# Cisco Nexus 9000 Series Switches

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## Overview

Cisco is expanding its Cisco Nexus® Family switching portfolio with the introduction of the Cisco Nexus 9000 Series Switches. The new switches run in both traditional and Cisco® Application Centric Infrastructure (ACI) data center deployments. The Cisco Nexus 9000 Series offers modular and fixed 1/10/40 Gigabit Ethernet switch configurations. The switches operate in either Cisco NX-OS Software mode for compatibility with current Cisco Nexus switches or in ACI mode to take full advantage of Cisco ACI application policy-policy services and infrastructure automation features.

Three Cisco Nexus 9000 Series models are available:

- Cisco Nexus 9508 Switch: This 8-slot, compact switch chassis, with a 13-rack-unit (13RU) form factor, is designed for high-density end-of-row (EoR) and high-performance 10/40 Gigabit Ethernet aggregation-layer deployments. It offers a broad range of copper and fiber 1/10 Gigabit Ethernet and 40 Gigabit Ethernet line cards to meet the various specific networking requirements of enterprise, service provider, and cloud data centers.
- Cisco Nexus 9300 platform switches: These fixed switches are designed for top-of-rack (ToR) and middle-of-row (MoR) deployments. They offer non-blocking Layer 2 and 3 services over 1/10 Gigabit Ethernet, 40 Gigabit Ethernet, and Fiber Channel over Ethernet (FCoE) ports. Two models are available:
  - Cisco Nexus 9396PX Switch: A 2RU switch offering 48 fixed 10 Gigabit Ethernet Enhanced Small Form-Factor Pluggable (SFP+) ports and twelve 40-Gbps Enhanced Quad SFP (QSFP+) ports using an uplink module
  - Cisco Nexus 93128TX Switch: A 3RU switch with 96 fixed 1/10GBASE-T ports and eight 40-Gbps QSFP ports using an uplink module
- To support accelerated deployment of these new Nexus switches, two new Cisco Branded Services will immediately be available to Cisco Certified Partners.

## Market and Industry Trends

Data center and cloud infrastructure requirements are changing as a result of new types of applications and computing models, making organizations rethink their infrastructure to adapt. They are seeking data centers that are application centric and automated and that have enough capacity to support expected dramatic increases in traffic volume.

Here are some of the main changes:

- Applications are running as virtual machines.
  - Increasingly, organizations are adopting distributed applications (such as big data and Hadoop) and database applications (Oracle and SAP) that run in bare-metal environments. These require assured I/O performance, measured by latency, bandwidth, and scale, to run optimally.
- Virtualization leads to increased workloads.
  - The number of workloads per traditional server will increase from 1.5 in 2011 to 2.0 by 2016, according to **Source: Cisco GCI**.
  - Installed cloud server workloads will more than double, from 4.2 in 2011 to 8.5 by 2016, according to **Source: Cisco GCI**.
  - Increased virtualization will impel upgrades from 1 Gbps to 10 Gbps at the access layer and from 10 Gbps to 40 Gbps at the aggregation layer to support requirements for greater network scale.
- Cloud use is rising.
  - Two-thirds of all workloads will be processed in the cloud and will account for nearly two-thirds of total data center traffic by 2016, according to **Source: Cisco GCI**.
  - Annual global cloud IP traffic will reach 4.3 zettabytes by the end of 2016. By 2016, global cloud IP traffic will reach 355 exabytes per month (up from 57 exabytes per month in 2011), according to **Source: Cisco GCI**.
- Data center traffic volume will increase dramatically.
  - Annual global data center IP traffic will reach 6.6 zettabytes by the end of 2016. The increase represents nearly a quadrupling in traffic from 2011 to 2016 and a compound annual growth rate (CAGR) of 31 percent during that time period, according to **Source: Cisco GCI**.
  - Mobility uptake and multiple devices per user are contributing to the growing traffic volume.
  - Volume increases based on destination as follows*:
    - Within data center (76%)
    - Between data centers (7%)
    - Between data center and user (17%)

* **Source: Cisco GCI**

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### Buyer Challenges

Enterprises usually add new switching platforms to their infrastructure for one or more of the following reasons:

- A change in business strategy or applications that require new network capabilities and features
- End of sale or end of life of a currently used switching portfolio that necessitates replacement of old switches
- The need to address or support an indirect market trend that requires a new architecture, such as server virtualization, cloud use, and mobility.

