Cisco SMB Overview

SMB Global Business Support Team

Cisco IDEA Disti Training Module 1- Overview

UAG / ENG BDM Team
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"Many of the products and features described herein remain in varying stages of development and will be offered on a when-and-if-available basis. This roadmap is subject to change at the sole discretion of Cisco, and Cisco will have no liability for delay in the delivery or failure to deliver any of the products or features set forth in this document."

Small Business Training Modules

- **Module 1 – Overview**

- Module 2 – Switching

- Module 3 – Routing

- Module 4 – Wireless

- Module 5 – Security

- Module 6 – Voice and Unified Communications

- Module 7 – OnPlus

Agenda for this module

- Why Cisco for Small Business

- SMB Product Portfolio

- SMB Services

- Resources and Tools

- Q&A

Why Cisco for SMB?

Comprehensive offering of products, support programs, resources and tools

Service & Support

Partner Enablement

Programs & Promotions

Demand Generation

Financing Options

Product & Service

The Customer Perspective

Delivered by a Local Partner. Backed by Cisco.

Complete Services and Support

	Connect	Everything you need to connect your business to the world – simply, reliably, and affordably
	Secure	Secure your business, with network security, solutions that keep your business up and running
	Communicate	Collaborate by bringing your phone, email, text, conferencing, and video together, to make you more productive

Cisco's SMB Focus

Enterprise	Service Provider	Commercial/ Mid-Market	SMB	SMB (<250 employees)

Fits SMB

Built for SMB

Cisco

Cisco Small & Medium Business

Designed for Extensible Networks Regardless of Size

Designed for SMBs

Cisco SMB
Product Portfolio

Broadest Portfolio of SMB Products and Services

Switches

Routers

Wireless

Voice and UC

Cisco OnPlus Network Advisory Services

Cisco Small Business Support Service

Cisco SB Architecture Vision 5-250 Users

Profitability, Capability, Commitment

Cisco Capital & Cisco Support

SMART Designs - Tested Together - Work Together

Management Platform - OnPlus

Telepresence

Presence & Messaging

Data Center

VSPEX
Fex-Express
VDI I-A-B

Conferencing

Mobile/BYOD

Voice

Hosted

BE3k BE6k

Cisco Networking Fundamentals

Easy to Market, Sell, Install, Manage, Support…

Partner Profit and Commitment to Cisco

Cisco SMB Secure Network – Portfolio

Wireless Clustering

Wireless

3500 & 3600

1040/1140

1260 Series

Aironet 600 Series

AP541N

WAP321

WAP121

Routing

ISR

ASA 551X

RV042
RV082
RV016

SA500

RV110W

RV120W

RV180

RV220W

Switching

Catalyst 2960 LAN Base & LAN Lite

500 Series Stackable

300 Series Managed

200/200E Series Smart

Infrastructure
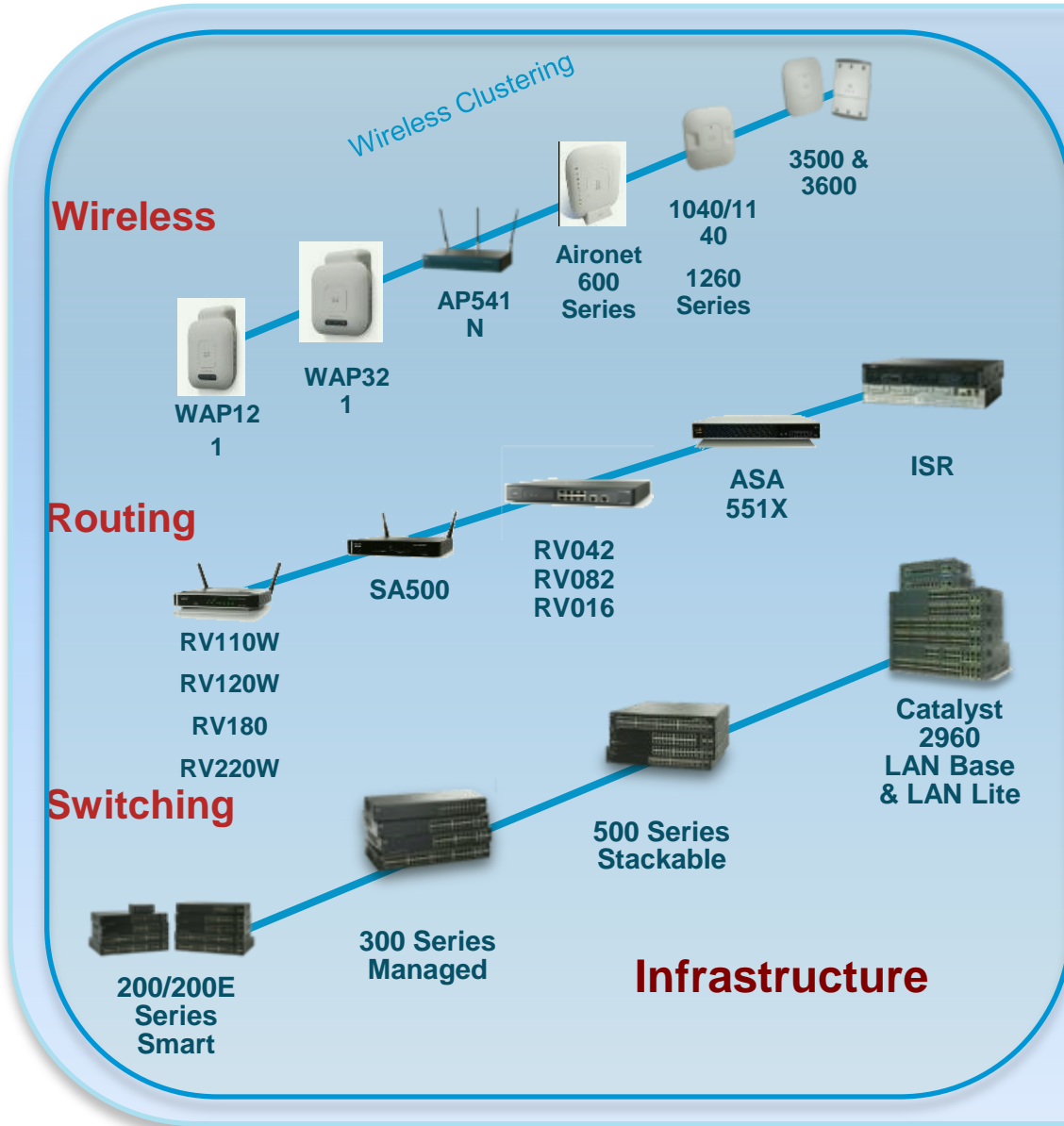
Management

OnPlus
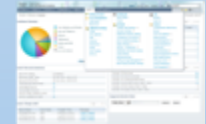
Prime LMS

Video

Webex Services

BE3000, SPA Phones

Collaboration

V-Express Server Virtualization

Data Center

UCS-C Series

Why Cisco Architectures?

