




## Cisco solutions for Small Business



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# Cisco's Commitment to Small Business




Linksys Business  
Series Moves Forward...

Linksys by Cisco



... As Cisco  
Small Business

Introducing the  
**NSS2000 Storage system**  
- Secure and flexible data  
backup for small businesses



Linksys Business  
Series Moves Forward...

Linksys by Cisco



... As Cisco  
Small Business

Introducing the  
**Cisco SPA525G 5-Line  
IP Phone** - with colour  
display, WiFi and Bluetooth



# Each Small Business is different

Services and Functionality



## ***“Elite”***

- Early Adopter
- Values Technology
- Architects Growth



high performance  
fully customizable  
scalable  
advanced technology



## ***“Open to Guidance”***

- Looking to Improve
- Knows Technology Can Help
- Not Sure Where to Start

**Cisco**  
Small  
Business  
Pro

partner installed  
upgradeable  
partner managed  
partner supported



## ***“Basic”***

- Reactive User
- Limited Technology Focus
- Price Conscious

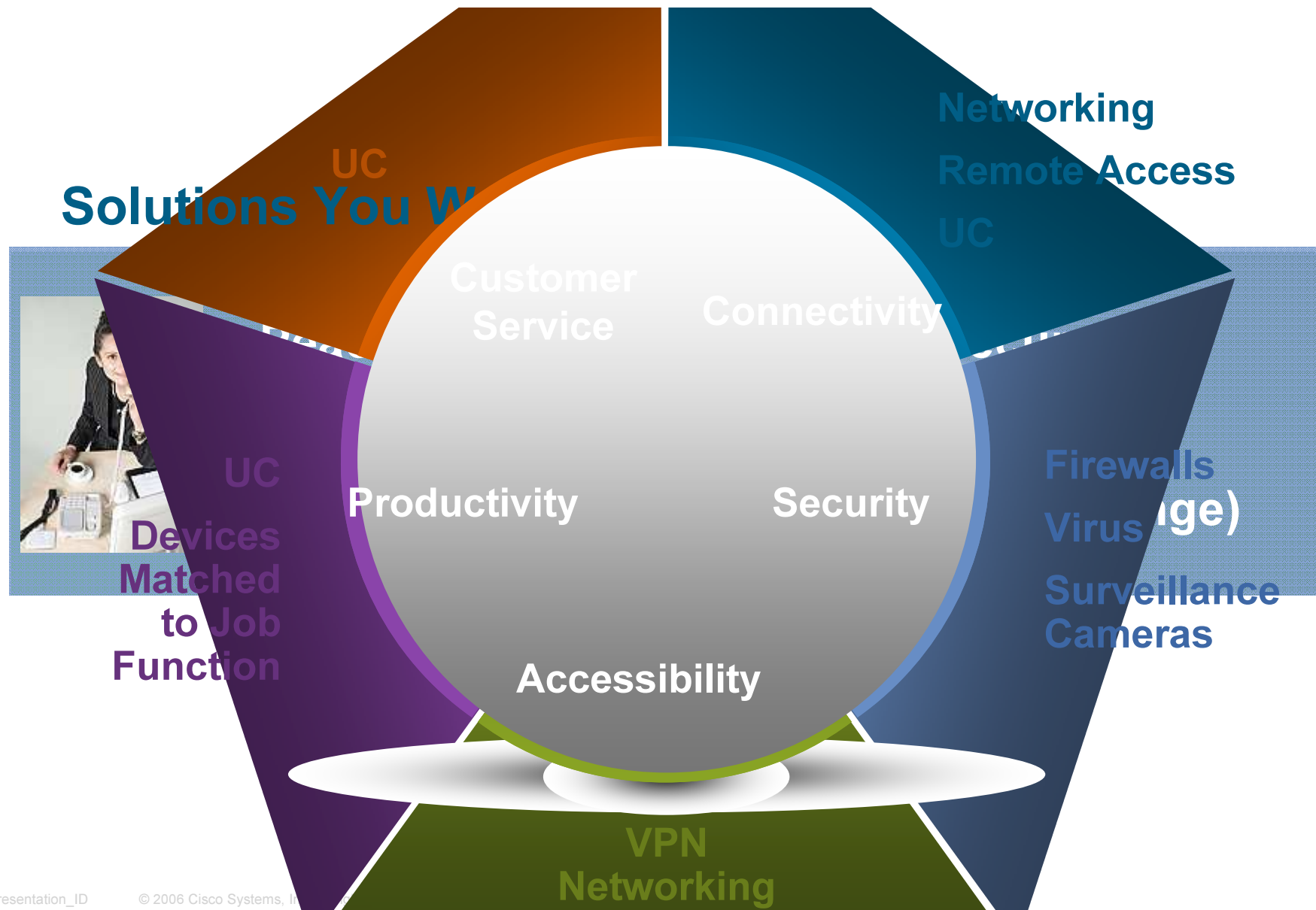
**Cisco**  
Small  
Business

off-the-shelf  
simple installation  
easy-to-use  
affordable

# SMB Business Challenges ...



# Solutions Available to You Deliver:



# SB Portfolio

Products & Solutions for Any Business Need or Budget

## Applications



Facilities  
Management



Video  
Surveillance



Storage Back-  
up/Archiving



Desktop  
Backup & Restore



Hosted Security  
SaaS

## Solutions



Linksys Voice System (LVS)



