



Small Business Product & Solutions Overview

Driving Collaboration in Small Business

Cisco's Commitment to Small Business



Cisco
Small
Business

Small Business Concerns

Increase revenues,
decrease costs.

Collaborate more effectively.

Integrate people, processes,
and information.

Be agile and responsive.



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	▪ Scales for demanding needs ▪ Growth beyond 100 users
Adaptability	Add devices (limited)	▪ Pro Series solutions ▪ Software updates	▪ End-to-end applications ▪ Software upgrades ▪ Long solution lifecycle
Intelligence	▪ Overlay services ▪ Browser-based configuration ▪ Services on/off	▪ Loosely coupled services ▪ Cisco Configuration Assistant ▪ Services on/off	▪ Intelligently coupled services ▪ Cisco IOS Software ▪ CLI ▪ Granular service control ▪ System-wide management
Support	▪ Small Business Support Center ▪ Device-level support ▪ Online community ▪ Small Business Pro Service may be available [?]	▪ Small Business Support Center ▪ Device-level support ▪ Online community ▪ Small Business Pro Service ▪ Partner-managed services	▪ Technical Assistance Center ▪ Network-wide support ▪ SMARTnet

Small Business Support

SB Support Community (Web 2.0)



Small Business Support Center

✓ Via Telephone or Online Chat

A Complete Portfolio

Communicate

Secure

Connect

Broadest Portfolio of
Products and Solutions
for Small Business



Connect

Everything I need to connect to the voice,
data and video network anywhere

Secure

Everything I need to secure my business
physical and digital

Communicate

Everything I need to communicate with
customers and employees

Services and Support

Connect

Cisco has everything you need to connect your business to the world—simply, reliably, and affordably. And it all works together so you can focus on your business.



