

How to Sell Cisco Integrated Services Routers for Small Businesses—At-a-Glance

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What is a Cisco Integrated Services Router?

Cisco® integrated services routers (ISRs) combine what typically are multiple devices for data, voice, and wireless networking services into a single, resilient solution that delivers secure, concurrent services at broadband speeds. Instead of adding separate network equipment to support new services and applications, such as wireless networking, IP communications, or enhanced security, small and midsize customers can deploy a high-performance, highly manageable Cisco Integrated Services Router.

Cisco fixed-configuration integrated services routers are purpose-built to offer the right functionality and performance at the right price for small and midsize business customers. They offer routing, advanced security, and embedded wireless, all with higher performance than previous Cisco routing platforms. By delivering multiple services with a single platform, Cisco integrated services routers help reduce network complexity and total cost of ownership, enabling faster rollout of new services. Web-based management tools such as Router and Security Device Manager (SDM) make it easier to deploy the router using best practices in networking.

How Does a Cisco Integrated Services Router Benefit My Customer?

- It is one router that can do the work of multiple devices. It provides network connectivity and Internet access, as well as integrated network security, voice, and wireless.
- It converges data, security, and wireless LAN services, reducing the number and types of devices required in the customer's network, which reduces total cost of ownership.
- It reduces the support burden of customers' networks by offering centralized management and fewer devices, vendors, and service contracts.
- It reduces network downtime by enabling faster, easier troubleshooting of both wired and wireless infrastructures.
- It provides more pervasive protection against security threats by embedding security within the network itself and providing enhanced protection for wireless LAN.
- It reduces the amount of staff and training costs by minimizing the number of platforms and management interfaces to learn.
- It combines Cisco world-class support services now available in service bundles for smaller business customers.

Elevator Pitch

Cisco integrated services routers combine data, security, and wireless LAN services into a compact, easy-to-manage solution that is designed and priced specifically for small and midsize businesses, small offices, and teleworkers. The integrated services routers combine what would normally require five separate devices into one device with all the business-class features intact. By converging multiple services into a single platform, customers can simplify network management, reduce capital and operational costs, and protect network investments.

You get to the business benefit faster with integrated services routers.

Integrated Security

Embedded security provides protection throughout the network, decreasing the network's vulnerability and simplifying management by eliminating the need for multiple security devices and point solutions. Cisco integrated services routers can support the following security functions typically found in multiple devices:

Trust and Identity Services—provides safe access to the network

- Authentication, authorization, and accounting (AAA); network admission control (NAC) to prevent worms and viruses; and the IEEE 802.1x access control protocol

Stateful Firewall—

- Cisco IOS® Firewall, a stateful firewall keeps unwanted traffic out of the network
- URL filtering option in Cisco IOS Software blocks inappropriate Web surfing

Intrusion Prevention—

- Cisco IOS Intrusion Prevention System (IPS) monitors network behavior to accurately identify, classify, and stop malicious or damaging traffic

Virtual Private Networking—

- Cisco supports a variety of VPN protocols to enable private connections to employees and trusted partners over the Internet without the expense of a dedicated connection
- Cisco has many VPN features to accommodate a variety of needs, including Easy VPN, V3PN, and Dynamic Multipoint VPN (DMVPN)

Integrated Wireless LAN

With Cisco 1800 and Cisco 850 and 870 integrated services routers, customers can include integrated 802.11a/b/g or 802.11 b/g wireless functionality. With integrated wireless capabilities, employees in small branch offices can safely reap the benefits of mobility, and work more collaboratively and productively without security concerns. Cisco integrated services routers, with state-of-the-art wireless security and Web based router and security device manager, make it easier to deploy, manage, secure, and troubleshoot wireless LANs as part of the overall router.

Embedded wireless LAN features include a full complement of wireless security services, including:

Security/authentication

- 802.1x, extensible authentication protocol (EAP), EAP-TLS, local EAP (LEAP), Protected EAP (PEAP)
- WiFi Protected Access (WPA)-Enterprise
- Static and dynamic wired equivalent privacy (WEP)
- Temporal key integrity protocol (TKIP)/SSN, MAC authentication filters
- AAA/RADIUS accounting
- 802.1q Virtual LANs (VLANs), Multiple SSIDs

