



SMB University: Selling Cisco SMB Foundation Solutions

Why Cisco?

Objectives

- **Identify the key characteristics of Cisco that help meet customer needs**
- **Describe the importance that Cisco is giving to the SMB Market Segment**
- **Explain the financial strength that makes Cisco the number one Service Provider, Worldwide**

Networking and the Internet

WORK



PLAY



LIVE



LEARN



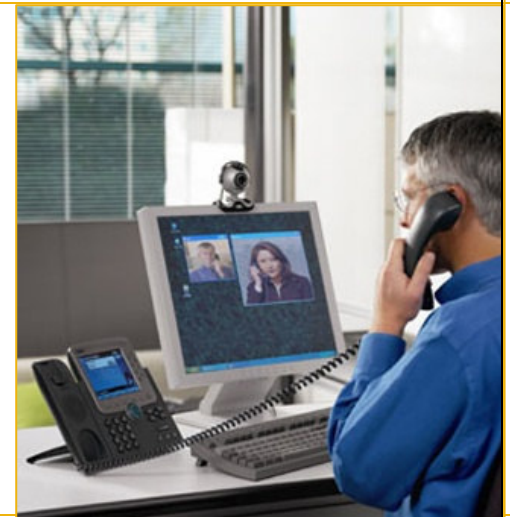
Cisco Systems—Worldwide Leader in Networking for the Internet



