Session Arrangement

Mute – As a courtesy to all participants you are muted during the presentation to alleviate background noise

Q&A – Please use the ‘Q&A’ function to ask your Q at any time. We will answer your question during the session or by email.

Send Email - Alternatively please send an email to the presenters after the session.

Quiz – After the session, the Quiz will be launched in a separate window. Do NOT close your Webex session after the presentation!

Session Follow up- Presentation & Recording will be shared post-session by email
Learning Express
Session 6
SMB Wireless
Mobility and Cloud are Driving Productivity

Mobility

CAGR:
Smartphones: 20%  Tablets: 60%

Cloud

SMB Adoption:
72% 2011 → 98% 2015

Increasing Role of the Network

Connectivity
Is Now
Business Critical

4 to 5x More
Traffic per Device
(and growing!)

Increasing
Offload to WLAN
31% 2011 → 39% 2015
Mobility and Cloud are Driving Productivity

Increasing Role of the Network

4 to 5x More Traffic per Device (and growing!)

Connectivity Is Now Business Critical

Increasing Offload to WLAN

31% 2011 → 39% 2015

WiFi Solution requires Performance and Security

Smartphones: 20%   Tablets: 60%

CRM
Backup
Collaboration
Storage
HRM

SMB Adoption:
72% 2011 → 98% 2015

CAGR:

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Cisco Confidential
Cisco offers:

- A broad portfolio of wireless access points, controllers to meet any application, budget, solution, or mobility needs
  - For price-sensitive buyers
    (Small Business Access Points)
  - To business-critical
    (Aironet Access Points)
- More value than the competition at any given price point
- Superior service and support
- Competitive warranties
- Cisco is a leader in Mobility Solutions with more wireless choices for any company size

Why Cisco for Wireless?
Why Cisco for SMB Wireless?

The leader in WLAN solutions for small to medium businesses

- Over 1 million Small Business Wireless APs & Routers shipped in 4 years
  Solid market share = right features, price, & reliability for your business
- Purpose-built for SMB:
  Pricing, functionality, and ease that customers are asking for
  Easy to install and maintain
- Part of a complete data, voice and video networking solution
  Simplified integration for data, voice and video communications needs
- Backed by Cisco
  Comprehensive quality and integration testing → works as you expect it to work
  Superior support → better tools, documentation and technical support for Cisco class support
The Partner Perspective
Differences in experience to consider

Built for Small Business
Drivers: Simplicity, Price
- Business-class
- Cisco IP in software
- Simple configuration
- VIP express

Small Business Support Options

Fit Small Business
Drivers: Sophistication, Scalability
- Best-in-class
- Cisco software
- Customizable configuration
- PDF, OIP, VIP
- TAC, SMARTnet
Wireless for Small Business
Customer requirements are the guide

Business-Class Wireless
Simplicity, Price
- Business-class security, features
- Device manager
- Standalone / clustering

Small Business Support Options

Advanced Mobility
Compliance, Scalability
- Strongest security (detection / mitigation)
- Controller-based management

TAC, SMARTnet
# Small Business Services and Support Portfolio

## Built for Small Business

<table>
<thead>
<tr>
<th>Value of Delivered Service</th>
<th>Fit Small Business</th>
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</thead>
<tbody>
<tr>
<td>Cisco Small Business Partner Rapid Response Service</td>
<td>Cisco SMARTnet</td>
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<td>Cisco Small Business Support Service</td>
<td>Cisco Smart Foundation</td>
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<tr>
<td>Cisco Small Business Partner Design Support</td>
<td>Cisco PDI Help Desk</td>
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<tr>
<td>Warranty</td>
<td>Warranty</td>
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<tr>
<td>SB Support Center (Phone)</td>
<td>Cisco TAC</td>
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<tr>
<td>SB Support Community (Online)</td>
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Cisco Wireless
One portfolio – a spectrum of choices

- WAP121
- WAP321
- AP541N (clustering)
- Aironet 600 Series
- Aironet 1600 & 2600 Series
- Aironet 3500 & 3600 Series

Function, Flexibility, Scalability
Cisco Wireless Access Points
Built for Small Business
WAP121 & WAP321

The Cisco WAP121 & WAP321 Wireless Access Points provide simple, affordable, secure business-class wireless connectivity for small businesses.
Product Overview

**WAP121**
- 2.4GHz Wireless-N AP
- MSSID – 4
- Fast Ethernet LAN w/PoE
- IPv6 ready; QoS Support
- Browser based configuration via Device Manager and Web-based Setup Wizard
- Retail color sleeve packaging
- Limited Lifetime Warranty

**WAP321**
- Selectable-band Wireless-N AP (2.4GHz or 5GHz)
- MSSID – 8
- Gigabit LAN w/PoE
- IPv6 ready; QoS Support
- Browser based configuration via Device Manager and Web-based Setup Wizard
- Captive Portal for Secure Guest Access
- Brown box packaging
- Limited Lifetime Warranty
Cisco AP541N Wireless Access Point

Clustering technology makes it easy to set up, configure, and run your network.