However, adopting new switches can pose several challenges to network personnel:

- Helping ensure that the right capabilities are built into the switches
- Integrating the new switching platforms into the existing data center network without disruption
- Helping ensure that the platform can adapt to future technologies and meet evolving application needs

| Challenge 1: Helping ensure that the right capabilities are built into the switches |
|---|
| **Complications**<br>Enterprises face a balancing act. They must meet the performance and feature requirements of the changing data center while, in parallel, work toward creation of a more efficient and open architecture. |
| **Implications and Cost of Not Acting**<br>If current and evolving applications aren't supported optimally for high-quality experiences, the business jeopardizes its ability to drive new business and ensure existing customer satisfaction |
| **Position and Capabilities**<br>The Cisco Nexus 9000 Series supports increased bandwidth demands of large-scale, multimode application environments while creating a more programmable infrastructure. With the Cisco Nexus 9000 Series, you can:<br>• Simplify the migration from 1- to 10-Gbps and from 10- to 40-Gbps networking to address new application and traffic-scaling requirements<br>• Deliver power efficiency through a state-of-the-art hardware design offering the lowest per-port power consumption at about 3.5 watts (W) for 10 Gbps and 14W for 40 Gbps, saving 5000 kW per year per chassis compared to merchant-silicon-only platforms<br>• Use programmability and automation capabilities for development and operations (DevOps) processes and application agility<br>• Create a highly available network through hitless Cisco In-Service Software Upgrade (ISSU) and patching without disruption to switch operations or application performance<br>• Deploy the industry's first modular chassis with no midplane design to overcome the scaling limitations of traditional designs and protect investments in the new chassis |

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## Challenge 2: Integrating the new switching platforms into the existing data center network without disruption

**Complications**

The enterprise wants a modern switch with the capacity and features that meet the latest application traffic requirements. But how does it introduce the new infrastructure equipment into the data center without disrupting existing operations and hampering the business?

**Implications and Cost of Not Acting**

Integration with existing systems is essential for enterprises other than those making completely new (greenfield) deployments. Lack of integration or poorly implemented integration could have the following ramifications:

- Applications that do not perform properly, leading to lost productivity, lost revenue, and customer dissatisfaction
- Network "islands" that reduce the organization's capability to flexibly and quickly deploy virtual machine applications
- Need for additional personnel to manage different environments, increasing salary and operating costs

**Position and Capabilities**

The Cisco Nexus 9000 Series offers:

- Two modes of operation: Two modes are offered: Cisco NX-OS mode for compatibility and consistency with the current Cisco Nexus switches, and ACI mode. ACI mode takes full advantage of Cisco ACI application-policy-based services and infrastructure automation features. It reduces the need for staff training as the network infrastructure evolves.
- Modular and fixed 1/10/40 Gigabit Ethernet switch EoR, ToR, and MoR deployments: These options allow customers to build their network according to their specific requirements
- Highly scalable architecture: The architecture includes the Cisco Nexus 2000 Series Fabric Extenders to support even more servers in a collapsed access- and aggregation-layer design that supports 1/10 Gigabit Ethernet connectivity across multiple racks.

## Challenge 3: Making Helping ensure that the platform can adapt to future technologies and meet evolving application needs

**Complication**

- Monolithic, siloed, complex infrastructure needs to evolve to help ensure that changing application requirements can be met.

**Implications and Cost of Not Acting**

- A system-by-system approach to configuration and management does not scale. It leads to delay, is error-prone, and ultimately does not allow the business to operate on the basis of market and customer needs.
- Siloed operation views do not allow policy consistency among the application, network, security, and cloud teams or comprehensive management views. This situation can increase operating costs and affect network performance.
- Enterprises have to contend with multiple management points, proprietary licensing models, and software version-control concerns. There is lack of consistency across multiple hypervisor environments and limited capability to scale and troubleshoot problems.

