



Linksys Connected Office Solutions

Overview and Positioning

Petreski Andrej

Regional Channel Account Manager

Adriatics & Bulgaria

- Linksys COBO Portfolio
Introduction, Positioning & Branding Strategy Update
- Linksys COBO Portfolio Overview
 - Switching
 - Routing
 - Wireless
 - IP Surveillance
 - Network Attached Storage
 - Linksys Voice Solutions
- Linksys Partner Program - LPC
- Coming Soon
- Q&A

- Focused on building products for the Small Business
These are business with office sites of < 100 employees
Sweet spot is 5-30 employees
- What does “Purpose Built for Small Business” mean?
Our products are NOT consumer or enterprise products made to “fit” small businesses
Our products are built exclusively for addressing small business needs:
LAN, WAN, Remote Access, Security, Voice, Applications and Storage
 - QoS, Security, Advanced Features, Management, IPv6
- Moving from product-focused to solutions-focused (combining 3rd party software with Linksys hardware as a bundled solution)

Switching



Storage



Wireless



**IP
Surveillance**



**VPN
Gateway**

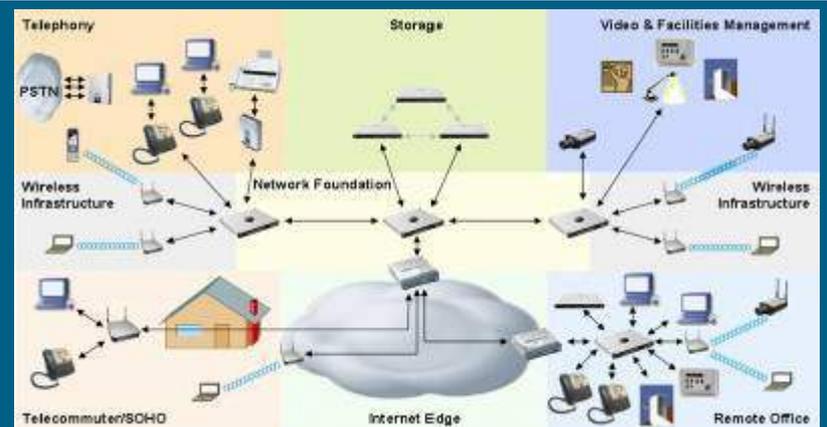


VoIP



Solutions

- Business Networks
- Remote Access
- Wireless
- Voice
- Security
- Storage



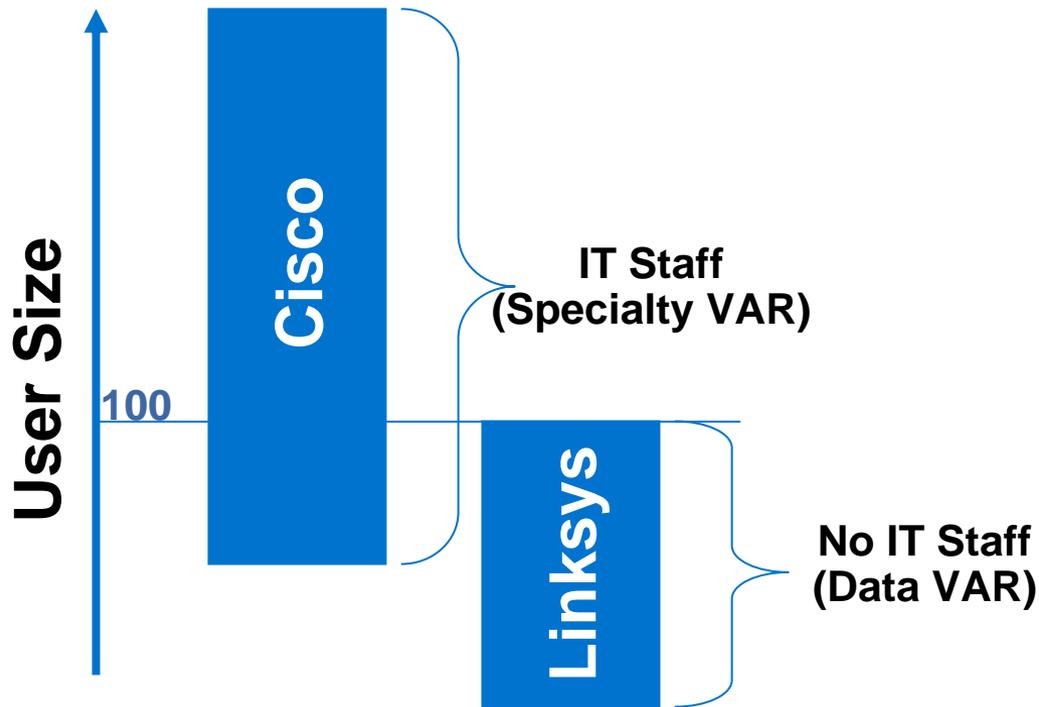
Endpoints

- IP Phones
- Wireless IP Phones
- Video
- Analog Voice Gateways
- VoIP Accessories

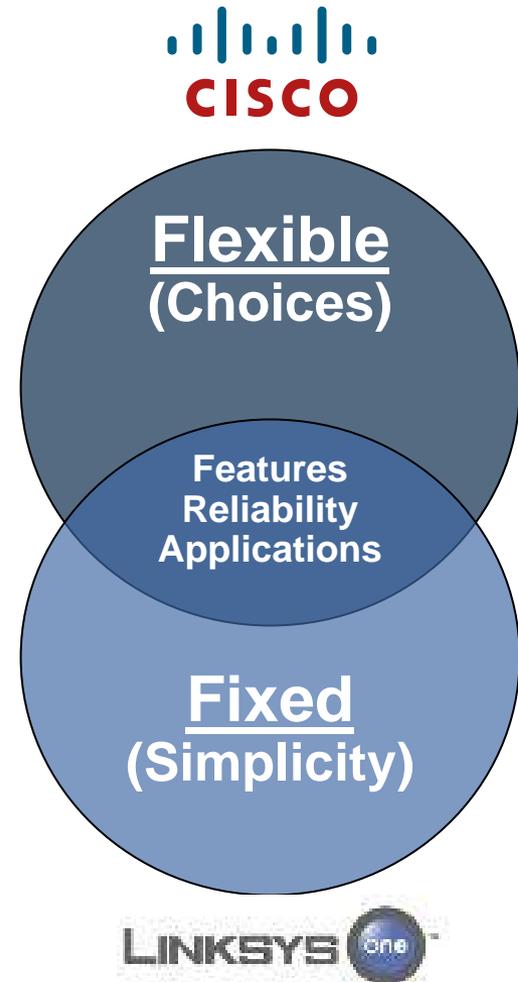
Infrastructure Products

- Routing
- Managed Switches
- Unmanaged Switches
- Smart Switches
- Wireless
- Security
- Storage

Connected Office: Cisco & Linksys Positioning



IT Staff vs No IT Staff



Flexible vs Fixed
Configuration



**Purpose Built
Products for
each
segment...**

Linksys home products for the consumer...

Basic networking products with a focus on entertainment

“Linksys by Cisco” products for the small business...

Value-pricing, fixed configuration, ease of use built in each product

Cisco commercial products for the SMB business...