- Complete solutions

- Address your customer needs

- Training available

- Backed up by Cisco TAC and SBSC

- Fully documented and tested

- Service available

- => Partner profitability

Switching for SMB
One portfolio – a spectrum of choices

SMB

Enterprise

Price, Performance

100 or 90 Series Unmanaged Switches

200 & 200E Series Smart Switches

300 Series Managed Switches

500/500X Series Managed Stackable Switches

Catalyst 2960-S / Catalyst 2960 -SF

Catalyst 3560 / 3750

Function, Flexibility, Scalability
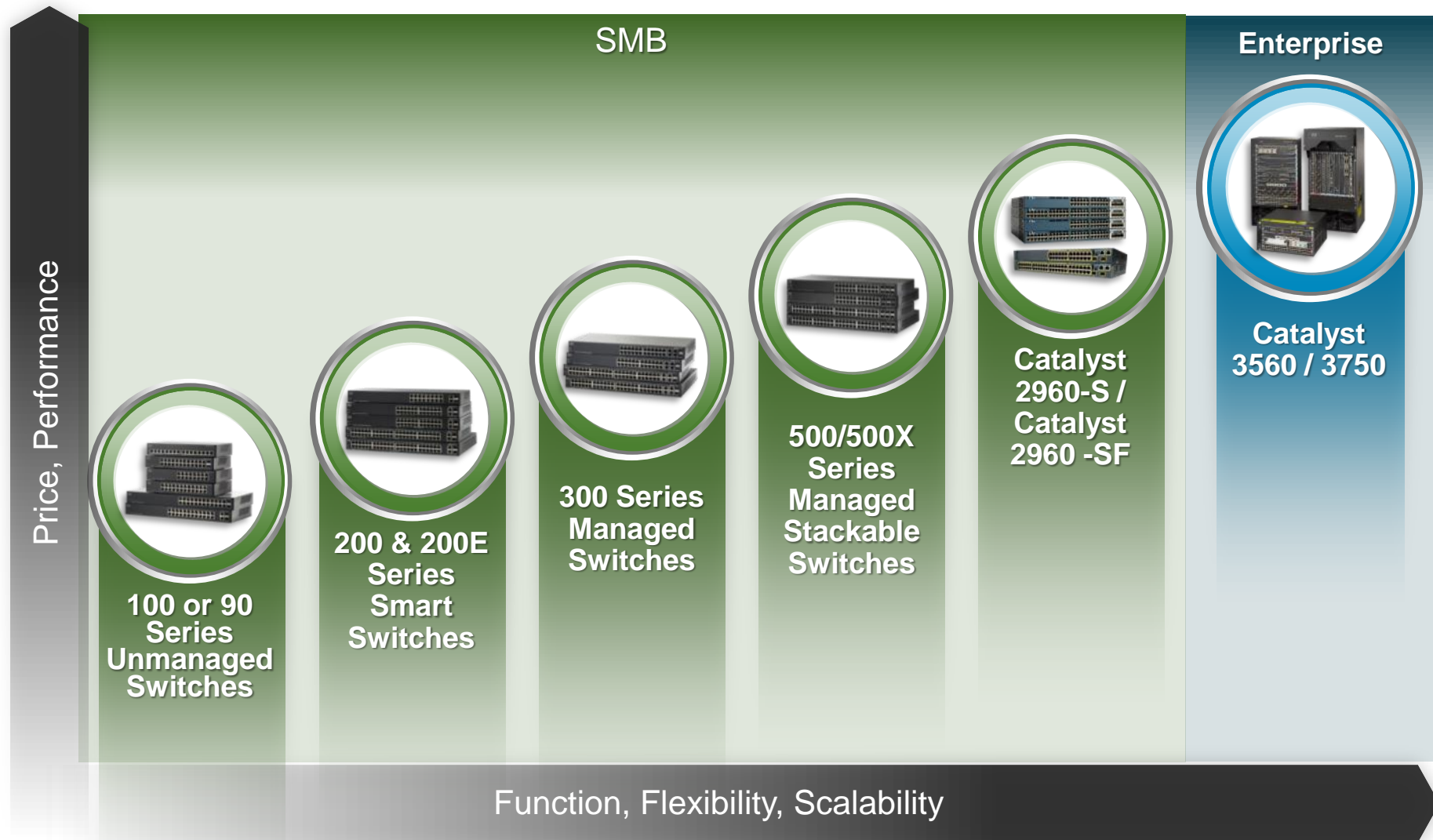
SMB Switching Features/Benefits

Feature	Benefit
Performance: 10/100 and 10/100/1000 Models, and 5/10Gbps Stacking	Delivers and preserves fast access to information with network growth
Advanced Threat Protection: Embedded SSL, ACL, DAI, IPSG, DHCPS, etc (300 and 500/500X)	Protects information, increases uptime
Network-wide auto Voice + auto Smartports + CDP and QoS	Ease of use - automates configuration of IP collaboration solutions
PoE options: Legacy Cisco PoE/802.3af/802.3at, PoE+	Natively supports legacy and new high-powered network devices without additional hardware
Flexible management : Text View/CLI Mgmt, SNMP, LMS (200E, 300, 500)	Ease of use – plus advanced network management options (mass deployments)
IPv6 support (Gold IPv6, USGv6)	Simplifies integration of future technologies
Lifetime Warranty	Better serviceability, peace of mind
Energy Efficient: Supports EEE	Lowers operational costs

Routing for the SMB
One portfolio – a spectrum of choices

SMB

Enterprise

Price, Performance

CVR100W*
RV110W
RV120W
RV215W

RV180
RV180W

RV220W

RV0xx
Series
(RV016
RV082
RV042
RV042G
RV320)

ISR 800
ISR1900
ISR2900

Function, Flexibility, Scalability

* Available India, Malaysia, Hong Kong, Singapore, Vietnam

SMB Routing Features/Benefits

Feature	Benefit
Performance: 10/100 or 10/100/1000 WAN ports, built-n 4-port managed switch, 3G/4G back-up options	Fast access to information and resiliency
Enhanced Features: VLANs, QoS and cloud services (some models)	Ready to support collaboration and cloud-based applications
VPN connectivity (5-100)	Secures remote access to boost productivity from anywhere
Advanced Security: ACLs, encryption and authentication, separate virtual network support	Protects sensitive information from intruders and ensures uptime
IPv6 support	Simplifies integration of future technologies
Wizard-based setup and configuration	Easy installation and serviceability
Cisco quality testing, Limited Lifetime Warranty, SBSC Support	Reliability and investment protection