**Position and Capabilities**

The Cisco Nexus 9000 Series is built from the foundation to meet the needs of applications, not only through performance, capacity, and scalability, but also through support of the Cisco ACI. When the switch series is part of a Cisco ACI fabric, customers can benefit from:

- Predefined application requirements and descriptions (policy templates) to automate the provisioning of the network, application services, security policies, tenant subnets, and workload placement; these automation capabilities reduce network and IT costs and errors and accelerate deployment
- A fabric-based approach designed specifically to support emerging industry demands while maintaining a migration path for architecture already in place
- Support for both traditional enterprise applications and internally developed applications running side by side on a network infrastructure designed to handle them in a dynamic and scalable way

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## Benefits and Business Outcomes

Table 1 lists the benefits and business outcomes of the Cisco Nexus 9000 Series solution.

**Table 1.** Benefits and Business Outcomes

| Benefit | Business Outcome |
|---|---|
| **Performance and scalability to meet various load and application needs**<br>• Up to 30 Tbps of nonblocking performance with less than 5 microseconds of latency<br>• Up to 1152 10-Gbps or 288 40-Gbps nonblocking Layer 2 and Layer 3 Ethernet ports<br>• Wire-speed Virtual Extensible LAN (VXLAN) gateway, bridging, and routing support<br>**Continuous application availability**<br>• Full Cisco ISSU and patching without any interruption in operation<br>• Mix of third-party and Cisco application-specific integrated circuits (ASICs) for improved reliability and performance<br>**Simplified management through programmability**<br>• Intelligent API to manage the switch through remote-procedure calls (JavaScript Object Notation [JSON] or XML) over HTTP or HTTPS<br>• Linux shell access and container environment to customize management and monitoring<br>**Energy efficiency**<br>• Optimized switching portfolio delivering high energy efficiency using an optimized chassis design without a midplane, fewer ASICs, and efficient power supplies that are rated at 80 Plus Platinum<br>• A system that is 15% more energy efficient than its nearest competitor | Build the next-generation data center with a programmable, high-performing, and scalable switching architecture purpose-built with application needs in mind. |
| **Investment protection**<br>• Dual-mode operation with either Cisco NX-OS or ACI mode, allowing customers to build their data centers with a solution that is ready for Cisco ACI<br>• Ease of migration to Cisco ACI with a software upgrade, with no new training required<br>• Cisco 40-Gbps bidirectional transceiver for reuse of existing 10 Gigabit Ethernet cabling plant for 40 Gigabit Ethernet<br>• Switches designed to support future ASIC generations<br>• Simplified migration from 1 Gbps to 10 Gbps or from 10 Gbps to 40 Gbps<br>– Cisco's revolutionary bidirectional optics innovation offers the industry's most cost-effective solution for 40-Gbps connectivity.<br>– The solution enables migration from 10 Gbps to 40 Gbps on existing 10-Gbps fiber with a zero-cost fiber and connector upgrade.<br>• 70% lower fiber cabling cost for greenfield 40-Gbps deployments, requiring only two fiber strands instead of eight to get 40-Gbps speeds | Protect investments in existing solutions while enabling migration to new speeds and capabilities. |
| • EoR, ToR, and MoR solutions for insertion into existing systems for enterprise data centers, service provider facilities, and large virtualized and cloud computing environments | Gain architectural flexibility. |

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### Cisco Value to You, Our Partners

The new Cisco Nexus® 9000 Series Switches will deliver unprecedented benefits of Application Centric Infrastructure (ACI) to its customers. Based on the unique capabilities available only on the Nexus 9000 platforms, **partners** will be able to:

- **Enhance** account control by controlling the strategic infrastructure platform in the customers data center.
- **Increase** their relevance by selling to additional buying centers using compelling value propositions and professional services offerings for application architects, server virtualization admins, new lines of businesses.
- **Grow** Top and Bottom Line Opportunity
  - Drive solutions in the multi-billion dollar data center upgrade cycle.
  - Deliver unique professional services for these platforms that will create partner differentiation and increase profitability.

