

Grow your business with Cisco IT solutions

SMB Buyer's Guide




CISCO

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You want your business to grow. Be profitable. And stay competitive. Having a robust network is key to your success. Cisco is the worldwide leader in technology. Our SMB portfolio delivers the reliable, scalable, and highly secure IT infrastructure that your business needs.

Your IT teams have to keep your infrastructure up and running, while reacting to urgent demands, and implementing new technologies—often with limited staff. Our **Cisco® SMB Solutions** is designed to keep you one step ahead of this constant grind. The result: IT resources are freed up, so you can focus on higher-value projects

Meet your business and IT goals

Cisco and our partners can help you meet your top business and IT challenges more cost-effectively.

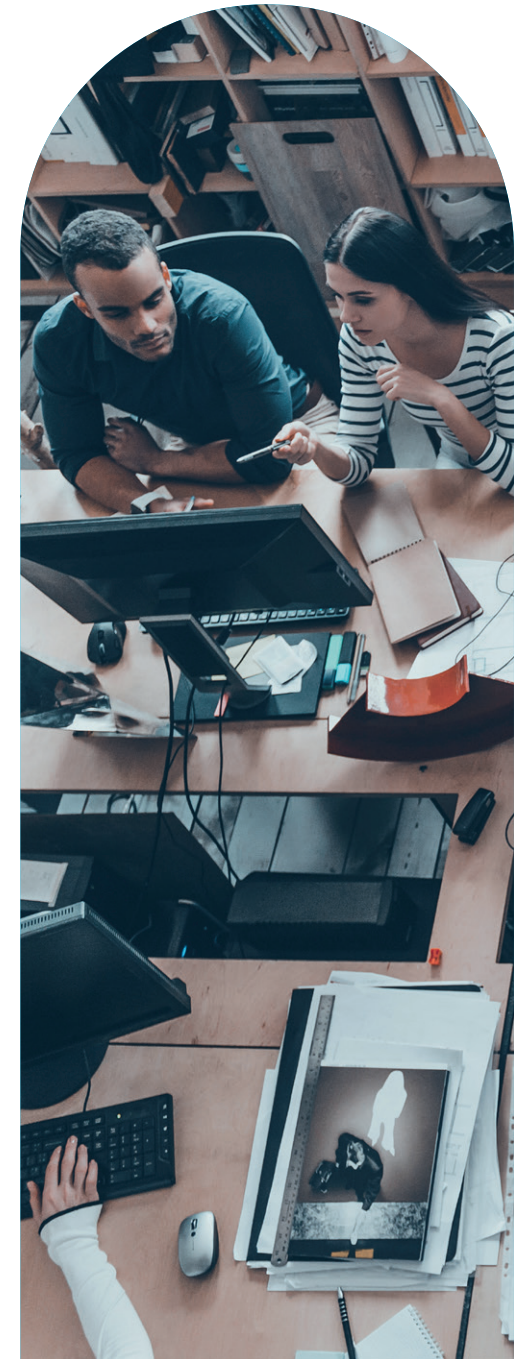
Business growth: Get the right solutions to capitalise on new revenue opportunities and grow your business. With Cisco, your IT teams can get network connectivity and services up and running quickly. You gain the flexibility, scalability, and simplicity that you need to support key business initiatives and innovations.

Customer experiences: Technology is changing your customers' expectations. They want faster service, immediate access to information, and a better customer experience. Our solutions help you provide innovative and compelling experiences to your customers, clients, patients, or citizens.

Workforce productivity: Network access is critical to productivity. Our simplified mobile, virtual, and cloud solutions make network access, virtual desktops, collaboration, and communication available anywhere, anytime, on any device. All while keeping your network highly secure and easy to manage.

Efficiency and cost reduction: Your business can suffer when your infrastructure doesn't keep pace with growth. Outdated networks, data centres, communications, or applications can diminish efficiency and increase security risks. Our solutions help make your infrastructure more efficient and cost-effective without placing extra burdens on your IT staff.