Wireless for SMB
One portfolio – a spectrum of choices

For Small Business
cisco

SMB

Enterprise

Price, Performance

WAP121
Single Point Setup

WAP321
Single Point Setup

AP541N
Single Point Setup

Aironet 600, 1040
Controller Compatible

Aironet 2600
Controller Compatible

Aironet 3600
Controller Compatible

Function, Flexibility, Scalability
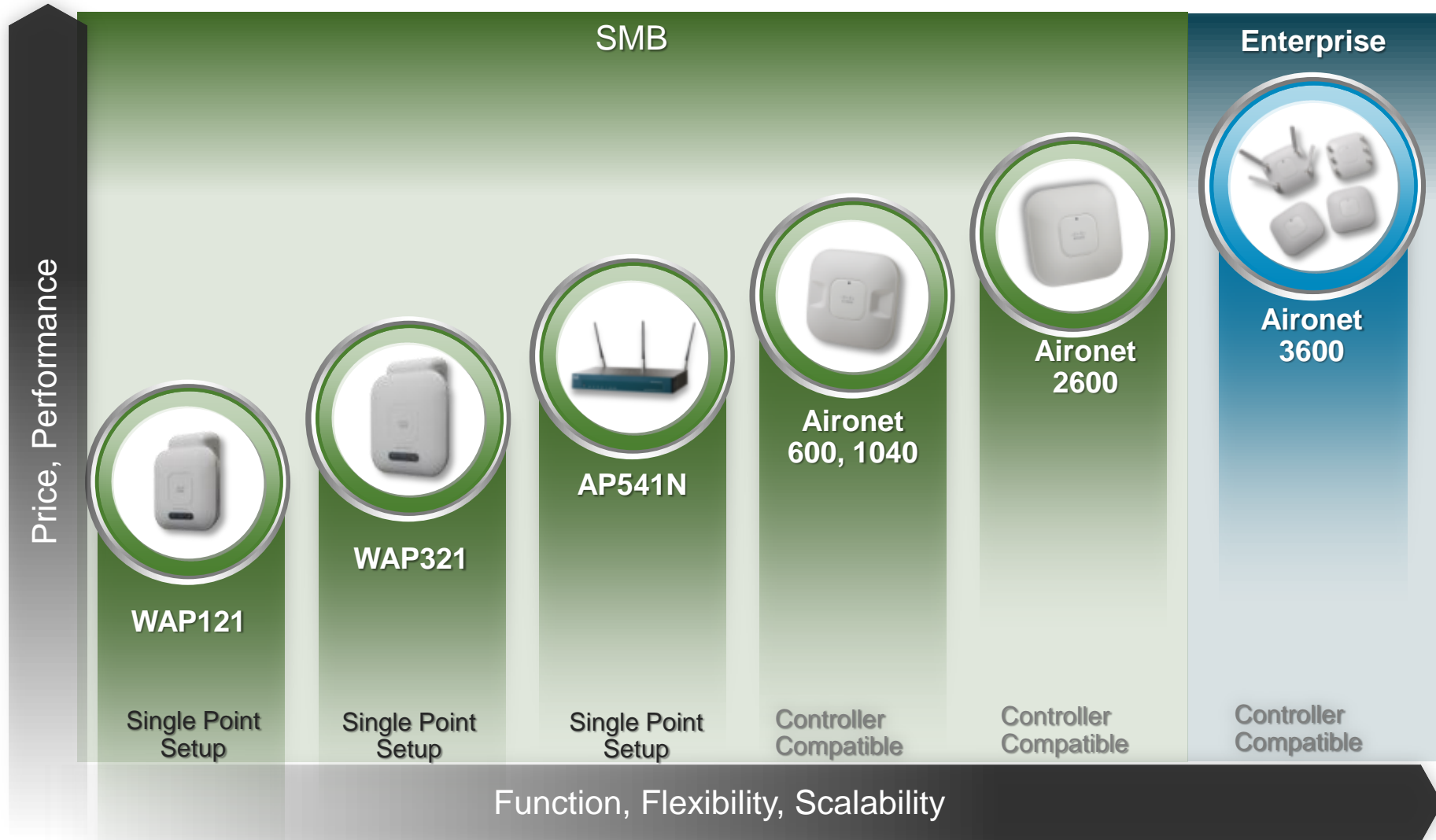
SMB Access Point Features/Benefits

Feature	Benefit
High performance, 802.11n	Fast access to information
Enhanced Features: QoS, Radio Scheduling	Ready to support collaboration apps and high quality video streaming
Advanced Security: Encryption, authentication and access control	Protects sensitive information from intruders
Multiple SSIDs and Captive Portal (WAP321)	Protects data by controlling access to network devices
Sleek design, Power over Ethernet (PoE)	Flexible placement for optimum coverage
IPv6 support	Simplifies integration of future technologies
Wizard-based setup and configuration	Easy installation and set up
Cisco quality testing, Limited Lifetime Warranty, SBSC Support	Reliability and investment protection

Security for SMB
One portfolio – a spectrum of choices

Functionality

Cost

RV Routers +
ProtectLink
Web

ISA500
Security
Appliance

Integrated
Services
Routers

ASA
Adaptive
Security
Appliances
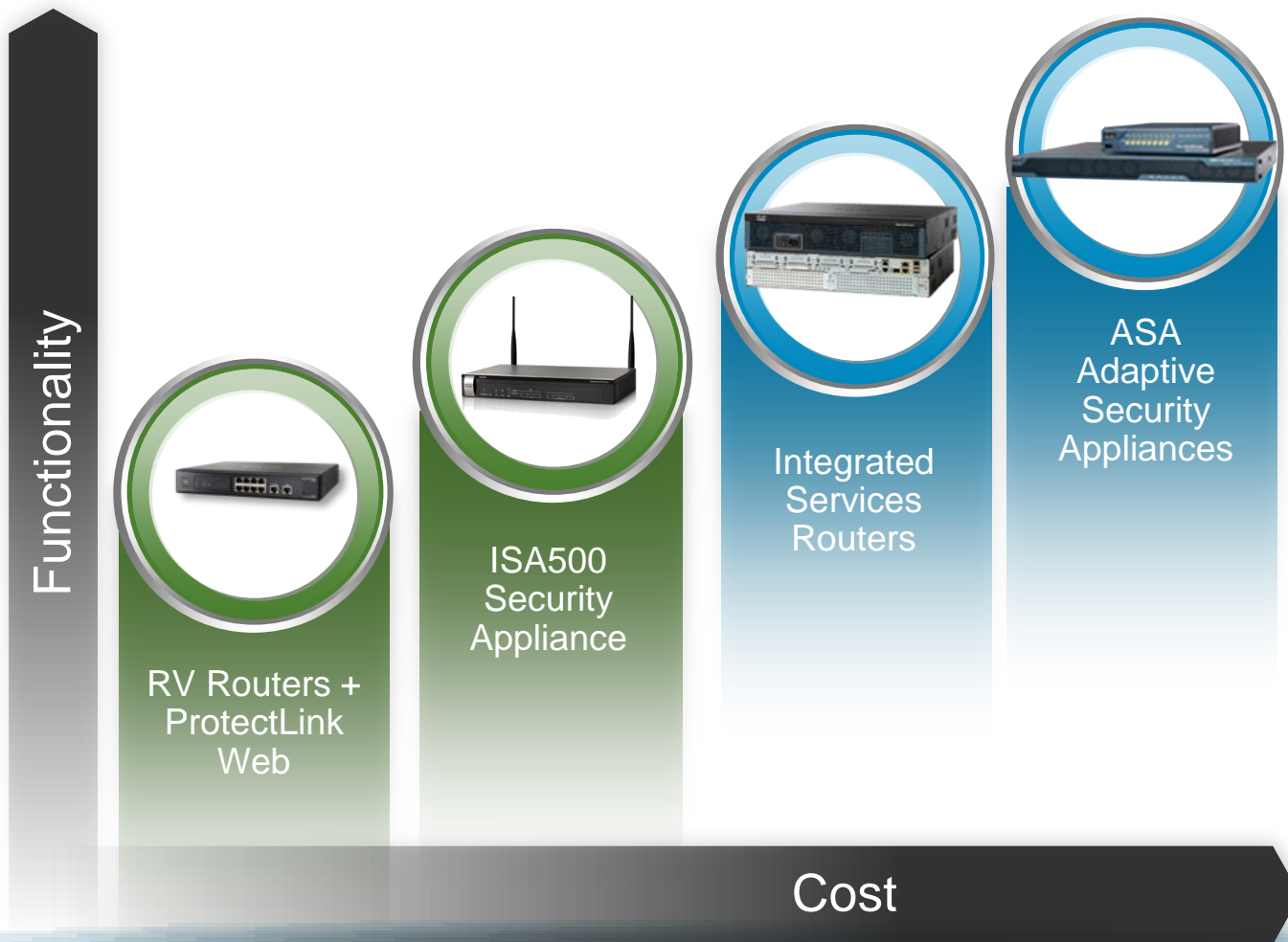
SMB Security Features/Benefits

