



Serious About Small



Why Cisco?

Unique Small Business DNA

- Value
 - Ease-of-use
 - Point Products
 - Retail Channel

Cisco Small Business

- Technology
 - Reliability
 - Services

Enterprise



- Tailored Solutions
 - VAR Channel
 - Network as a Platform

Consumer

Being Flexible

Is it reliable?

Will it help me succeed?

I need it NOW!

Is it secure?

Help!!

I'm ready to grow my business



Cisco Small Business Promise

*Solutions Built for
Small Businesses*

Cisco Small Business

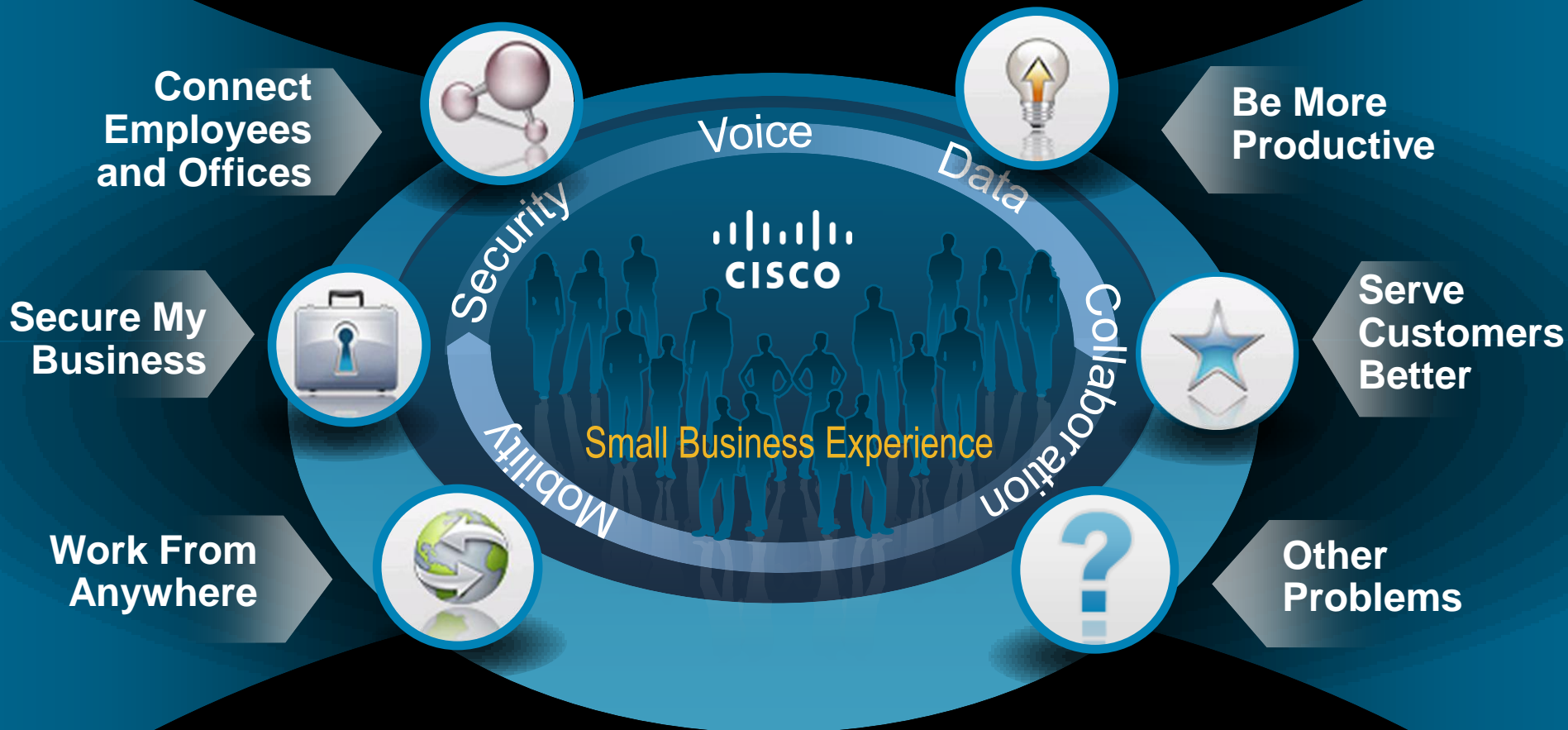
It Just Works



Product & Service Positioning

Building The Cisco Small Business Experience

Enabled through IT-as-a-Service and Equipment Resale



Multiple Starting Points with Opportunity to Cross-Sell

Cisco Small Business Portfolio

Spectrum of Choices for Diverse Customers

Services and Functionality

End-User
Do It Yourself

Partner Installation
Only

Partner Led
Installation and
Maintenance

Managed Service

Point Products



What you see
is what you get

Focus on ease
of install

Warranty, partner-
delivered support

Managed
Services



Solutions

Partner Margin

Basic

Open to Guidance

Elite



Security

Storage

UC

Solutions

Routing

Switching

Wireless

Basic

Open to Guidance

Elite



Storage

UC

Solutions

Routing

Switching

Wireless

Security

Basic

Open to Guidance

Elite



UC

Solutions

Routing

Switching

Wireless

Security

Storage

Basic

Open to Guidance

Elite



Solutions

Routing

Switching

Wireless

Security

Storage

UC

Basic

Open to Guidance

Elite



Routing

Switching

Wireless

Security

Storage

UC

Solutions

Basic

Open to Guidance

Elite



Switching

Wireless

Security

Storage

UC

Solutions

Routing

Basic

Open to Guidance

Elite

Connect
Employees
and Offices



Be More
Productive

Secure My
