



# HOW TO SELL THE CISCO SMB CLASS SECURE NETWORK FOUNDATION SOLUTION AT-A-GLANCE

Building the right network infrastructure puts small and medium-sized businesses in a powerful position to improve business resiliency, enhance growth opportunities and increase employee productivity. Cisco® understands this need. The Cisco SMB Class Secure Network Foundation Solution offers businesses an integrated network system that can dramatically simplify operations, reduce costs and speed time to profitability. Integrated services routers, combined with the award-winning family of Cisco Catalyst® switches and wireless access points, further enhance the value of this integrated network system.

## WHY SELL THE CISCO SMB CLASS SECURE NETWORK FOUNDATION SOLUTION?

- Vendors that understand the special needs of small and medium-sized businesses are more likely to be rewarded with impressive, sustainable revenue, increased profitability and loyal, long-term clients.
- Gain higher credibility, a new level of differentiation and greater visibility.
- Cisco is a proven market leader in three critical technologies – networking, wireless and security.
- Cisco provides the only fully integrated, comprehensive, IP-based network solution.
- Cisco delivers solutions that are custom-built for small and medium-sized businesses and adaptable to their evolving needs.
- Cisco solutions are backed by the industry's leading technical support services.

## TOP REASONS TO BUY A CISCO SMB CLASS SECURE NETWORK FOUNDATION SOLUTION

- Secure, cost-effective network foundation supports current and future small and medium-sized business needs.
- Cisco expertise in networking, the Internet, network security, voice and wireless.
- Grows and adapts with emerging business and security requirements.
- Improves operational efficiencies.
- Support for convergence of data, voice and video.
- Tools that simplify network deployment and maintenance.

## HOW TO SELL THE CISCO SMB CLASS SECURE NETWORK FOUNDATION SOLUTION

### BUSINESS DRIVERS

- Streamlining cost and complexity of network operations to enable business focus.
- Tightening competitive edge.
- Achieving comprehensive network security.
- Increasing operational efficiency.

### TARGET CUSTOMER PROFILE

- Small and medium-sized businesses with less than 250 users.
- Standalone, small office or multisite companies.

### BUSINESS DECISION MAKERS

#### Top Concerns

- Operational costs.
- Employee productivity, customer loyalty and profitability.
- Maintaining a competitive edge.
- Security of the network and corporate information.
- Achieving maximum use of minimal resources.
- Enhancing overall operational efficiency.

#### How to Engage

- Explain how the solution deploys services securely and quickly to improve employee productivity and responsiveness.
- Explain how small and medium-sized businesses can greatly simplify deployment, reduce cost of ownership, ease management of converged networks and take advantage of wireless mobility.
- Demonstrate how the solution supports secure access to business resources to help meet the daily challenges of maintaining an efficient, productive and connected organisation.
- Demonstrate how the solution enables companies to sustain growth and a competitive advantage by maximising application performance.
- Show that the platform's capacity for the convergence of data, voice and video greatly increases operational efficiency and staff productivity.
- Explain how the solution provides a migration path to new network services such as voice, video, security and wireless.
- Explain the industry-leading reliability and security of Cisco SMB Class solutions.

## TECHNICAL DECISION MAKERS

#### Top Concerns

- Ensuring network reliability.
- Improving network security, availability and operational costs.
- Maintaining network manageability, uptime and ease of deployment.
- Protecting and leveraging network investment.

#### How to Engage

- Demonstrate that an integrated security solution simplifies security management and greatly reduces the total cost of ownership of the network.
- Explain how the proven network security technologies respond rapidly to internal and external threats, helping prevent security breaches that destroy valuable data.
- Emphasise the role of security as integral to IT and business strategy.
- Describe the solution's suite of tools designed specifically for small and medium-sized businesses that easily deploy, manage and scale their networks.
- Describe the reliability of the solution.
- Explain how the solution provides a migration path by supporting future requirements such as IP telephony, video, security and wireless.

## POSITIONING AGAINST NETWORK EQUIPMENT VENDORS

- Focus on how Cisco simplifies and optimises IT infrastructure to reduce costs.
- Highlight the Cisco support for convergence and enhanced business efficiency.
- Promote the Cisco reputation in reliability and security.
- Emphasise standards-based products and technologies.
- Promote the flexibility of Cisco networks in accommodating future growth.
- Highlight the Cisco world-class customer service and support.



