



Cisco Catalyst 2960 Series Switches

Enhanced Network Security, Availability, and Manageability for Medium-Sized Businesses

At-A-Glance

Why Should I Care About the Cisco Catalyst 2960 Series Switches?

Figure 1. Cisco 2960 Series Switch



Cisco offers a family of intelligent managed switches designed specifically for medium-sized businesses. The Cisco® Catalyst® 2960 Series is a family of fixed-configuration, standalone switches that provide Fast Ethernet and Gigabit Ethernet connectivity and support enhanced switching services, advanced security, IP communications, wireless networking, and scalable management. These switches deliver the security, intelligence, and rich feature set required in today's demanding business environments.

What Problems Need to Be Solved?

To succeed in today's competitive business environment, medium-sized businesses must:

- Achieve optimal network availability and performance to support demanding applications and services
- Maintain the strongest security to protect business assets and comply with regulatory requirements
- Provide advanced network intelligence to support delay-sensitive IP voice and video traffic
- Create a highly scalable network foundation that can be easily managed and centrally controlled
- Support advanced technology deployments such as IP telephony and wireless LANs

Elevator Pitch

The Cisco Catalyst 2960 Series Switches provide the performance, availability, and manageability that today's medium-sized businesses demand, as well as the intelligence to support business applications and security services. By providing these capabilities in

the network foundation, companies can improve the availability of critical applications, protect business information, more easily accommodate expanding services, and optimize network bandwidth to more effectively deliver information and applications.

Features and Capabilities

The Cisco Catalyst 2960 Series is available with LAN Base software or LAN Lite software. Both versions provide:

- **Robust connectivity to the desktop** to alleviate bottlenecks and boost application performance
- **Enhanced security**, including support for identity services, as well as secure encryption of administrative traffic
- **Redundancy and resiliency features** to protect the availability of critical applications
- **Power over Ethernet (PoE)** to support wireless environments, IP phones and video cameras, eliminating the need for separate power supplies and cabling for Ethernet-powered devices
- **Quality-of-service (QoS) intelligence** to classify traffic on the network, prioritize important applications, and optimize network bandwidth
- **Simple, scalable management** with the ability to use a command-line interface (CLI) or the GUI-based Cisco Network Assistant and Cisco SmartPort technology
- **Long-term investment protection** with a limited lifetime hardware warranty and ongoing software updates at no additional cost

In addition, the Cisco Catalyst 2960 Series with LAN Base software can provide:

- **Gigabit Ethernet to the desktop** to deliver superior performance in the most demanding environments
- **Advanced security features**, including enhanced access control lists (ACLs) to guard against network attacks and Dynamic Host Configuration Protocol (DHCP) snooping to block rogue devices

- **Enhanced QoS features** to support demanding, delay-sensitive IP voice and video applications
- **Enhanced high-availability features**, including voice-aware 802.1x port security and support for the Cisco Redundant Power System (RPS) 2300 solution to provide transparent power backup of redundant switches

For a complete list of supported features on both the Cisco 2960 LAN Base and LAN Lite, visit: <http://www.cisco.com/go/smbpartner/switching> and select the Technical Resources tab.

Benefits for Customers

The Cisco Catalyst 2960 Series allows growing medium-sized businesses to:

- Improve employee productivity and customer responsiveness by preserving the availability of essential business applications and supporting advanced IP voice and video services
 - Enhance the performance of business applications and use network bandwidth more efficiently
- Provide robust network security to protect customer data and assets, block network attacks, and comply with regulatory requirements
- Easily deploy and centrally manage IP communications and wireless solutions
- Improve the operational efficiency of IT staff by reducing the time and effort required to configure, manage, and optimize the network as the business environment grows
- Protect technology investments with a scalable, centrally manageable network foundation that can grow with the business and continually support new applications

Benefits for Cisco Partners

With the Cisco Catalyst 2960 Series, Cisco partners can:



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- Build a robust network foundation for medium-sized customers that includes advanced security, QoS, and PoE—providing opportunities to upsell advanced IP technologies and service engagements
- Reduce the cost and effort required to deploy, configure, and manage SMB networks, allowing partners to focus more time and resources on business growth
- Solidify their role as strategic advisers who can align technology strategies and solutions with the unique needs of SMB customers

How Do I Qualify Customers for the Cisco Catalyst 2960 Series Switches?