Business



Serve
Customers
Better

Work From
Anywhere



Other
Problems

Wireless

Security

Storage

UC

Solutions

Routing

Switching

Cisco Small Business Portfolio

	Cisco Small Business	Cisco Small Business Pro	Cisco
	Basic technology needs	Technology as an advantage	Sophisticated requirements
Scalability	Up to 100 users	Up to 100 users	<ul style="list-style-type: none"> ▪ Scales for demanding needs ▪ Growth beyond 100 users
Adaptability	Add devices (limited)	<ul style="list-style-type: none"> ▪ Pro Series solutions ▪ Software updates 	<ul style="list-style-type: none"> ▪ End-to-end applications ▪ Software upgrades ▪ Long solution lifecycle
Intelligence	<ul style="list-style-type: none"> ▪ Overlay services ▪ Browser-based configuration ▪ Services on/off 	<ul style="list-style-type: none"> ▪ Loosely coupled services ▪ Cisco Configuration Assistant ▪ Services on/off 	<ul style="list-style-type: none"> ▪ Intelligently coupled services ▪ Cisco IOS Software ▪ CLI ▪ Granular service control ▪ System-wide management
Support	<ul style="list-style-type: none"> ▪ Small Business Support Center ▪ Device-level support ▪ Online community ▪ Small Business Pro Service may be available [?] 	<ul style="list-style-type: none"> ▪ Small Business Support Center ▪ Device-level support ▪ Online community ▪ Small Business Pro Service ▪ Partner-managed services 	<ul style="list-style-type: none"> ▪ Technical Assistance Center ▪ Network-wide support ▪ SMARTnet

Small Business Support

SB Support Community (Web 2.0)



Small Business Pro Service ("3-Year Peace of Mind")

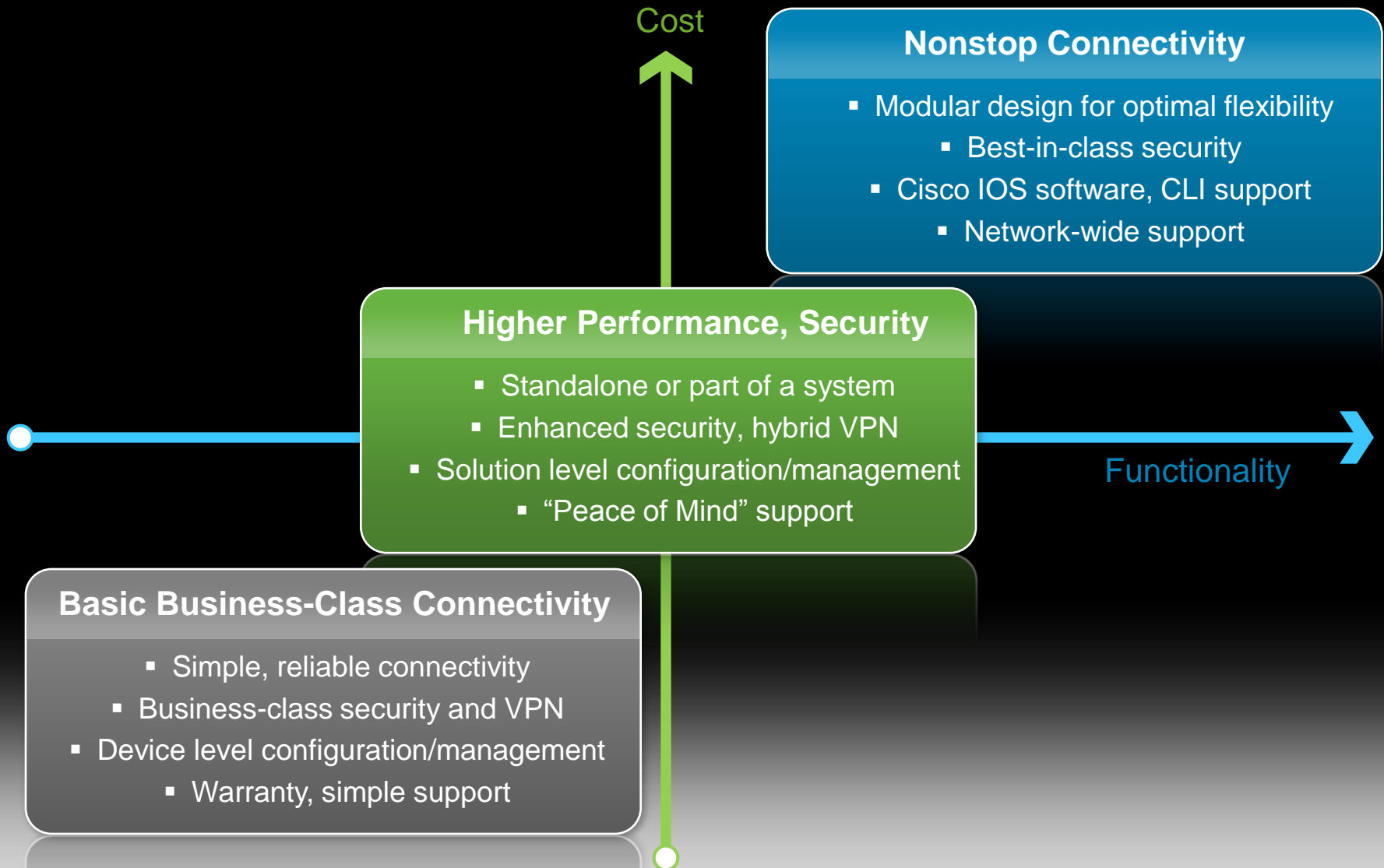
- 3 years of support for Pro products
 - Simple banded pricing
 - Online chat support
- Call support during local business hours
 - Software updates
- Next Business Day parts replacement