Manageability, flexibility, expandability built in each product

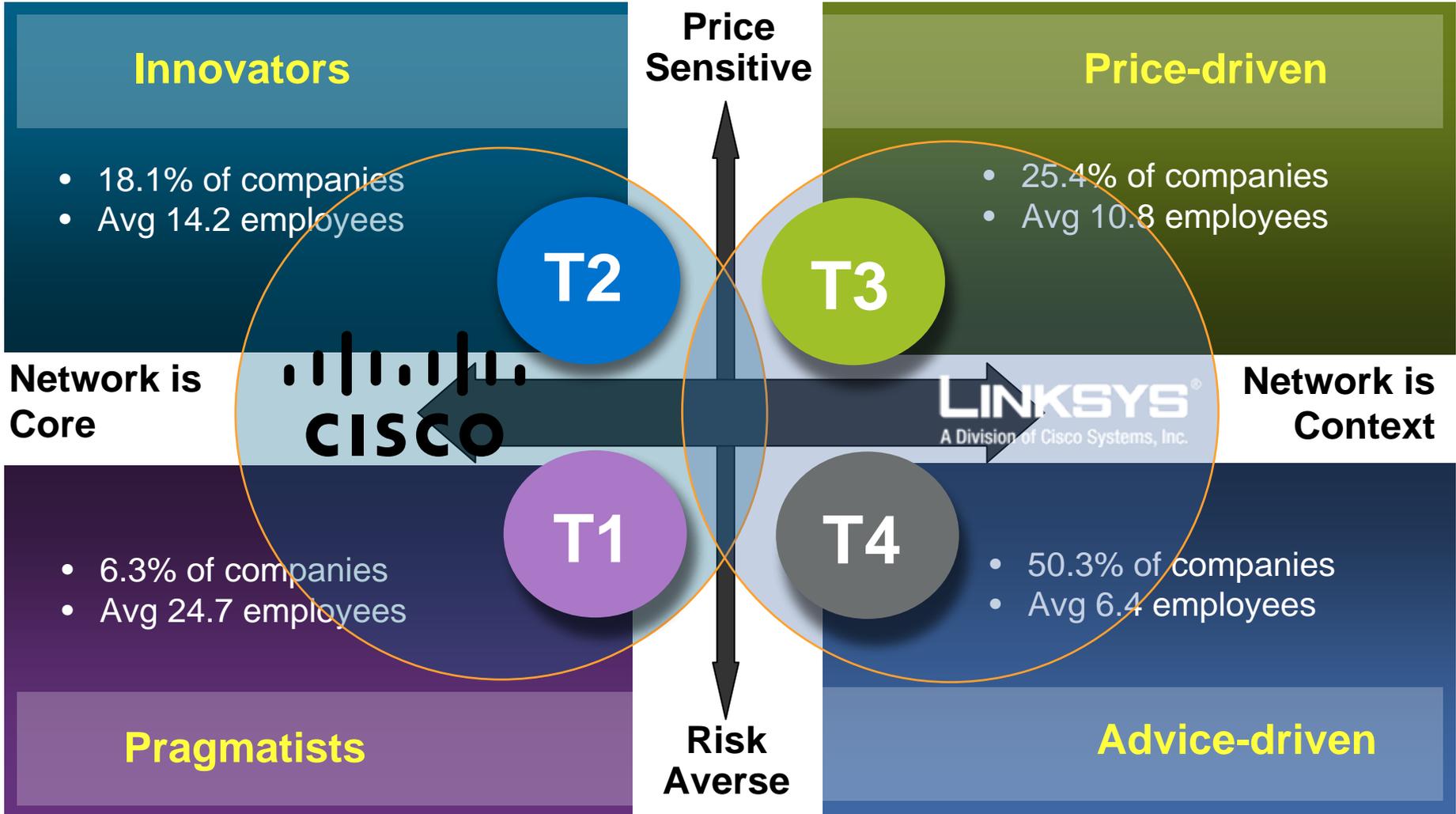
Cisco business products for the enterprise...

Intelligence, performance, extensibility, built in each product

	Cisco SMB Solutions (Small & Medium Business)	Linksys Business Series (Small Business)
		
Buying Motivation	Strategic to business Long term focus	Price-budget minded Tactical – convenient
Product	Customizable and scalable System Solutions Systems Management	Fixed function and configuration Bundled 3rd party applications Individual Product Config
Invest / Protect	Scalable products with roadmaps Cisco Proprietary Content	Replace existing unit or buy additional Trade up to Cisco product offering
Support	Engineering and TAC support – with enhancements/upgrades	RMA with general tech support Software update with bug-fixes



Cisco/Linksys Opportunity in Small Business





Which Product and When?

Vision: Purpose Built, Easy-to-Use, Full-Functionality Solutions of Premium Value

LINKSYS[®]
A Division of Cisco Systems, Inc.

CISCO

CISCO

CISCO

Business Series



VAR advised

Linksys One



SP Managed,
VAR Delivered

Smart Business Comms System



VAR Delivered
and Managed

Cisco Premier



VAR Led and
Maintained
Relationship



Linksys by Cisco

Wireless-G VPN Router with RangeBooster

Five 10/100/1000Mbps, half/full duplex, switched ports

Forwards and filters packets at non-blocking, full wire speed

All ports have auto speed negotiation and auto MDI/MDI-X crossover detection

Supports address learning and aging, 802.3x flow control and head-of-line blocking prevention

BUSINESS SERIES

Model No.: WRT5200



CISCO



Portfolio Overview

WAN



SVR3500
First Linksys T1/E1 Router



WRVS4400N
*Highest Performance
Security Router In Its Class*



RV042
*Best Selling SMB Dual
Port VPN WAN Router*

LAN



SRW2048 – *Best Selling SMB (48) Port GE L2 Managed Switch*



SFE/SGE2000s – *1st Stackable Managed L2 For Linksys*
LINKSYS One Ready



RPS1000 – *1st Multi-Family RPSU For Linksys*

Storage



NSS4xxx/6xxx – *1st Family of Integrated NAS Solutions For SMB*
LINKSYS One Ready *1st NAS Storage Product Within Cisco*

RPS1000 – *1st Multi-Family RPSU For Linksys*

Wireless



WAP4400N
Only SMB Draft “N” SMB AP



WVC200
Lowest Price P/T IP Cam



Portfolio Overview

Switching Solutions

Switching Portfolio Positioning



Catalyst
Express 500



Catalyst
2900 Series



Catalyst
3500 Series



Catalyst
3700 Series

SD/SR
Unmanaged



SLM
"Smart"



SRW
Managed Fix



SFE/SGE
Managed Stackable



Small Business

Mid Market

Lightly & Fully Managed / Linksys One / Service Provider Switches



Linksys Lightly Managed SLMxxxx
802.1q VLANs (128/16)
Link Aggregation
Spanning Tree
Port Mirroring
IGMP Snooping
L2 priority - 802.1p
MAC-based ACL
Multicast/Broadcast/Unknown
Unicast Storm control
Radius Support
802.1x
SNMP
Cable Analysis

Linksys Fully Managed SRWxxxx
VLAN - 802.1q (256)
Link Aggregation
Spanning Tree
Port Mirroring
IGMP Snooping
L2 priority - 802.1p
MAC-based ACL
Multicast/Broadcast/Unknown
Unicast Storm control
Radius Support
802.1x
SNMP
Cable Analysis
Rate Limiting
L3 priority - DSCP/TOS
Rapid Spanning Tree
Telnet
SSH/SSL
Multiple Spanning Tree
Shaping
Flow-based Security
Flow-based QoS

Linksys One (Bletchley Park) SFE2xxx/SGE2xx
VLAN - 802.1q (256)
Link Aggregation
Spanning Tree
Port Mirroring
IGMP Snooping
L2 priority - 802.1p
MAC-based ACL
Multicast/Broadcast/Unknown
Unicast Storm control
Radius Support
802.1x
SNMP
Cable Analysis
Rate Limiting
L3 priority - DSCP/TOS
Rapid Spanning Tree
Telnet
SSH/SSL
Multiple Spanning Tree
Shaping
Flow-based Security
Flow-based QoS
Stacking
Static Layer 3
Power Redundancy - RPSU
Auto-provision
Auto-QoS
Dual Image
More Advanced Support
Options

SP Switches (Added Features) SPSxxxx
Firefox Web Browser
DHCP Relay Option 82 at Layer 2
DHCP Snooping
IP Source Guard
Dynamic ARP inspection
DHCP Guard (included in Snooping)
Multiple MAC Authentications (802.1X)
801.1X - Per User (Each new user needs to be Authenticated)
MVR
Q-in-Q (Port based)
STP Root Guard
CLI

Fast Ethernet



SR224R

- (24) Port 10/100 19" Housing
- Auto MDI/MDI-X
- Per Port LEDs
- Internal Power Supply



SR224

- (24) Port 10/100
- Auto MDI/MDI-X
- Per Port LEDs
- Internal Power Supply



SR216

- (16) Port 10/100
- Auto MDI/MDI-X
- Per Port LEDs
- Internal Power Supply



SD205/SD208/SD216

- (5)/(8)/(16) Port 10/100
- Auto MDI/MDI-X
- Per Port LEDs
- External Power Supply

Gigabit Ethernet



SR2024

- (24) Port 10/100/1000 w/ (2) Combo SFPs
- Auto MDI/MDI-X
- Per Port LEDs
- Internal Power Supply



SR2024C (Compact version – 11")

- (24) Port 10/100/1000 w/ (2) Combo SFPs
- Auto MDI/MDI-X
- Per Port LEDs
- Internal Power Supply