## Target Customers and Concerns

Table 2 lists target customers for the Cisco Nexus 9000 Series and their main concerns.

**Table 2.** Target Customers and Concerns

| Target Market Segment | Target Buyers | Concerns |
|---|---|---|
| Enterprise | **Chief operating officer (CIO) and head of IT (Cisco ACI level discussion)** | **CIO and head of IT**<br>· Aligning IT with business strategy and outcomes<br>· Identifying opportunities for technology innovation to improve business outcomes (revenue growth, lower costs, and competitive differentiation)<br>· Directing IT mission, budget, and strategy<br>· Managing senior IT staff |
| | **Data center manager (Cisco ACI or Cisco Nexus level discussion)**<br>Titles include data center director or manager, IT director or manager, and global IT director<br>Either reports to or is head of IT infrastructure | **Data center manager**<br>· Helping ensure uptime, availability, and performance of IT systems, servers, storage resources, and networks in the data center<br>· Designing data centers and maintaining systems<br>· Matching specific technical requirements to business needs |
| | **Network infrastructure buyer (Cisco Nexus level discussion)**<br>Titles include IT manager, IT director, network manager, and IT operations manager<br>Reports to global IT director, CIO, or sometimes chief operations officer (COO) | **Network infrastructure buyer**<br>· Helping ensure user satisfaction and responding to user concerns<br>· Helping ensure uptime, availability, security, and network performance<br>· Preventing security breaches and meeting compliance requirements |

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| Target Market Segment | Target Buyers | Concerns |
|---|---|---|
| Midmarket | **Vice president of IT (Cisco ACI level discussion)**<br>Other titles include head of IT, IT director or manager, and global IT director | **Vice president of IT**<br>· Delivering new capabilities, services, and projects (both proactively and reactively) on time and on budget to the business<br>· Matching specific technical requirements to business needs<br>· Managing IT risk |
| | **Network infrastructure buyer (Cisco Nexus level discussion)**<br>Titles include IT manager, IT director, network manager, and IT operations manager<br>Reports to global IT director, CIO, or sometimes COO | **Network infrastructure buyer**<br>· Helping ensure user satisfaction and responding to user concerns<br>· Helping ensure uptime, availability, security, and network performance<br>· Preventing security breaches and meeting compliance requirements |
| Service provider | **Chief technology officer (CTO) and senior vice president (SVP) for operations (Cisco ACI level discussion)** | **CTO and SVP of operations**<br>· Growing business (improving revenue and profitability) with new services, applications, and ecosystems to monetize network<br>· Enabling employee and customer collaboration anytime and anywhere (mobile cloud, virtualization, and hybrid radio)<br>· Increasing advertising revenue to monetize content and services<br>· Shaping business future with the right technologies<br>· Rolling out and monetizing new services (next-generation network [NGN] and video anytime and anywhere) and performing ongoing upgrades (network optimization)<br>· For service providers in emerging markets, catching up with technology advances<br>· Addressing over-the-top (OTT) threats to new services and applications<br>· Supporting cloud strategy and development |
| | **Network infrastructure buyer discussion**<br>Titles include director of engineering, director of architecture and standardization, director of network services, and director of network planning<br>Reports to COO or SVP of operations | **Network infrastructure buyer**<br>· Helping ensure uptime, availability, and performance of IT systems, servers, storage, and networks in the data center<br>· Designing data centers and maintaining systems<br>· Matching specific technical requirements to business needs |

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### What to Sell

Tables 3 provides ordering information for the solution hardware. Table 4 lists solution services.

