

Versenyhelyzeti pozicionálás



Versenyhelyzet Áttekintése

Milyen versenytársai vannak az SBCS terméknek?

The Smart Business Communications System for Small Businesses allows Cisco channel partners to effectively compete in the small-to-medium business market against competitors such as:

- Avaya.
- Mitel.
- Nortel.
- Shoretel.
- Siemens.
- Digium.



Versenyhelyzet Áttekintése

SBCS összehasonlítása a versenytársak termékeivel

Major Features	Cisco SBCS	Avaya IP Office	Nortel BCM 50
Wide Area Network Option	FE	FE	FE, ADSL
PSTN Expansion slot	FXO, FXS/DID, BRI	N/A	Media Bay Module
Wireless	Option	No, requires a different module	
Integrated Power Over Ethernet Switched ports	8	Requires separate module	Requires separate switch
Soft phone	✓	✓	✓
Concall (max callers)	3 and multiparty (meet-me)	3	3
Analog extensions	4-8	4-8	4
Analog trunks	4-8	2-4	4+
IPSec VPN	✓	✓	✓

Versenyhelyzet Áttekintése

Mire figyelünk az ügyfelekkel való tárgyalás során?

To differentiate Cisco from the competition, focus on these areas:

- Understand what the SMB customer is trying to achieve.
- Show how the Cisco Smart Business Communications System can help the SMB achieve its business goals.
- Articulate how the customer can benefit by integrating their communications system with their business applications such as Microsoft Office, Microsoft CRM and Salesforce.com.



Versenyhelyzet Áttekintése

Milyen kihívásokkal küzdenek a kis- és középvállalatok?

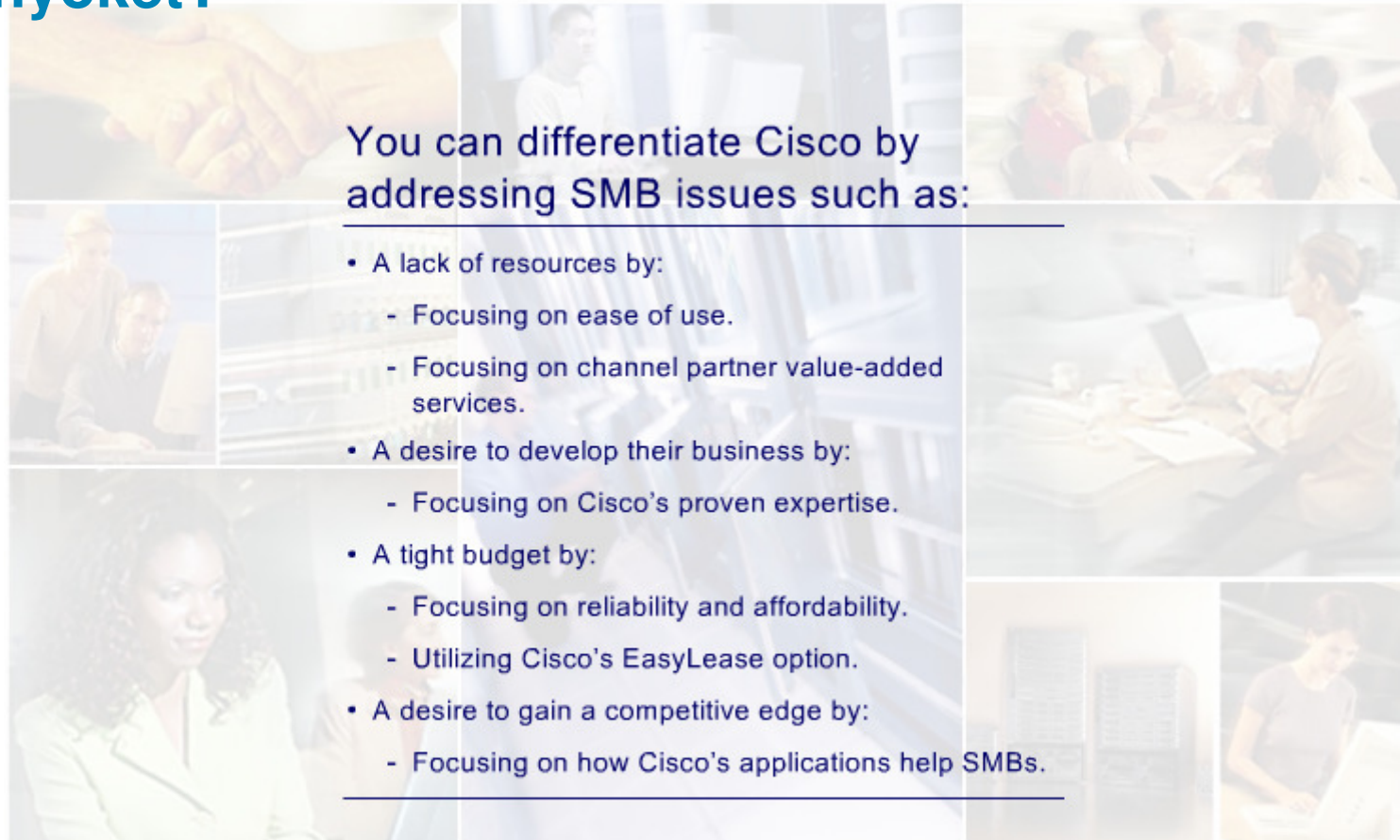


SMBs face these major challenges:

- Lack of resources.
- Issues with protecting investments.
- Problems with operational efficiency.
- Difficulties securing business assets.
- Competitive pressure.

Versenyhelyzet Áttekintése

Hogyan hangsúlyozzuk ki a Cisco által nyújtott előnyöket?



You can differentiate Cisco by addressing SMB issues such as:

- A lack of resources by:
 - Focusing on ease of use.
 - Focusing on channel partner value-added services.
- A desire to develop their business by:
 - Focusing on Cisco's proven expertise.
- A tight budget by:
 - Focusing on reliability and affordability.
 - Utilizing Cisco's EasyLease option.
- A desire to gain a competitive edge by:
 - Focusing on how Cisco's applications help SMBs.

