

Cisco/Linksys SMB Product Differentiation FAQs

Q: What is the difference between Cisco products and Linksys Business Series products sold into the Small and Medium-size Business (SMB) market segment?

A: Cisco continues to expand its SMB portfolio of solutions with the integration of Linksys by Cisco products. Today, the combined Cisco and Linksys Business Series portfolio represents the largest selection of products and solutions designed for small and medium businesses in the industry. This portfolio includes both Cisco and Linksys by Cisco Business Series products and solutions, including switching, routing, voice, wireless, security, storage, and surveillance solutions. The key differences in these product portfolios are price point, ease of use, management, and service and support options.

Q: How will the integration of the Cisco and Linksys by Cisco Business Series portfolios affect partners today selling into the SMB segment?

A: With the combined Cisco and Linksys by Cisco Business Series product portfolio, Cisco channel partners now have access to the most powerful and comprehensive portfolio of products and solutions for the small and growing business. As a result, partners will be able to provide an ideal solution for any small business customer—regardless of the customer's price, manageability, or service and support requirements.

Q: How do partners know when to sell Cisco and when to sell Linksys by Cisco?

A: Cisco and Linksys offer a wide range of products and solutions for SMB customers. For a customer to successfully use and benefit from a Cisco or Linksys by Cisco solution, however, it is essential to identify the right fit for that customer. When making a decision about your businesses network and whether to consider Linksys or Cisco—it is important to consider the Network's importance to your business. If the network is core or essential to your business success—Cisco products are recommended. If your network is context or it makes life easier, but they can carry on without it, at least for a while the network is context and the success of your business is not dependent on 24x7 network availability.

Other factors to consider include the customer's installation expectations, support requirements, and level of network management expertise.

Q: Which installation scenario would require Cisco versus Linksys by Cisco?

A: Cisco solutions typically provide more advanced capabilities. As a result, they may require the customer to have an IT staff member or Value Added Reseller (VAR) with some technical network configuration and management proficiency.

Linksys by Cisco installations typically do not require the same level of technical networking proficiency as Cisco SMB solutions. However, Linksys by Cisco voice, storage, and surveillance solutions may require a more proficient IT professional or VAR.

Q: How does support differ from Cisco and Linksys?

A: Service and support of the two product portfolios are based on the name of the product portfolio. Products identified as Cisco products are eligible for Cisco Services such as SMARTnet, Smart Care and Smart Foundation. Products identified as Linksys by Cisco are eligible for basic phone support as well as fee based additional support for end users.

Q: What are the service offerings available on Cisco products?

A: Cisco support offers multiple technical service options. With a Cisco technical services contract, your customers can gain access to Cisco technical experts, as well as industry-leading Cisco tools and resources. The following are three contract types available to customers.

- **Cisco SMARTnet® Service:** Cisco SMARTnet Service is an award-winning technical support service that provides direct, anytime access to Cisco engineers, as well as extensive technical resources. The service provides rapid issue resolution, flexible device-by-device coverage, and premium service options.
- **Cisco Smart Care Service:** The Cisco Smart Care Service combines technical support and maintenance for the entire Cisco network with ongoing network monitoring and proactive network assessments. This service is partner defined and delivered. This service combines the complementary strengths of Cisco and its partners to provide a superior service experience.
- **Cisco Smart Foundation Service:** The technical service offering provides access to Cisco technical engineers who are specially trained to assist small businesses that do not have a dedicated networking staff. The service also includes advance hardware replacement, operating system software maintenance, and access to the Cisco Smart Foundation Service client and Web portal.

Q: What are the service offerings available on Linksys by Cisco products?

A: Linksys by Cisco offers basic phone support as well as fee based additional support for end users. As a Partner benefit, VARs have access to a free 'tech to tech' number and online training.

Q: How does system management differ from Cisco and Linksys?

A: Cisco products can be supported by a variety of management options, including intuitive GUIs or more extensive Command Line Interface (CLI) based solutions. Cisco SMB products can also be managed with Cisco network management solutions that can centrally manage and scale with customer networks.

Linksys by Cisco value products offer individual device management and customer/partner support.

Q: Is there a migration path or investment protection for customers that choose Linksys by Cisco initially but may grow into a Cisco solution?

A: As companies grow, technical needs grow. That's why Linksys by Cisco protects a small business' investment every step of the way. Small businesses can take advantage of the [Linksys to Cisco Trade-Up Program](#). This program gives cash back when customers trade in eligible Linksys Business Series products for Cisco networking products.



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