**Table 3.** Ordering Table

| Part Number | Description |
|---|---|
| **Nexus 9500** | |
| N9K-C9508 | Nexus 9508 Chassis with 8 linecard slots |
| N9K-C9508-B1 | Nexus 9508 Chassis Bundle with 1 Sup, 3 PS, 2 System Controllers, 3 Fan Trays |
| N9K-C9508-B2 | Nexus 9508 Chassis Bundle with 1 Sup, 3 PS, 2 System Controllers, 6 Fan Trays |
| N9K-SUP-A | Nexus 9500 Supervisor |
| N9K-C9508-FM | Fabric Module for Nexus 9508 chassis |
| N9K-PAC-3000W-B | Nexus 9500 3000W AC Power Supply, cold air in |
| N9K-X9636PQ | Nexus 9500 linecard, 36p 40G QSFP+ aggregation linecard (non-blocking) |
| N9K-X9564PX | Nexus 9500 ACI leaf linecard, 48p 1/10G SFP+ plus 4p QSFP+ linecard (non-blocking) |
| N9K-X9564TX | Nexus 9500 ACI leaf linecard, 48p 1/10G-T plus 4p QSFP linecard (non-blocking) |
| N95-LAN1K9 | Enhanced L3 SW license for Nexus 9500 |
| DCNM-LAN- | DCNM License for Nexus 9500 |
| **Nexus 9300** | |
| N9K-C9396PX | Nexus 9300 with 48p 1/10G SFP+ and 12p 40G QSFP+ |
| N9K-C93128TX | Nexus 9300 with 96p 1/10G-T and 8p 40G QSFP+ |
| N93-LAN1K9 | Enhanced L3 SW license for Nexus 9300 |
| DCNM-LAN-N93-K9 | DCNM License for Nexus 9300 |
| **Optics** (NOTE: Existing Cisco SFP+ and QSFP+ optics will be supported on Nexus 9000 switches) | |
| QSFP-40G-SR-BD | 40GBASE-SR-BD QSFP module,LC connector (multi- mode fiber, MMF at 100m OM3) |

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**Table 4.** Solution Services

Cisco Services for the Cisco Nexus 9000 complement your practice, speed time to delivery, and positively impact your profitability: when Cisco Certified Partners resell Cisco Services, partner overall service margins are 11% to 23% higher, and partner professional service margins are 14% to 26% higher.*

Available to Cisco Certified Partners through the Cisco Branded Services portfolio, these services are designed to help your customers quickly realize the benefit of their technology investments through an accelerated implementation approach.

| Service Name | Description |
|---|---|
| Cisco Quick Start Service for Cisco Nexus 9000 Series | Provides consulting services that include technical advice and assistance to help deploy the Cisco Nexus 9000 Series |
| Cisco Accelerated Deployment Services for Cisco Nexus 9000 Series | Supports rapid transition to an application centric architecture |
| Cisco Nexus 9000 Technical Support | Can be delivered by partners with their own branded support through Cisco Partner Support Services or Cisco Smart Care; partners who want supported delivered by Cisco can choose Cisco SMARTnet® or Cisco SMARTnet Total Care |

For more information about Cisco Services for the Nexus 9000, contact your local Partner Services Development Manager.

*Cisco Global Touch Survey, 2012

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### When to Offer One Solution Instead of Another

Figure 1 provides general guidance for selling data center switch solutions based on use cases.

**Figure 1.** Data Center Switch Solutions

Cisco Nexus

| Use Case | Access Layer or Leaf<br>Recommended Solution | Aggregation Layer or Spine<br>Recommended Solution | Core or Backbone<br>Recommended Solution |
|---|---|---|---|
| **Enterprise Applications (Microsoft, Oracle, and SAP)**<br>**Private and Hybrid Cloud and XaaS** | Cisco Nexus 2000 and 9000 Series<br>Cisco Nexus 2000, 5000, 6000, and 7000 Series | Cisco Nexus 9000 Series<br>Cisco Nexus 6000 and 7000 Series | Cisco Nexus 7000 Series<br>Cisco Nexus 9000 Series |
| **Big Data** | Cisco Nexus 9000 Series<br>Cisco Nexus 3000 Series | Cisco Nexus 9000 Series<br>Cisco Nexus 6000 Series | |
| **High-Frequency Trading** | Cisco Nexus 3500 Series<br>Cisco Nexus 3000 and 9000 Series | Cisco Nexus 6000 Series<br>Cisco Nexus 9000 Series | |
| **LAN and SAN Convergence** | Cisco Nexus 2000, 5000, 6000, and 7000 Series | Cisco Nexus 6000 and 7000 Series | |
| **Web 2.0 and MSDC** | Cisco Nexus 3000 Series<br>Cisco Nexus 9000 Series | Cisco Nexus 9000 Series<br>Cisco Nexus 6000 and 7000 Series | |
| **Business Continuence, Disaster Recovery, and Data Center Interconnect** | - | Cisco Nexus 7000 Series | Cisco Nexus 7000 Series |