The Cisco Catalyst 2960 Series is designed for:

- Medium-sized businesses and small branch offices that:
 - Have a technically savvy IT staff and are majority technology adopters but also require a competitive price
 - Are boosting security to comply with regulatory requirements
 - Are deploying or considering deploying IP communications solutions, wireless LANs, or IP video solutions
 - Could benefit from improved application performance and reliability with higher bandwidth to the desktop
 - Require a highly scalable solution that can evolve with the business

What Questions Should I Ask to Initiate Sales?

- Are you planning to add new locations or applications? How will your current network switching environment scale with your business as it grows?
- Is your current network helping you comply with regulatory requirements?
- Are you planning to add advanced technologies such as IP telephony or wireless LANs? If so, have

you considered the cost of installing power lines to accommodate the new technologies?

- Do you plan to add more employees? If so, how confident are you that your network can support the growth?
- How much more productive could your employees be if the network applications they used had more bandwidth and better performance? How confident are you that your network will provide the bandwidth and performance you will need over the next few years?
- Is your business and customer information currently protected from network attacks, whether they originate from inside or outside your network?
- Do you use or are you considering using an IP voice system? How confident are you that your network can provide the performance, bandwidth, and quality of service necessary for high-quality voice communication?

Product Family and Ordering Information

The Cisco Catalyst 2960 Series with LAN Base software includes 11 models, as shown in Table 1.

Table 1. Product Numbers and Descriptions for Cisco Catalyst 2960 Series Switches with LAN Base Software

Product Number	Description
Desktop Switches with Fast Ethernet Connectivity	
WS-C2960PD-8TT-L	8 10/100 ports and one 10/100/1000 PoE input port; compact size with no fan
WS-C2960-8TC-L	8 10/100 ports and 1 dual-purpose uplink port (10/100/1000 or SFP); compact size with no fan
WS-C2960-24TT-L	24 10/100 ports and 2 10/100/1000 uplink ports
WS-C2960-48TT-L	48 10/100 ports and 2 fixed 10/100/1000 uplink ports
WS-C2960-24TC-L	24 10/100 ports and 2 dual-purpose uplink ports
WS-C2960-48TC-L	48 10/100 ports and 2 dual-purpose uplink ports

Product Number	Description
Desktop Switches with PoE Connectivity	
WS-C2960-24LT-L	24 10/100 ports (PoE supported on 8 ports) and 2 fixed 10/100/1000 uplink ports
WS-C2960-24PC-L	24 10/100 PoE ports and 2 dual-purpose uplink ports
WS-C2960-48PST-L	48 Ethernet 10/100 PoE ports with 2 fixed Ethernet 10/100/1000 uplinks and 2 SFP uplinks ports
Desktop Switches with Gigabit Connectivity	
WS-C2960G-8TC-L	8 10/100/1000 ports, 1 of which is dual-purpose; compact size with no fan
WS-C2960G-24TC-L	24 10/100/1000 ports, 4 of which are dual-purpose
WS-C2960G-48TC-L	48 10/100/1000 ports, 4 of which are dual-purpose

The Cisco Catalyst 2960 Series with LAN Lite software includes five models, as shown in Table 2.