## Endpoints



IP Phones



Metro  
Ethernet



Video



Analog Voice  
Gateways



VoIP  
Accessories

## Infrastructure Products



Routing



Managed  
Switches



Unmanaged  
Switches



Smart  
Switches



Wireless








Security



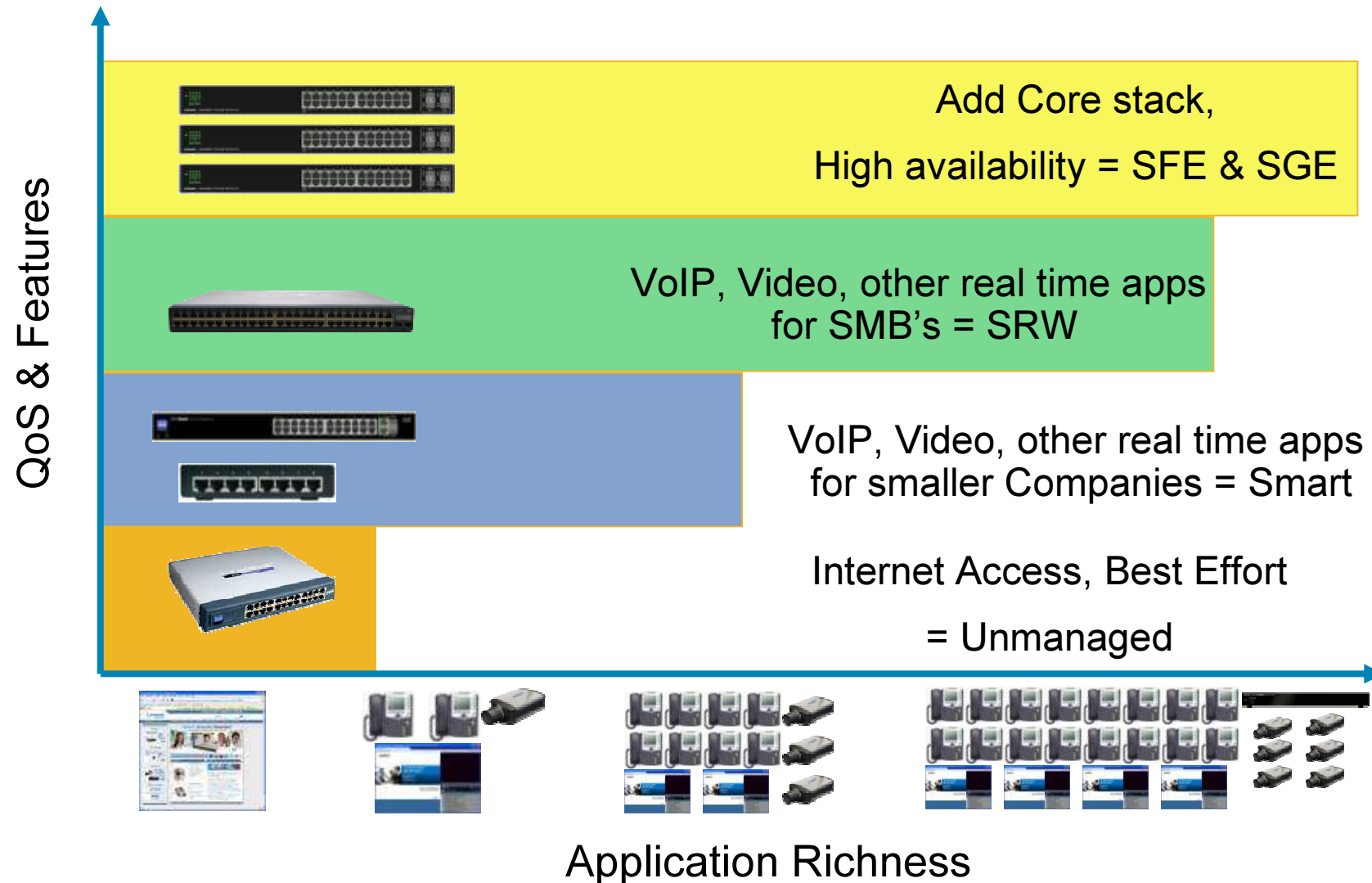
Storage

# Cisco Small Business Unified Business Protection

Routers	Wired	Wireless	Cameras	Storage
				
<ul style="list-style-type: none"> <li>▪ SPI Firewall</li> <li>▪ IDS/IPS</li> <li>▪ Anti Virus</li> <li>▪ URL Filtering</li> <li>▪ Email Scanning</li> <li>▪ IPSEC VPN</li> <li>▪ SSL VPN</li> <li>▪ IPv6</li> <li>▪ VLANs</li> <li>▪ 802.1x</li> </ul>	<ul style="list-style-type: none"> <li>▪ L2/L3/L4 ACLs</li> <li>▪ IPv6</li> <li>▪ VLANs</li> <li>▪ 802.1x</li> <li>▪ IPv6/v4 Tunneling</li> </ul>	<ul style="list-style-type: none"> <li>▪ WPA2 – ENT</li> <li>▪ Multiple BSSID</li> <li>▪ SSID-VLAN</li> <li>▪ IPv6</li> <li>▪ 802.1x</li> <li>Security Probe</li> <li>▪ Rogue AP</li> <li>▪ Counter Measures</li> <li>▪ Dual Band</li> </ul>	<ul style="list-style-type: none"> <li>▪ Physical Threats</li> <li>▪ Archived Footage</li> <li>▪ IPv6</li> <li>▪ VLANs</li> <li>▪ 802.1x</li> <li>▪ Content Analysis</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAID 1/5/10 + Spare</li> <li>▪ AES Data Encryption</li> <li>▪ Removable RAID Sets Secure Offsite</li> <li>▪ CDP Data Protection</li> <li>▪ AV Scanning</li> <li>▪ IPv6</li> <li>▪ VLANs/Quotas</li> </ul>