**Green** = "Primary" Recommendation **Blue** = "Alternative" Recommendation

Recommendations subject to whether project is greenfield or brownfield, and timing wrt qualified existing standards

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## Sales Reference Library

### Competitors and Cisco Differentiators

Table 5 lists the main differentiators between the Cisco solution and competing solutions.

**Table 5.** Competitors and Cisco Differentiators

| Competitor | Cisco Differentiator |
|---|---|
| Arista<br>• Number 2 in customer awareness<br>• Initial attraction and penetration in high-frequency trading (HFT) market with low-latency ToR switch offerings<br>• Low-cost, high-performance devices based on merchant silicon | Cisco<br>• Power: The Cisco Nexus 9500 and 9300 platforms together provide a 12% power savings over the Arista solution. For a network with 13,440 host ports, for example, a Cisco Nexus 9000 Series data center network would save 20,000 kW per year.<br>• Performance: Cisco offers all line-rate ports for all packet sizes. Arista offers line rate on 30 out of 36 ports in its 36-ports 40 Gigabit Ethernet line card. The Cisco Nexus 9000 Series has optimized buffers for microburst traffic, whereas Arista has an unnecessarily large buffer in the spine and a very small buffer in the leaf layer.<br>• Port density: Cisco offers the highest port density, with 288 x 40 Gigabit Ethernet or 1152 x 10 Gigabit Ethernet ports on the Cisco Nexus 9508.<br>• Price: With the Cisco Nexus bidirectional transceiver, there is no facility cost when upgrading from 10 Gbps to 40 Gbps. With only 2-strand fiber instead of 12-strand fiber, the Cisco solution costs 75% less. By using LC-MPO patch cable instead of MPO-MPO patch cable, the Cisco solution costs 70% less. |
| HP<br>• Number 2 vendor share in LAN switching behind Cisco<br>• HP FlexFabric data center switching portfolio refresh in May 2013, including HP FlexFabric 12910 and 12916 core switches, HP FlexFabric 11908-V, a small data center core switch, and HP 5900 Assured Forwarding family ToR modules<br>• OS rewrite (Comware Version 7) now based on Linux and includes features such as TRILL | Cisco<br>• The Cisco solution offers more 10- and 40-Gbps ports per rack, and the Cisco Nexus 9500 platforms offers more switching capacity.<br>• Cisco provides an advanced data center switching fabric solution that is two generations ahead of the HP solution.<br>• Cisco offers the flexibility to deploy the solution in either standalone mode or fabric mode. |

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### Questions to Ask

- Based on your company's 2014 business strategy and application rollout plans, does your network infrastructure have the capacity and computing resources to support today's new applications? If you're not sure, would you like us to perform a network assessment?
- Do you have an existing Cisco Catalyst® network in your data center? Would you prefer a switching platform purpose-built for the data center and designed to specifically address new application behaviors?
- When deciding between 10- and 40-Gbps deployments, is cost a major deciding factor? Would you like an overview detailing how Cisco's latest 40-Gbps bidirectional optics innovation has dramatically closed the price gap between 10- and 40-Gbps connectivity?
- As you plan your network strategy for the next few years, are you considering 40- or 100-Gbps connectivity in your backbone?
- With rising energy costs, are power use and cooling costs becoming a major expense in your data center? Would you like an overview detailing how Cisco Nexus 9000 Series energy-efficiency features can reduce energy costs by more than 15%?
- As you continue to add computing resources in your data center, are you running into space constraints? Would you like an overview detailing how the Cisco Nexus 9000 Series' high-density, compact form factor reduces the networking infrastructure footprint, freeing valuable rack space?