Security and compliance: You are on the front line of protecting your company's data for your business, customers, partners, and employees. Traditional security measures are not enough to stop today's advanced threats. We help you protect your organisation from advanced malware and secure your network from targeted attacks. Cisco and our partners can work with you to perform a security assessment and select the right security offerings for your business.





Partners you can trust

Most businesses depend on partners for IT expertise, staffing, and support. That's why we've made significant investments in our **global network of partners**.

They make it easy to choose, deploy, and manage your IT, so you can focus on your business.

Our partners can work with you to understand your unique needs and select the right solutions and services for your business. They offer smart managed services to simplify your IT operations and provide you with more options to meet user demands and grow your business. They can help you manage and reduce risk as they work with you to make your network more secure, efficient, and resilient.

Cost-effective solutions and services

Cisco and our partners can simplify the selection, deployment, and management of your infrastructure, applications, and tools. Our solutions bring operational efficiencies that free up your IT resources. Our comprehensive portfolio is backed by a significant R&D investment with flexible deployment options to meet your needs whether on your premises, with managed services, or in the cloud.

Network Infrastructure

Networks are more complex than ever before as the demands placed on them continue to increase. Businesses need a platform that supports automated tasks, simplified management, and flexible migrations. Our network infrastructure solutions, which are part of the Cisco Digital Network Architecture, help streamline IT and promote new business opportunities with an open and programmable approach to networking. With our award-winning network infrastructure that includes support for the Internet of Things (IoT), networked connections are now more relevant and valuable than ever before.

- **Switching:** **Cisco Catalyst®** switching and Cisco Unified Access™ solutions provide a converged network platform that is simple, smart, and highly secure. This approach results in a streamlined network that requires less effort to maintain and grow as new changes like increased mobility or software-defined-networking (SDN) arise. Converge wired and wireless on a single platform, gain advanced security across your network, and support the bring-your-own-device (BYOD) trend.

- **Routing and WAN:** **Cisco Intelligent WAN (IWAN)** can help your business deliver an exceptional user experience over any transport: Multiprotocol Label Switching (MPLS), direct Internet, or hybrid WAN. Cisco IWAN provides an application-aware network to efficiently deliver critical business applications and increase productivity. You can gain significant savings and help reduce branch infrastructure costs.

- **Wireless:** Our affordable mobility, on-premises managed, and cloud-managed solutions, such as **Mobility Express** and BYOD, help you connect mobile devices quicker and more securely to your network. With **Cisco Connected Mobile Experiences (CMX)**, you can better understand your customer and engage them more effectively with location-based services. Your organisation can reap all the productivity and customer satisfaction benefits of fast and highly secure mobile access with less risk.



Collaboration



Working together, people can achieve extraordinary things. Improve collaboration in your organisation with easy-to-use and easy-to-deploy solutions that empower people to engage and innovate, anywhere on any device. Our flexible, right-sized, right-priced **collaboration solutions** help improve teamworking, enhance workforce mobility, reduce costs, speed up decision making, and enhance customer relationships.

IP phones and collaboration endpoints:

Our broad portfolio of exceptional **IP phones and collaboration endpoints** lets you mix and match desktop phones, mobile apps, video conferencing systems, and digital whiteboards to fit your exact needs. Whether individually, or in teams, your employees can work from anywhere and turn any space into a collaborative workspace.

Cloud collaboration solutions:

Cisco Spark™ is an app-centric, cloud-based service that provides a complete collaboration suite for teams to create, meet, message, call, and share. Regardless of whether they're together or apart—teams can collaborate in one continuous workstream before, during, and after meetings. And with Cisco Spark Advanced Meetings, you can host meetings for up to 200 people with all the capabilities powered by **Cisco WebEx**.