Feature	Benefit
Robust Firewalls	Protects against the Outside
Intrusion detection & prevention	Detect and deter threats before they occur on your network
Device and application control	Protects against the Inside
Web and Email Filtering	Improve efficiency, enforce use policy
Policy enforcement	Protects data by controlling access to network resources and business apps
Advanced traffic engineering and QoS	Avoids Network Congestion
VPN	Enables you to work securely from anywhere, boosting productivity
IPv6 support	Simplifies integration of future technologies
Wizard-based setup and config	Easy installation and set up
Cisco quality testing, Limited Lifetime Warranty (RV Routers), SBSC Support	Reliability and investment protection

Unified Communications for SMB
One portfolio – a spectrum of choices

Functionality

UC320W

UC500 and Cisco Unified Communications Manager Business Edition 3000

Cisco Unified Communications Manager Express

Cisco Unified Communications Manager Business Edition 6000

Cost
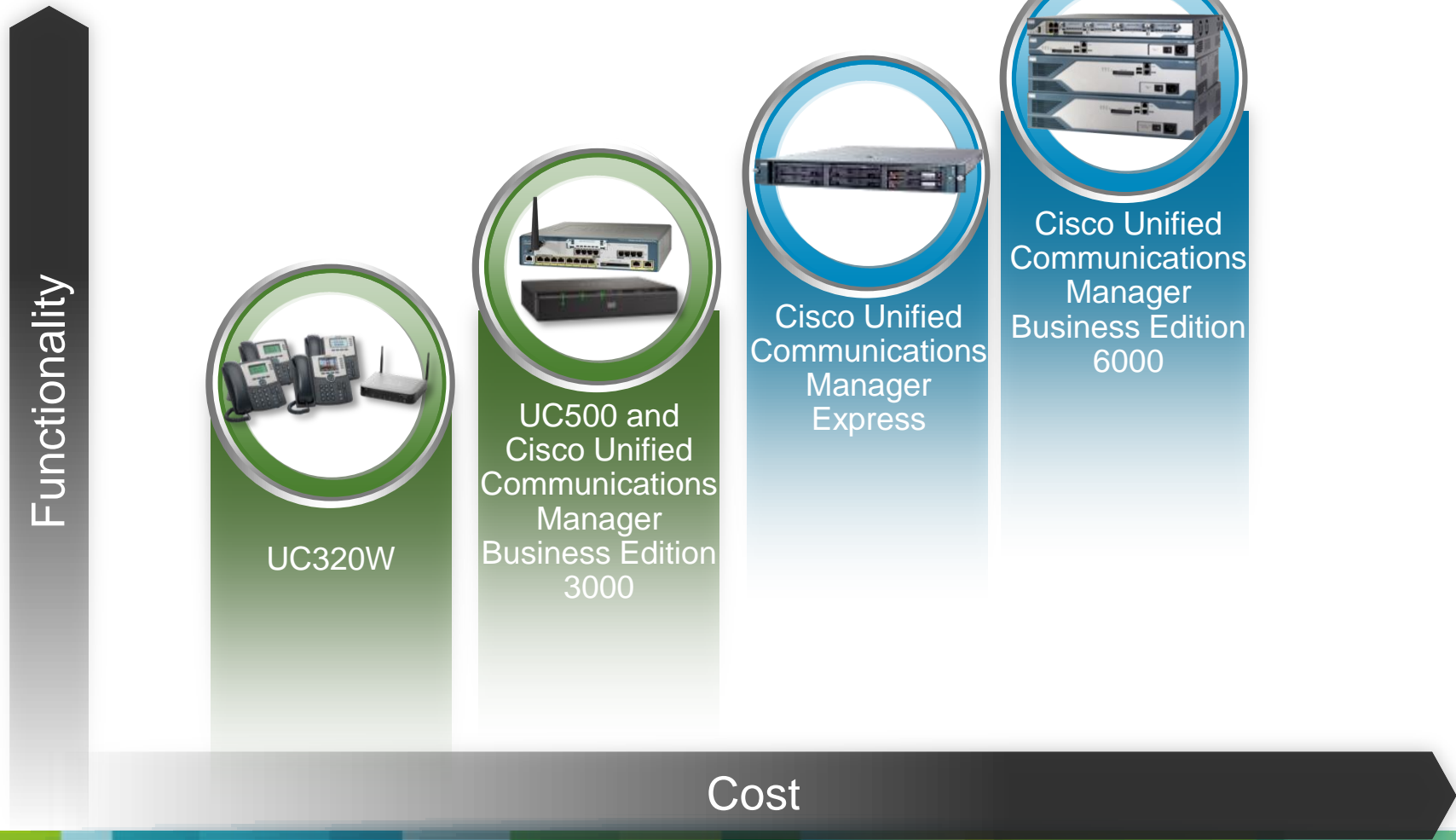
Cisco Collaboration Portfolio

Unified Communications

Customer Collaboration

SERVICES

CLOUD

ON PREMISE

Collaboration Applications

Telepresence

Unified Communications for SMB
One portfolio – a spectrum of choices

Functionality

Cisco SPA
300 Series
IP Phones

Cisco SPA
500 Series
IP Phones

Cisco Unified
IP Phone
6900 Series

Cisco Unified
IP Phone
7900 Series

Cost

Cost

Analog Telphone Adaptor & Voice Gateways for SMB
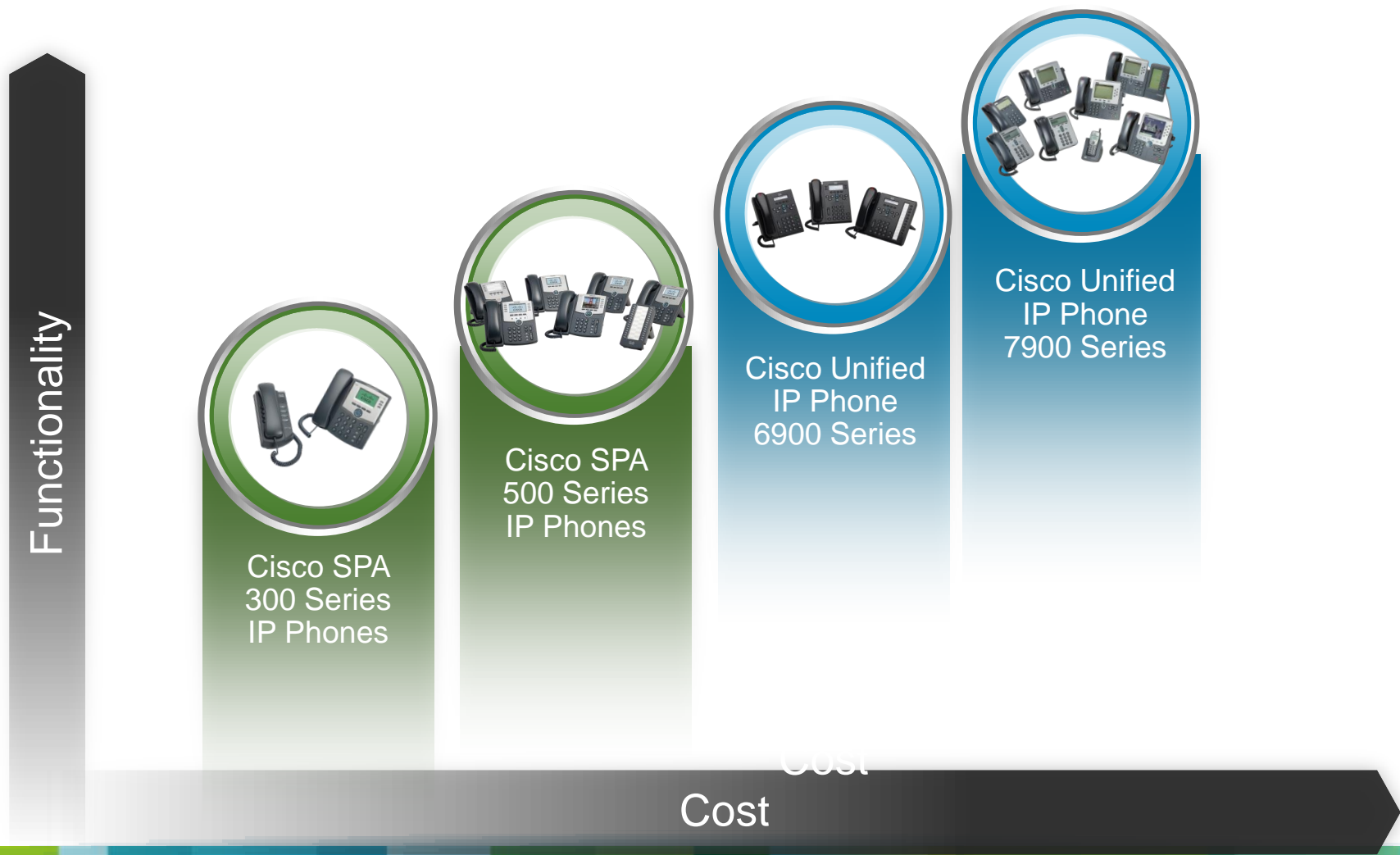
Functionality

Analog Telephone Adaptors (ATAs)

Voice Gateways

SPA112 (PAP2T)

2 FXS
1 LAN

Consumer

SPA122 (SPA2102)

SPA232D (SPA3102) & SPA302D DECT Phone

2 FXS
1 WAN
1 LAN

1 FXS
1 FXO
1 WAN
1 LAN

Home and Branch Office

WRP400

2 FXS
1 WAN, 4 LAN
Wireless G

28 Compatible 3G USB Modems

Advanced Triple-Play

SPA8000

8 FXS
1 RJ-21
1 LAN
1 Admin