### Anticipated Objections and Responses

Table 6 lists high-level objections that you may encounter in your early-stage discussions.

**Table 6.** Possible Objections and Responses

| Objection | Your Response |
|---|---|
| Will the Cisco Nexus 9000 Series make the existing Cisco Nexus portfolio obsolete? | No. In fact, Cisco has announced the evolution of its unified fabric portfolio with the current Cisco Nexus platforms to deliver new innovations such as Dynamic Fabric Automation on its Cisco Nexus 7000 and 6000 Series Switches as well as on new F3 line cards for the Cisco Nexus 7000 Series. |
| Are you going to continue to invest in the existing Cisco Nexus portfolio? | Yes. In fact, new Cisco Nexus 3000 and 6000 Series Switches were introduced recently. Cisco has a committed roadmap showing delivery of many new platforms, modules, and features during FY14 alone. Customers who invested in the existing portfolio can continue on the same path if they want to do so as Cisco continues to build and invest in these platforms. |
| Cisco has always talked about investment protection. What is the investment protection offered here? | Cisco is expanding the Cisco Nexus portfolio with the Cisco Nexus 9000 Series, which is built on the proven Cisco NX-OS operating system to meet the increasing demands of applications in the data center. The series is backward compatible with earlier Cisco Nexus switches and forward compatible with the Cisco ACI architecture to protect both existing and new investments. |
| I don't want to use Cisco ACI. What benefits does the Cisco Nexus 9000 Series offer as a standalone solution? | Beyond its comprehensive feature set, high performance, and high port density, the Cisco Nexus 9000 Series offers the following industry firsts:<br>• 36 nonblocking 40-Gbps ports and line card (nonblocking with 20% greater density than existing merchant-only solutions)<br>• Native VXLAN termination and routing, with capability for 10-Gbps line-rate encapsulation and decapsulation (competition can provide only VXLAN bridging); Cisco ACI software upgrade enables VXLAN gateway built into custom ASICs)<br>• Lowest power per port at about 3.5 W per 10-Gbps port and 14W per 40-Gbps port, saving about 5000 kW per year per chassis compared to merchant-silicon-only platforms<br>• 50% savings on 40-Gbps optics, and use of 75% less fiber through reuse of 10-Gbps multimode fiber (MMF) cabling infrastructure with Cisco 40-Gbps SR-BiDi QSFP |

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| Objection | Your Response |
|---|---|
| I have just made large investments in your existing Cisco Nexus platforms. Why should I move to the Cisco Nexus 9000 Series? | All Cisco Nexus switching portfolios are designed to address the needs of our customers, which can vary. The Cisco Nexus 9000 Series offers not only a differentiated switching solution, but also helps build the network foundation for an application centric infrastructure. So if you want to add switching capacity to your infrastructure, you might choose the Cisco Nexus 9000 Series to begin migrating your data center foundation to one that can meet application and traffic requirements both now and in the future. |
| Our IT team is familiar with Cisco NX-OS and is concerned about the ramp-up for a new product. What does Cisco do to help? | The Cisco Nexus 9000 Series supports Cisco NX-OS mode for compatibility and consistency with the current Cisco Nexus switches as well as ACI mode to take full advantage of Cisco ACI application-policy-based services and infrastructure automation features. This dual-mode approach helps customers already familiar with Cisco NX-OS reduce any ramp-up time. |

### Cross-Sell and Upsell Opportunities

Table 7 lists possible opportunities for you to sell additional services and adjacent products.

**Table 7.** Cross-Sell and Upsell Opportunities

| Opportunity | Reason |
|---|---|
| Cisco Nexus 2000 Series | • Increased scalability<br>• Management simplicity<br>• Virtual extension of the Cisco Nexus 9000 Series parent switch with a cost-effective EoR solution |
| Cisco Unified Computing System™ (Cisco UCS®) | • Cisco NX-OS-based computing solution purpose-built for virtualized solutions<br>• Extension of Cisco footprint in the data center |

## For More Information

Please visit www.cisco.com/go/aci.



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