Table 2. Product Numbers and Descriptions for Cisco Catalyst 2960 Series Switches with LAN Lite Software

Product Number	Description
WS-C2960-8TC-L	8 Ethernet 10/100 ports and 1 dual-purpose uplink port (10/100/1000BASE-T or Small Form-Factor Pluggable [SFP]*)
WS-C2960-24-S	24 10/100 ports
WS-C2960-24TC-S	24 10/100 ports and 2 dual-purpose uplink ports
WS-C2960-24LC-S	24 10/100 ports with 8 ports of PoE and 2 dual-purpose uplink ports
WS-C2960-24PC-S	24 10/100 ports with PoE and 2 dual-purpose uplink ports
WS-C2960-48TT-L	48 Ethernet 10/100 ports and 2 fixed 10/100/1000 uplink ports
WS-C2960-48TC-S	48 10/100 ports and 2 dual-purpose uplink ports
WS-C2960-48PST-S	48 10/100 ports with PoE and 2 10/100/1000BASE-T ports and 2 SFP ports

* The SFP-based Gigabit Ethernet ports accommodate Cisco 1000BASE-SX, 1000BASE-LX, and 1000BASE-FX SFP transceivers.



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Competitor plus Competitor SKUs

Cisco switches differentiate from the competition based on the integration of intelligent services such as advanced QoS, security and higher availability as well as a lower total cost of ownership.

Table 3 shows key competitors and comparable competitor SKUs to the Cisco Catalyst 2960 Series

Table 3. Key competitors and and comparable competitor SKUs

Competitor	SKU
3Com	3870; 4200; 4500
Alcatel	6200
D-Link	3000; 3100
Enterasys	A-Series; B-Series
Extreme	x150; x250
Foundry	Edgelron
Huawei	3100; 5100
Nortel	425/470; 2500; 4500
ProCurve	2610; 2600; 2800

Cisco Limited Lifetime Warranty

The Cisco Catalyst 2960 Series is backed by the Cisco Limited Lifetime Warranty, which guarantees that hardware will be free of defects in materials and workmanship under normal use or it will be replaced by Cisco. The fan and power supply warranty is limited to five years from the ship date. In the event that the product is discontinued, Cisco warranty support is limited to five years from the announcement of discontinuance.

Service and Support

To help customers realize the most value from Cisco network investments, Cisco provides award-winning technical support services. Customers can choose from the options shown in Table 4.

Table 4. Service and Support Options for the Cisco Catalyst 2960 Series

	Cisco SMARTnet®/ SMARTnet Onsite	Cisco Smart Foundation Service	Warranty
Duration	Renewable contracts	Renewable contracts	Limited lifetime
Cisco Technical Assistance Center (TAC) support	Yes	Within 1 business day from SMB TAC	No
Cisco operating system updates	Yes	Yes	Yes ¹
Registered access to Cisco.com	Yes	SMB Support Assistant Portal	No
Hardware replacement	<ul style="list-style-type: none">Next business dayOnsite options: 8x5x4, 24x7x4, 24x7x	Next business day as available; otherwise, same-day ship	Advance replacement (10 days)
Equipment covered	All ²	Limited	All 2960

¹ Cisco offers free Cisco IOS® Software updates for the life of the product.

² Some equipment exclusions might apply; contact your Cisco representative for more details.

How Should I Address Common Objections?

Objection: I offer my customers HP ProCurve switches due to their lower prices and lifetime warranty.

Response: Cisco products are known for their reliability, superior features, and service and support. While the initial cost may be higher for a Cisco solution, the overall cost of ownership over the life of the product is lower. Maintaining and troubleshooting customer network equipment that is performing less than optimally involves many hidden costs, as well as lost opportunity costs due to unavailable technologies. Cisco also carries a comparable limited lifetime warranty and free Cisco IOS® Software updates for the life of the product. For service require-

ments outside of product failure, the Cisco service organization is recognized for its industry-leading services, innovation, and excellence. The ProCurve warranty covers only product failure—it is not a replacement for service. It does not provide any service-level agreements and cannot help customers with configuration, interoperability, or network outages.

Additional Resources

Cisco Catalyst 2960 Series Switches
<http://www.cisco.com/go/cat2960>

Cisco Network Assistant
<http://www.cisco.com/go/cna>

Cisco SMARTnet Service
<http://www.cisco.com/go/smartnet>

Cisco Smart Foundation Service
<http://www.cisco.com/go/smbsa>