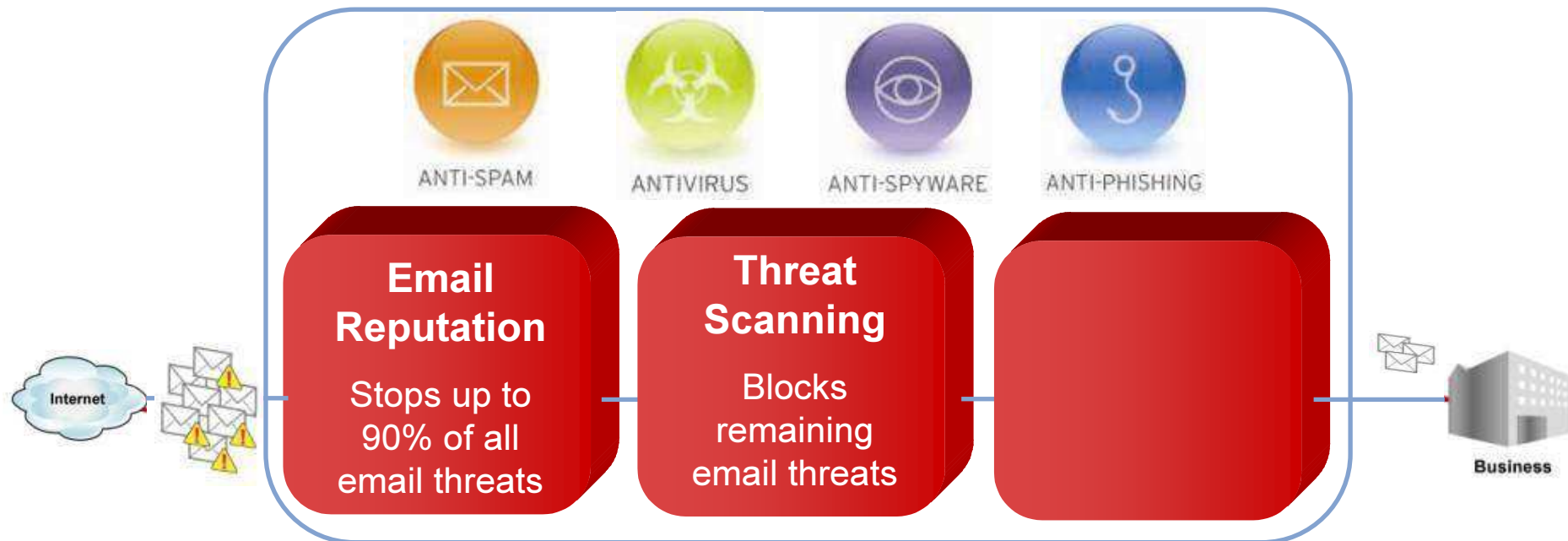


# Switch Positioning





# ProtectLink – Gateway E-mail Feature



- Spam blocking “in the cloud”
- A hosted service for e-mail protection
- Multi-layered security protection blocking spam before it arrives at your inbox.

# Models

- IP Cameras – WiFi and wired
- PTZ build in or external PT base
- Surveillance Software
- IO ports and Audio for value add applications
- Standard Video Format allows max. flexibility for clients – from PC to Cell phone
- Motion Detection and auto-recording before and after event



# Typical Usage

- Benefits:

- Physical security. Holiday house.

- Shrinkage (Theft)

- False alarm detection

- Insurance Evidence

- Installation

- Multiple cameras (perimetral security)

- Wireless Access Point such as WAP4400N and LAN switch such as SLM/SD series for infrastructure connectivity

- VPN/Security router such as RVS/SVR Series for access to network from internet

- Storage target such as NSS Series Network Attached Storage or computer server.

# IO ports

## Inputs

**Smoke  
Detector**



**PIR  
(Motion  
Detector)**



**Door/  
Window  
Contact**



## Outputs

**Alarm Panel**



**Siren**



**Open Door**

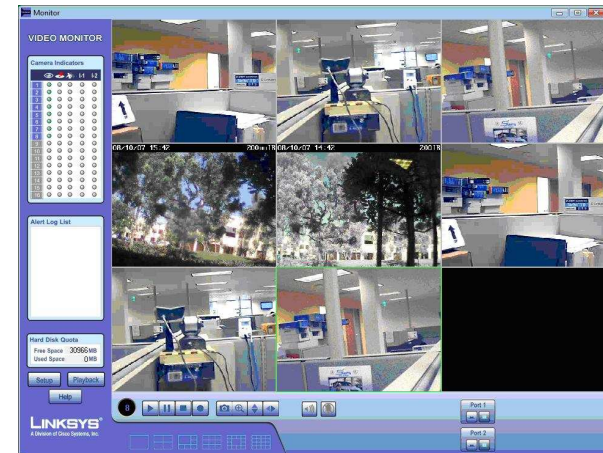


**Activate  
Lights**



# Monitoring/Recording Utility

- Monitor/Record up to 16 cameras at a time
- Provided for free with Linksys Cameras
- Record Video Clip on Motion or Video File
- Instant Recording – up to 24 hrs
- Schedule Recording
  - One Time - Duration
  - Start/Stop Date - Start/Stop Time
  - Daily, Weekends, Weekdays, Specific days
- Allocate amount of Disk Space for recording
  - Circular Buffer – start at beginning when Buffer gets full, OR
  - Stop when space fills up
- Record to:
  - Local PC running Utility
  - NAS by mapping a drive from PC



# Growing Storage Demands

- NAS advantages over Servers

- Lower equipment and operating cost.