Connect

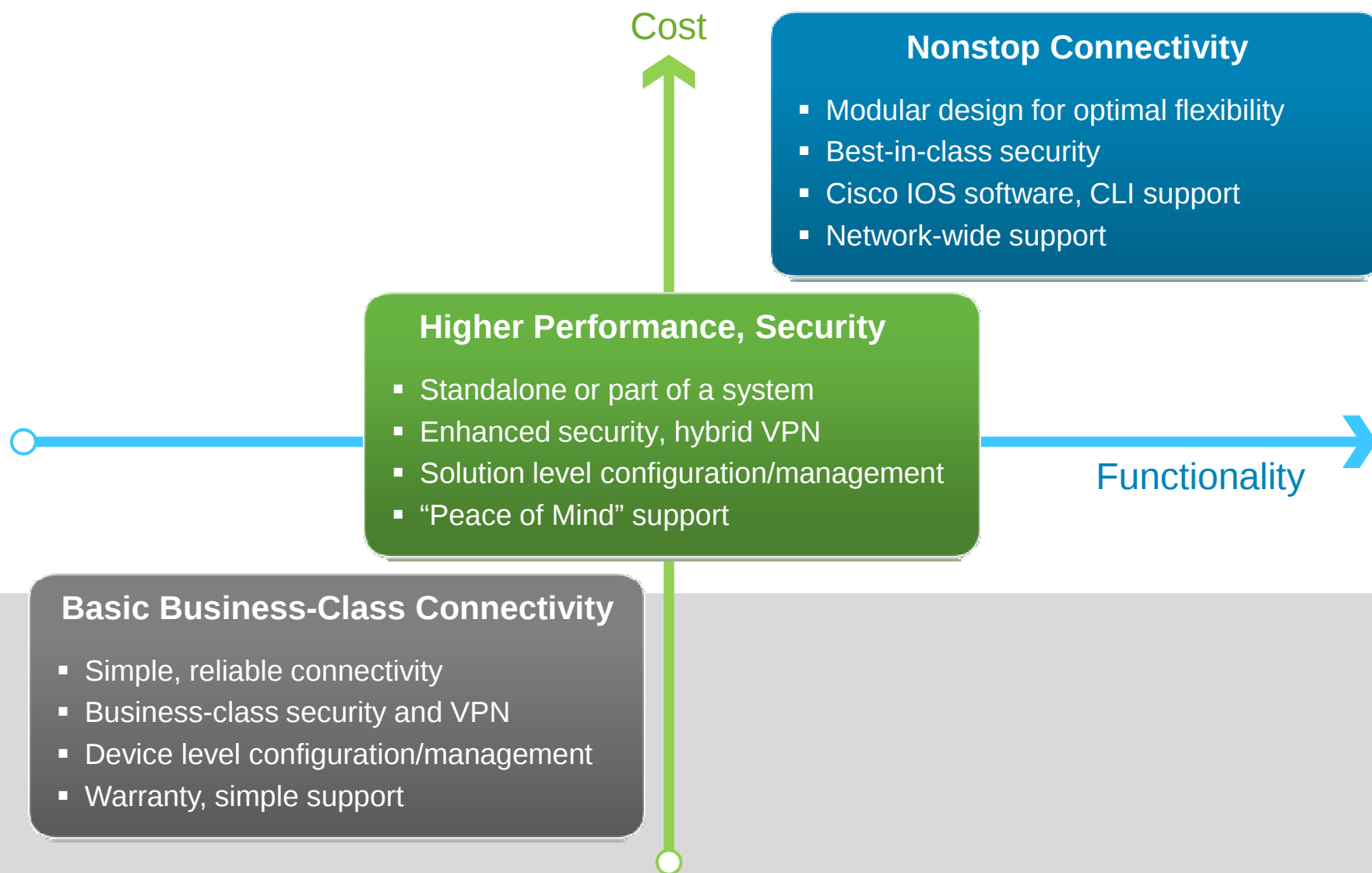
For
Small
Business



Help your business connect.

Bring your networks together and begin doing great things for your business.

Small Business Routing Landscape



Cisco Small Business Routing Portfolio

For
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Business


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



Cost



Advanced LAN Switching

- Intelligent services
- FE, GbE, 10 Gbps, stacking
- Cisco IOS Software, CLI support
- Network-wide support

Solution Integration

- Standalone or part of a system
- 8- to 48-port FE/GbE configurations
- Solution level configuration/management
- “Peace of Mind” support

