



# 10 Reasons to Choose Cisco Switching



	Top 10 Reasons	Customer Benefits
Reliable	<p><b>1. Market share leader.</b> Cisco is the market leader in switching. According to IDC, Cisco commands 56% of rolling market share in enterprise switching in Asia Pacific and Japan over the past 4 quarters.</p>	<ul style="list-style-type: none"> <li>Chosen and tested by numerous customers – it works.</li> </ul>
	<p><b>2. Technology leader.</b> Cisco leads in the <a href="#">Gartner Magic Quadrant for Wired and Wireless LAN Access Infrastructure</a> for both our completeness of vision and our ability to execute.</p>	<ul style="list-style-type: none"> <li>Future-ready</li> <li>Investment protection</li> </ul>
	<p><b>3. Proven track record.</b> Cisco is a pioneer in switching and has more than 2 decades of innovation in our switching product lines. Many IEEE standards for switching today originated from Cisco.</p>	<ul style="list-style-type: none"> <li>Best-in-class technology</li> </ul>
	<p><b>4. Reliable.</b> Cisco switches come with redundancy and resilience features in both hardware and software to increase uptime. We also offer smart, remote troubleshooting to help prevent outages.</p>	<ul style="list-style-type: none"> <li>Continuous business operations</li> <li>Increased IT productivity</li> </ul>
Committed to SMBs	<p><b>5. Commitment to small and medium-sized businesses (SMBs).</b> <a href="#">Cisco® ST&amp;RT</a> offers SMBs a suite of simple, secure, smart solutions, made and priced to build their digital-ready networks.</p>	<ul style="list-style-type: none"> <li>Purpose-built for SMBs</li> </ul>
	<p><b>6. Simple.</b> Cisco switching is simple to deploy and manage. Our switches support zero-touch deployment and GUI-based network management with a customizable monitoring dashboard. You can centralize management of your network and configure multiple switches at the same time.</p>	<ul style="list-style-type: none"> <li>Up to 75% reduction in man-hours spent configuring and testing switches<sup>1</sup></li> <li>Average cost savings of 60% to 80% with zero-touch provisioning<sup>2</sup></li> </ul>
	<p><b>7. Secure.</b> The network sees everything. Cisco switches have embedded security features to control who gets on the network, detect security attacks as they happen,<sup>3</sup> and enforce security policies through the network.<sup>4</sup> We offer comprehensive threat defense, and support network segmentation to reduce attack surface too.</p>	<ul style="list-style-type: none"> <li>400x faster threat detection from 100+ days to 6 hours<sup>5</sup></li> <li>Contain threats quickly, generating 140% return on investment<sup>1</sup></li> </ul>
	<p><b>8. Smart.</b> Cisco switches are designed to optimize application experience. We provide application visibility and control and intelligent traffic management to help customers prioritize business-critical traffic over recreational traffic. Our higher-end switches even offer capabilities to digitize the audio video network and improve quality of experience.<sup>6</sup></p>	<ul style="list-style-type: none"> <li>Improve productivity</li> <li>Improve customer experience</li> <li>Increase revenue</li> </ul>
	<p><b>9. Built for tomorrow's workspace.</b> Cisco switches come with Power over Ethernet and efficient energy management. Customers can power IP phones and wireless access points with their switches to simplify cabling and save on energy costs. We also offer fanless, quiet models optimized for open workspace.<sup>7</sup></p>	<ul style="list-style-type: none"> <li>Simplify IT</li> <li>Improve collaboration</li> <li>60% energy cost savings<sup>2</sup></li> </ul>
End-to-End	<p><b>10. End-to-end solutions.</b> Cisco has the most comprehensive portfolio in the networking industry to help connect, collaborate, compute, and protect your customer's business.</p>	<ul style="list-style-type: none"> <li>Reduce resources and time spent integrating multiple vendors' solutions</li> </ul>

<sup>1</sup>The Total Economic Impact of Cisco Catalyst Access Switches by Forrester Research

<sup>2</sup>Meraki switch cost savings guide

<sup>3</sup>Network as a Sensor (NaaS): Supported on Cisco Catalyst® 3650 and 2960-X Series Switches.