- Less expensive than a server

- Easier expandability with drive array

- Dedicated NAS simplifies on-going management requirements

- NAS advantages over Direct Attached Storage

- Better utilization of NAS storage keeps costs lower than adding storage to each individual computer

- Central NAS is easier to deploy and manage

- Performance is optimized for data storage and transfer

# Cisco NSS Family Of Storage Products

## Rack Mount

**NSS6000**



**NSS4000**



## Desktop

**NSS3000 (4 Bay System)**



**NSS2000 (2 Bay System)**



- Offering a complete line of Storage devices for small business

Rackmount

Desktop

- NSS family built around a common architecture enabling:

Virtualization

Drive interchangeability

Common user interface

- Complementary products

IP Surveillance Camera

CDP-F Continuous Backup Software



# Why do we need backup software?

## Every computer.....

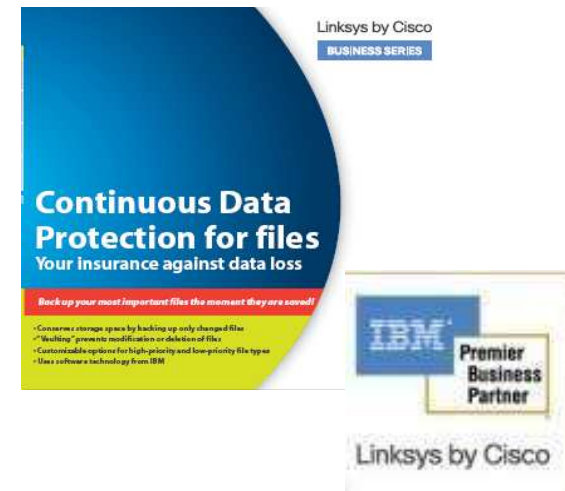
- Runs anti-virus...
- Runs a fire-wall...
- Has our work-critical documents...
- Has our life-critical pictures, email, media.

Every computer...

## But virtually none run backup...

- Less than 1% backup.
- More than 1 billion PC's alive.
- Majority (93%) of corporate data now lives on "the edge".
- End-user data value is now very high (business and consumer)
- Most computers are laptops.
- Compliance risk.

But virtually none run backup...