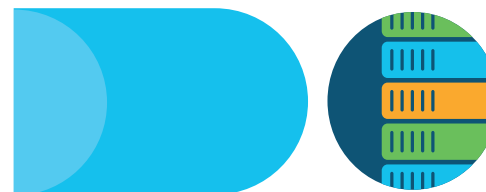
Premises-based collaboration solutions:

The **Cisco Business Edition 4000** provides essential voice over IP telephony and voicemail for smaller businesses with up to 200 phones. Meanwhile the **Cisco Business Edition 6000** offers premium voice, video, mobility, messaging and presence, and contact centre capabilities for up to 1,000 users. If you expect to grow beyond 1,000 users or need a large on-premises deployment, consider the **Cisco Business Edition 7000**.

Customer care: Cisco Unified Contact

Centre Express delivers a highly secure, multi-channel customer contact solution that helps you interact with—and keep—customers.

Data Centre



Modernise your data centre and older IT infrastructures with a hybrid IT solution that maximises application performance, mitigates risk, and increases operational agility in order to guide your digital transformation journeys. Cisco empowers organisations with the choice and flexibility to run any traditional and cloud-native applications using converged and hyper-converged infrastructure solutions that can be deployed across on-premises, managed, and public clouds. This architectural approach ties **analytics, simplicity, automation, and protection (ASAP)** tightly with a consistent policy across a hybrid cloud built with industry-leading data centre networking, security, converged infrastructures, and software-defined solutions.

Data centre networking: Meet the new demands that mobile users, virtualised servers, applications, and clouds are placing

on your data centre. Cisco data centre switches use a fabric architecture that delivers improved operational efficiency and flexibility. This gives you increased performance, visibility across all resources, and support for innovation and growth.

Unified computing: Simplify data centre operations and create a platform to support your physical, virtual, and cloud computing needs. **Cisco Unified Computing System™ (Cisco UCS®)** servers help you improve data centre management, increase operational speed, and reduce TCO.

Integrated infrastructure: Cisco is recognised by Gartner and IDC as a leader in the integrated systems market segment. Evolve your data centre with Cisco UCS Integrated Infrastructure to deploy and scale applications faster, drive revenue, lower TCO, and reduce risk.

Customer Stories

Empower employees: Learn how a cloud hosting and recovery company helps its workforce innovate with Cisco mobility solutions.

Enhance student learning: See how a K-12 school that serves students with language-based learning disabilities built a wireless network to support high-bandwidth learning tools, multi-device connectivity, and cloud-based teaching solutions.

Data centre security: Your data centre is critical to the success of your business. Protect it with specialised, best-in-class security that doesn't restrict agility or performance. The **Cisco Secure Data Centre** solution gives you integrated protection and dynamic, intelligent control to defend against today's sophisticated attacks.

Security

Your business needs robust security solutions to protect your customer and business data from cybersecurity threats. Until now, security leaders have taken one of two approaches: reluctantly settling for weaker, but manageable unified security solutions, or deploying stronger disparate solutions that don't fit or work together. These approaches create gaps, management headaches, and inefficiencies that attackers can exploit. In addition, point solution features often overlap, with redundant costs for unnecessary security functionality.

SMB organisations need security that is effective and simple. Cisco makes **security solutions** that are accessible for such businesses everywhere and on every device—from the network to the cloud. We make security less complex by providing a best of breed portfolio that is tailor made and designed for seamless integration.

Firewall security: Stay ahead of emerging threats and gain collective security intelligence. **Cisco Firepower next-generation firewalls** provide an integrated, single-box solution with superior threat prevention and mitigation for both known and unknown threats.

Email and web security: **Cisco Email Security and Cisco Web Security** solutions offer industry-leading, real-time threat defense. Protect your organization from web and email-borne threats and help secure your network from targeted attacks.

Cloud security: Cisco cloud security provides effective, powerful security and control so you can adopt the cloud with confidence. Gain visibility and protection everywhere for your users, data, and the applications you buy or build. And with Cisco's cloud managed security, you get policy enforcement and threat intelligence that is simple to use.

Advanced malware protection: **Cisco Advanced Malware Protection (AMP)** combines prevention, continuous monitoring, and response capabilities into one security technology to defend against, and rapidly respond to, today's most advanced attacks on the network, web, email, and endpoints.