Voice-Ready Solution

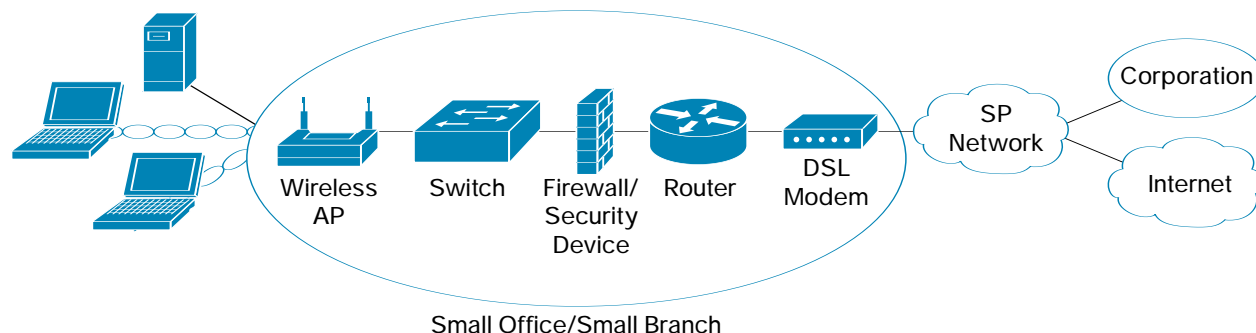
With Cisco 2800 or 3800 Series integrated services routers, customers can save costs and reduce complexity by converging data, voice, and video data services into a single, manageable platform. Embedded voice services provide maximum flexibility in deployment while offering higher densities for stations, trunks, and conferencing. This allows businesses to extend the life of their network investments and activate IP voice services as needed, while reducing the costs and complexity associated with maintaining a separate voice infrastructure. Cisco integrated services routers support:

- Hybrid voice solutions by operating as a toll-bypass voice gateway router, enabling businesses to avoid telephony tolls by routing traditional private branch exchange (PBX) traffic across an organization's IP network
- Cisco CallManager Express, which provides high-performance, feature-rich call processing for up to 240 IP phones
- Cisco Unity™ Express, offering voice-mail and autoattendant services with support for up to 50 hours of storage

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Figure 1

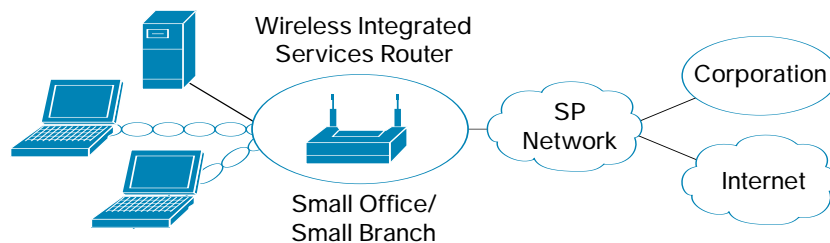
Proliferation of Access Devices at the Small Office



- Too Many Devices, Power Outlets, Cables
- Complex Provisioning
- Cumbersome Stocking, Ongoing Management

Figure 2

Wireless Integrated Services Routers-A "5-in-1 Device"



Delivering the Power of Wireless, Network Security, Managed LAN, Routing, and WAN Access in One Device to Lower Operational Costs

- Cisco remote-site telephony, providing failover call processing in a centralized Cisco CallManager deployment
- Embedded modularity to integrate digital signal processing modules directly onto the router motherboard and easily enable conferencing, transcoding, and voice termination services, while freeing up "real estate" to provide additional services

Centralized Management

All Cisco integrated services routers include Cisco Router and Security Device Manager, an intuitive, Web-based interface that provides easy deployment and management of embedded services.

The solution includes:

- Basic router deployment and configuration
- Integrated wireless setup and management
- Best practices to secure the network for firewall, intrusion prevention, VPN (including Easy VPN), including one-touch lockdown or feature by feature lockdown
- Security audit of the router to ensure all best practices are met
- Digital certificates for IPsec VPNs
- QoS policy and NBAR wizards
- VPN and WAN/LAN connectivity and configuration troubleshooting tools

What special promotions can I offer customers?

Cisco Integrated Services Routers Bundles—Offers bundled promotions for hardware and voice, security, and Cisco IOS advanced IP services.

http://www.cisco.com/partner/WWChannels/technology/routing/Nxt_Gen_Rtr_Bndles_QL_v23.pdf

Cisco Integrated Services Routers Services Bundles—Offers Technical Support Services (TSS) maintenance bundles for the new Cisco 2800 and 3800 series integrated services routers with voice applications.

<http://www.cisco.com/partner/services/isr>

Access Routing Technology Migration Program—Offers standard discounts and additional, limited-time incentives for migrating older Cisco routing platforms to integrated services routers.

<http://www.cisco.com/partner/WWChannels/promotions/001144.html>

Cisco Opportunity Incentive Program (OIP)—Rewards partners who actively identify, develop, and win new business opportunities in targeted market segments, with a rebate equivalent to six percent of GPL on the total Cisco opportunity.

<http://www.cisco.com/go/oip/emea>

Cisco Value Incentive Program (VIP): New Infrastructure, Integrated Services Router—Rewards partners that accelerate new technology migration, offering rebates as high as 10 percent on sales of eligible products and services.

<http://www.cisco.com/go/vip-emea>

How Do I Qualify Customers for a Cisco Integrated Services Router?

Small and midsize business customers are ideally suited for the Cisco 1800 and 800 Series integrated services routers if they need to use their networks to improve their business productivity. Customers will choose Cisco if their networks enhance their businesses and provide a secure foundation to sustain their businesses into the future.