## Cisco VoIP Small Business Solutions



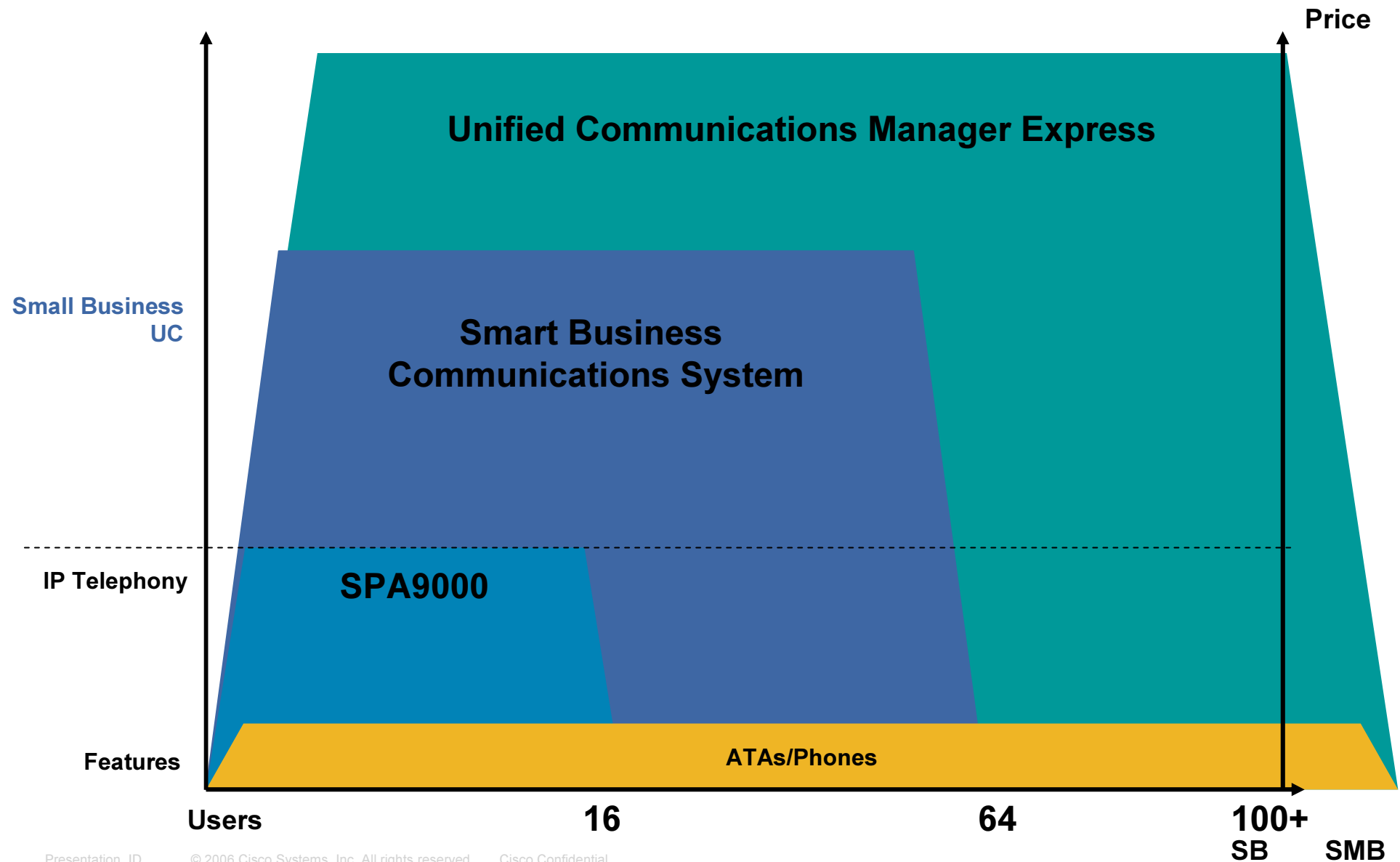
# Cisco Unified Communications for Small and Medium Businesses

	Smart Business Communications System	Unified CM Express	Unified CM Business Edition
<b>Business Size</b>	Up to 64 users	30 – 250 users	100+ users
<b>Integrated Services</b>	Voice, messaging, video, data PSTN, FXS Basic VPN, firewall	Voice, messaging, video, data PSTN, FXS VPN, firewall	Voice, messaging, mobility, video Advanced UC applications
<b>Call Control</b>	Unified CM Express	Unified CM Express	Unified CM
<b>Platform</b>			
	Unified 500 Series	Integrated Services Routers	MCS 7828

# Cisco Small Business VoIP solutions

	Analog Telephone Adapters and Gateways	SPA9000 Voice System (formerly LVS2.0)	SPA IP Phones