Small Business Support Center

✓ Via Telephone or Online Chat



Small Business Routing Landscape



Cisco Small Business Routing Portfolio

Cost



Cisco Integrated Services Routers



800, 1900, 2900 Series ISRs

SMARTnet

Cisco Small Business Pro



SR 520-T1



SA 500 Series

Pro Service

Functionality

Cisco Small Business



RVx



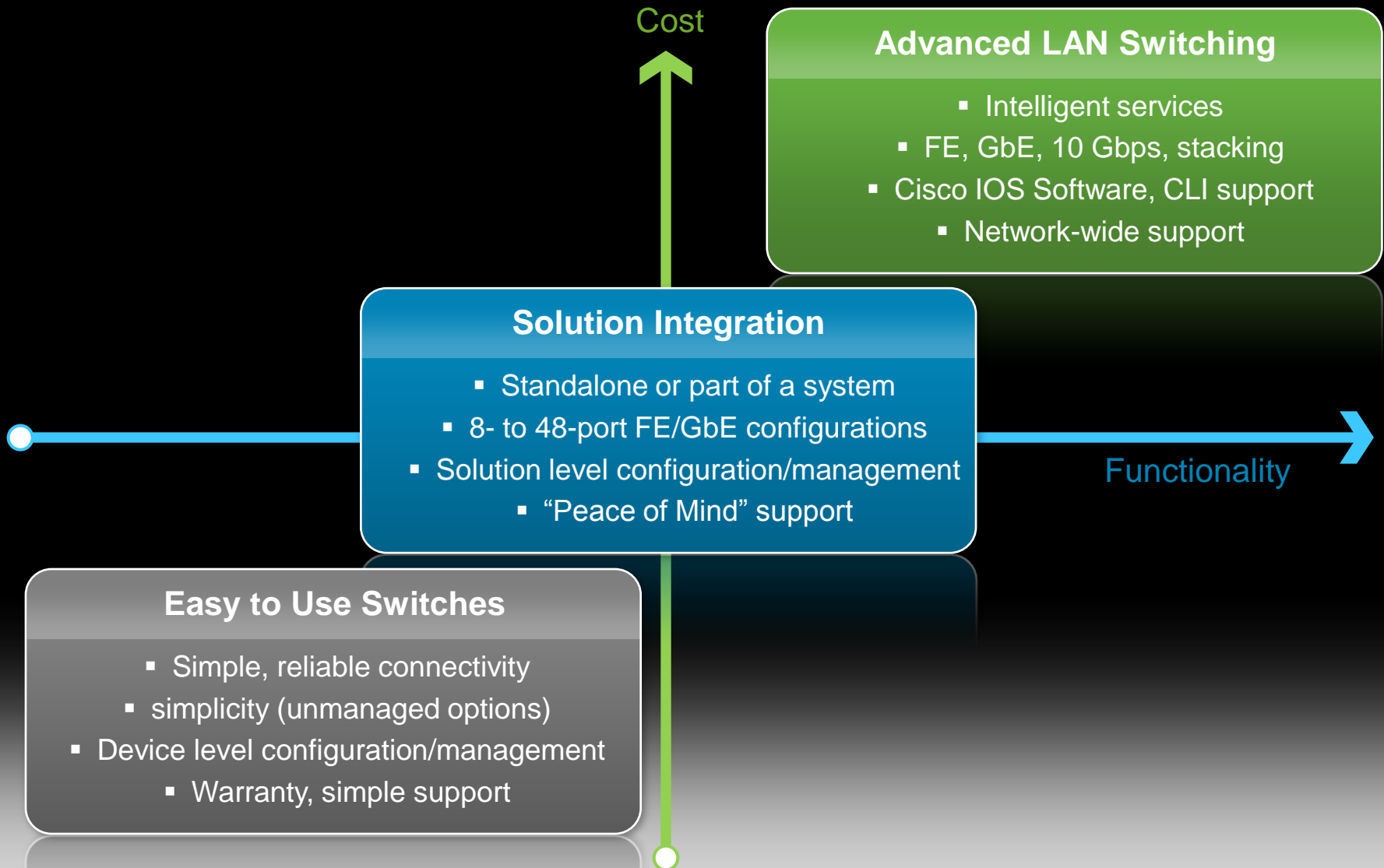
WRVx



RV0xx

Warranty, Support Center, Community

Small Business Switching Landscape



Cisco Small Business Switching Portfolio

Cost



Cisco Catalyst



Cisco Catalyst 2960 Series
SMARTnet

Cisco Small Business Pro



Cisco ESW 500 Series
Pro Service

Functionality

Cisco Small Business



Unmanaged, Smart, and Managed
Warranty, Support Center, Community

Small Business Wireless Landscape

Cost



Wireless Is Critical to the Business

- Advanced mobility applications
- Strongest security, highly scalable
 - Centralized management
 - Network-wide support