Customers who need connectivity beyond basic Internet access will appreciate the advanced capabilities of the routers. If customers need to connect to multiple offices or connect to the Internet for revenue-enhancing services, they will benefit from the broad capabilities of Cisco IOS Software and the advanced security.

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Companies who achieve higher productivity among workers by offering wireless technology will benefit from the business-class wireless LAN capabilities. Finally, companies with the need for higher WAN availability features will appreciate the backup or load balancing capabilities available in the Cisco 1800 Series.

Existing Cisco customers with deployments or networks that are two or more years old offer potential sales opportunities, particularly if they need multiple integrated services. The router can usually offer compelling strategic advantages over deploying point solutions for data, wireless LAN, or security.

Whether engaging with existing customers or potential Cisco customers, ask the relevant questions below to explain how a Cisco Integrated Services Router can provide cost savings, investment protection, improved operational efficiency, and better speed to service.

What Questions Should I Ask My Customers to Initiate Cisco Integrated Services Router Sales?

- Q.** Is your network keeping pace with the needs of your business?
- A.** Customers who are experiencing demand for more bandwidth and more services may already be considering upgrading their routers. They can choose a traditional router or invest in one that will support a variety of new services and save them money, time, and problems in the future.
- Q.** Are you concerned about network security?
- A.** Instead of deploying a point solution with multivendor equipment and administrative procedures, customers can upgrade to a single Cisco router that includes embedded security and VPN services and increased performance. By making security standard with every Cisco Integrated Services Router, customers can quickly and easily enable end-to-end protection for users, applications, wireless LANs, and network endpoints, while reducing network complexity and operational costs.
- Q.** Are you considering migrating to VPN in the future or using VPN as a backup?
- A.** Customers migrating from Frame Relay or leased-line connections often see a 100 percent ROI within a year or less. A router with embedded VPN functionality enables customers to quickly and easily transition whenever it makes business sense. Cisco is supporting all Integrated Services Router series VPN in hardware for higher performance in encryption mode.

- Q.** Are you considering adding wireless LAN to your business?
- A.** Integrating wireless into the router is an ideal way to begin gaining the productivity and mobility benefits of a wireless office. A single access point is secure, easy to deploy and manage, and the Cisco Router and Security Device Manager helps guide the way to deploying wireless as a function of a secure routing network. However if the business is expected to grow beyond the needs of a single access point, a Cisco Aironet® Wireless LAN solution should be considered.
- Q.** Do you want to reduce costs by combining your voice, video, and data services onto one network?
- A.** A converged network infrastructure can offer substantial maintenance and toll cost savings over traditional telephony systems, while providing a foundation for new applications and services. For customers considering IP Communications in the future, a voice-ready network will allow them to add voice services much more quickly and cost effectively. Higher models of Cisco routers (Cisco 2800 and Cisco 3800) provide IP Communications as an integrated service, while Cisco 1800 and Cisco 800 provide IP telephony as an extension to a larger enterprise network.

How Do I Benefit From Selling a Cisco Integrated Services Router?

- Selling a Cisco Integrated Services Router provides a platform that enables you to position advanced technologies such as security and wireless as a part of a complete solution. This means you have higher margin sales.
- A Cisco Integrated Services Router sale represents a long-term opportunity to continue selling to that customer, because the platform has the performance and memory needed to support new services as their needs evolve.
- As a Cisco reseller, you now have the opportunity to capture a customer's security, wireless LAN, VPN, and voice business, as well as providing traditional networking solutions.
- Cisco Integrated Services Router with the new services such as security, wireless LAN, and voice, provide a perfect reason why a customer should migrate the old equipment.
- Cisco provides support services targeted for smaller business customers, so you can generate a recurring revenue stream from the resale of these contracts.

What Common Objections Can I Expect, and How Should I Address Them With My Customers?

Objection: Why isn't the consumer-class router sufficient for my business? Doesn't it have the same features?

Answer: Some of today's consumer-class routers appear to have the same features and capabilities of a business-class router. While these products may have some of the features needed in a business environment, close inspection of their routing and security features find many capabilities lacking. This is not a point product to build a network that is a core secure foundation of your business, where your employee productivity depends on the network and revenues are derived.

Also consider the network support Cisco can provide with ready access through the world-class services operation.

Objection: I already have a router that works. Why should I buy a new one?

Answer: A Cisco Integrated Services Router is much more than just a router. It is a platform for secure, converged services that can improve your operational efficiency and speed time-to-productivity by enabling you to deploy needed services, such as security and wireless networking. In addition Cisco offers limited-time incentives for migrating older Cisco routing platforms to integrated services routers.

Objection: Is it really a good idea to put all of my security services on the router?

Answer: A Cisco Integrated Services Router can bring the power of multiple external devices onto independent, yet collaborative sections of the router motherboard, consolidating security functions inside a single platform. Through this combination of independence and consolidation, you benefit from high performance and embedded security, but with only one, rather than many, devices to deploy, manage, spare, and troubleshoot.

Additional Resources

<http://www.cisco.com/go/isr>

<http://www.cisco.com/go/isrchannel>

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