INCREASE PRODUCTIVITY

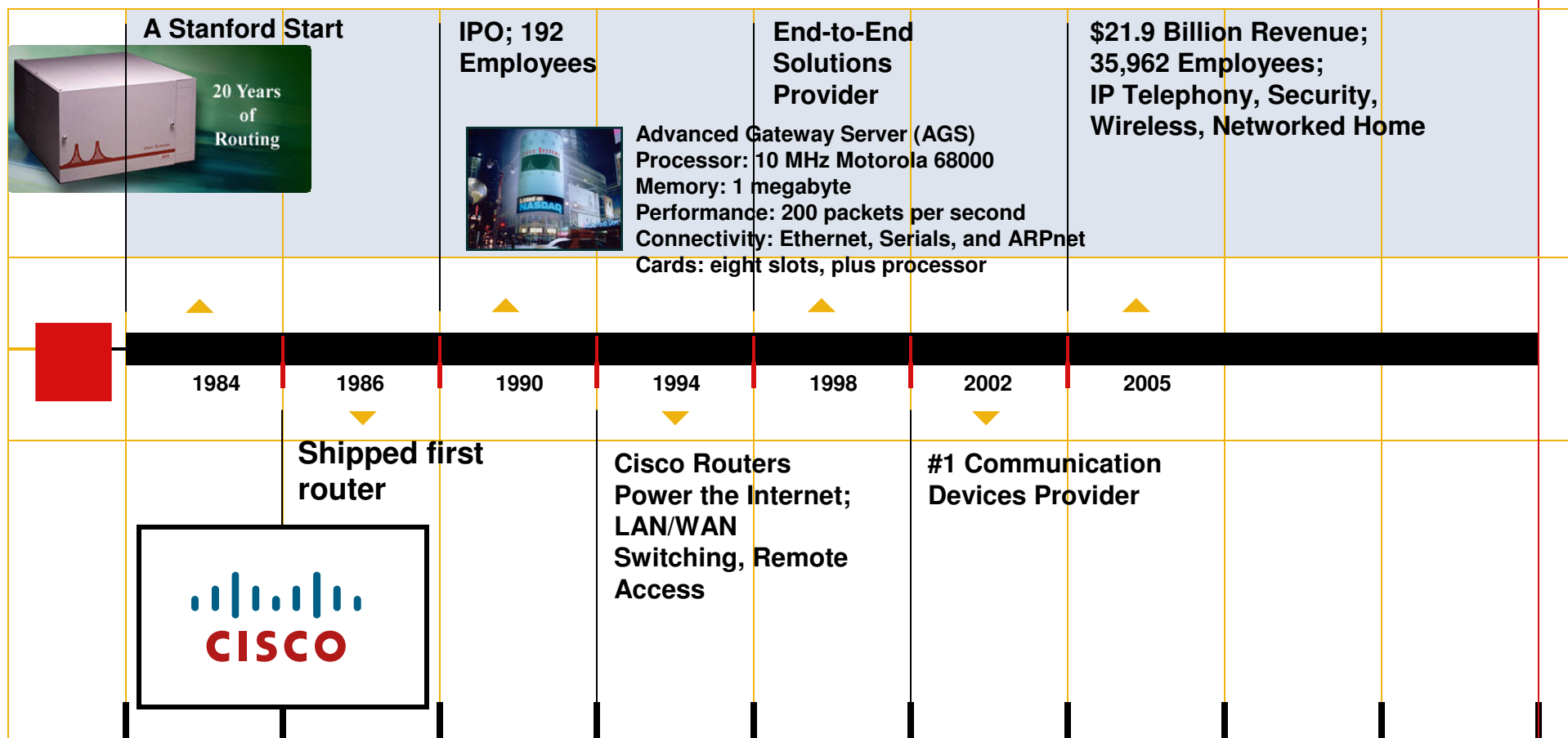


**IMPROVE CUSTOMER
SATISFACTION**

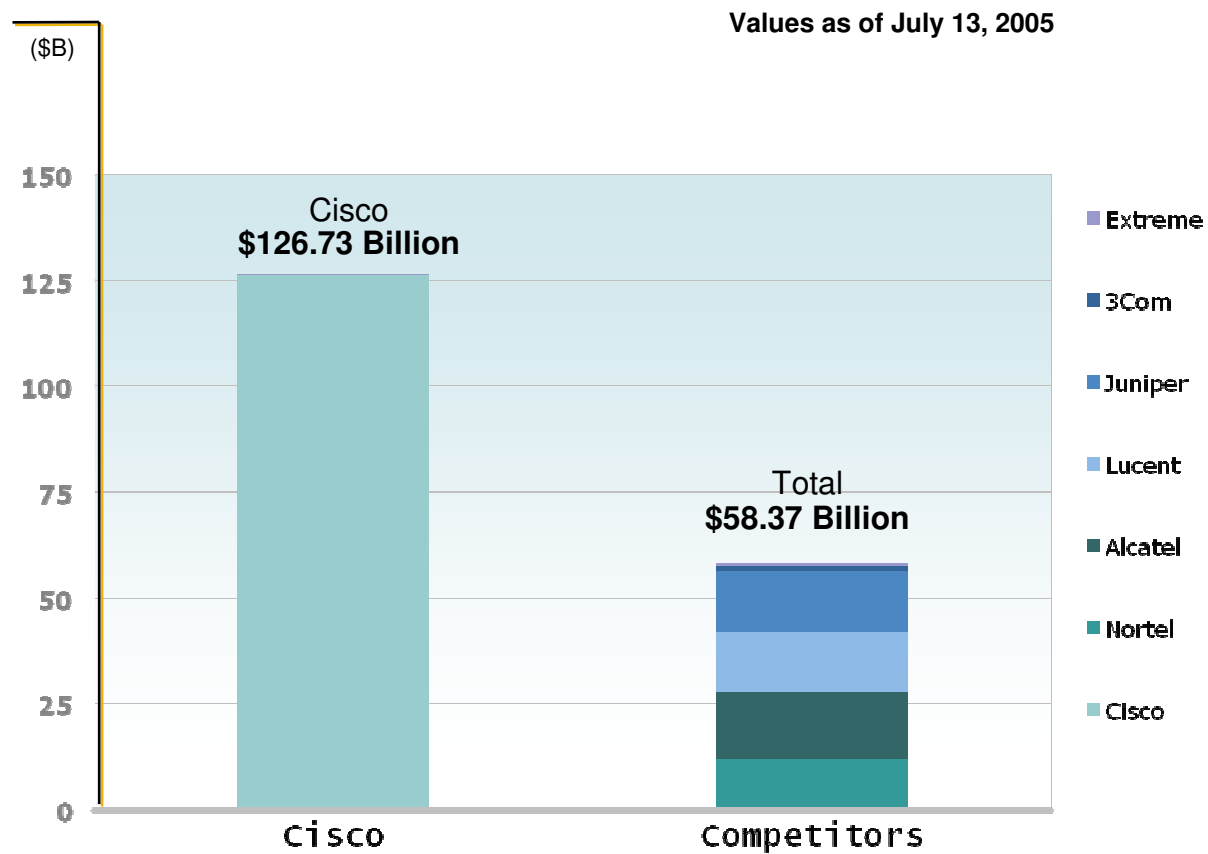


**MAINTAIN COMPETITIVE
ADVANTAGE**

Cisco Timeline



Financial Strength—Market Value



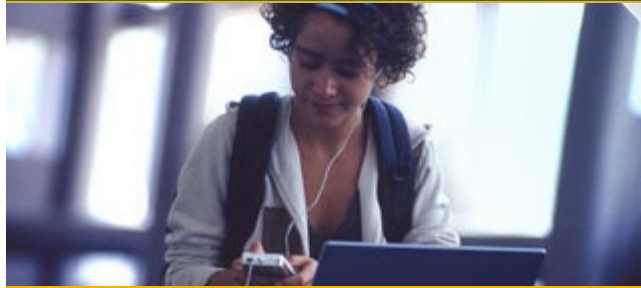
Our SMB Commitment

“An existing \$2 billion investment, which will continue over the next two years, will help strengthen our portfolio of SMB-Class solutions, enhance our award-winning channel partner programs, and help build awareness about the role of networking solutions in SMB success.”