Business Size	Up to 8 users	Up to 16 users	1- n (Hosted)
Integrated Services	Voice and Basic call control (end point) <i>VoIP Lines</i>	Voice, Business Call control, Voicemail, AA <i>Basic IP PBX</i> <i>PSTN, ISDN</i>	Voice, Basic and Business Call Control (end point) <i>VoIP Lines</i> <i>IP Centrex endpoint</i>
Call Control	SPA VoIP (SIP)	SPA VoIP (SIP)	SPA VoIP (SIP)
Platform	 SPA ATAs (SPA, PAP, WRP)	 SPA9000 SPA400	 SPA IP Phones (SPA900 Series)

# Cisco Voice Solutions for Small Businesses



# IP Phones



SPA901



SPA922



SPA942



SPA932

SPA962



SPA525G



WIP310

Phone	Lines	Ethernet Ports	Hi-Res Display	PoE	BlueTooth	Wireless-G	SPA932 Support
SPA901	1	1	N	N	N	N	N
SPA922	1	2	Y	Y	N	N	N
SPA942	4	2	Y	Y	N	N	N
SPA962	6	2	Y- Color	Y	N	N	Y
SPA525G	5	2	Y- Color	Y	Y	Y	Y
WIP310	1	n/a	Y- Color	n/a	N	Y	N

