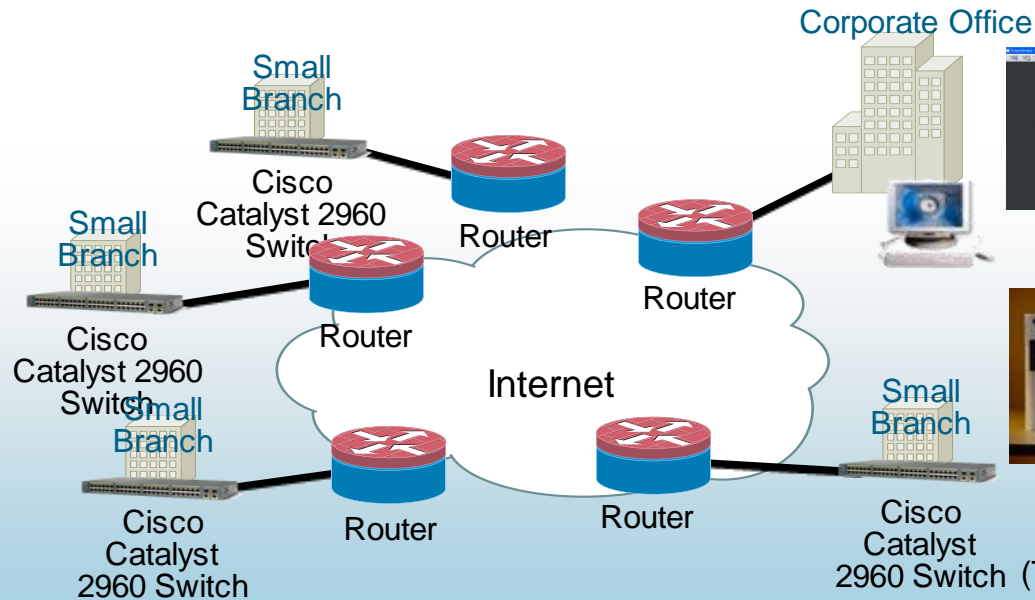
- Cisco AutoSmartPorts
- Cisco Auto Install
- Enhanced Troubleshooting
- Limited lifetime hardware warranty
- Software updates at no additional cost

Management



Cisco Catalyst 2960
LAN Lite IOS

- Cisco Express Setup
- Built in Web GUI
- Cisco Network Assistant
- Cisco Works LMS



Cisco Network Assistant



CiscoWorks LAN Management
(Thousands of devices)

PoE & QoS



Cisco Catalyst 2960
LAN Lite IOS

Designed for
Small Branches
and Wiring Closets

- CDP v2
- Per Port Power Sensing
- LLDP
- Voice VLAN
- IGMPv1,2,3



Cisco Catalyst 2960 LAN Lite vs LAN Base



Cisco Catalyst 2960 Series Switches

Catalyst 2960 LAN Base Series



Catalyst 2960 LAN Lite Series



Availability, Management and Troubleshooting

- 255 vlans supported
- Supports 128 STP instances
- Supports LLDP and LLDP-MED
- Supports Flexlink and Link State Tracking
- Support for IP SLA Responder
- 2 SPAN sessions
- RSPAN

- 64 vlans supported
- Supports 64 STP instances
- Supports only LLDP
- 1 SPAN Session
- No RSPAN

Uses Cisco ASICs for superior quality and hardware and software integration

Cisco Catalyst 2960 Series Switches

Catalyst 2960 LAN Base Series



Catalyst 2960 LAN Lite Series



Quality of Service

- Trusted boundary
- ACL classification
- Ingress policing
- Auto QoS
- Configurable Queue Weights
- Configurable buffers and thresholds
- Class and Policy maps
- Modify CoS and DSCP mappings

- No support for trusted boundary
- No ACL classification
- No ingress policing
- No support for Auto QoS
- Queue weights can't be modified
- Buffers and thresholds are static
- No support for Class and Policy maps
- Cos and DSCP mappings can't be modified

Uses Cisco ASICs for superior quality and hardware and software integration

Cisco Catalyst 2960 Series Switches

Catalyst 2960 LAN Base Series



Catalyst 2960 LAN Lite Series



802.1x

- 802.1x Auth Fail-VLAN
- 802.1x AAA Fail Open
- 802.1x WOL
- 802.1x Web Auth

- No Auth Fail-VLAN
- No AAA Fail Open
- No WOL
- No Web Auth

Uses Cisco ASICs for superior quality and hardware and software integration

Catalyst Service Coverage

Catalyst 4500/E, 3K, 2K



New LLW & SW Update Policy

NEW!!

	Old		New	
	Hardware	Software	Hardware	Software
C4500 & C4500-E	90-day*	90 Days*	LLW	Lifetime Base Images 90 Days Premium Images*
C3K-E	90-day*	90 Days*	LLW	Lifetime IP Base Images 90 Days Premium Images*
C3K (non-E)	LLW	Lifetime	LLW	Lifetime IP Base Images 90 Days Premium Images*
C2K	LLW	Lifetime	LLW	Lifetime LAN Base Images Lifetime LAN Lite Images

- Software Policy changes
 - Lifetime enhancements available for IP Base, LAN Base and LAN Lite Images
 - Premium SW packages to require service purchase for SW updates
 - Software Updates require login to Cisco.com registered access
- Limited Lifetime Warranty (LLW) policy
 - Lifetime hardware warranty with limited 5 years for power supplies and fans and 5 years from announcement of discontinuance
 - Customers purchasing within 30 days of the effective date will also be entitled to LLW
 - Does not include TAC support
 - Advanced parts replacement within 10 business days
 - Entitlement is by HW serial number

* 90 Day support covers only media & compatibility with release notes

Key Messages

- Cisco offers a broad portfolio of products to meet the varying needs of small businesses
- Cisco is a leader in switching
- Cisco offers a complete portfolio of networking and communications products deliver complete technology solutions
- Cisco offers superior service and support
- Cisco offer competitive warranties

Switching Reference Guides

- **Cisco Catalyst Switch Guide**

Complete reference guide for the Catalyst Switch portfolio

- **Switching Competitive Reference Guide**

Positions Cisco Catalyst Switches against following competitor products:

HP ProCurve, 3Com, Extreme, Nortel, Force10, Foundry, Huawei

Available on-line and hard copy