SIP Trunking

Call Center
Ultra Small Bus.

SPA8800

4 FXS, 4 FXO
1 RJ-21
1 LAN
1 Admin

Asterisk Cfg. Guide
Small Business Pro

On-Premise
IP PBX

Residential   SOHO   Small Business

SMB Collaboration Features/Benefits

Feature	Benefit
Intelligent Call Routing	Ensures customers always reach you
Unified Messaging	Reduced costs with integration of voicemail, email, messaging systems
Mobility & Jabber	Reduces costs; increases efficiency
Auto-Attendant	Automatically route calls to reach you
Presence	Instantly know who's available to improve responsiveness
Advanced traffic engineering and QoS	Avoids Network Congestion
Third party apps integration	Links voice to 3rd party and vertical applications, e.g. CRM
IP Phones	Reduced cost of adding and moving telephony endpoints in the business
Security on a common network	Advanced protection for telephony

For Small Business

Learn More

- Learn More:

  www.cisco.com/go/smb

- Download SMB Product Guide

  http://tools.cisco.com/s2slv2/ViewDocument?docName=EXT-AS-585936

- Use the support community for questions and feedback!

  https://supportforums.cisco.com/community/netpro/small-business

- Contact us at: smb-global@external.cisco.com

- Join Learning Express (IDEA) Training

  Bi-Weekly

- Come see us at Advantage Now Events!
  http://www.cisco-advantagenow.com/

CDSA
Motivate. Develop.
Succeed.

Competitive Playbook

Cisco Partner Switch Kit for Small Business

http://www.cisco.com/en/US/partner/prod/collateral/switches/ps5718/ps11229/switch_kit_c07-638989.pdf

Cisco SMB Services & Support

SMB Services and Support Portfolio

Built for SMB	Fit for SMB
Cisco SMB Partner Rapid Response Service	**Cisco SMARTnet**
Cisco SMB Support Service	**Cisco Smart Foundation**
Cisco SMB Partner Design Support	**Cisco PDI Help Desk**
Warranty	**Warranty**
SB Support Center (Phone)	**Cisco TAC**
SB Support Community (Online)	