**Product Overview:**

- **802.11 n selectable dual-band (choice of 2.4 or 5 GHz)**
- **Strong security: WPA2, 802.1x supplicant, rogue AP detection**
- **Ease of configuration and management**
- **Metal case, Kensington lock**
- **Seamlessly enables multiple AP devices on a network**
- **Enables creation of separate virtual networks**
- **Multiple SSID, secure guest access**
- **AP Clustering delivers controller-like capabilities without the need for a separate appliance**
- **Small Businesses Support Service**
- **Limited Lifetime Warranty**
What is Clustering?

Allows multiple access points to share configuration information to speed setup, reduce wireless channel interference, and simplify management.

All access points share:
- Wireless network identifier
- Security features
- User names and passwords
- Traffic priorities (essential for voice)
- Radio settings
- Wireless interface settings

No wireless controller is required
Cisco AP541N

• **Value Proposition:**
  
  • Is ideal for small businesses that want to manage multiple access points with a single point of management and configuration
  
  • Easily set up, configure, and manage multiple wireless access points, without a wireless controller
  
  • Support demanding applications with high-bandwidth, long-range 802.11n wireless connectivity
  
  • Deploy virtually any application a small business requires, including mobile data, voice over wireless LAN, and highly secure guest access
  
  • The integrated QoS features consistent voice and video quality on both the wired and wireless networks
  
  • Multiple BSSIDs, wireless roaming, and auto-channel selection give your business added flexibility to keep employees and guests connected.
  
  • Easy-to-use web interface simplifies installation and configuration
  
  • Peace of mind with Limited Lifetime warranty
Cisco AP541N is ideal for Small businesses.

• With upto 10 Access Points

• Require high-performance wireless connectivity with business-class security and manageability, either as a standalone product or as part of an overall technology solution

• Require robust, reliable wireless connectivity to support wireless voice and/or video monitoring applications

• Expect to add employees, access points, or advanced features (such as captive portal guest access) in the next few years

• Currently use the Cisco Smart Business Communications System (SBCS) or other Cisco Small Business Pro

• Series solutions with 802.11g wireless capabilities and require greater wireless range, reliability, and throughput
Selling Cisco Small Business Access Points
Recommend “Built for Small Business”

Recommend Cisco Small Business products for customers who:

- Are price conscious, but reliability is important
- Require strong security
- Have Simple deployments <10 APs
- Want products that are easy to install and configure
- Like browser-based management tool
- Have smaller IP telephony deployments
Sales Opportunities

Look for Small Businesses:

• … with fewer than 100 users
• … that run many multimedia applications that require more bandwidth
• … that can benefit from the improved efficiency of a reliable wireless network
• … that are looking for secure, reliable connectivity with higher throughput and coverage
• … that expect their wireless network to be as secure as their wired network
• … that need to extend their wired connection seamlessly without compromising performance
• … that want to connect multiple offices or WLANs together
• … that are seeking a partner’s help and advice on how best to create basic wireless infrastructure
Probing questions to initiate sales..

- How critical is wireless connectivity to your business and how much more productive could they be if applications were accessible anywhere in your business location?
- Does your business use video or other rich-media applications and need faster download and access to applications?
- Are you suffering from “dead spots” or other connection issues throughout your current wireless zone?
- Do you want to extend guest access to partners and suppliers but are concerned about how to keep our data and network separate and secure?
- Are you concerned that your company or customer data is vulnerable to security breaches?
- Do you need to give your workers greater flexibility by expanding the reach of the network in the workplace?
- Are you unable to physically install other wireless devices due to power requirements?
- Are you using or planning to deploy VoIP or video applications in the near future and are concerned your current network may not support the bandwidth required?
- Do you need to connect other devices to your wireless network and are concerned about the overall performance of the network?
- Do you plan to expand your wireless network and add new applications over the next few years? If so, how confident are you that your current wireless network can meet these demands without a major additional investment?
Partner Value Proposition

With Cisco Small Business Access Points you can:

- Reduce the cost and effort required to sell, deliver, deploy, configure, and manage your small business customers’ networks
- Increase profitable sales in the small business segment by offering integrated, centrally managed network solutions instead of point products
- Build a wired and wireless network foundation that supports advanced voice and video communications, opening opportunities for new product and service sales
- Strengthen your role as a trusted adviser to your small business customers by providing long-term technology strategies aligned to their unique needs
- Become more competitive by offering a large portfolio of products and services that are designed and priced to meet the needs of small businesses
- Develop and grow a profitable small business and managed services practice
Cisco Small Business
Wireless Access Points