Functionality

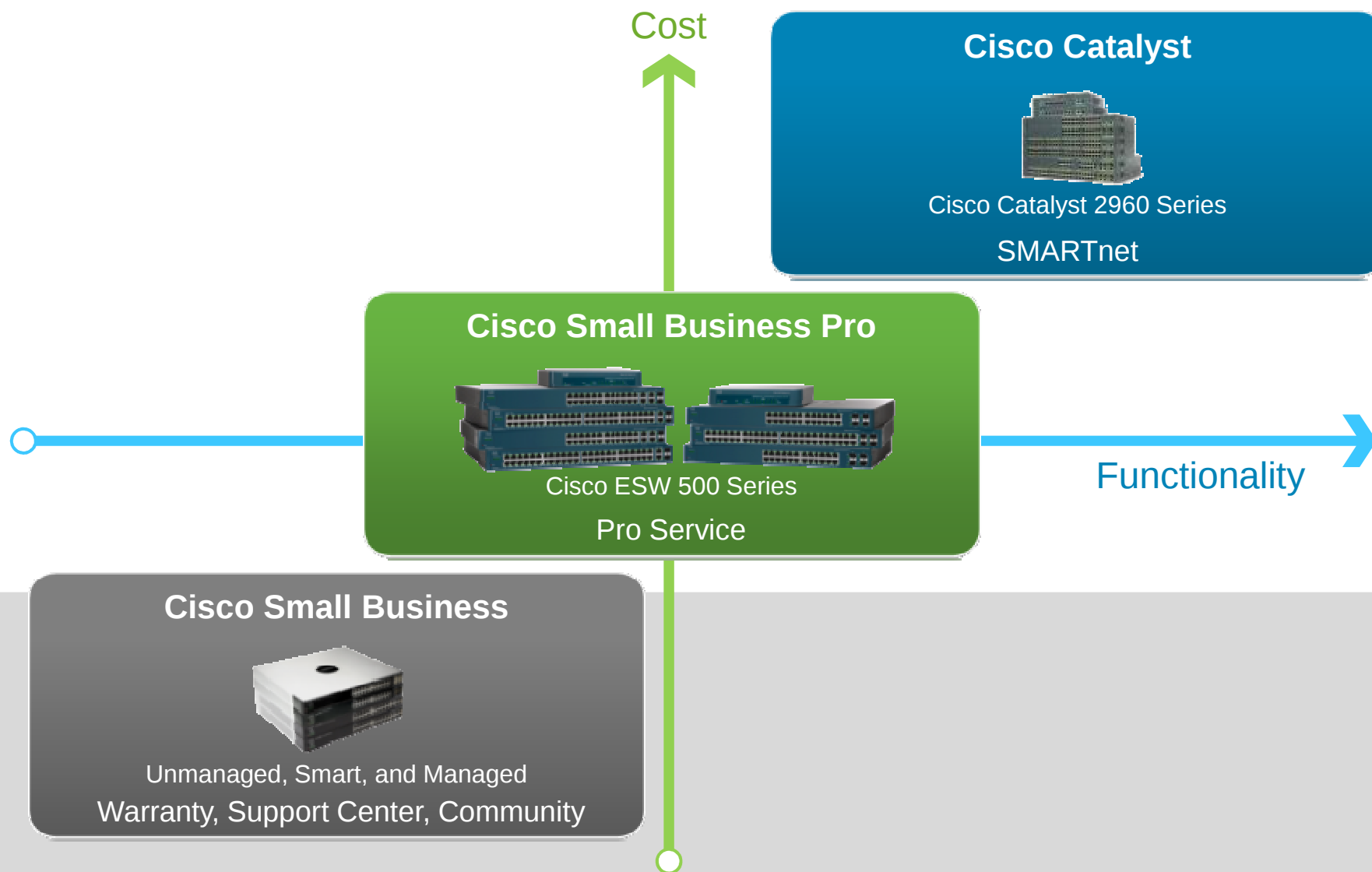


Easy to Use Switches

- Simple, reliable connectivity
- DIY simplicity (unmanaged options)
- Device level configuration/management
- Warranty, simple support

Cisco Small Business Switching Portfolio

For
Small
Business



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

For
Small
Business


Cost



Cisco Unified Wireless Network



Cisco Aironet® 1140/1250
SMARTnet

Cisco Small Business Pro



AP 541N
Pro Service

Functionality

Cisco Small Business



WAP200 / 200E / 2000 / WET 200 WAP4410N
Warranty, Support Center, Community

Why Cisco?

I want to handle more customers, but I don't have the bandwidth.

We do.

Connecting your small business to the world.

- Reduce costs
- Network several branches/office locations
- Extend network access to employees working outside the office and authorized guests
- Expand the existing network
- Grow in the future
- Offer safe access to data
- Affordable solutions that deliver reliable performance

For
Small
Business

||| ||| |||
cisco



Claire, CEO of amazulu
Eco-materials since 2002

I'm a small business CEO.

I'm also the CIO, COO, CFO and the
"can you brew the coffee" - O.

