

Data Center Unified Fabric Product & Pricing Announcement



Announcement Date:
August 2013

New Unified Fabric Product Configurations and Updated Pricing

Cisco is committed to maintaining our leadership in data center switching. We've seen tremendous adoption of the Unified Fabric products, and we are committed to ongoing investment in a competitive portfolio that meets the needs of customers and enables you, our channel partners, to further grow.

We are excited to announce that beginning on August 17, new fixed configurations and pricing for the Cisco Nexus® 6000, 3000, 3500, and optical transceiver product lines will be available on Cisco.com. As part of this announcement, Cisco is introducing a new Nexus 6004 chassis for lower entry price points, along with a midtier portfolio of Nexus 3000 Series switches for mainstream customers, thus expanding the range of architectural options and flexibility within the data center switching portfolio.

What's New?

- **New:** Cisco Nexus 6004 chassis that provides increased modularity and lower entry price points.
- **New:** 32-port 10GBASE-T version of the Cisco Nexus 3064 Switch, competitively priced with highly differentiated software innovation.
- **New:** Cisco Nexus 3524 Switch: 24-port (lowest density) Small Form-Factor Pluggable Plus (SFP+) 10 Gigabit Ethernet (GE) high-performance, ultra-low-latency data center switch offered at a compelling price point with highly differentiated hardware and software innovations.
- **Competitive fixed configurations:** Base configurations of the Cisco Nexus 3548 and Nexus 3064 10 GE switches are now priced at \$24,000 and \$25,000, respectively. The Cisco Nexus 6001 SFP+ switch is now priced at \$40,000.
- **Competitive optical transceiver pricing:** 10 GE SFP + short-reach (SR) optics now priced at \$995, and 40 GE Quad SFP (QSFP) + SR4 optics now priced at \$2,995.

Use a combination of up-sell, defensive, and expansion strategies to win new business.

- **Lead:** Educate customers proactively on Cisco's differentiation with the Nexus product portfolio. Communicate the value delivered by fabric extenders (FEX), FabricPath, and converged (LAN + SAN) architectures.
- **Protect:** Position the Nexus 3000 and 3500 for competitive data center switching opportunities that require a 10 GE line-rate switch with a smaller form factor, but do not need advanced features such as FEX, Fibre Channel over Ethernet (FCoE), FabricPath, or Dynamic Fabric Automation (DFA).
- **Expand:** Use the lower port density options on the Nexus 3000 to expand Cisco's reach into commercial, midmarket, and smaller government and education accounts. This promotion offers a great entry point for up-selling to Cisco's flagship Nexus 5000, 6000, and 7000 Series.

New SKUs Introduced

Product ID	Description	New List Price
Nexus 6000 Series		
N6004-B-24Q	Nexus 6004 extensible fixed (EF) chassis	\$70,000
N6004-M12Q	Expansion module for Nexus 6004 EF chassis	\$27,000
Nexus 3500 Series		
N3K-C3524P-10G	Nexus 3524: 24 SFP+ 10 GE ports model	\$14,000
N3548-24P-UPG=	24-port upgrade license for Nexus 3524	\$14,000
N3524-LAN1K9	Nexus 3524 Layer 3 LAN Enterprise License	\$4,000
Nexus 3000 Series		
N3K-C3064TQ-32T	Nexus 3064: 32 10GBASE-T ports model	\$18,000
N3064T-16T-UPG=	16-port upgrade license for Nexus 3064-32T	\$8,000

Existing SKUs New Pricing

Product ID	Description	New List Price
Nexus 6000 Pricing		
N6K-C6001-64P	Nexus 6001: 48 10 GE SFP+ and 4 QSFP+ ports	\$40,000
Nexus 3500 Series		
N3K-C3548P-10G	Nexus 3548: 48 SFP+ 10 GE ports	\$24,000
N3548-ALGK9	Nexus 3548 Algo-boost license	\$4,000
N3548-BAS1K9	Nexus 3548 Base License	\$0
N3548-LAN1K9	Nexus 3548 Layer 3 LAN Enterprise License	\$8,000
Nexus 3000 Series		
N3K-C3064PQ-10GX	Nexus 3064: 48 10 GE SFP+ and 4 QSFP+ ports	\$25,000
N3K-C3064TQ-10GT	Nexus 3064: 48 10GBASE-T and 4 QSFP+ ports	\$25,000

N3K-BAS1K9	Nexus 3000 Base Layer 3 License	\$0
N3K-LAN1K9	Nexus 3000 LAN Enterprise License	\$8,000

Optics New Pricing

Product ID	Description	New List Price
SFP-10G-SR	10GBASE-SR SFP module	\$995
N3K-PO-8PK	8 units of SFP+ SR bundle for Nexus 3000 and 3500 only (Optional product ID available only when ordering Nexus 3000 and 3500)	\$6,000
SFP-10G-LRM	10GBASE-LRM SFP module	\$995
QSFP-40G-SR4	40GBASE-SR4 QSFP transceiver module with MPO connector	\$2,995
QSFP-40G-CSR4	QSFP 4 10GBASE-SR transceiver module, MPO, 300M	\$2,995