Cisco Catalyst Access Switching Positioning

Start with “why Cisco”... the best solutions for today and tomorrow

Industry Leading Capabilities
- Wi-Fi 6 Optimized Supporting higher density & bandwidth for wireless
- Very High Speed Uplinks All Catalyst 9000 switches offer 25 Gbps uplink options
- Multigigabit Ethernet Up to 10 Gbps over standard Cat 5E cabling
- Upgraded PoE 90 Watt UPOE+ to support lighting & facility power

Handles Evolving Demands
- More Bandwidth! 1G to 100G to handle 12.3 Billion mobile devices in 2022
- IoT Goes Mainstream Securely connect IoT devices that will grow by 50% by 2022
- Growing Threats Detection even with 50–70% of malware being encrypted

Shifts IT focus to Innovation
- Automate for Simplicity Save as much as 67% provisioning time
- Equip NetOps with AI 90% reduction in time for issue detection & resolution
- Defend Against Threats 47% reduced impact from security breaches

Flexible platform options to meet diversified customer needs

Choose Cisco Catalyst 9400 Series or Catalyst 9300 Series modular uplink models (C9300)
- Designed for security, mobility, IoT, and cloud
- High availability, mGig, 90W UPOE+, ETA, StackWise
- Catalyst 9800 Embedded WLC and application hosting (C9300)
- Highest density copper and fiber applications

Choose Cisco Catalyst 9300 Series fixed uplink models (C9300L)
- Full security with visibility
- High availability, mGig, EAP, App Hosting, StackWise
- Catalyst 9800 Embedded WLC and application hosting
- Single box solution with Fabric-in-a-box
- Compared to Catalyst 9200, 100% feature upgrade with just 7% price uplift

Entry Point for IBN
- Simple branch
- Consider Cisco 9200 Series (C9200 and C9200L)
  - Extend automation and policy
  - StackWise and mGig
  - Limited SD-Access

Limited SD-Access, Fabric Edge, Full NetFlow

Lead with Catalyst 9400 or 9300 for innovations in IBN

Full SD-Access, Fabric-in-a-Box, Embedded wireless controller
Wired Assurance, SD-Access, AVC
ETA, MACsec–256, segmentation
On-box App Hosting
HA, Hot Patching, Stackpower, UPOE+

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Your customer has this software tier…

→ …and would benefit from Cisco DNA software

Cisco IP Services → Cisco DNA Premier
IP Base → Cisco DNA Advantage
LAN Base → Cisco DNA Essentials

Platform Upgrade Guidance

<table>
<thead>
<tr>
<th>Your customer has…</th>
<th>…they used it for…</th>
<th>…upgrade to…</th>
<th>…with…</th>
<th>…for this benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalyst 4500E</td>
<td>Secure, resilient campus</td>
<td>C9400</td>
<td>Flexible, modular&lt;br&gt;9 Tbps Backplane&lt;br&gt;Up to 4,320W PoE</td>
<td>High density (144+ ports), campus network segmentation, secure access policy, assurance &amp; automation</td>
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<tr>
<td>Catalyst 3850</td>
<td>C9300</td>
<td></td>
<td>480 Gbps Backplane&lt;br&gt;Up to 40 Gbps Uplink&lt;br&gt;More mGig &amp; UPoE+</td>
<td>Optimized for multi-switch stacking, Campus network segmentation, secure access policy, assurance &amp; automation, EWLc, app hosting</td>
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<tr>
<td>Catalyst 3650</td>
<td>C9300L</td>
<td></td>
<td>320 Gbps Backplane&lt;br&gt;Up to 890W PoE</td>
<td>Campus network segmentation, secure access policy, assurance &amp; automation, embedded WLC, app hosting</td>
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<tr>
<td>Catalyst 2960XR</td>
<td>Business critical branch</td>
<td>C9300L</td>
<td>160 Gbps Backplane&lt;br&gt;Up to 40 Gbps Uplink</td>
<td>Limited network segmentation, software image management, enhanced device onboarding</td>
</tr>
<tr>
<td>Catalyst 2960X</td>
<td>Simple branch</td>
<td>C9200</td>
<td>80 Gbps Backplane&lt;br&gt;Up to 25 Gbps Uplink</td>
<td>Software image management, enhanced device onboarding</td>
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</table>

Your customer's current solution is…

→ …and would benefit from Cisco DNA software

Cisco Catalyst Access Switching Positioning

Conversation Starters

1. What percent of your time and budget do you spend on troubleshooting, keeping the lights on, and do you have time and resources to innovate?
   Let’s talk about network assurance using Cisco DNA Center

2. How comfortable do you feel about your control of devices, users, and policy on your network in the face of rising complexity?
   Let’s talk about analytics, visibility, and segmentation with an intent-based network.

3. How do you keep all software up to date without creating outages?
   Let’s talk about automation using Cisco DNA Center

Up-sell platform and software tier with architectural use cases

<table>
<thead>
<tr>
<th>Software Tier</th>
<th>Lead Architectural Use Cases</th>
<th>C9400</th>
<th>C9300</th>
<th>C9300L</th>
<th>C9200</th>
<th>C9200L</th>
</tr>
</thead>
<tbody>
<tr>
<td>DNA Premier</td>
<td>Campus Network Segmentation - Simplify the implementation and maintenance of scalable, highly-secure policy for apps and users. Significantly decreased operational costs and drastically reduced security risks due to granular control. Increased regulatory compliance and audit capabilities.</td>
<td>Best for 144+ Ports</td>
<td>Better for 96+ Ports</td>
<td>Good for single switch</td>
<td>✓</td>
<td>X</td>
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<td></td>
<td>Secure Access Policy - Ability to connect an increasing number of device types to optimally support the business. Decreased costs associated with policy management with dynamic security capabilities by user, device, and application. Drastically reduced security risks associated with access, both wired and wireless.</td>
<td>Best for 144+ Ports</td>
<td>Better for 96+ Ports</td>
<td>Good for single switch</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>DNA Advantage</td>
<td>Campus Network Assurance and Automation - Identify and solve network issues faster leading to higher productivity. The network uses AI and ML to identify and remediate anomalous behavior and peer comparison. Reduces IT operational expenses.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
<td>X</td>
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<tr>
<td>DNA Essentials</td>
<td>Campus Software Image Management - Consistency of software and features. Decreased number of security – and configuration – incidents and vulnerable platforms in the network. Increased agility to meet changing needs of the business.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>Network Device Onboarding - Deployment improvements allow focus on innovation. Increased agility. Reduced time to implement new services, sites, and platforms.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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