**CISCO PRESIDENT & CEO
JOHN CHAMBERS**

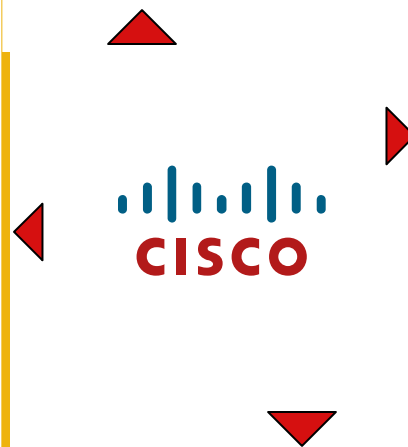
Focus on the Customer



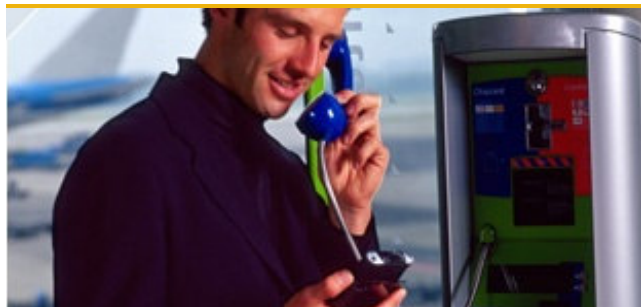
CONSUMER



ENTERPRISE



COMMERCIAL



SERVICE
PROVIDER



Cisco—The Technology Innovator

- **\$3.2 billion R&D investment**
- **Driving technology standards development for networking and the Internet**
- **Cisco IOS® Software, the most widely deployed network system software**

R&D



ACQUISITIONS



PATENTS



Cisco—The Technology Innovator (Cont.)

- 12,400 engineers working in more than 1110 labs worldwide
- Acquisitions help Cisco quickly enter new markets and add staff with unique talents
- More than 1100 patents have been issued to Cisco inventors