Wireless is Desirable for the Business

- Solution integration, up to 10 APs
- Seamless roaming for wireless voice
- Solution level configuration/management
 - “Peace of Mind” support

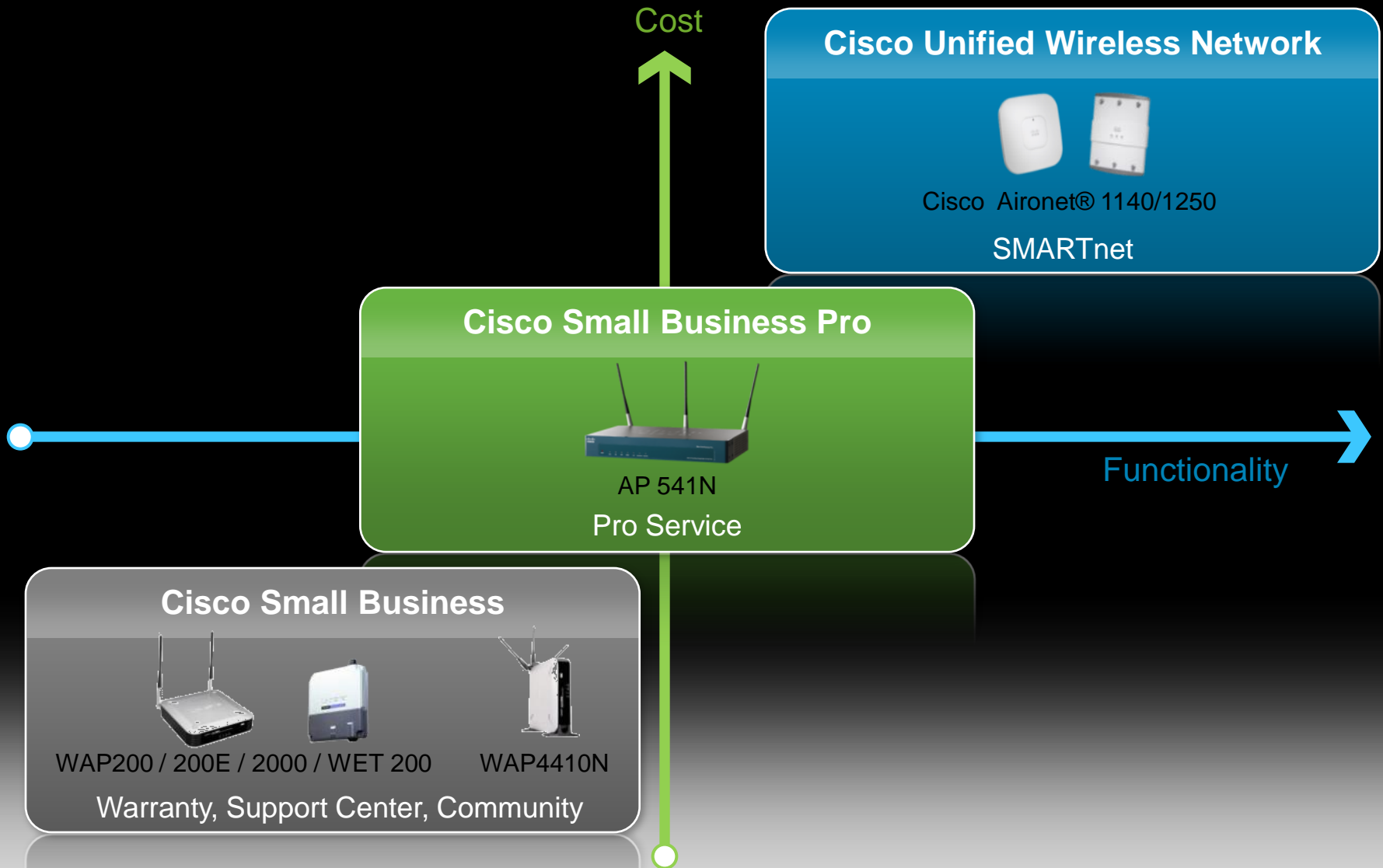
Functionality



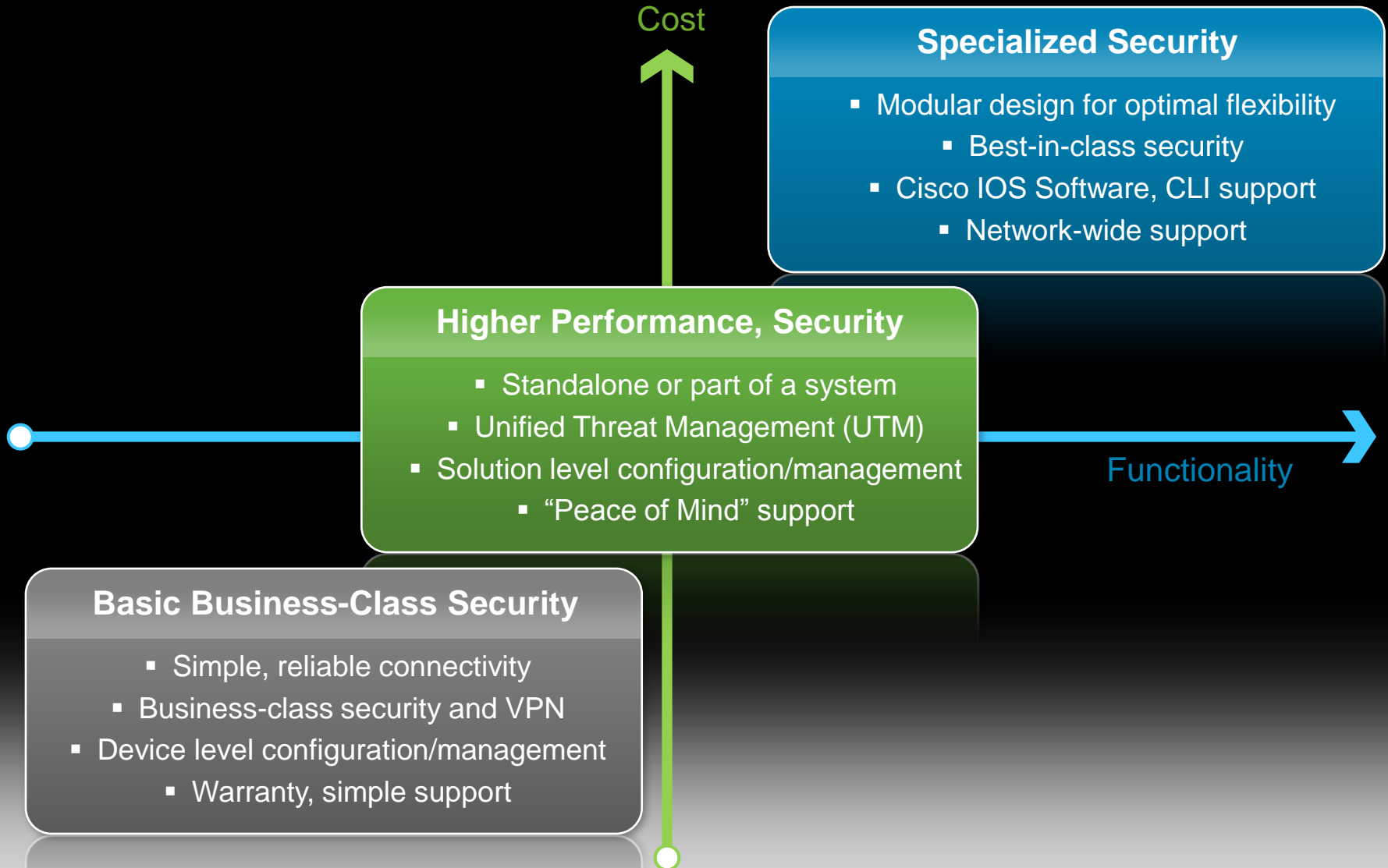
