



One Size Does Not Fit All Small Businesses

Network Solutions for Every SMB

Secure. Mobile. Powerfully Simple.



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How do you select the perfect SMB network solutions for you?



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What you need is a network that's both powerful and simple.

Introduction

How do you select the perfect SMB network solutions for you?



The people who say life is complicated should try running a business today.

Between the endless shifts in customer demands, changing regulations, ever-evolving technologies—and potential security threats, and the need for an always-on, always mobile workforce, the tide of complexity is almost overwhelming.

What you need is a network that's both powerful and simple.

Simple to run, wherever business takes you.

Simple to secure, local to mobile.

Simple to adapt, for today and tomorrow.

But affordable right now.

This e-book selector guide is intended to make choosing the right networking solutions easy with:

- An approach based on typical SMB organizations
- An introduction to a tool that helps you select the right solutions
- Additional considerations you'll need to make

Prepare to Grow

For too many small business owners, networking has become a real growth bottleneck.



Now you can leverage the networking capabilities you need to grow – at every stage of growth – without wasting resources on capabilities you don't need.

Serve customers, grow revenue, increase productivity, lower costs and protect against security threats – with secure network solutions right sized for your business.



For too many small business owners, networking has become a real growth bottleneck.

You have less time, money, and people to set up and operate complex network infrastructures. You also face most of the same networking and security challenges of larger companies that do have more of these resources. You have to choose between two undesirable options. You can either compromise your networking while also exposing your organization to greater risk – from both competitors and security threats, or you could invest in “big company” networking – even if that meant robbing critical resources from other areas of the business – and even if those investments were underutilized.

Enter Cisco SMB networking solutions – nobody knows more about building and securing networks of all sizes than we do. So, we can build the right network for you. Your business. Your budget. Your resources. Your security. But also for your schedule, your workload, and your ambitions.

That's the power of simplicity.

Prepare to grow

More secure, mobile, reliable, and affordable



SMBs can now serve customers, grow revenue, increase productivity, lower costs and protect against security threats – with a portfolio of products and solutions right sized for the digital age.



Cisco SMB networking solutions are:



Secure: when security is embedded, every user, app, and location is always on and open for business.



Mobile: Mobile networks that set up easily, grow fast, and help you work smarter.



Reliable: Delivering the industry's highest standard on network uptime and lifetime warranties so your business doesn't miss a beat.



Affordable: Cisco offers solutions at every price point without compromising quality.

Management Options



Which is right for you?
On-device or Cloud-based management.

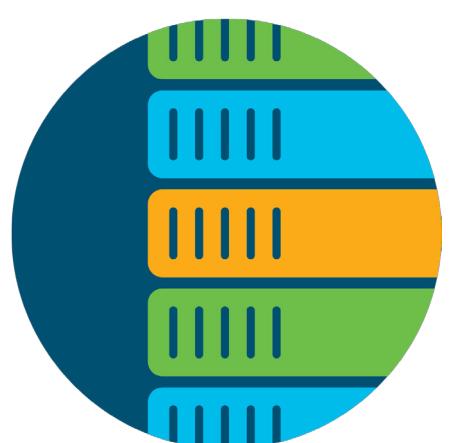
Cisco Secure Mobile Network for SMB

On-device management

	Switching	Wireless	Routing	Security		Switching	Wireless	Routing	Security
No IT	SG250	WAP150	RV340	RV340		MS120	MR33	MX64	MX64
Low IT	2960-L	Aironet 1815	ISR 800	ASA 5506-X		MS120	MR33	MX65	MX65
Full IT	2960-L	Aironet 1815	ISR 1000	ASA 5508-X		MS210	MR33	MX100	MX100

Security Everywhere: Umbrella and Advanced Malware Protection

While all networking equipment is installed onsite, you can choose which type of management option is best for your organization. If you see products with Cisco Meraki, that is a cloud-based management option, meaning you can manage all of your Cisco Meraki equipment from a cloud-based console. Cisco products can be managed from a wired or web-based management console, or for the techies out there, from a command line.