SR2016

- (16) Port 10/100/1000
- Auto MDI/MDI-X
- Per Port LEDs
- Internal Power Supply



SD2005/SD2008

- (5)/(8) Port 10/100/1000
- Auto MDI/MDI-X
- Per Port LEDs
- External Power Supply



SR224G

- (24) Port 10/100 + (2) 10/100/1000 Combo SFP
- Auto MDI/MDI-X
- Per Port LEDs
- Internal Power Supply

Smart Switches

Layer 2 Light Management

Standalone

Stackable

Gig

SLM2005/SLM2008

- 5 and 8 port Gig
- 16 802.1q VLANs
- L2 QoS 802.1p



SLM2024

- 24 port Gig
- 128 VLANs
- L2 QoS



SLM2048

- 48 port Gig
- 128 VLANs
- L2 QoS



10/100

POE

POE

SLM224G

- 24-port 10/100
- 2 Gig
- 128 VLANs
- L2 QoS



SLM248G

- 24-port 10/100
- 2 Gig
- 128 VLANs
- L2 QoS



SLM224P

- 24-port 10/100
- 2 Gig
- 128 VLANs
- L2 QoS
- 802.3af POE



SLM248P

- 48-port 10/100
- 2 Gig
- 128 VLANs
- L2 QoS
- 802.3af POE



SLM224G4S

- 24-port 10/100
- 4 Gig
- 128 VLANs
- L2 QoS
- Stacking



SLM248G4S

- 24-port 10/100
- 4 Gig
- 128 VLANs
- L2 QoS
- Stacking



SLM224G4PS

- 24-port 10/100
- 4 Gig
- 128 VLANs
- L2 QoS
- 802.3af POE
- Stacking



SLM248G4PS

- 48-port 10/100
- 4 Gig
- 128 VLANs
- L2 QoS
- 802.3af POE
- Stacking



WebView With PoE

SRW224P

- (24) 10/100 + (2) GigE w/Combo SFPs
- Up to 12 Ports of 15.4Watts 802.3af
- WebView & SNMP Management
- L2/L3 Policy Filters
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



•SRW208P/SRW208MP

- (8) 10/100 (1) 10/100/1000/Combo SFP
- (4) Ports of 15.4Watts 802.3af, Upgradeable to 8 Ports
- WebView & SNMP Management
- L2 & L3 Filtering
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SRW248G4P/SRW224G4P

- (48) 10/100 + (4) GigE w/Combo SFPs
- SRW224G4P – 24 FE + 4 GE w/combo
- Up to 24 Ports of 15.4Watts 802.3af
- WebView & SNMP Management
- L2/L3 Policy Filters
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x

WebView

SRW248G4

- (48) 10/100 + (4) GigE w/Combo SFPs
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SRW224G4

- (24) 10/100 + (4) GigE w/Combo SFPs
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



•SRW208/SRW208L/SRW208G

- (8) 10/100 – (8) 10/100 +Gige/SFP – (8) 10/100 + 100-LX + SFP
- WebView & SNMP Management
- L2 & L3 Filtering
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



Managed Gigabit Switches w/ Web View

WebView With PoE



- SRW2024P**
- (24) 10/100/1000 w/ (2) Combo SFPs
 - Up to 12 Ports of 15.4Watts 802.3af
 - WebView & SNMP Management
 - L2/L3 Policy Filters
 - QoS – 802.1p/DSCP
 - Port Based/802.1q VLANs
 - 802.1d, 802.3ad



- SRW2008P & SRW2008MP**
- (8) 10/100/1000 w/2 Combo SFP
 - SRW2008P (4) Ports of 15.4W 802.3af
 - SRW2008MP (8) Ports of 15.4W 802.3af
 - WebView & SNMP Management
 - L2 & L3 Filtering
 - L2 & L3 QoS – 802.1p/DSCP
 - Port Based/802.1q VLANs
 - 802.1d, 802.3ad, 802.1x

WebView

SRW2048

- (48) 10/100/1000 w/ (2) Combo SFPs
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SRW2008

- (8) 10/100/1000 w/2 Combo SFP
- WebView & SNMP Management
- L2 & L3 Filtering
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SRW2016/2024

- (16/24) 10/100/1000 w/ (2) Combo SFPs
- WebView & SNMP Management
- QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad



L2+ Stackable

Gigabit Ethernet

SGE2000P - 24 Ports



SGE2000 - 24 Ports



SGE2010P - 48 Ports



SGE2010 - 48 Ports



10/100

SFE2000P - 24 Ports



SFE2000 - 24 Ports



SFE2010P - 48 Ports



SFE2010 - 48 Ports



SFE1000P - 8 Ports



- **Enhances the availability of the Linksys One Solution**
- **Provides power redundancy for up to 6 devices (one at a time)**
 - **Detects when power of attached device fails and supplies power to it**
 - **No loss of data or reboot on part of device**
 - **Backs off from powering failed device when it regains its internal power supply**
- **Provides power redundancy for multiple Linksys One products**
 - **Switching Portfolio - SGE2000P, SGE2000, SFE2000, SFE2000P family**
 - **NAS devices – NSS4000, NSS6000**



- **8 FE, 24 FE, and 24 GE Service Provider Switches**
- **SP features to enable Metro-E deployments**
- **Key Features:**
 - Security features (IP Source Guard, Dynamic ARP inspection, etc)
 - Manageability (CLI, DHCP Option 82, IPv6 Host Mode for manageability over IPv6)
 - Services rollout features (QinQ, MVR, etc)
- **Key Differentiators – Full portfolio, Cisco/Linksys End-End solution**
- **Availability**
 - EMEA/APAC – Q1 CY08



SPS208G



SPS224G4



SPS2024



Added features to SRW products (Service Provider Switches)

#	FEATURE
1	Storm Control includes unknown Unicast
2	Firefox Web Browser
3	DHCP Relay Option 82 at Layer 2
4	DHCP Snooping
5	IP Source Guard
6	Dynamic ARP inspection
7	DHCP Guard (included in Snooping)
8	Multiple MAC Authentications (MAC based 802.1X)
9	802.1X - Per User (Each New user need to be authenticated)
10	MVR
11	Q-in-Q (Port based)
12	STP Root Guard
13	CLI

+ All current features in SRW products

Fiber Optic Transceivers



MGBLH1

- LC Connector
- Single/Multimode LH SFP



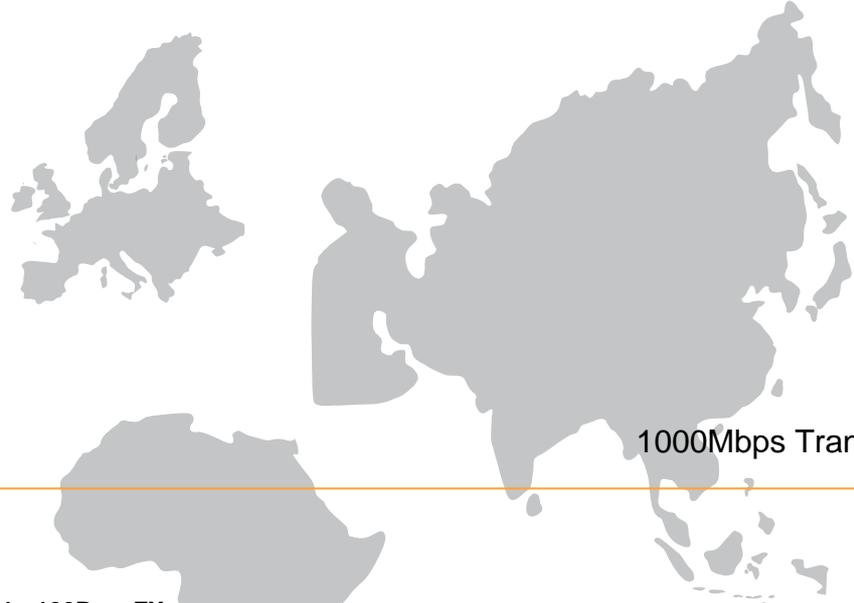
MGBSX1

- LC Connector
- Multimode SX SFP



MGBT1

- CAT 5 Connector
- 1000BaseT SFP



1000Mbps Transceivers



MFEFX1 - 100BaseFX

- LC Connector
- 100BaseFX SFP
- Multimode Up To 2KM



MFELX1 - 100BaseLX

- LC Connector
- 100BaseLX SFP
- Singlemode Up To 10KM



100Mbps Transceivers

Available Now

Lightly & Fully Managed / Linksys One / Service Provider Switches



Linksys Lightly Managed SLMxxxx
802.1q VLANs (128/16)
Link Aggregation
Spanning Tree
Port Mirroring
IGMP Snooping
L2 priority - 802.1p
MAC-based ACL
Multicast/Broadcast/Unknown
Unicast Storm control
Radius Support
802.1x
SNMP
Cable Analysis