Value of Delivered Service

Relative Size of Partner Opportunity
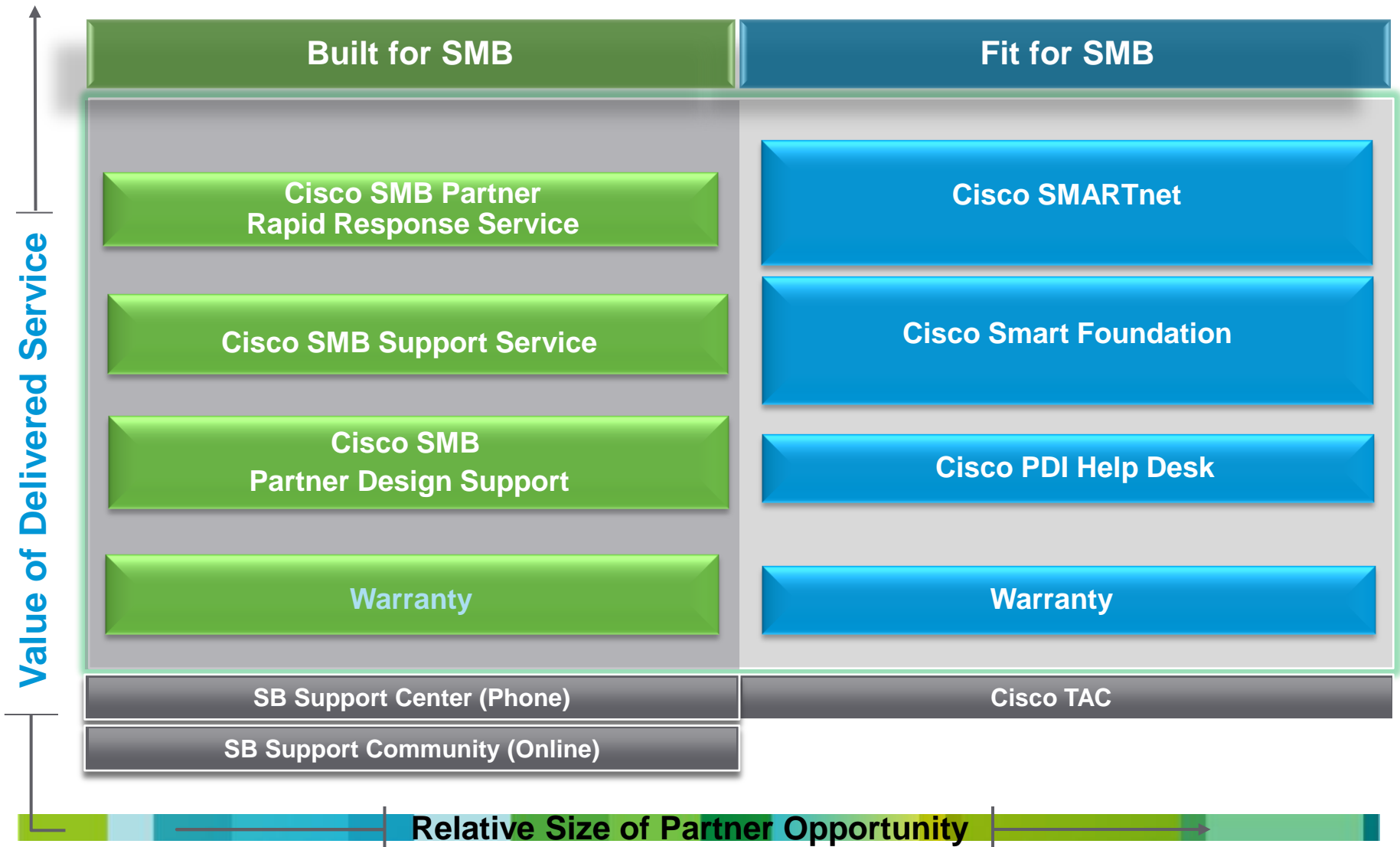
Small Business Warranties

<table>
<tr><th colspan="2" rowspan="6">Warranty Term</th><th>Type of Product</th><th>Warranty Period</th></tr>
<tr><td>Switches</td><td>Limited Lifetime</td></tr>
<tr><td>Wireless</td><td>Limited Lifetime</td></tr>
<tr><td>Routers</td><td>Limited Lifetime</td></tr>
<tr><td>Security</td><td>1 Year</td></tr>
<tr><td>Voice</td><td>1 Year</td></tr>
</table>

<table>
<tr><th rowspan="4">Warranty Deliverables</th><th>Warranty Details</th><th>Length of Deliverables</th></tr>
<tr><td>HW Replace</td><td>Return to Factory for Term</td></tr>
<tr><td>Phone/Chat</td><td>1 Year</td></tr>
<tr><td>Software</td><td>Bug Fixes for Term</td></tr>
</table>

Support with Confidence
Extensive Support for SMB Partners

SMB
Support Center

Web 2.0 Support
Community

Pre-Sale
Partner Design Support

Post-Sale
Installation & Ongoing Support

Shared Expertise
24 x 7 Support

Pre-Sales and Design Support
Cisco SMART Designs: *The Network without the guesswork!*

Validated network designs enabling partners to grow a profitable practice by removing the guesswork of selling and installing networking solutions

- **Simplified network** design and implementation guides targeted at SMB Market, for successful and replication deployments

- **Modular framework** supports incremental products and technologies while preserving the initial investments

- **Adaptive designs** allow you to use as-is or customize for more complex scenarios and additional value-add

- **Role-based documentation** that is targeted for different functions -- from pre-sales support, to maintenance

- **Trusted network deployment** designed and recommended by Cisco
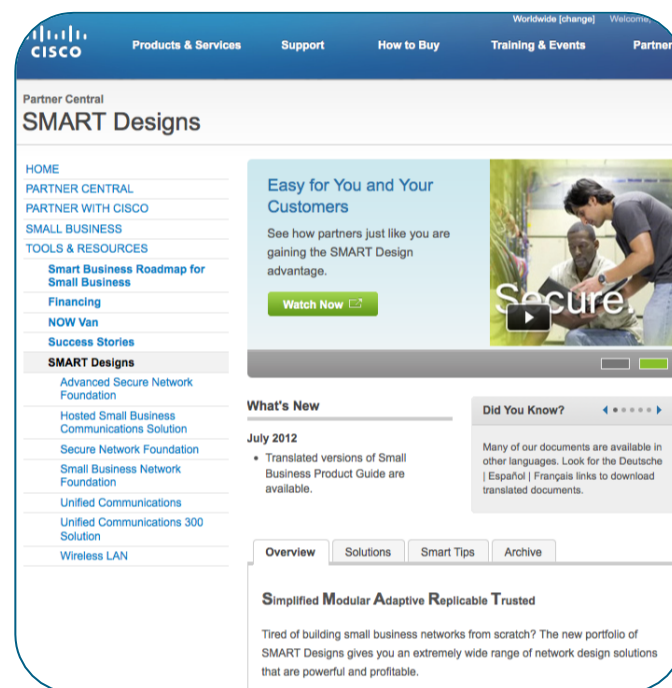
www.cisco.com/go/partner/smartdesigns

Cisco SMART Designs

- http://www.cisco.com/web/partners/sell/smb/tools_and_resources/smart_designs.html

- Not a Cisco partner yet? Register today, its free!

SMB Support Community
The "Face" of SMB Support

- Integrated Cisco, partner and customer contributions

- Real-time communication and collaboration

- Online Device Emulators – free online product experience

- Download SMB Software

- Small Business Support & Service by Country

"A wise company will use the community as a resource to improve the product, support, and documentation—just like you are doing now!"

–Customer

www.cisco.com/go/smallbizsupport

Service Extends to All Cisco
Small Business Products

Small Business Support Service	SB Partner Rapid Response Service
▪ Three years 'peace-of-mind' support for **any** Cisco SMB Series product ▪ Call and online chat support ▪ Software updates ▪ Next-business-day hardware replacement	▪ Three years 'peace-of-mind' support for organizations that need maximum network uptime ▪ Call and online chat support ▪ Software updates ▪ 4 Hour hardware replacement

http://www.cisco.com/web/partners/sell/smb/support.html

Simplified Warranty

Single, uniform warranty offered for all Cisco SMB Series products

Cisco SMB Support Service
"Three Years Peace-of-Mind"

- Three Years of 'Peace-of-Mind' Support for Cisco SMB   Series Products

- SMB Support Center Access During Local Business Hours

  - Telephone Support

  - Online Chat Support

- Next Business Day Advanced Hardware Replacement

- Software Updates

- Simple Banded Pricing

Cisco SMB Support Service
Four Banded Pricing

Three Years Peace of Mind

$19	$69	$149	$499
CON-SBS-SVC1	CON-SBS-SVC2	CON-SBS-SVC3	CON-SBS-SVC4
90/100 Series Switches	200 Series Switches	500X Series Switches	UC540