Meet Sam, Brenda and Bill

Three Small-Medium Businesses Introduction



See how IT networking decisions impact different businesses, as we look at the profiles of three typical small-to-medium size businesses

To see how IT networking decisions impact different businesses, we can look at the profiles of three typical small-to-medium size businesses:

- Sam’s Cafe is an example of a “No IT” support organization that may have between 5 and 50 employees, and may be supporting between 5 and 50 customers in the cafe.
- Brenda’s agency is an example of a “Low IT” support organization that may have between 50 and 100 employees
- Bill’s growing healthcare firm is an example of a “Full IT” organization that may have between 250-500 employees

Let's meet them:



Use Case #1: No IT

Sam | Owner



“Our overriding priority is having technology solutions that are super reliable for nontechnical users and simple to operate, so I can focus on running my business.”

Background

I'm an entrepreneur and retail/café business owner with no IT experience. My customers love the great networking environment and want peace of mind.

Business needs

My café needs the best no touch Internet and wireless access to be running for 5 to 50 customers – and collecting marketing analytics to send coupons and special offers to keep them coming back.

How Sam views the network:

- First deployment
- Wants an out-of-the-box, low maintenance solution
- Needs a low cost, but reliable network
- Needs to prevent security breaches

No IT	Switching	Wireless	Routing	Security
On-device management				
Cloud-based management	SG250	WAP150	RV340	RV340

Security Everywhere: Umbrella and Advanced Malware Protection

Use Case #2: Low IT

Brenda | IT Manager



"I need our employees to reliably meet with customers, partners, and employees on the phone, video, or web conference to be more productive and create a positive experience."

Background

Sole IT manager with 5+ years of experience. Manages a changing business environment while keeping pace with technology advances.

Business needs

My agency enjoys solving problems for our clients with seamless Internet access, and always-on wireless collaboration.

I want a reliable network for 50-100 people that's easy to manage so we can focus on improving our user experience.

How Brenda views the network:

- Wants to design a network for growth
- Employees need easy access to the network at all times
- Heavy use of mobile devices and collaboration tools
- Needs to prevent security breaches and meet compliance requirements

Low IT	Switching	Wireless	Routing	Security
On-device management				
Cloud-based management	2960-L	Aironet 1815	ISR800	ASA-5506-X

Security Everywhere: Umbrella and Advanced Malware Protection

Use Case #3: Full IT

Sam | IT Director



"My company has grown faster than my IT group and network has. I need to support more applications and support more users cost-effectively without having to redo my cabling or electrical infrastructure."

Background

IT team lead with 10+ years of experience.

Business needs

Anticipate my business challenges and network needs for the next two years.

I manage this multi-location health claims company with 250+ people. My network must be 100% bullet-proof, reliable and secure to support users cost-effectively, support our growing customer base, and support more applications.