Linksys Fully Managed SRWxxxx
VLAN - 802.1q (256)
Link Aggregation
Spanning Tree
Port Mirroring
IGMP Snooping
L2 priority - 802.1p
MAC-based ACL
Multicast/Broadcast/Unknown
Unicast Storm control
Radius Support
802.1x
SNMP
Cable Analysis
Rate Limiting
L3 priority - DSCP/TOS
Rapid Spanning Tree
Telnet
SSH/SSL
Multiple Spanning Tree
Shaping
Flow-based Security
Flow-based QoS

Linksys One (Bletchley Park) SFE2xxx/SGE2xx
VLAN - 802.1q (256)
Link Aggregation
Spanning Tree
Port Mirroring
IGMP Snooping
L2 priority - 802.1p
MAC-based ACL
Multicast/Broadcast/Unknown
Unicast Storm control
Radius Support
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Flow-based QoS
Stacking
Static Layer 3
Power Redundancy - RPSU
Auto-provision
Auto-QoS
Dual Image
More Advanced Support
Options

SP Switches (Added Features) SPSxxxx
Firefox Web Browser
DHCP Relay Option 82 at Layer 2
DHCP Snooping
IP Source Guard
Dynamic ARP inspection
DHCP Guard (included in Snooping)
Multiple MAC Authentications (802.1X)
801.1X - Per User (Each new user needs to be Authenticated)
MVR
Q-in-Q (Port based)
STP Root Guard
CLI



Portfolio Overview

Routing & Security Solutions

Wireless VPN Routers



WRVS4400N

- Draft N MIMO
- Based on RSV4000 Security Router
- SPI Firewall + IPS
- 5 User IPSEC VPN
- Gigabit WAN/LAN



WRV200

- 802.11g MIMO
- Support Up to 10 VPN Tunnels
- Omni-Directional Antenna – 1x2 MIMO
- Multiple SSID



WRV54G

- 802.11g
- Support Up to 50 VPN Tunnels
- VPN Tunnel Pass-Through
- Omni-Directional Antenna



WRVS4420N (Dekker)

- 802.11n
- Based on RSV4000 Security Router
- SPI Firewall + IPS
- 30 Users IPSEC VPN Tunnels
- Gigabit WAN/LAN



Merckx-W

- 802.11n
- (2) GigE WAN + (4) GigE LAN
- Integrated SPI Firewall
- IPsec and **SSL** VPN (100 tunnels)
- IPS + **AV**
- Trend Micro Email and Web filtering

Wired VPN Gateways and Security Appliances



RVL200

- (1) FE WAN + (4) FE LAN
- Integrated SPI Firewall
- SSL VPN Support
- IPSEC Branch Office Support
- Trend Micro Email and Web filtering *



RVS4000

- (1) GigE WAN + (4) GigE LAN
- Integrated SPI Firewall + IPS/IDS
- IPSEC VPN Support
- Trend Micro Email and Web filtering *



RV042/RV082/RV016

- Dual WAN Ports
- Integrated SPI Firewall
- HW Accelerated VPN
- QuickVPN Support
- Trend Micro Email and Web filtering *



Merckx

- (2) GigE WAN + (4) GigE LAN
- Integrated SPI Firewall
- IPSEC and **SSL** VPN (100 tunnels)
- IPS + **AV**
- Trend Micro Email and Web filtering



Moser

- (2) GigE WAN + (8) GigE LAN
- Integrated SPI Firewall
- IPSEC and **SSL** VPN (150 tunnels)
- IPS + **AV**
- Trend Micro Email and Web filtering



Kelly

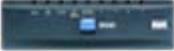
- (2) GigE WAN + (8) GigE LAN
- Integrated SPI Firewall
- IPSEC and **SSL** VPN (100 tunnels)
- IPS + **AV**
- Trend Micro Email and Web filtering

Available Now

Q1CY08

Q2CY08 →

* Trend Micro service are a future feature and will be a available as a separate subscription service.

- RV042: 50 VPN connections, Client or GW2GW 
- RVO16, RV082, WRV54G: 50 VPN clients, 50 GW2GW 
- RVS4000, WRVS4400N: 5 VPN clients, 5 GW2GW 
- WRV200: 10 VPN Clients, 5 GW2GW 
- RVL200: 5 SSL VPN connections, 1 IPSec GW2GW 



Portfolio Overview

Business Wireless

2.4 GHz

Dual Radio

Single Radio



WAP200E



WAP200

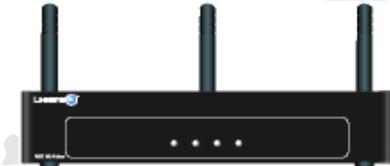


WAP2000



WAP4400N

2.4 / 5 GHz



WAP6600N

Clustering



WAP6400N

Available Now

Q1 CY08



Portfolio Overview

IP Surveillance

FIXED

LINKSYS one Ready
WVC2300
Wireless, POE, IP Multicast, 3GPP, RSTP, RTP, Two-way Audio, Interchangeable Lenses, Flexible options
Low light viewing capability, Motion Detection

LINKSYS one Ready
PVC2300
POE, IP Multicast, 3GPP, RSTP, RTP, Two-way Audio, Interchangeable Lenses Flexible options, Low light viewing capability,
Motion Detection

PTZ

BUSINESS SERIES

WVC200

- 802.11g
- Pan, Tilt, Zoom
- Low light viewing capability
- Motion Detection

LINKSYS one Ready
WVC300
2.3x Optical Zoom

BUSINESS SERIES

LINKSYS one Ready
PVC3100
2.3x Optical Zoom
POE
High Contrast

LINKSYS one Ready
WVC3100
2.3x Optical Zoom
Wireless-G
High Contrast

Available Now

3Q CY'07

1H CY'08



Portfolio Overview

Network Attached Storage Solutions

LINKSYS[®]

A Division of Cisco Systems, Inc.

Product Family Comparison:

LINKSYS **one**™ Ready



	NSS4000	NSS4100	NSS6000	NSS6100	Notes
HARDWARE					
Processor	600MHz w/256KB L2 Cache	600MHz w/256KB L2 Cache	900MHz w/256 L2 Cache	900MHz w/256 L2 Cache	
Memory	128MB SDRAM	128MB SDRAM	512MB DDR	512MB DDR	
Pre Installed Hard Disks ²	N/A	(4) x 250GB	N/A	(4) x 250GB	HD are 24x7 Rated
SOFTWARE					
Volume Snap Shot	No	No	Yes	Yes	
Virtualization Host	No	No	Yes	Yes	Host Required To Have RAID Sets Span Boxes ¹
MAXIMUM AGGREGATE SIMULTANEOUS CONNECTIONS/OPERATIONS					
CIFS	15	15	75	75	Windows/MAC Clients
FTP	2	2	50	50	
NFS	20	20	20	20	Linux/Unix Clients
GUI Access	1	1	1	1	
NMS Access	1	1	1	1	
System Backup	1	1	1	1	
Snapshot	0	0	1	1	File Undelete

¹ All RAID Volumes Must Be On The Same Subnet For Them To Participate In A Virtualized Or Aggregated RAID Set

² References Pre-Installed Hard Disks, Other Sizes Are Supported.