Wireless is Desirable for the Business

- Simple deployments, 1–2 APs
- Business-class security and features
- Device level configuration/management
 - Warranty, simple support

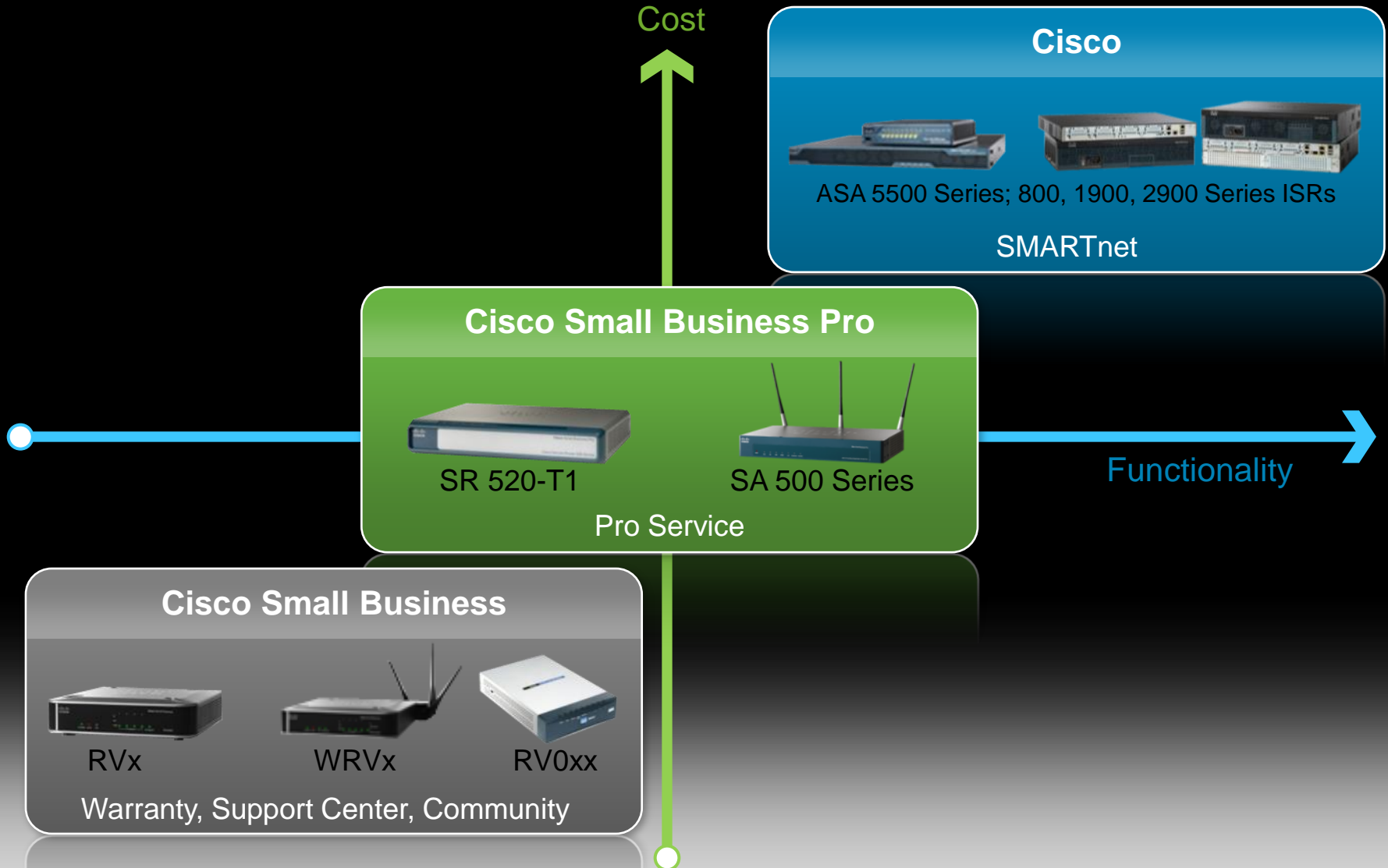
Cisco Small Business Wireless Access Point Portfolio