R&D



ACQUISITIONS



PATENTS



Cisco—Focus on Core Technologies

SWITCHING



ROUTING



**SOFTWARE
AND SERVICES**



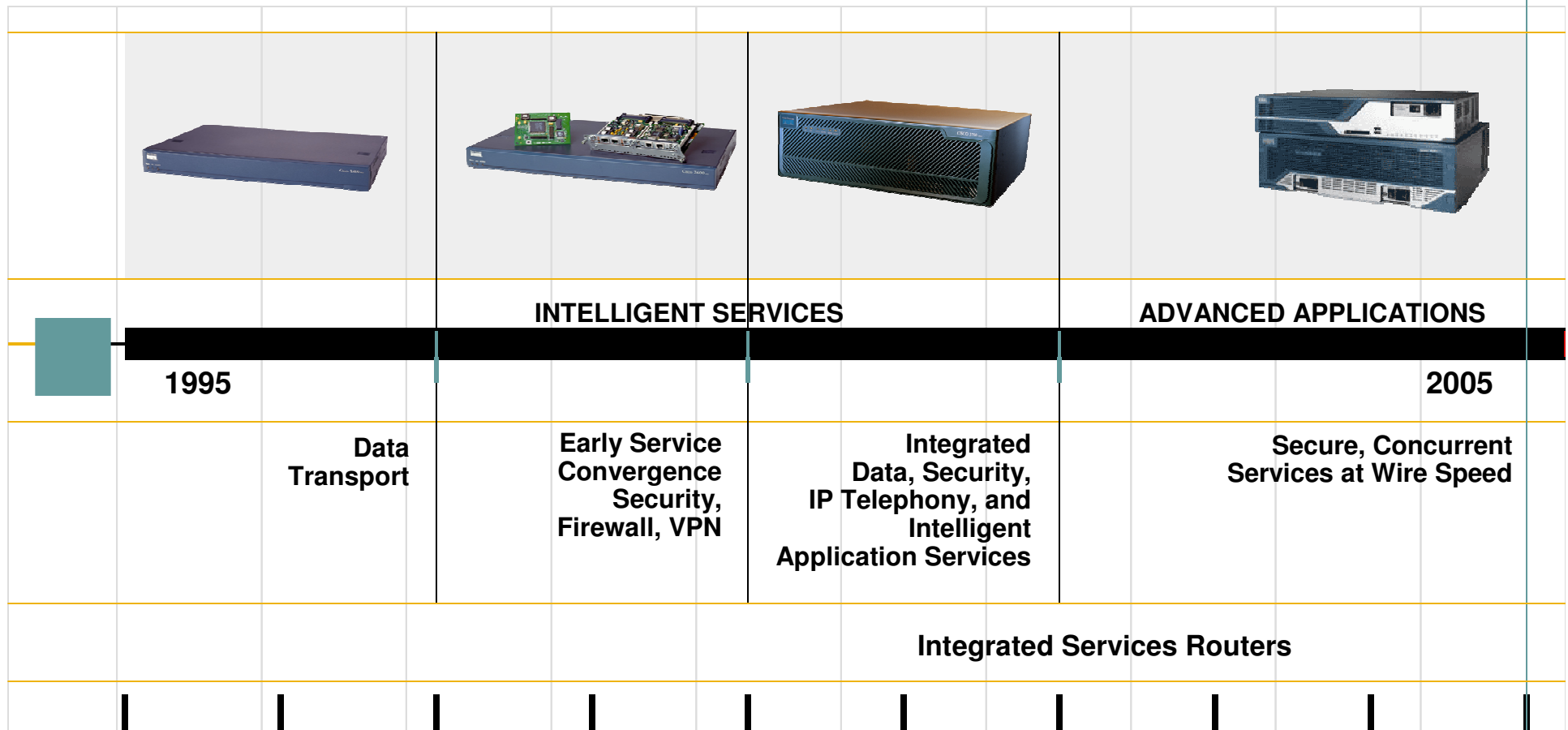
CORE Technologies

Cisco—Focus on Advanced Technologies

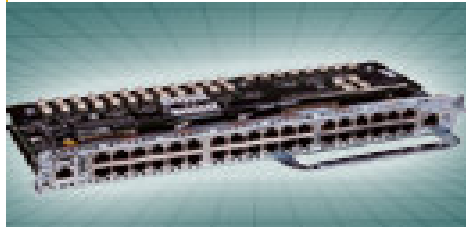


Advanced Technologies

From Basic Connectivity to Embedded Voice, Data & Video Services with Security



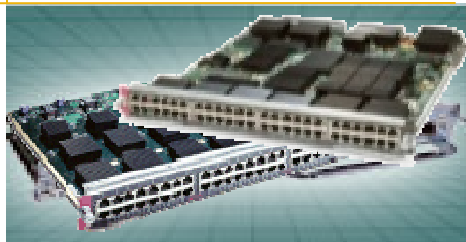
Building a Foundation to Support Growth & Future Requirements



Density, Scalability, High Availability

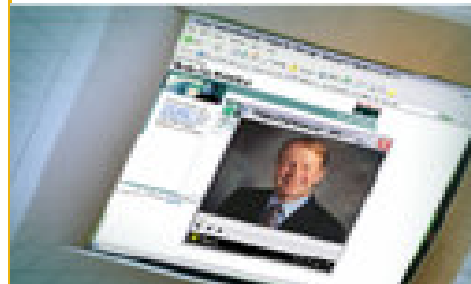


Advanced Security Software/ Modules



Incremental Port Functionality & Performance

Future-Proof Investment



Video, Content Modules



Voice Services

Integrated intelligent network that adapts, scales and performs

Complete Security Integrated in Every Technology

Switching



Routing



**Unified
Communications**



Wireless LAN



Storage Networks



Home Networks

Complete Security Integrated in Every Technology (Cont.)

Switching

Routing

Unified
Communications



Wireless LAN

Storage Networks

Home Networks

Attributes and Characteristics of an Intelligent Network



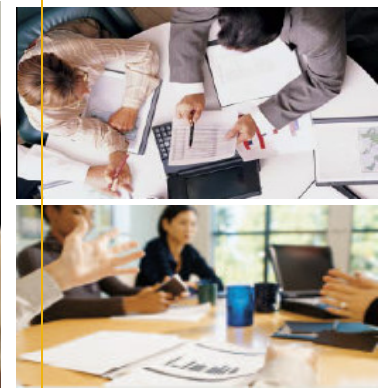
HIGH AVAILABILITY



SECURITY



**QUALITY OF
SERVICE**



Attributes and Characteristics of an Intelligent Network (Cont.)

○
**THE NETWORK
IS THE BUSINESS**
● ● ● ● ● ● ● ●



Benefits of Cisco Networking Solutions

RAISE ON PRODUCTIVITY



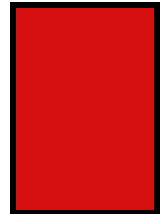
COST REDUCTION



TIME SAVINGS



SATISFACTION INCREASED



Summary

This lesson covered the following main topics:

- **The key characteristics of Cisco that help meet customer needs: the financial strength, the SMB commitment, the focus on the customer and the continuous innovation.**
- **How the new series of Integrated Services Routers (ISRs) combine voice, data and video support with embedded security.**
- **The benefits of wireless LANs.**
- **The attributes and characteristics of an intelligent network: high availability, security and quality of service.**