Support RAID Types

NSS4100 Based Configuration
4 x 250GB (7200RPM) High Duty Cycle SATA HDs



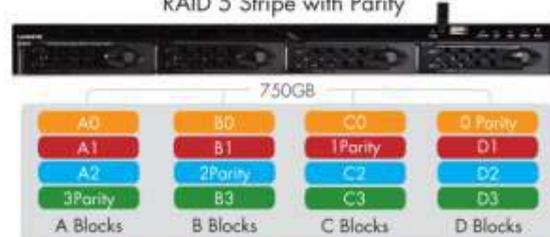
JBOD (Not Striped)



RAID 0 Striped No Parity



RAID 5 Stripe with Parity



RAID 1 Mirrored



RAID 5 Stripe with Parity + Spare



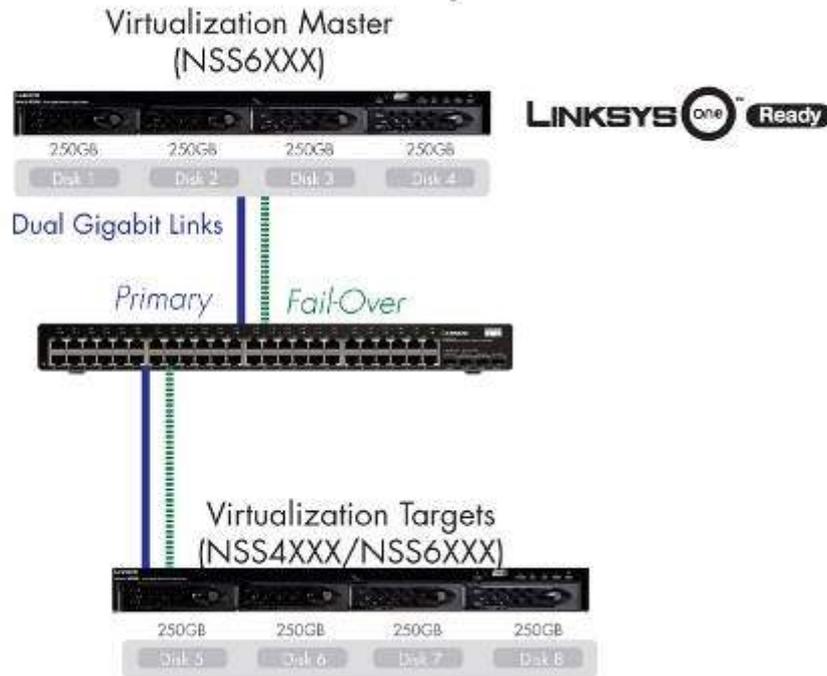
RAID 1 Mirrored + Spare



RAID 10 Mirrored & Striped



Virtualization Examples



A Virtualization Master Unit Can Host Up To 4 Exported/Networked Disks or RAID Sets

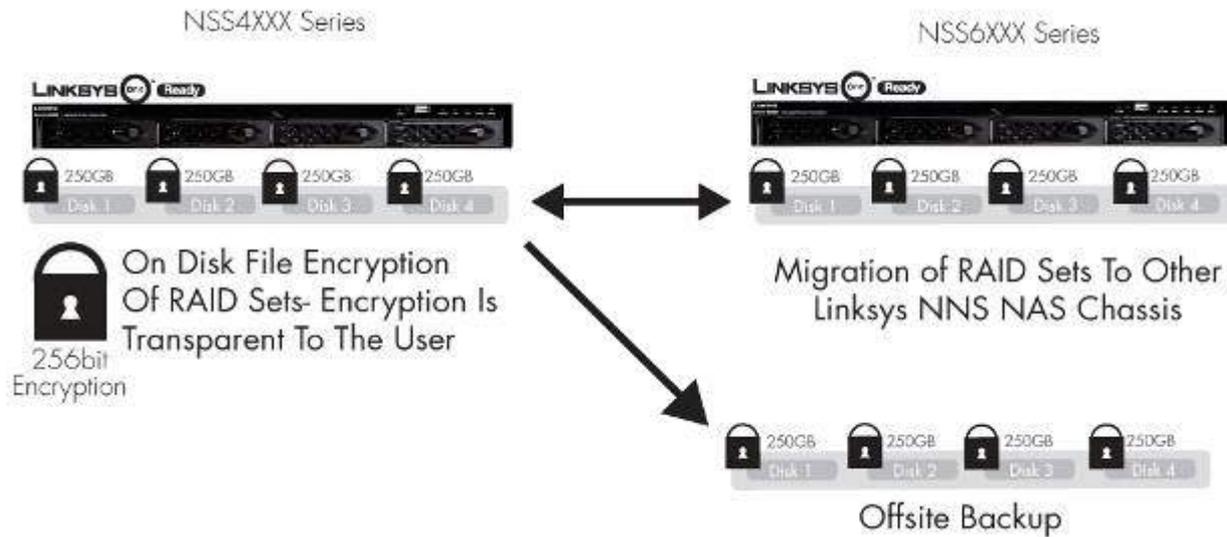
Virtual RAID JBOD - (Across Up To 4 Networked Disks)



Virtual RAID 1 - (Across Up To 4 Networked Disks)



Encryption Examples



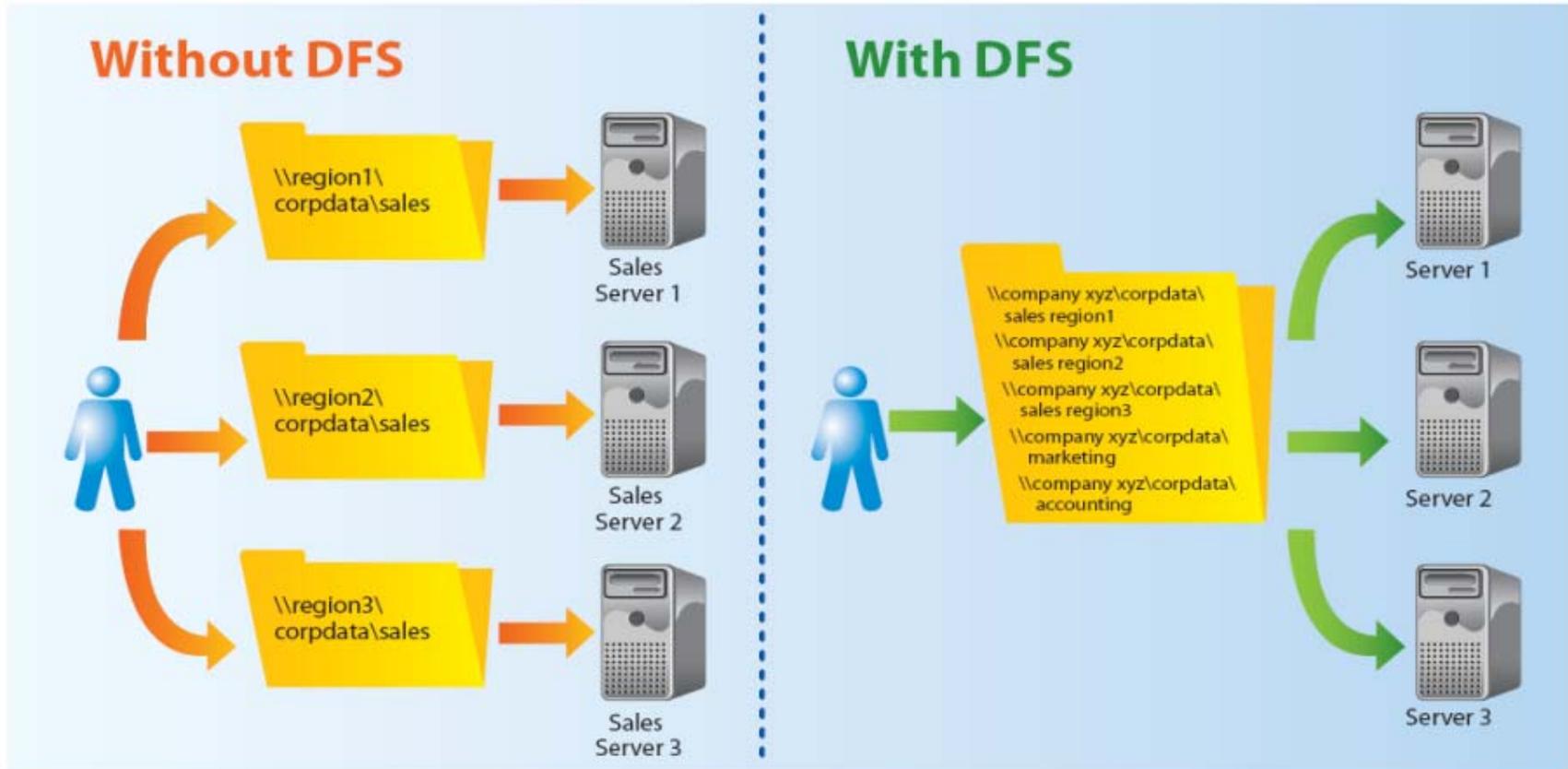
Diskless Chassis Based Design With Encryption

- Enables Migration of RAID Sets Between Systems
- Enables Secure Offsite Backup/Archiving of Data

Verticals Market Opportunities:

- Health Care
- Legal
- Accounting

Distributed File System Example



Source: Microsoft DFS Doc

Rack Mount

"Koga 1 & Koga2"