Small Business Gateway Security



Cisco Small Business Gateway Security Portfolio



Small Business Email Security

Cost



Dedicated Appliance

- Specialized anti-spam requirements
 - Outbound email inspection
 - Some compliance support
- Microsoft Exchange/Lotus Notes in-house

Part of Gateway Security

- Prefers UTM approach
- Spam is only one security concern
- Needs firewall, web security, IPS, VPN
- Microsoft Exchange/Lotus Notes in-house

Functionality



Cisco Small Business Email Security Solutions

Cost



Cisco



Cisco Spam and Virus Blocker

Warranty, Support Center, Community

Cisco Small Business/Pro



Cisco ProtectLink Web / Gateway / Endpoint

Warranty, Support Center, Community

Functionality



Small Business Network Storage

Cost



High-Performance Data Protection

- Built for small business
- Performance, affordability, ease of use
 - Built-in and add-on applications
 - “Peace of Mind” support

Functionality



Cisco Small Business Network Storage Portfolio

Cost



Cisco Small Business



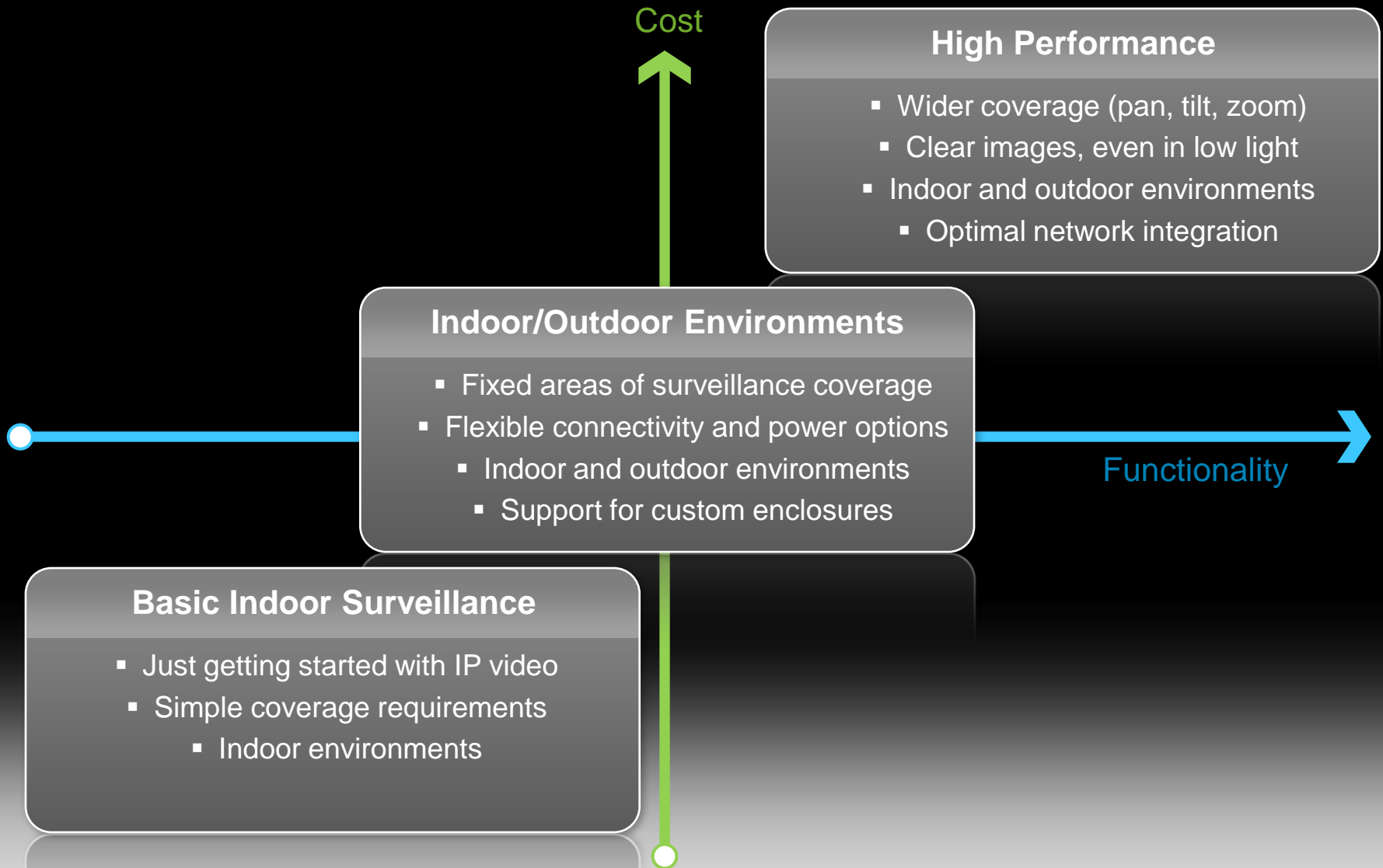
NSS 300 Series Smart Storage

Pro Service, Warranty, Support Center, Community

Functionality



Cisco IP Video Surveillance



Cisco Small Business IP Video Surveillance Portfolio

Cost



Cisco Small Business



WVC210



2300 Series



PVC300

Warranty, Support Center, Community

Functionality



Small Business Unified Communications

Cost

Router-based Solution

- Enterprise branch office solution
 - Scales to 350 users
- Cisco IOS Software, CLI support
 - Network-wide support

Complete Communications Platform

- Built for small business
 - Scales to 100 users
- Vertical market applications
- “Peace of Mind” support

Functionality

Cisco Small Business Unified Communications Solutions

Cost



Cisco



Cisco Unified Communications Manager Express
SMARTnet

Cisco Small Business/Pro



Cisco Smart Business Communications System
Pro Service

Functionality



Cisco IP Endpoints

Gateway and ATA

IP Phones

Cisco SPA 8800



- SIP only
- 4 FXO Ports
- 4 FXS Ports
- Extensive feature set

Cisco SPA501



- Paper label
- Buttons on Phone:
- Cisco SPA 501: 8

Cisco SPA502 and SPA 504



- Buttons on Phone:
- Cisco SPA 502: 0
 - Cisco SPA 504: 4

Cisco SPA508 and SPA 509



- Buttons on Phone:
- Cisco SPA 508: 8