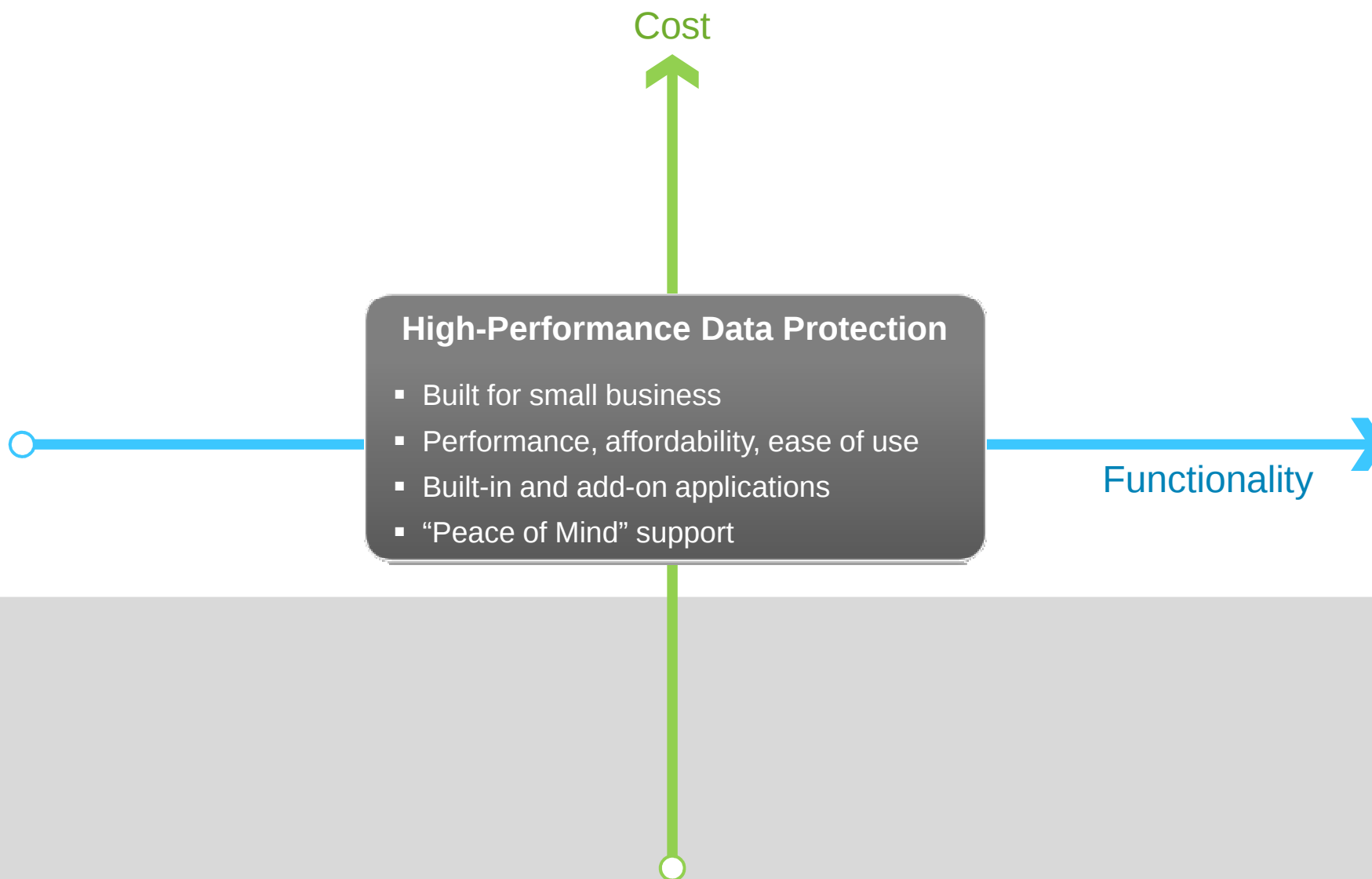
I'm constantly running around.

Cisco wireless technology allows me to do so.

And stay connected to customers, suppliers
and bamboo worldwide.

I'm a small business CEO.
And business simply couldn't be busier.

Small Business Network Storage



Cisco Small Business Network Storage Portfolio

For
Small
Business


Cost



Cisco Small Business



NSS 300 Series Smart Storage

Pro Service, Warranty, Support Center, Community

Functionality



Storage & Data Appliance (300 Series)



- Multipurpose Storage & Application devices
- Secure, Reliable, Scalable storage solutions for any environment
- Applications capable



File Server



Backup Server



Web Server



MySQL Server



Remote Replication



Download Station



Multimedia Station



FTP Server



UPnP Media Server (with built-in TwonkyMedia Server)



iTunes Server

Supports Add-On PKG applications:



Why Cisco?

Cisco Smart Storage.