NSS6000/NSS6100



NSS4000/NSS4100



Desktop

"Iga1" & "Iga2"

NSS3000/NSS3100 (4 Bay System)



Cousteau2

NSS2000/NSS2100 (2 Bay System)



Common Features:

- Linksys One Ready (Nugget 2.0)
- Disk-Less Chassis Based Design
- RAID Set Migration Between Chassis
- Compatible File Encryption
- Virtualization Compatible
- Microsoft Distributed File System Support
- RAID Set Expansion/Migration
 - Add Drives
 - Expand RAID Sets
- Media Server
- COBO IPv6 Strategy Compliant
- Microsoft Vista Support



Portfolio Overview

Linksys Voice Solutions



Voice Over Broadband • Leadership + Innovation

Residential – Gateways • Routers • ATAs (Voice & Video) • Telephones (Cordless & WiFi) • Home Phone Systems

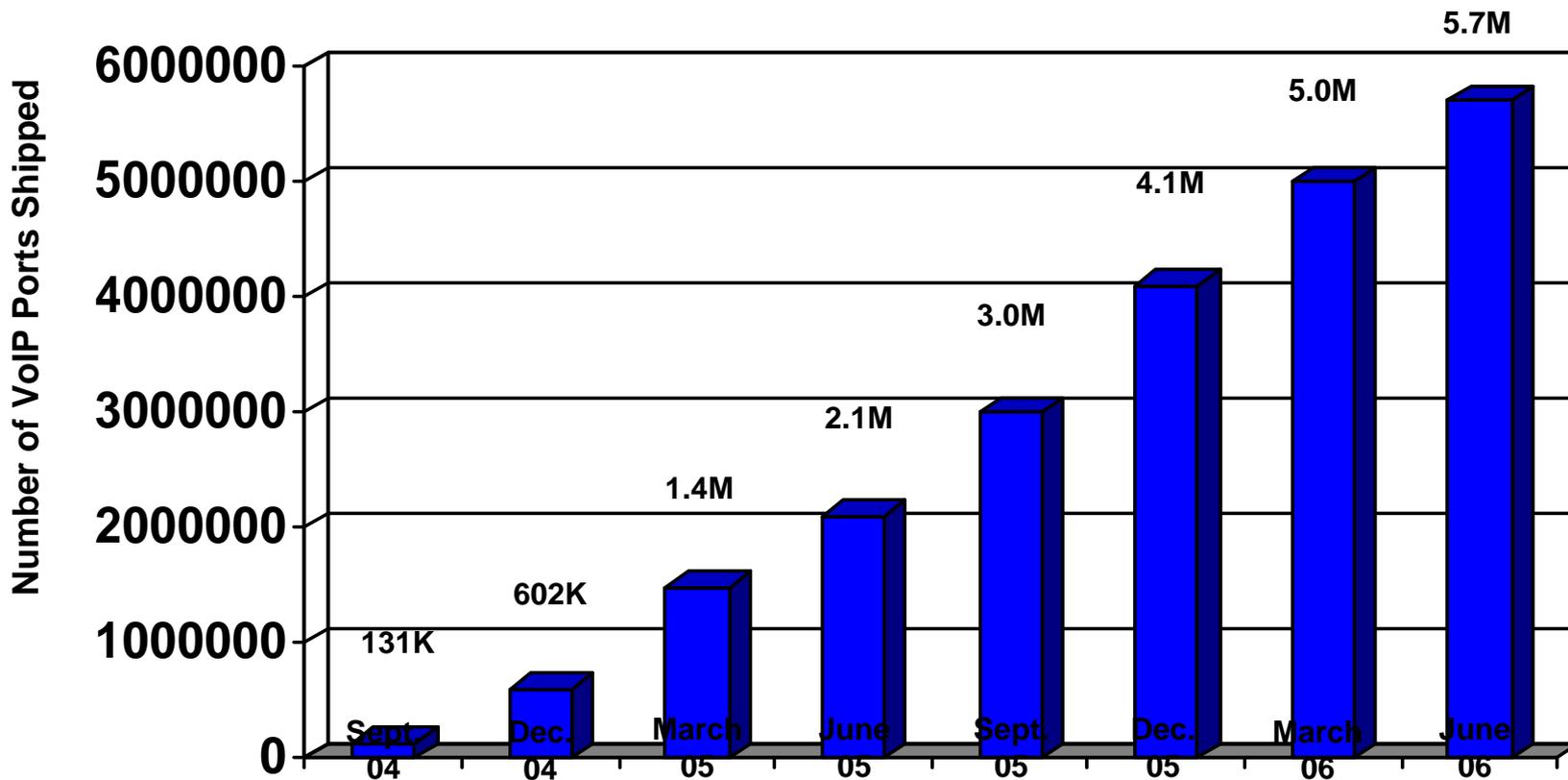


SOHO & Very Small Business – Phone Systems • IP Phones (Desk + WiFi) • FMC Routers with VoIP



- Large, mature SIP-Based Product Line deployed by Service Providers Globally
- ATAs (FXS/FXO), ATAs w Routers, ATA/Router/WIFI, ATA/Router/WIFI/DSL...
- Residential IP Phones, Business IP Phones, WIFI Phones, IP Key Systems ...
- Large Breadth of SIP-Based Products with Deep Feature Set, Interoperability, Security
- #1 In Consumer VoIP – Vonage • AT&T • Earthlink • Telio (NOR) • engin (AU) • 1,000s More . . .
- Over 11 Million Ports Shipped Since 2005

Linksys VoIP Growth 2004 - 2006



Currently counting over 10M ports shipped...

Source: Cisco-Linksys 2006

- Broad Product Line with Deep Feature Sets
 - Market Leading Combinations
 - WIFI/Router/VoIP = Linksys
 - Compact, Attractive, Stylish
 - Global Availability & Compliance
 - Sustained Interoperability Commitment
 - Device Management Features support FCAPS requirements
 - Customized Product Offerings
- Brand Name Recognition
 - Leverages Linksys / Cisco name
 - Highly visited web sites
 - Product Advertising / Promotion
- Dedicated Sales & Support
 - Knowledgeable Sales Teams
 - Strongest Retail Presence
 - Large Distribution and VAR base
 - Comprehensive Tools & Docs
 - Experienced Technical Support
 - Silicon Valley Feature Development
- Price enables Volume Deployments
 - Proven market changing products
 - ATAs
 - SPA900 Series IP Phones
 - LVS9000 IP PBX System

- Service Providers
 - Partners and Customers
- Equipment Vendors
 - Products to Fill Out Product Offering
 - Offer End-to-End Solutions
- Softswitch & SIP Proxy Vendors
 - Complimentary Product Offerings
- Distribution Partners
 - Provide Products to Our Customers
 - Service Providers
 - Value Added Resellers (VARs)
 - System Integrators

Now Working with:

Cisco
Acme Packet
Broadsoft
Lucent
Metaswitch
Netrake
Nortel
Pingtel
Siemens (Pending)
Sylantro
Tekelec
Verso

. . . and more

Softswitch / SIP Application Servers Known to be Tested Successfully Against Linksys VoIP Endpoints (SIP)

- SER - SIP Express Router (Open Source)
- Asterisk (Open Source)
- Nortel MCS5200
- Nortel DMS10
- Broadsoft
- Sylantro
- Verso
- Metaswitch
- Siemens
- Dynamicsoft - Cisco
- Nextone
- Pingtel
- Vocaltec
- Cirpac / Thompson
- Sonus
- Tekelec
- Lucent
- Netcentrex
- NexTone
- 3Com
- Veraz
- Emergent Networks
- Ubiquity
- NEC
- Iwatsu
- Swyx
- Intertel
- Nable
- Songa
- AFGEO
- Power.on
- Neonova
- Microsoft
- HotSip

The Linksys SPA900 Series Telephones are Fully Sylantro, Broadsoft and Tekelec Certified.

The SPA9000 is Broadsoft SIP Trunking Certified.