- Service price is based on complexity of the device
- Only one SKU per device

Cisco Services Portfolio
Fit for SMB (Classic)

Market Segment

- Enterprise / Public Sector
- Commercial
- Small Business

SMARTnet

Smart Care
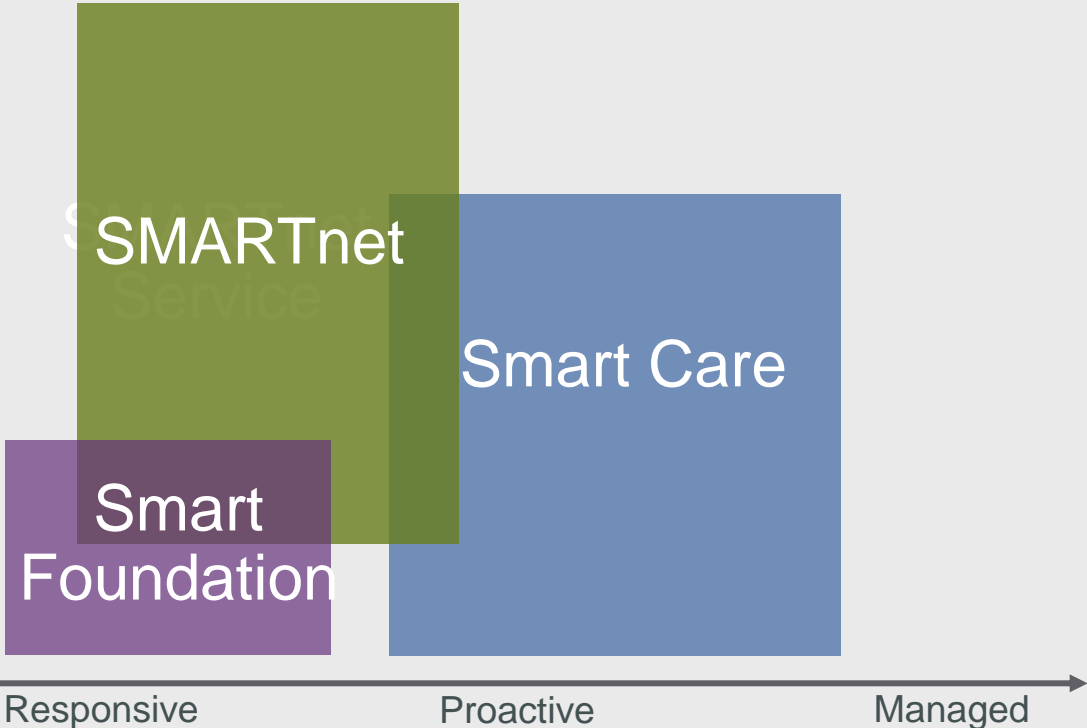
Smart Foundation

Responsive — Proactive — Managed

Service Needs

Smart Services Comparison Chart

	Smart Foundation	Smart Care	SMARTnet
Description	Smart Foundation provides entry-level support for small companies with data-only networks. Sold by you, delivered by Cisco	Cisco Smart Care Service provides technical support for all eligible Cisco devices in the network. Sold by you and delivered by YOU and Cisco	Cisco SMARTnet Service provides comprehensive technical support at the device level. Sold by you and delivered by Cisco
Target Customer	Small Business	Small Business, Commercial	All
Network Size	Fewer than 50 devices	200 or fewer weighted devices	All sizes
Smart Capabilities	No	Core Monitoring Service and syslog messaging	Smart Call Home
Support First Responder	Cisco	You (Partner)	Cisco
Scope	Device-Level Support	Network-Level Support	Device-Level Support
Onsite Support	No	No	Available
OS Updates and Upgrades	Updates for bug fixes and patches only	Upgrades and updates	Updates
Hardware Replacement Options (where available)	Next Business Day	• Next Business Day • 4-hour	• Next Business Day • 4-hour • 2-hour • Return for Repair

Partner Pre-Sales Support Options

	Partner Helpline	Partner Design Support (PDS)	SMB Support Center
Who	Cisco & All Partners	Cisco & All Partners	Cisco & All Partners
What	PRE-Sales – Product information & selection, design support & implementation	PRE-Sales – Product information & selection, design support & implementation	Pre- and Post-sales support – Warranty and technical support
Product	Fit SMB	Built for SMB	
How	www.cisco.com/go/ph	www.cisco.com/go/smallbizsales	www.myciscocommunity.com/community/smallbizsupport

Note: Toll Free Support and hours of operations vary by theater. Click on the link above to locate your information.

Resources & Tools

Ensuring Your Success

Before the Sale	During Installation	After the Sale
New!		
Partner Design Support	SmartSetup	SMB Support Center
SmartDesigns	Common Interface	Premium Partner Support Options
Sell Faster	***Install Faster***	***Respond Faster***
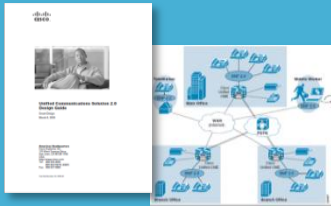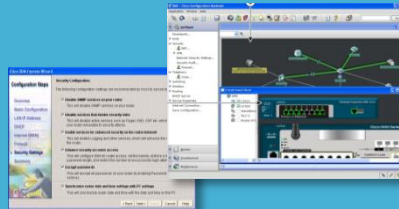
Less Time = More Profit

Partner Central and Benefits

A source of information for partners to access tools and resources

http://www.cisco.com/web/partners/partner_with_cisco/index.html

Distributor Portal

Information in one place:

- Products and services

- Programs and promotions

- Marketing

www.cisco.com/go/disty

Where Can Partners Find Marketing Assets and Campaigns?

	Distributors	Resellers	URL's
Partner Central	X	X	www.cisco.com/web/partners
Marketing Library Hi-res product images, assets	X	X	In "Marketing" section of Partner Central
Campaign Builder Ready to use co-branded campaign materials		X	www.cisco.com/go/campaignbuilder
WebCollage Cisco content on partner sites	X	X	www.cisco.com/go/webcollage
Distributor Portal Launch mid March	X		www.cisco.com/go/disty

Partner Marketing Central & Benefits

Partner Marketing Central is a single, easy-to-use **co-marketing platform** that allows you to customize Cisco material with your band and managed events

Business Value

Create effective, sophisticated, Integrated Campaigns

Leverage Social Media outlets in all your Marketing activities

Create Virtual and Live Events

Customize all your materials and leverage the Cisco brand and resources

Maximize Your Co-Marketing Funds

"One Stop Shopping" for all your Marketing needs

Competitive Advantage

Real-Time Marketing Presence and "Go to Market" speed

State of the Art visibility for your Marketing Activities

A "Grow with You" Marketing platform that keeps up with current marketing trends.