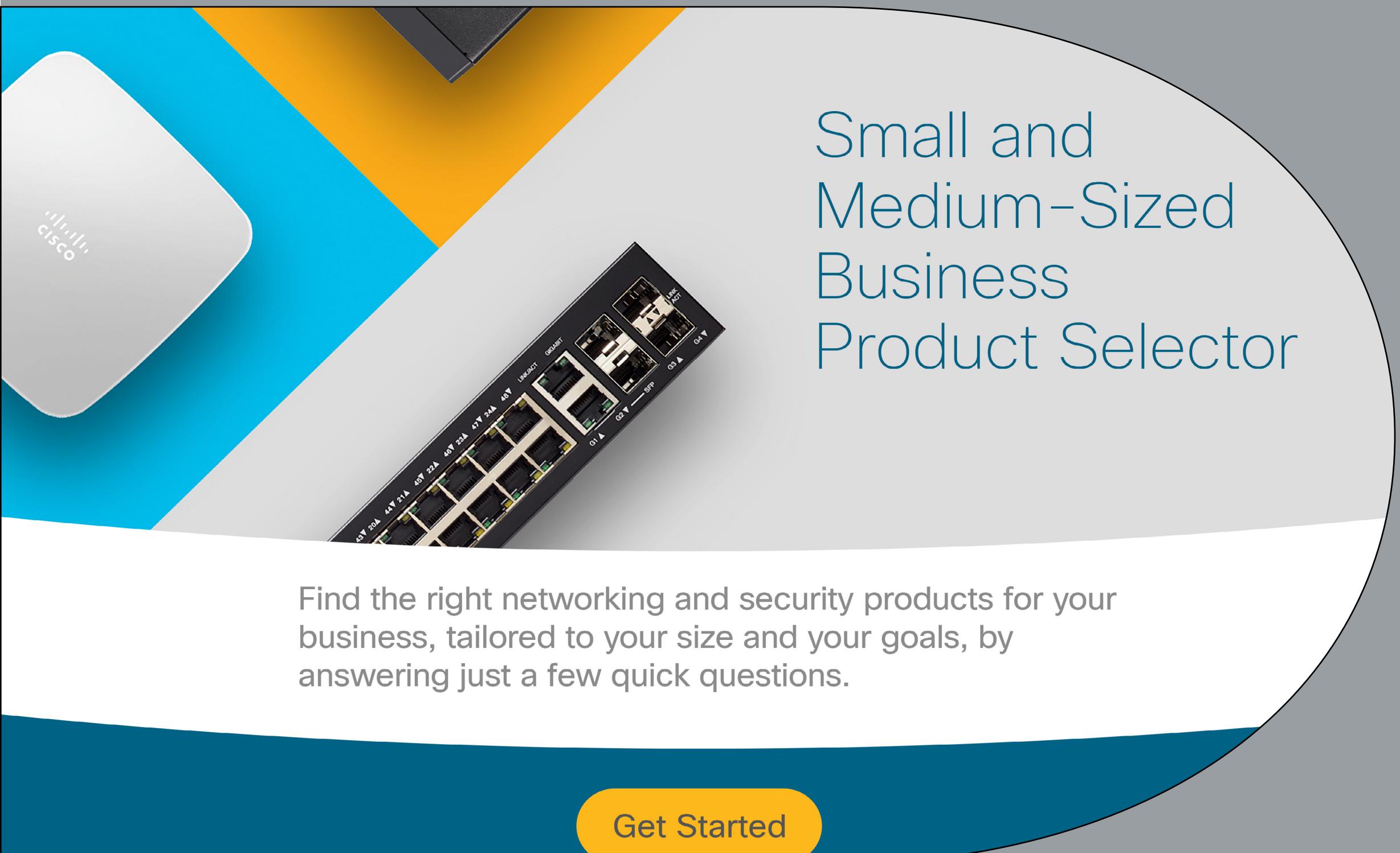
How Bill views the network:

- Aims to optimize network for greater growth and efficiency
- Wants to make sure it can support more and more applications
- Needs to connect IoT devices, such as access points, surveillance cameras, and environmental sensors
- Eventually wants to scale to support supply chain and e-commerce
- All critical: Uptime, availability, preventing security breaches, meeting compliance requirements, and network performance

Low IT	Switching	Wireless	Routing	Security
On-device management				
Cloud-based management	2960-L	Aironet 1815	ISR 1000	ASA-5508-X

Security Everywhere: Umbrella and Advanced Malware Protection

Our Solution Selector Tool



Small and Medium-Sized Business Product Selector

Find the right networking and security products for your business, tailored to your size and your goals, by answering just a few quick questions.

[Get Started](#)



Simple guidance for choosing the perfect SMB network solutions for you!

You're running a business, and evaluating technology solutions and doing proofs of concepts aren't your top priority.

That's why we provide a simple tool to help you choose which products are best suited for your environment – switching, wireless, routing, and security – with just a few simple questions.

Click here to try the Solutions Selector Tool now.

Small and Medium-Sized Business Product Selector

How is your network used? (Select all that apply.)

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Internet browsing

Data transfer

Collaboration apps

Videoconferencing

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Small and Medium-Sized Business Product Selector

Your on-device management solution

Cisco has networking solutions for small and midsize businesses, both on-device and in the cloud. Based on your answers, here's the package we recommend for you.

Switching	Wireless	Routing	Security
 Cisco Catalyst 2960-L Series Switches	 Cisco Aironet 1815 Series Access Points	 Cisco 1100 Integrated Services Routers	 Cisco ASA 5508-X with FirePOWER Services
<small>Cisco Advanced Malware Protection (AMP)</small>			
<small>Cisco Umbrella</small>			

[On-device management](#) [Cloud-based management](#) [Start Over](#)

Questions

Results



Secure. Mobile.
Powerfully
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Network Solutions for Every SMB