- Shared Line Appearance (SLA)
- Dashboard Based Provisioning
- Call Park & Call Pickup
- Intercom (auto-answer)
- Distinctive Ringing
- Direct Inward Dial (DID)
- Multi-Party Conferencing
- Last Call Return
- Call Forward Indication
- Calling and Called Party Display

- deFacto SIP Standard – Mature & Proven
- Boot Time – Seconds versus Minutes
- QOS: Layer 2 and Layer 3 (DSCP) Packet Marking
- Flexible Dial Plan
- CODEC Support
 - Current: G.711, G.723, G.726, G.729
 - Future: Speex, iLBC, G.722 Wideband
- Security
 - Separate User and Admin Passwords for Web Configuration
 - Admin Password Optionally Required for Factory Reset
- SIP over TLS:
 - SPA2102, SPA3102, SPA922, SPA942, and SPA962 (October 2006)
- Physical Size – Less Desk Area Required
- WiFi Support – Routers, IP Phones, System Base Stations
- Configurable Parameters
 - Over 500 versus less than 200
- Broadsoft & Sylanro Certified on Real Service Provider Networks
- IP Media Loopback

- Linksys VoIP Endpoints Use the Same Remote Provisioning Interface
 - **Secure** TFTP, HTTP, and HTTPS Remote Provisioning
 - Remotely Read Configuration for Backup and Restore
 - XML Provisioning Files with Common Parameters

- Linksys VoIP Endpoints have Integrated HTTP Servers with Consistent Look and Feel

```
<!-- profile --> <!-- Sipura SPA-942 Configuration Parameters -->
<!-- SIP Parameters -->
<Max_Forward ua="na"> 70
</Max_Forward>
<Max_Redirection ua="na"> 5
</Max_Redirection>
<Max_Auth ua="na"> 2
</Max_Auth>
<SIP_User_Agent_Name ua="na"> $VERSION
</SIP_User_Agent_Name>
<SIP_Server_Name ua="na"> $VERSION
</SIP_Server_Name>
<SIP_Reg_User_Agent_Name ua="na">
</SIP_Reg_User_Agent_Name>
<SIP_Accept_Language ua="na">
</SIP_Accept_Language>
<DTMF_Relay_MIME_Type ua="na"> application/dtmf-relay
</DTMF_Relay_MIME_Type>
```



Latest Innovations in Voice

SPA962 IP Phone



- Most Affordable Color Phone on the Market
- Fully Integrated with LVS
- **SPA962 Available: December 2006**

WIP310 WiFi Phone



- SIP Standard
- Linksys Internally Developed
- Can Be Used w/ LVS Endpoint
- SPA-Style Remote Provisioning
- **WIP310 Available: CYQ1 2007**

SPA400 Analog PSTN Gateway SPA410 ISDN BRI PSTN Gateway



- Land Line Gateway for LVS Users
- SPA400: 4 x FXO (Analog) Ports
- SPA410: 2 x BRI (ISDN) Ports
- Integrated Voicemail Server
- **SPA400 Available: Now**
- **SPA410 Available: CYQ1 2007**

SPA932 32 Button Sidecar



- SPA962 Sidecar for Attendants
- Up to 64 Additional Buttons (2

Software / Provisioning Innovations

- RC (Remote Customization) – Allows All the Benefits of Factory Customization without the Lead-time, Commitment & Cost
- SIP over TLS – Makes VoIP as Secure as On-Line Banking
- sRTP – Encryption of Voice Calls
- SIP Application Server Interoperability
- Localization of SPA900 Series Phones

Widest Range of SIP for Business Telephones

	Model	Display	Extentions	PoE	Ethernet Ports
	SPA901	None (has IVR)	1	No	1 10BaseT
	SPA921	128 x 64	1	No	1 10BaseT
	SPA922	128 x 64 Backlit	1	Yes	2 100BaseT
	SPA941	128 x 64	2, 4	No	1 10BaseT
	SPA942	128 x 64 Backlit	2, 4	Yes	2 100BaseT
	SPA962	320 x 240 True Color Sidecar (Option)	6	Yes	2 100BaseT

Schedule

<p>SPA9000</p> 	<p>Integration with Linksys Commercial cable Gateway</p>	<p>2 Phone Ports – FXS Configuration Server SIP Proxy Server Application Server (SIP) Configuration Wizard Linksys Secure Provisioning</p>
AVAILABLE		
<p>SPA400 With 4 x FXO SPA410 With 2x ISDN BRI</p> 	<p>Integrated Voicemail Application via USB Voicemail Module (Included)</p>	<p>4 FXO LINE Ports – SPA400 2 BRI (4 Voice Calls) – SPA410 1 10/100 BaseT Ethernet Port 1 USB Master Port</p>
DEVELOPMENT SPA400 – AVAILABLE		

Analog Telephone Adapters

	Model	FXS Ports	FXO Ports	Router	Ethernet Ports
	SPA1001	1	0	No	1 10BaseT
	PAP2T	2	0	No	1 10BaseT
	SPA2102	2	0	Yes	2 100BaseT
	SPA3102	1	1	Yes	2 100BaseT
	SPA8000	8	0	No	1 100BaseT

- Full-Featured, High-Quality, Low Cost Product Line
 - Superior Voice Quality
 - PSTN Feature Transparency
 - End-to-End Security and Provisioning
 - Scalable Architecture and Implementation
 - Over 500 Programmable Features
- Technology – Platform Leadership
 - Extensible Platforms (Managed Voice & Video)
 - Deployment and Maintenance on a Massive Scale
 - Internally Developed Software on Customized Hardware
 - Market Leadership – CPE Interoperability *De Facto* Standard
- Customer Satisfaction and Support
 - Production Level Customization
 - Advanced Documentation and Tools for Provisioning and Maintenance
 - Experience Supporting Large and Small Service Provider Customers and System Integrators
 - Dedicated Support
 - **Products Designed for Massive Service Deployment**



Linksys IP Phones

Hardware Features of the SPA921/922, SPA941/942, SPA962:

- Distinctive Industrial Design
- Hi-Resolution Graphical Display
- 802.3af PoE (SPA922, SPA942, SPA962)
- Menu Driven User Interface
- Illuminated Line Keys (SPA941, SPA942, SPA962)
- Four Soft Keys
- Four Way Navigation Button
- Speakerphone with Hands Free Operation
- Headset Port – 2.5mm
- Hold Button
- Message Waiting Light
- Message Retrieval Button
- Volume Control
 - Handset
 - Speaker
 - Headset
 - Ringer
- Illuminated Speaker, Mute, and Headset Activation Keys
- Audible and Visual Incoming Call Alert



**SPA941
SPA942**



**SPA921
SPA922**

SPA901/921/922/941/942/962 Software Features:

- Comprehensive Interoperability
- Excellent Voice Quality
- Secure Calling via sRTP
- Remote Provisioning via HTTPS, HTTP, TFTP
- Fully SIP for Business Compliant
- Downloadable Ring Tones
- Network Based Ring Tone Support
- Call Transfer
- Call Back on Busy
- Call Forwarding
- Call Conferencing
- Do Not Disturb
- Hands Free Operation (On products with a Speakerphone)
- Independently Configurable Dial Plan Per Line
- IP Dialing (URI or IP Address) Support
- Personal Directory – 100 Entries
- Call Logs for Incoming, Outgoing, Missed Calls – 60 Entries



**SPA941
SPA942**



**SPA921
SPA922**



SPA901



- Rugged design
- Single Extension
- Two Call Appearances
- Supports Bridge Line Appearances
- Indicators for Share Line Busy, Voicemail Waiting





- Single Extension
- Two Call Appearances
- Otherwise, same features as the SPA941 & SPA942 Respectively
- Speakerphone
- Headset Jack (2.5mm)



- Four Extensions
- Ships with Two Extensions Enabled, Upgradable to Four
- Four Independent Line Keys
- Speakerphone
- Headset Jack (2.5mm)



- Six Extensions
- Six Independent Line Keys
- 320 x 240 Color Display
- Optional Sidecar for Attendant Console Applications
 - Up to 64 Additional Buttons



- SPA932
 - 32 Button Attendant Console (Sidecar)
 - Tri Color Programmable LEDs
 - Up to Two Consoles Can Be Attached – For a Total of 64 Buttons
 - Support for Broadsoft Busy Lamp Field
 - Support for Asterisk Line Monitoring (post FSS feature)
 - Powered by SPA962 – No Power Supply Required



- Linux Based WiFi Phone
- 802.11b,g
- Color Display
- Speakerphone
- 3-Way Conferencing
- Polyphonic Ring Tones
- Linksys Internally Developed Firmware
- Can Be an SPA9000 SIP Endpoint
- SPA Compatible Remote Provisioning
- Extended Battery Life
- Phase II Features:
 - Similar PBX Features as the SPA922
 - WPA Support – aka 7C
 - Roaming Support