Leverages the Cisco engine

Fosters Partner collaboration in a Web 2.0 environment

http://www.cisco.com/web/partners/sell/smb/marketing.html

SMB Marketing

Your Marketing Toolkit:

- Brand Materials

- Marketing Funds

- Campaigns

http://www.cisco.com/web/partners/sell/smb/marketing.html

Cisco Programs & Promotions

- **Cisco Fast Track Program** – get fast quotes and optimized pricing

- **Cisco VIP-Express (formerly Partner Development Funds)** – a profitability program for partners selling Cisco SMB products

- **Cisco Opportunity Incentive Program (OIP)** – register deals and receive deal protection and incentives

- **Cisco Not-for-Resale (NFR) Program** – purchase discounted Cisco products for use in non-revenue generating activities (e.g. demos)

http://www.cisco.com/web/partners/sell/smb/programs_and_promotions/index.html

Growing Your Business

SMB Practice Builder

- Online platform with tools and action plans, specific to partner owners, account managers, and engineers, to build new practices or optimize existing ones

  www.cisco-practicebuilder.com/

Steps to Success

- Web based toolkit to arm partners with an engagement model for sales, delivery and support of Advanced Technology Solutions

  www.cisco.com/go/stepstosuccess

Small Business Specialization & Select Certification

- Reflects a partner's technology and business expertise specific to the SMB market

  http://www.cisco.com/web/partners/sell/smb/specialization_and_select_certification/index.html

Training Your People

Partner Education Connection - www.cisco.com/go/pec

    Online portal with free training on all Cisco solutions, certifications, products

SMB University - www.cisco.com/go/sbu

    Free, online SMB training content

    Sales, technical & business acumen training

    Quick Learning Modules to support new product announcements

Online Device Emulators – Online device experience & demos for SMB products
https://supportforums.cisco.com/community/netpro/small-business/onlinedemos

For a more detailed demonstration resources, please contact your or Cisco Representative or email 'smb-global@external.cisco.com'
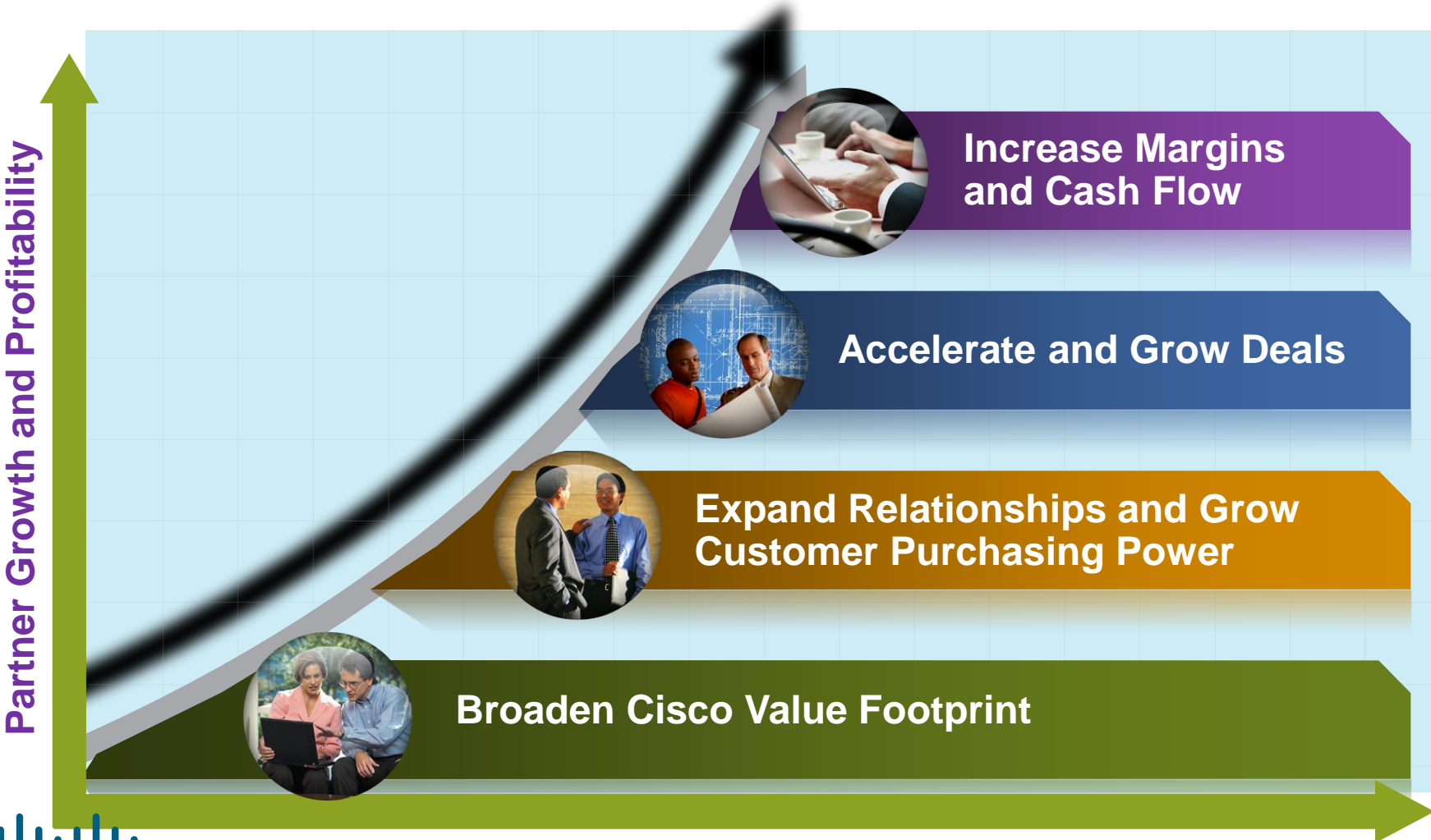
SMB Not for Resale (NFR) Program -
http://www.cisco.com/web/partners/incentives_and_promotions/nfrp.html

Learning Express (IDEA) – training on a variety of SMB technologies
www.cisco.com/go/smallbizsales

How Cisco Capital Helps Partners

Partner Growth and Profitability

Increase Margins and Cash Flow

Accelerate and Grow Deals

Expand Relationships and Grow Customer Purchasing Power

Broaden Cisco Value Footprint

Cisco Capital Financing Value-Add

Financing Completes Cisco Solution

Hardware and Software

Cisco Capital Financing

Best-in-Class Technology Solution

Some 3rd Party Products

Cisco Support and Service; Some Partner Lifecycle Services

Cisco Capital Financing Is a Critical Component of Today's Complete Technology Solution

Key Resource URLs

- Cisco SMB Portal – www.cisco.com/go/smb

- Cisco New Products Launchpad: http://www.ciscosblaunchpad.com/

- Download SMB Product Guide – http://tools.cisco.com/s2slv2/ViewDocument?docName=EXT-AS-585936

- SMB Sales – http://www.cisco.com/web/partners/sell/smb/index.html

- SMB Page on Partner Central – www.cisco.com/go/partners

- Use the Support Community for questions and feedback – https://supportforums.cisco.com/community/netpro/small-business

- Partner Marketing Central www.ciscopartnermarketing.com

- Learning Express Partner Training Sessions: www.ciscosblaunchpad.com/dmr/idea-product-training-sessions

- Customized Partner Intelligence Newsletter http://www.cisco.com/web/partners/news/index.html

Questions & Answers

Thank you.