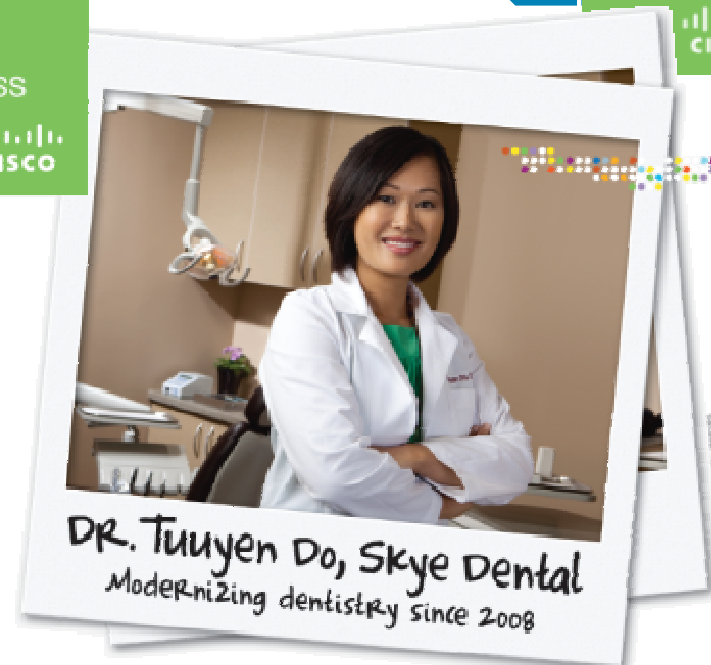
We put a lot into it,
so you can do a lot more with it.

- Protect your business data and reduce backup time
- Securely share information and access files remotely whenever you need to
- High performance backup
- Built-in and add-on applications
- Use it to host your website, serve your emails, or stream your videos and other media
- Do all that and more for less

For
Small
Business



For
Small
Business



Introducing a day in the life
of my small business.

A day filled with high highs, low lows and
a root canal in between.

A day that makes patients smile.
Thanks to Cisco's streaming entertainment.
(And the clean teeth, too.)

A day that makes me smile.
Thanks to our completely paperless office.

Introducing a day in the life of my
small business. My best day so far.

Secure

Cisco helps secure your small business, with network security and video surveillance solutions that keep your business up and running.