Competitive Positioning

How Cisco Wins

More Features/Lower Price

More Choices for access points

Complete Small Business Networking Portfolio
## Competitive Wireless Advantage

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warranty</td>
<td>• Limited lifetime Warranty</td>
</tr>
<tr>
<td>Device Discovery Tool (Find It)</td>
<td>• Device discovery for Small Business Products</td>
</tr>
<tr>
<td></td>
<td>• Browser based tool bar</td>
</tr>
<tr>
<td></td>
<td>• Customizable support &amp; marketing links</td>
</tr>
<tr>
<td>MIMO &amp; RangeBooster</td>
<td>• Increased coverage and throughput</td>
</tr>
<tr>
<td>Next Generation Internet (IPv6)</td>
<td>• Support for next generation Oses applications</td>
</tr>
<tr>
<td>PoE</td>
<td>• Eliminates the need to install external power supplies</td>
</tr>
<tr>
<td>Secure and reliable</td>
<td>• Proven security (Tested with the same tools as the enterprise products)</td>
</tr>
<tr>
<td>Ease of Use</td>
<td>• User Friendly device manager and wizards</td>
</tr>
<tr>
<td></td>
<td>• Multi-language support (Spanish, French, German)</td>
</tr>
</tbody>
</table>
Competitive Selling Messages

• **Competitive Advantage:**
  Broadest range of access points – FE, GE and wireless- G & N APs
  Enhanced features: VLAN’s, Advanced security with MBSSIDs, WPA, WPA2, WEP
  PoE & QoS on all models
  Easy to use/simplified configuration
  Cisco quality, security and reliability
  Cisco® Small Business Support Center staffed by professionals with the Cisco CCNA® certification
  Cisco Small Business Online Support Community for self help

**Silver Bullets**

• Cisco Wireless Access Points are more competitively priced and more reliable
• Broadest portfolio of networking and communications products, including switching, routing, wireless, network storage, phone and voice, and video surveillance
• Investment protection with limited lifetime warranty and Small Business Investment Protection trade-up program
# Service Extends to All Cisco Small Business Products

## Small Business Support Service
- 2 years of “peace-of-mind” support for Cisco® Small Business products
- Access to Small Business Support Community
- Online chat support 24x7
- Telephone support during local business hours
- Next-business-day hardware replacement
- Delivered by Cisco, with optional partner value-add

## Pricing and SKU

<table>
<thead>
<tr>
<th>Pricing and SKU</th>
</tr>
</thead>
<tbody>
<tr>
<td>$69</td>
</tr>
<tr>
<td>CON-SBS-SVC2</td>
</tr>
</tbody>
</table>

## Small Business Support Center
Quick access to engineers with the Cisco CCNA® certification for small business support issues

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Cisco Small Business Service and Support Advantage

Complimentary Phone Support
One year (24x7)

• Smart Tips
  Easy-to-follow format to help setup the network
  Best-practice deployment scenarios

• Partner Design Support
  Help solve your configuration problems

• Small Business Support Center
  Fast access to CCNA-certified support
  Software Updates for Bug Fixes

• Support Community
  Open support community to partners and end users
Resources and URLs

• Cisco Small Business Wireless Access Points

• Partner Central Small Business Access Points

• Cisco Small Business Support Community
  https://www.myciscocommunity.com/community/smallbizsupport

• Cisco Wireless Access Points Warranty
  http://www.Cisco.com/go/warranty

• Cisco Small Business Service
  www.cisco.com/go/smbservices

“Cisco means value not expensive”
Cisco Wireless Access Points
Fit for Small Business
Recommend Cisco Aironet AP Series

Recommend “Fit for Small Business” products to customers who:

• Have multiple sites or branches with more than 10 APs
• Are using advanced mobility applications
• Require strongest security and need highly scalable solutions
• Run more than 10 Access point and need centralized management
• Run HQ multimedia applications and mobility services such as voice, video, advanced security, and location tracking.
• Require scalable end-to-end network with network-wide support
Cisco Aironet 802.11n G2 Series Access Point Portfolio

With CleanAir Technology

* Basic Connectivity
* Deployment Flexibility

**Enterprise Ready**

- Enterprise-class Performance
- Voice/Video/Multimedia

**Teleworker**

- Basic Connectivity
- Deployment Flexibility

**1600**

- Any Device / BYOD Optimized
- Client Scalability
- RF Interference Mitigation

**3600**

- High Client Density
- HD Video/VDI
- Investment Protection
- 11ac Migration
- Comprehensive Security

**2600**

- Investment Protection

**Coming Soon**

802.11ac Module or Security Monitor Module
Cisco Rich Media Wireless Solutions
Enterprise-class AP for Medium to Large Enterprises

Distributed or centralized WLAN with high scalability for all industries, business types and topologies

Topology
- Holistic business mobility solution that includes applications and devices
- 1-1000+ access points at local, remote, campus, national or international locations

Features & Benefits
- ClientLink for investment protection with increased throughput and channel capacity for legacy devices
- VideoStream offers stream prioritization for high performance, scalable multicast video over WLAN
- Mobility Services: voice, guest access, and location

Customer Scenario
- Standard 802.11n security protocol (Enterprise-class security)
- Rich media deployment scenarios:
  - Retail – inventory management
  - Healthcare – asset tracking
  - Education – dorms, classrooms
  - Manufacturing – asset tracking

Products
- Aironet Access Points
- 5500 Controller, Wireless Integrated Service Module (WiSM), or Integrated Services Router (ISR)
- Wireless Control System (WCS)
- Mobility Services Engine (MSE)
Thank you.