<sup>4</sup>Network as an Enforcer (NaaE): Supported on Catalyst 3650 Series.

<sup>5</sup>Cisco 2017 Annual Cybersecurity Report.

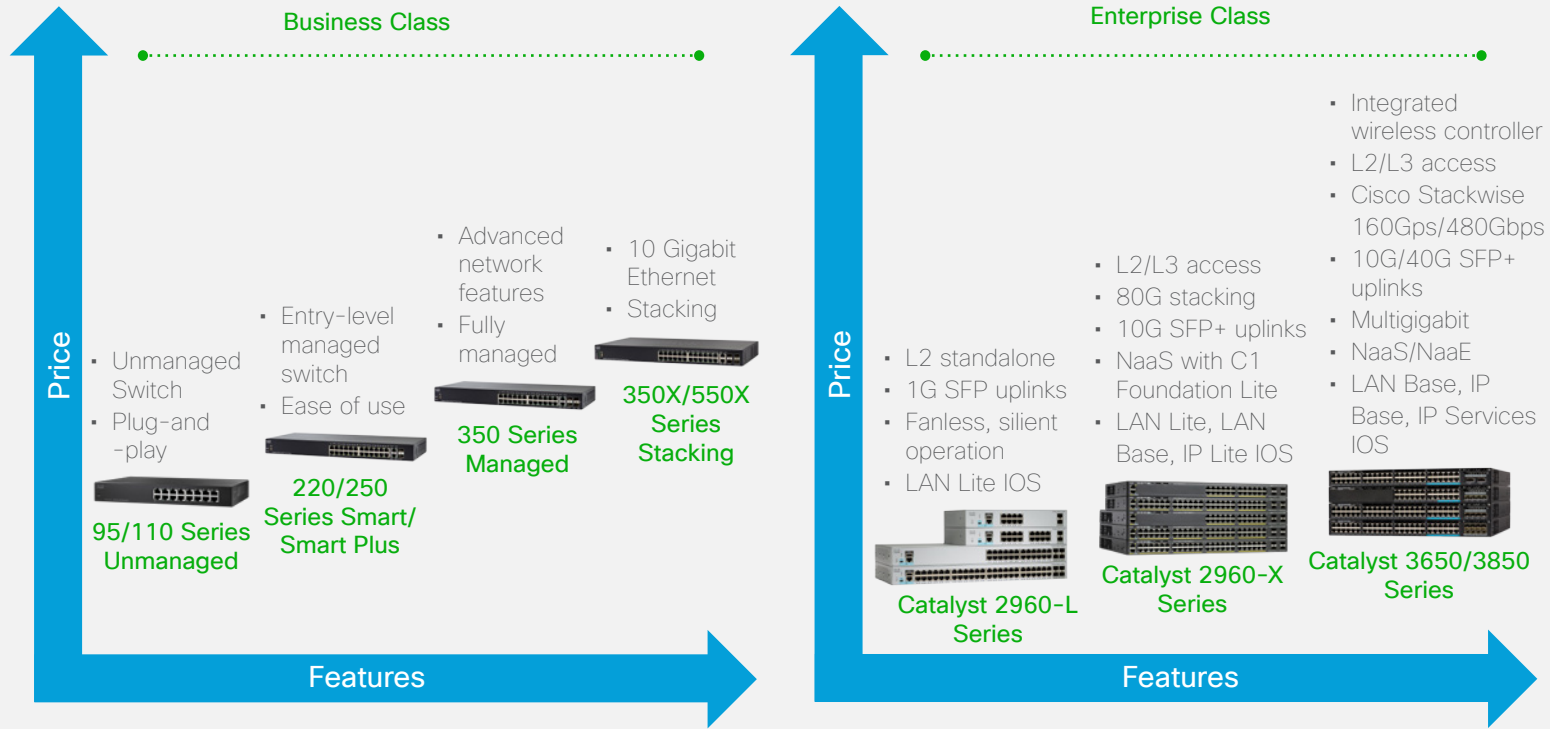
<sup>6</sup>Audio Video Bridging (AVB): Supported on Catalyst 3650 Series.

<sup>7</sup>Supported on Catalyst 2960-L Series.