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## QUESTIONS TO ASK YOUR CUSTOMER PROSPECTS

- Are you satisfied with the performance of your network?
- Do the limitations of your IT infrastructure prevent you from addressing current business needs?
- How secure are your network's applications, devices and data?
- What are your concerns about the costs of deploying, managing and upgrading your IT systems?
- Do the limitations of your network impede your ability to compete with your competitors?
- Are you in need of a full-service network foundation that has the ability to support new users, deploy new services, extend your networks to customers and partners and support a more mobile workforce?
- Is the complexity of your network yielding excessive costs and taxing valuable IT resources?
- How would increasing your employees' ability to quickly respond to customers, partners and each other impact your competitiveness?

## WHAT IS THE CISCO SMB CLASS SECURE NETWORK FOUNDATION SOLUTION?

### Cisco Catalyst Express 500 Switches

- Offering reliability and security at a competitive price, these switches optimise data, wireless and voice capabilities.
- Features:
  - Delivers network services and robust security based on each user's identity
  - Offers an exclusive feature set and tailored support options
  - Powers external devices such as phones, cameras and access points directly from Ethernet ports through Power over Ethernet
- Benefits:
  - Increases competitive advantage through fast deployment of key technologies
  - Simplifies configuration through Smartports Adviser and GUI-based Cisco Network Assistant
  - Safeguards network from internal and external threats

### Integrated Services Routers

- Sophisticated line of routers that provide secure, concurrent services at wire-speed.
- Features:
  - Enables convergence of data, security and voice into a single, resilient platform
  - Embed wireless into router for simplified, secure wireless access

- Offer market-proven security featuring secure remote access, adaptive threat defence and collaborative security systems
- Benefits:
  - Increases network performance with robust security
  - Automates and increases intelligence of processes
  - Helps lower the costs and complexities of the network
  - Provides enhanced investment protection

### Cisco ASA 5500 Series Adaptive Security Appliances

- High-performance, all-in-one network security appliances.
- Features:
  - Provides market-proven firewall, intrusion prevention system, network antivirus and VPN capabilities
  - Allows businesses to meet new security challenges without replacing the hardware due to Security Services Modules
  - Incorporates Anti-X defences, application security, network control and containment and secure connectivity
- Benefits:
  - Proven security through leading Cisco firewall, VPN and intrusion prevention technologies
  - Proactive threat mitigation stops attacks before they spread through the network
  - Reduced deployment, operating costs and complexity
  - Compact design

### Cisco Aironet® Access Points

- Standards-based wireless solutions that extend network access wherever connectivity is needed.
- Features:
  - Provides a cost-effective, single-band solution
  - Offers a unique combination of flexibility and manageability
  - Complies with IEEE 802.11a, b and g specifications
- Benefits:
  - Offers outstanding investment protection
  - Provides the flexibility to change capabilities as customer requirements and technologies evolve
  - Enables standalone wireless LANs wherever connectivity is needed
  - Includes fast support and secure roaming

### Cisco SMB Support Assistant

- Provides small and medium-sized businesses with essential and easy-to-use support on Cisco SMB Class network solutions.
- Features:
  - Provides access to Cisco technical experts
  - Offers advance hardware replacement and operating system software maintenance

- Offers a portfolio of technical support services with a wide range of options
- Benefits:
  - Offers online support for setup, configuration and troubleshooting
  - Ensures that Cisco products operate efficiently and in accordance with the network
  - Provides a timely resolution of problems

### Cisco Capital

- Allows businesses to deploy innovative, flexible and secure networking solutions without requiring a capital investment.
- Features:
  - Offers leasing and financing options
  - Offers competitive rates
  - Complies with IEEE 802.11a, b and g specifications
- Benefits:
  - Enables businesses to focus on financial objectives
  - Allows for a quick and easy solution through leasing and financing options

## SUPPORT PROGRAMMES

- Cisco Opportunity Incentive is a rewards programme designed to encourage the profitability and success of Cisco partners. The programme rewards those who actively identify, develop and win new business opportunities: <http://www.cisco.com/go/oip/emea>
- Cisco SMB Icebreaker is a programme designed to offer partners significant discounts for selling to small and medium-sized businesses, helping to compete more effectively against key commercial market competitors. Contact your Cisco Account Manager for more details.

## CLOSING INFORMATION

For more information about the Cisco SMB Class Secure Network Foundation Solution, see:

[http://www.cisco.com/en/US/netsol/ns339/ns395/ns423/networking\\_solutions\\_packages\\_list.html](http://www.cisco.com/en/US/netsol/ns339/ns395/ns423/networking_solutions_packages_list.html)

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