Secure

For
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Business

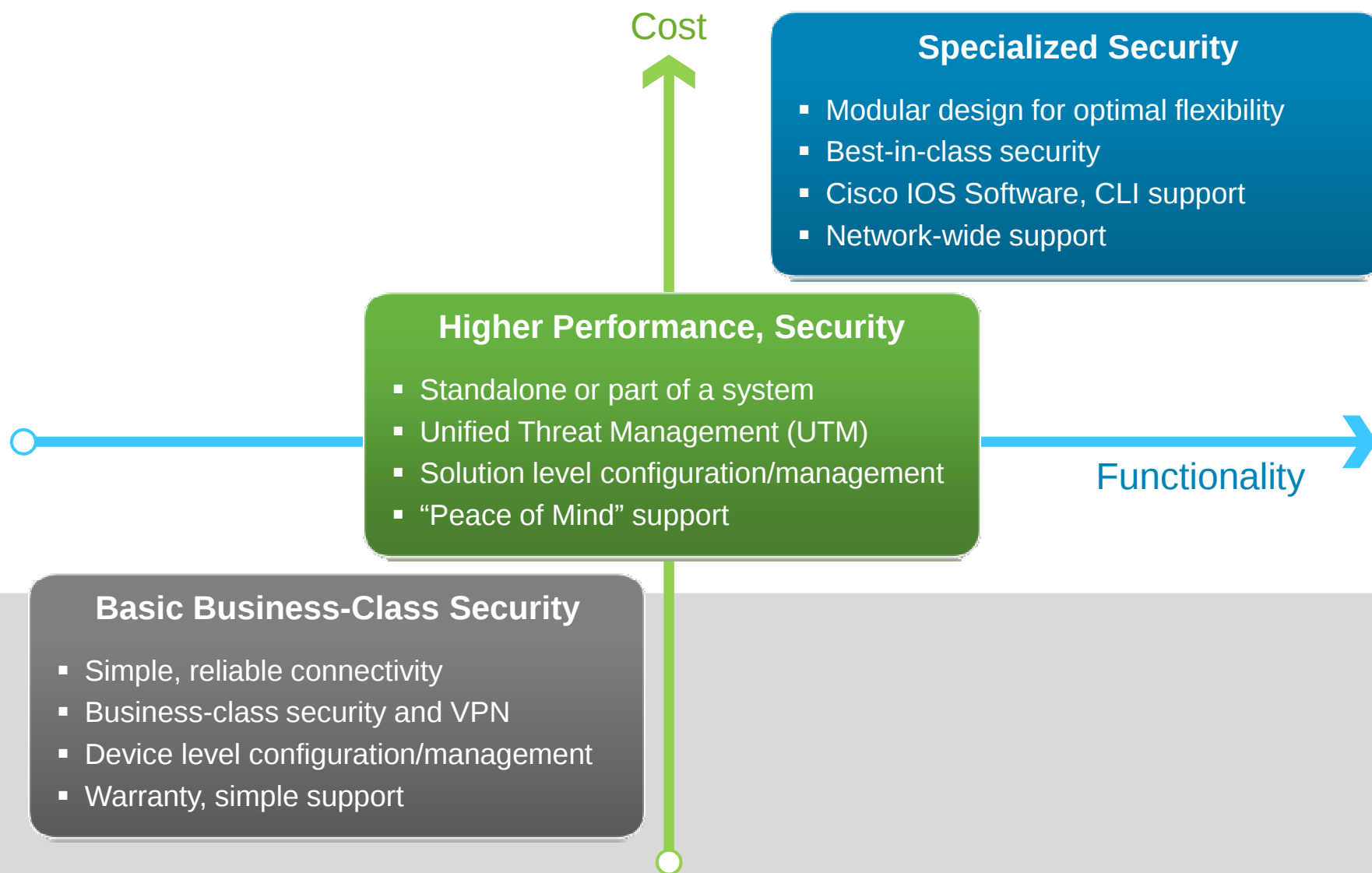


For