**All Support QoS**

# SPA525G

**NEW!**



**i** Cisco logo and product name  
place on bezel will change



# WIP310 Key Selling Points

***Deliver Rich  
Unwired  
Communication  
Experience!***



## **Market Leading SIP Implementation**

- Proven Market Leadership and Technology Expertise
- Millions of Deployed Units Using the Same SIP Stack

## **Easy to Setup and Use with Convenience of Mobile Handset**

- WPS (WiFi Protected Setup)
- PC Wizard (for WiFi Connection)
- Phone Menu

## **WiFi Network Finder and Multi-Network Association**

- Quick Access to View Available Network
- Configurable Auto Connect to Stored Network
- Not Available in Competing Products

## **Secure and Robust Mass Provisioning**

- Field Proven with multiple provisioning options (TFTP, HTTP & HTTPS)
- Easy to Provision and Manage by Service Providers and VARs

# Analog Telephone Adaptors



**PAP2T**



**SPA2102**



**SPA3102**



**SPA8000**



**WRP400**

Device	FXS Ports	FXO Ports	Active Calls	3-Way Conference calls	Router	WiFi 802.11G
PAP2T	2	0	2	1	N	N
SPA2102	2	0	4	2	Y	N
SPA3102	2	1	3	1	Y	N
SPA8000	8	0	16	1	N	N
WRP400	2	0	4	2	Y	Y

# WRP400 Ethernet WAN Failover to the Mobile Network



- By default, the WRP400 will connect to the Internet through the Ethernet WAN port. The mobile network connection is used as a failover when the Ethernet WAN connection is unavailable.
- The Internet connection will recover back to the Ethernet WAN port automatically when the interface is available again.

# SPA9000 Voice System

## IP PBX



**SPA9000**

- 1 to 16 Voice Users
- 2 FXS ports
- SIP Proxy
- SIP App Server
- SIP Media Server

## IP Phones



Cisco SPA525G and all SPA900 IP SIP phones supported

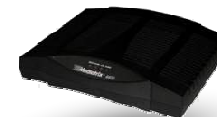
## PSTN Gateway and Voice Mail Server



**SPA400**

- 4 FXO port PSTN gateway
- 32 accounts Voice Mail Server for SPA9000

## ISDN Gateway



**Mediatrrix® 4400 Series\***

All Mediatrrix® 4400 ISDN BRI Gateways are supported

## Connectivity Accessories



**PA100, POES5, WBP54G, MB100**

- Power Adapter
- PoE (802.3af) Splitter
- Wireless Client
- Wall Mount kit for phones



## Configuration and Management Applications

**SPA9000 Configuration Wizard**  
**AMDOCS® Jacobs Rimell® QuickStart® SIP UE**

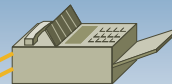


# Example Small/Home Office with the Cisco SPA9000 Voice System

Cisco SPA900 SIP IP Phone  
Small Business Pro Series

Cisco SPA9000  
Voice System

2 Analog Station Ports  
(Fax, Door Bell, etc)



Cisco Small  
Business  
Switch  
SRW208P/MP



Cisco Small  
Business  
Wireless AP  
WAP2000



Integrated Access  
Device  
SR520



Cisco SPA400  
PSTN Gateway



Internet

PSTN

# Cisco Capital

With the financing programs from Cisco Capital, you don't have to let limited cash flow stand in the way of deploying the state of the art network your business needs to compete and grow.

With straightforward, flexible terms, competitive rates and fast credit processing, Cisco Capital can help your business get the tools it needs to succeed.

Why should I finance my technology with Cisco Capital?

- Conserve capital budget
- Predictable and manageable payments help to improve liquidity and preserve lines of credit.
- Avoid technology obsolescence
- Retain maximum flexibility
- Implement the solution your business really needs, rather than what your budgets dictate, making sure that your technology stays refreshed and keeps pace with user needs.
- Improve ROI
- Improve return on investment and financial planning by simplifying your technology spend.

# Summary