 - Cisco SPA 509: 12

Cisco SPA 525



- Buttons on Phone:
- Cisco SPA 525: 5
 - Wi-Fi
 - Bluetooth
 - Screen Saver
 - MP3 Music Player

Dynamic Soft-keys and Monochrome Backlit Display

Full-Duplex Speakerphone, Integrated Ethernet Switch Port, Wideband Audio, and Auxiliary Port for up to 2 Expansion Modules; Supports SIP and SPCP

Analog Phone, Fax, or PSTN

Retail Desk or Break Room

Office Employee

Administrator and Manager

Executive

Complete Portfolio

Communicate



Secure

Connect

Broadest Portfolio of
Products and Solutions
for Small Business



Allscripts

CRM

Mitchell1

Timecard
View

Firewall

Anti-Virus

Cisco
Webex

Anti-Spam

UTM

VPN

Unified
Communications



ESW 500 Series Switches

Cisco Small Business Pro

Small Business Pro ESW 500 Series Switches

Choose from seven rack-mountable models for the port density, performance, and functionality that best suits Small business needs:

24- and 48-port PoE and non-PoE models
10/100 and 10/100/1000 Ethernet

Ideal for any combination of IP voice, video, and data applications

Enables a single high-performance Ethernet solution for all communication needs

Simplified, GUI device, and system configuration and management

Shortens installation and setup time; eases ongoing network management

Cisco ESW 500 Series Models

Model Overview

Fast Ethernet



Cisco® ESW 520-24

24 10/100 Ethernet + 4 expansion ports:
2 10/100/1000 Ethernet and 2 Combo SFP slots



Cisco ESW 520-24P

24 10/100 PoE + 4 expansion ports:
2 10/100/1000 Ethernet and 2 Combo SFP slots



Cisco ESW 520-48

48 10/100 Ethernet + 4 expansion ports:
2 10/100/1000 Ethernet and 2 SFP slots



Cisco ESW 520-48P

48 10/100 PoE + 4 expansion ports:
2 10/100/1000 Ethernet and 2 SFP slots

Gigabit Ethernet



Cisco ESW 540-24

24 10/100/1000 Ethernet + 4 expansion ports:
4 Combo SFP slots



Cisco ESW 540-24P

24 10/100/1000 PoE + 4 expansion ports:
4 Combo SFP slots



Cisco ESW 540-48

48 10/100/1000 Ethernet + 4 expansion ports:
4 Combo SFP slots

Simplified Configuration and Common Management

- Standalone configuration using the embedded Web GUI Switch Configuration Utility
- Configuration as part of a solution using CCA (Cisco Configuration Assistant)
- Menu-based access via console for disaster recovery
- Remote monitoring support using SNMP