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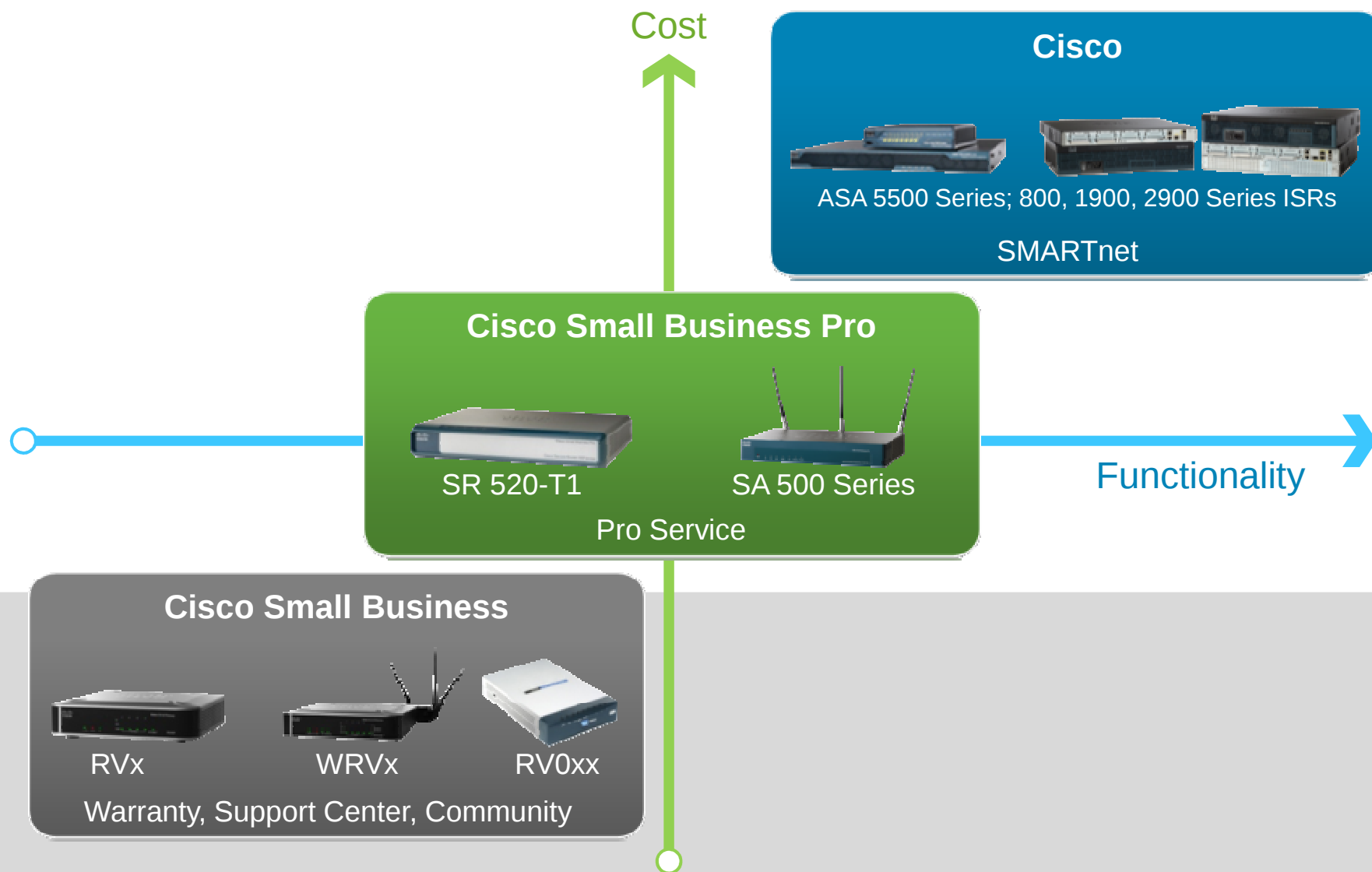
Network security that secures
your confidence, not just your network.