SPA400 Gateway with Voicemail Server

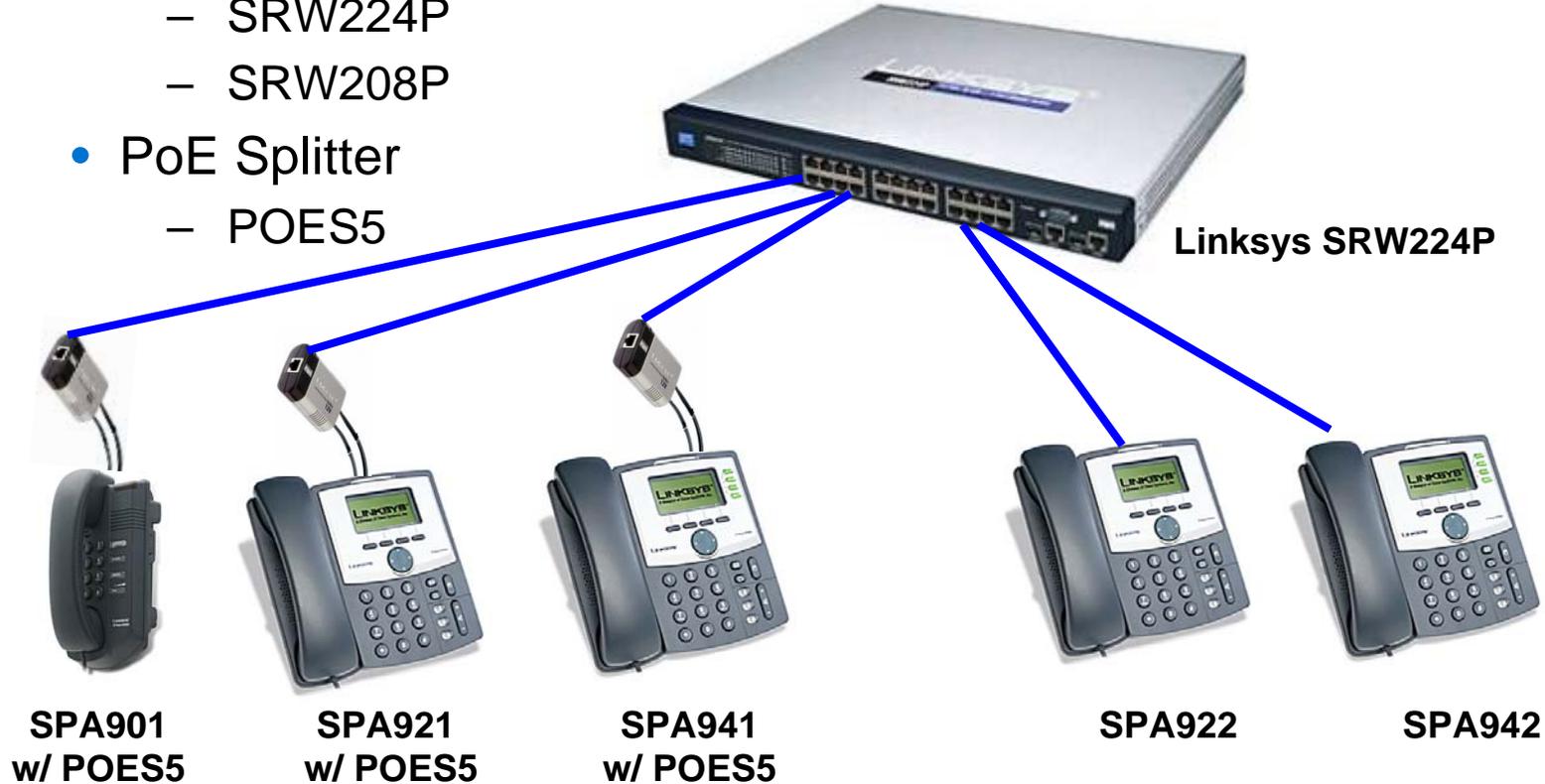
- Land Line Gateway for Linksys LVS 9000 Users
 - 4 x FXO (Analog) Phone Ports
 - USB Master Port
 - Connects PSTN to LVS 9000 VoIP Network
 - Package Contents
 - SPA400 Device
 - 4 Phone Line Cables
 - USB Memory Stick
- Integrated Voicemail Server
 - Up to 32 Voicemail Accounts or "In-Boxes"
 - Enables LVS 9000 Phone System Users to Leave and Playback Voicemail Messages – Locally
 - Up to 16 Hours of Voice Messages Stored on USB Memory Stick (Included)
- SPA410 – ISDN Gateway with Voicemail Server
 - 2 BRI Ports (2 B+D)
 - In Concept Commit
 - Targeted for European Market



SPA400



- SPA900 Series Phones with Integrated PoE Support:
 - SPA922
 - SPA942
- PoE Ethernet Switch
 - SRW224P
 - SRW208P
- PoE Splitter
 - POES5





Extended Support Solutions

New Services and Applications

Financing of Products

New Marketing Tools

Next Generation Partner Program

- Network Attached Storage & Applications

Expand product portfolio with new desktop storage products

Partnership with IBM and their continuous data backup – real-time backup of data files

- IPv6 Infrastructure

- Expand 3rd Party Support And Integration With Application Appliances

- Expand Linksys To Cisco Trade Up Program





- IPv4: 32 bit addresses, which limits the max. IP addresses to 2^{32}
max number of available addresses
4,294,967,296 (4 Billion)
~ 18 Million are reserved for private networks
~ 1 Million are reserved for multicast
- There is a shortage of IP addresses
- IPv6: 128 bit addresses, so max address range is 2^{128}
340,282,366,920,938,463,463,374,607,431,768,211,456
- Figure out how that number is called yourself ;-)
- The Earth surface is ~ 510 Million square km
- => ~ 1,500 IP addresses per m^2
- Should be enough for the near term future

NAS Portfolio & CDP



- Offer complete SMB portfolio – Desktop to Rackmount
- Consistency in feature set and scalability (RAID levels, management, virtualization,.....)
- Tolly test completed and shows superior performance
- Complete solution offering incl. CDP software

Desktop



NSS2000/NSS2100 (2 Bay System)
(Estimated US Street) \$499/\$899



NSS3000/NSS3100 (4 Bay System)
(Estimated US Street) \$799/\$1399





Enhancements to the Linksys Partner Connection (LPC) Partner Program

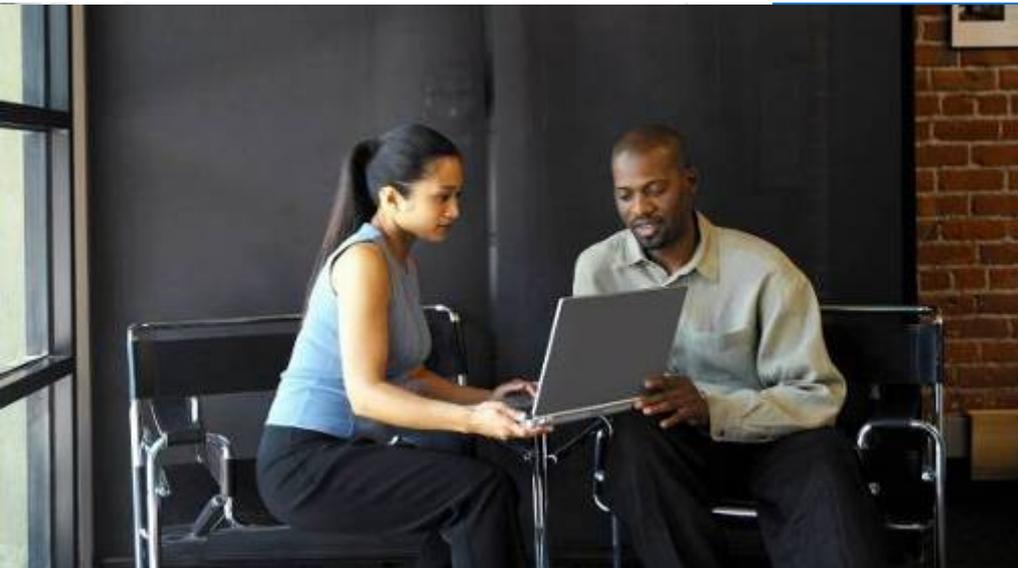


- Program Tiers
- Product Specializations
- Program Requirements
- Program Benefits
- MDF Program

Service and Support Programs for Small Business and Partners

Cisco and Linksys Partner Program Alignment

- Requirements
- Benefits



Q & A?

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