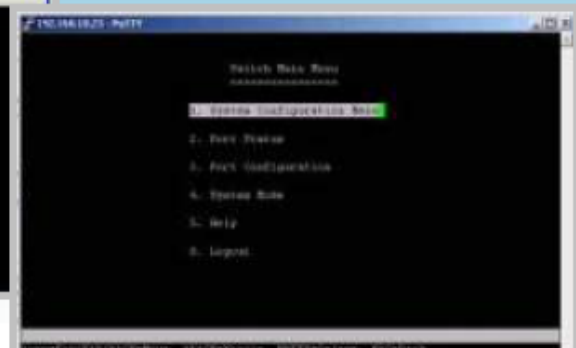
Switch Configuration Utility



CCA



Console



SRP 500

Cisco Small Business Pro

Cisco SRP 500 Series Service Ready Platforms

WAN / LAN Integration

ADSL2+, Fast Ethernet, Gigabit Ethernet
3G ready via USB modem
FE and GbE LAN ports
802.11n wireless

Voice Ready

Industry leading SIP stack
Analog voice ports (FXS, FXO)
Support for multiple architectures
– SIP Trunking
– IP Centrex
– Hosted Business Services

Simple Provisioning and Management

TR-069 / TR-104
XML support
Remote customization
Setup wizard for WAN connectivity
Device manager GUI
Monitoring - SNMPv3 & Syslog

Application Integration

IP PBX
WebEx integration
Point of Sale



Cisco SRP 500 Series Models

	SRP 521	SRP 526	SRP 527	SRP 541	SRP 546	SRP 547
WAN	FE	ADSL2+ (ISDN)	ADSL2+ (POTS)	GbE	ADSL2+ (ISDN)	ADSL2+ (POTS)
Backup WAN	-			GbE		
LAN	4-port FE			4-port GbE		
Wireless	802.11b/g/n, 1 fixed antenna			802.11b/g/n, 2 SMA antennae		
FXS/FXO	2 / 1 (relay)			4 / 1 (active)		
USB 2.0	1			2		
Built-in 3G USB Drivers	Yes			Yes		
Security	NAT, Firewall, IPsec and GRE VPN					

Cisco SPA 500 Series IP Phones

Cisco Small Business Pro

Cisco SPA500 Series Positioning

Performance and Scalability

IP Phones

Accessories



SPA 500S MB 100



PA 100

SPA 501



SPA 501

Paper label
Buttons on phone:
SPA 501: 8

SPA 502 / 504



SPA 502

SPA 504

Buttons on phone:
SPA 502: 0
SPA 504: 4

SPA 508 / 509



SPA 508

SPA 509

Buttons on phone:
SPA 508: 8
SPA 509: 12

SPA 525



Buttons on phone:
SPA 525: 5

WiFi, Bluetooth, Color
LCD, and MP3 Music
Player

Dynamic Softkeys, Line Keys and Monochrome Backlit
Display

Full-duplex Speakerphone, Integrated Ethernet switch port, Wideband audio, AUX port
for up to two expansion module, Monochrome Backlit Display, Supports SIP and
SPCP

Deployment
Options

Retail Desk or
Break Room

Office Employee

Admin and
Manager

Executive

Cisco Smart Business Communications System

A Better Way for Small Business to Communicate

Smart Business Communications System

Simple, Complete, Secure Communications for Small Businesses

Unified Communications

NEW



IP Phones

NEW



Switching



Wireless



WAN Security / Teleworker

NEW



Unified 500 Series

- 8 to 64 voice users
- Desktop & rackmount models
- Optional integrated WLAN AP on desktop models
- More license upgrade options (new UC540)

7900 and 500 Series

- All Cisco® Unified IP Phones supported, including new Cisco SPA 500 Series

ESW 500 Series
CE520 Series

- Small Business Pro ESW 500 Series Switches
- Cisco Catalyst® Express LAN Switches

AP500
WLC 500

- Autonomous APs or Unified Wireless Solution with Mobility Express

Cisco SR 520

- VPN, wired, and wireless access, remote IP phone extension
- New T1 access model

NEW

Business & Productivity Applications

NEW

Cisco Configuration Assistant 2.1

NEW

Third-Party Network Monitoring Tools



Cisco SA 500 Series Security Appliances

Cisco Small Business Pro

Introducing Cisco® SA 500

- All-in-one (UTM) Security Appliance: purpose-built for small businesses and their security needs
- Part of the Cisco Small Business Pro Series
- Simplified configuration, deployment, and management
- Supported by the Small Business Support Center
- Annual recurring revenue stream on optional licensed features



Small Business

Cisco Unified Communications



Unified communications helps amaZulu work with customers and vendors worldwide.

[See How](#)



I'm looking for:

Resource Center

- » [Articles](#)
- » [Customer Stories](#)
- » [Multimedia](#)
- » [News and More](#)

Solutions for You

Connect Employees and Offices

Secure My Business

Work From Anywhere

Serve Customers Better

Be More Productive

Products for You



Personalization

Collaboration

Adaptive Experience

**Small
Business is
Different**



**Cisco is
Uniquely
Positioned**



**Cisco is
Committed to
Your Success**

No Other Company Is Better Positioned

Get Serious

Serious about
Small Business

Small Biz Council



CISCO