Small Business Gateway Security

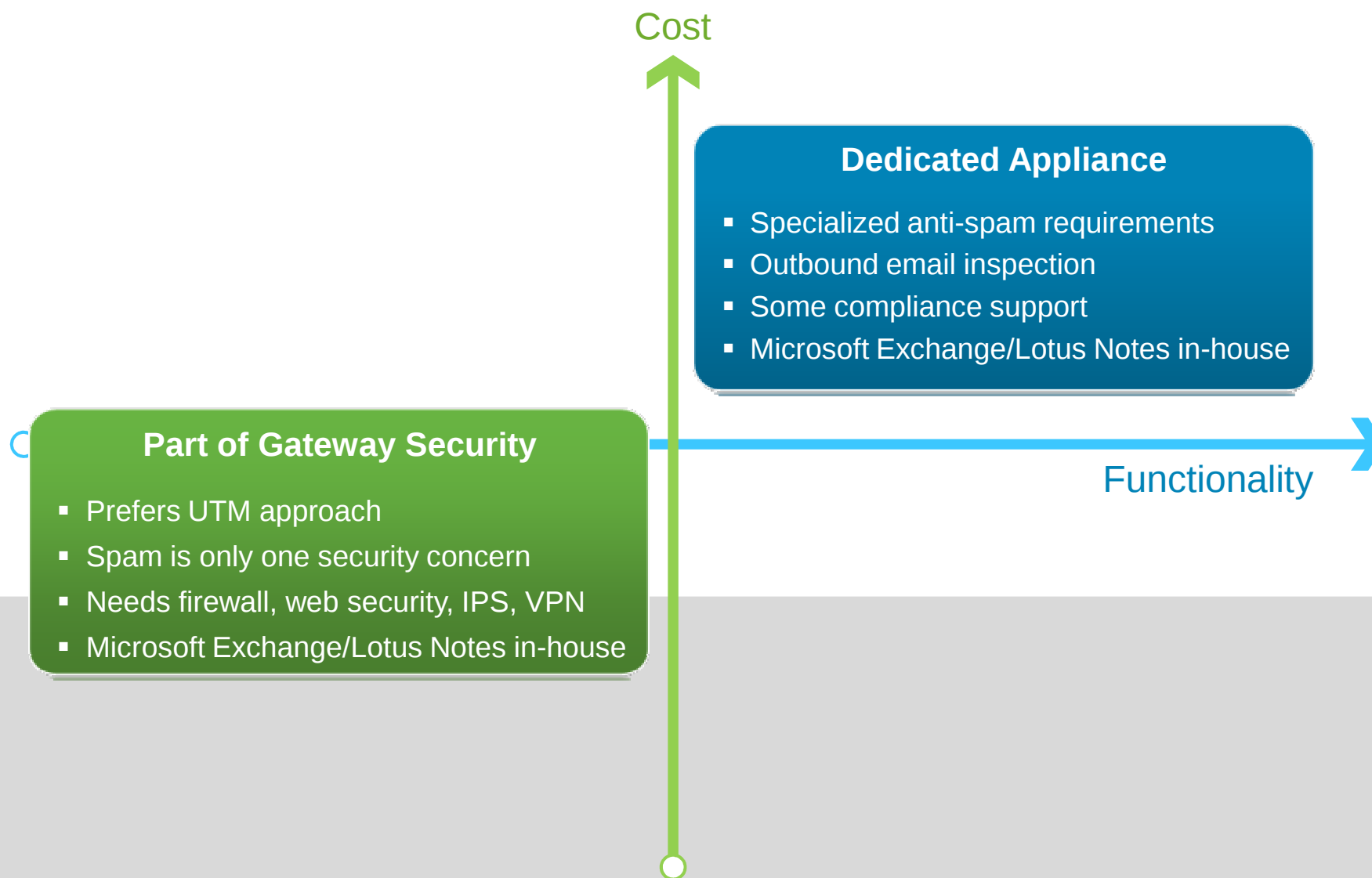


Cisco Small Business Gateway Security Portfolio

For
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Small Business Email Security



Cisco Small Business Email Security Solutions

For
Small
Business



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



Secure



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Keep an eye on your business
from anywhere, at any time.

Cisco IP Video Surveillance

Cost

High Performance

- Wider coverage (pan, tilt, zoom)
- Clear images, even in low light
- Indoor and outdoor environments
- Optimal network integration

Indoor/Outdoor Environments

- Fixed areas of surveillance coverage
- Flexible connectivity and power options
- Indoor and outdoor environments
- Support for custom enclosures

Functionality

Basic Indoor Surveillance

- Just getting started with IP video
- Simple coverage requirements
- Indoor environments
- DIY simplicity

Cisco Small Business IP Video Surveillance Portfolio



Cost



Cisco Small Business



WVC210



2300 Series



PVC300

Functionality



Warranty, Support Center, Community

Communicate

Cisco helps you collaborate by bringing together your phone, email, text, conferencing, and video, making you more productive.



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

Why Cisco?

Cisco Smart Storage.

We put a lot into it,
so you can do a lot more with it.

- Protect your business data and reduce backup time
- Securely share information and access files remotely whenever you need to
- High performance backup
- Built-in and add-on applications
- Use it to host your website, serve your emails, or stream your videos and other media
- Do all that and more for less



It's labor. It's love.
It's small business.

It's making decisions on everything
from routers to ravioli. And sticking to 'em.

It's bringing in trusted allies, like Cisco.

To integrate all communications between our customers,
six restaurants and one head office.

It's finding technology solutions that simply work.
And work. And work.

It's labor. And I'm loving every minute of it.



SPA525G Highlights

- Full-featured and stylish 5-line business IP phone with hi-res 3.2" color screen
- Enhanced connectivity, with Power over Ethernet, 802.11g Wi-Fi client mode, and Bluetooth headset support
- Support for multimedia functions, such as playing MP3's, displaying digital photos, viewing RSS feeds, and displaying video surveillance camera streams
- Supports both SIP with SPA9000 or any third party call control platforms and SPCP Protocols with Cisco Unified Communication 500 Series



Introducing . . .

SPA525G2 BluePhone



MobileLink



- HW & SW enhancements to SPA525G bluetooth to enable its use as handsfree of a mobile phone.
- Allows access & transfer of phone book contacts from mobile phone

DEMO