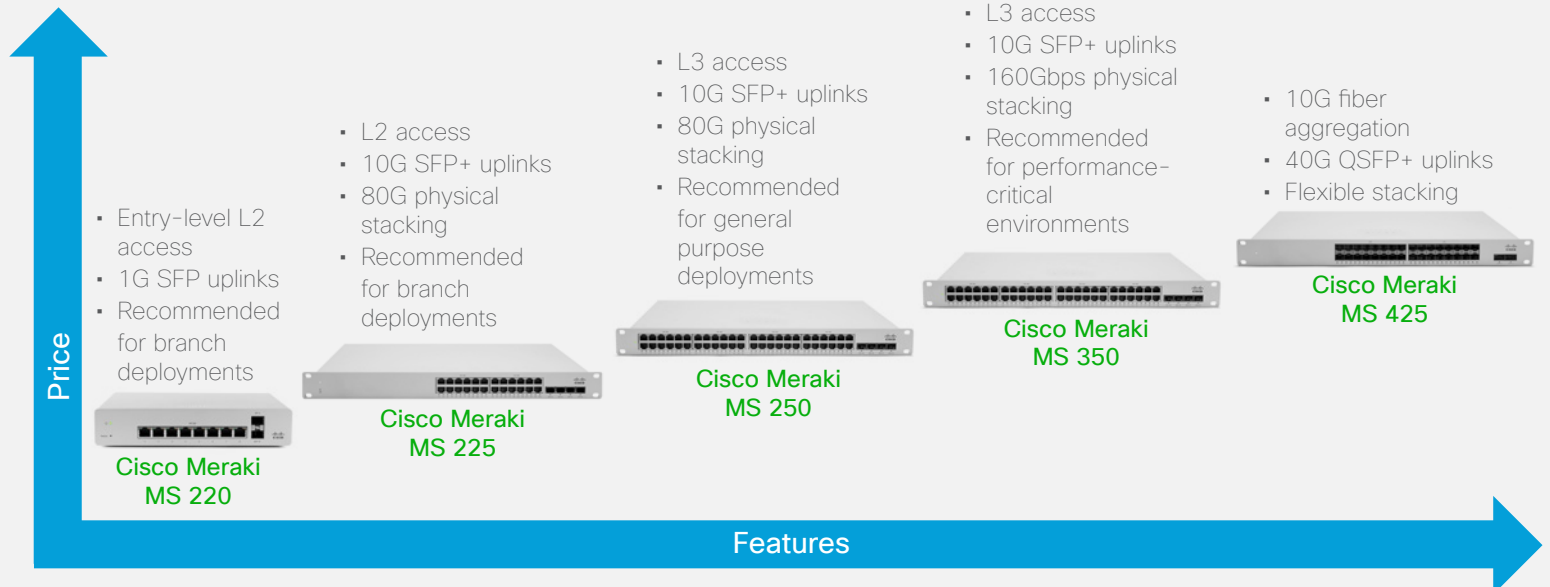
# Cisco START Switching Portfolio Positioning

Whether your customer needs converged wired and wireless, cloud-managed, or out-of-the-box solutions, Cisco has a switch to fit their business needs. For companies that have lean IT staff and distributed sites, and are comfortable with cloud-managed IT, lead with [Cisco Meraki](#). For companies that want customization, an extensive feature set, and an enterprise-class solution, lead with [Cisco Catalyst® switches](#). For companies that want on-premises managed business-class switches made and priced for small networks, lead with [Cisco 95-500 Series switches](#).

## On-Premises Managed



## Cloud-Managed



For more information, visit:

Cisco START: <http://www.cisco.com/au/ciscostart>

Cisco START Catalog: [http://www.cisco.com/c/dam/m/en\\_sg/cisco-start/assets/pdfs/Cisco-Start-Catalog-1612AP-LDSL-1211.pdf](http://www.cisco.com/c/dam/m/en_sg/cisco-start/assets/pdfs/Cisco-Start-Catalog-1612AP-LDSL-1211.pdf)

Cisco switches: <http://www.cisco.com/c/en/us/products/switches/index.html>

Contact the Cisco START Helpline at [csg-au@cisco.com](mailto:csg-au@cisco.com) or call toll free at 1800 134 349 for further help.