Data centre security: Our Secure Data Centre Solution gives you scalable protection, adaptability, and flexibility that is dynamic and responsive to your business. You get rapid provisioning, increased performance, and security intelligence integrated into the fabric of your data centre.

Secure mobility: **Cisco AnyConnect® Secure Mobility** offers not just outstanding VPN services, it also provides security policy enforcement that is context-aware, comprehensive, and pre-emptive. Add **Cisco Umbrella Roaming** for seamless endpoint protection, on or off the network.



Customer Stories

Build imaginative workspaces: Digital transformation raises efficiency, and employee and customer experience.

Create a winning edge: Marketing firm brings their teams, clients, and their best ideas together in one place with Cisco Spark.

Enable more effective communication and teamwork: Technology company fosters innovation and cuts costs with Cisco collaboration.

Customer Stories

Increase security effectiveness and cost savings: Learn how SCHEELS better protects its 26 retail stores at less cost.

Build a scalable, secure data centre: Fast-growing Beachbody uses Cisco next-generation Firewall to protect data centre and position it for future.

Secure access: The **Cisco Identity Services Engine (ISE)** offers identity and access control that gathers real-time contextual information from networks, users, and devices. Now you can make proactive network governance decisions to enforce intelligent, highly secure access policies across your wired and wireless networks.

Securityintelligence: Threat intelligence expertise can analyse and protect against both known and emerging threats. Talos develops threat intelligence for Cisco security solutions, using a sophisticated infrastructure and systems that analyse unrivalled telemetry data from Cisco and our robust open source community.

Customer Stories

Create smarter operations: An Indiana-based technology company uses Cisco UCS technology to manage parking operations in a more effective way.

Improve operational efficiency: San Joaquin County takes Cisco's private cloud to support growing community management.

Technical Support Services

Far beyond basic warranty coverage, Cisco technical services provide you with the expertise and extensive resources needed to evolve and grow your network and your business. Our award-winning hardware and software support protects business continuity, improves operational efficiency, and increases IT agility.

With **Smart Net Total Care (SNTC)**, you can reduce downtime with our fast, 24x7 expert technical support and flexible hardware coverage provided by the Cisco Technical Assistance Centre (TAC). This proactive support provides hardware replacement in as little as two hours and allows you to focus on your business. It also offers integrated smart capabilities that provide current, actionable information about your installed base, contracts, and security alerts to help make your support work flows more efficient.

Software Support Services (SWSS): Help you maximise performance of your Cisco software and mitigate security risks by keeping your software up to date with the latest features, functionality, and security updates. These services help you resolve software issues quickly and they include maintenance, minor updates, and major application upgrades for Cisco ONE and Cisco Collaboration software to protect your investments.

Why Cisco for your business?

At Cisco, we believe the network is key to the success of your business. We've been leading the way in network for over 30

years. We deliver an affordable, reliable, and secure infrastructure to meet your needs. Our SMB Solutions are simple and easy to deploy, manage, and scale.

They are supported by a global network of trusted and highly skilled partners. Together with our partners, we provide you with the visibility and insight you need to improve your customer experience, fuel innovation, maximise efficiency, and minimise risk. With Cisco, you gain peace of mind and investment protection through best-in-class TCO to support your business, your way.



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Stay ahead of the curve

Staying ahead of **market trends** is vital to the success of your business.

How is your IT team addressing these top trends?

Cloud: Clouds offer flexible, on-demand IT service delivery. Moving to the **cloud** could give you more options to meet user demands and grow your business. Cisco and our partners can help you enhance your business with public, private, or hybrid clouds. The choice is yours.

Risk reduction: Your IT teams need to meet compliance requirements and implement new technology, all while keeping the infrastructure highly secure. We provide the IT security, resiliency, and investment protection you need. Our partners can help you choose the right products to protect your network, secure your data, and **reduce risk** to your business.

Mobility: Engage in today's **mobile** world of multiple devices and BYOD, anytime, anywhere.

Create flexible work environments. Instantly gain access to the information you need and improve productivity across departments, locations, and time zones.

We can help keep your business on the move while helping to secure your data, devices, and infrastructure.