Switch on Cisco

Reason to Call Play Guide for Cisco Partners

May 2009

Contents

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Section 1: Program Overview

Program Objectives and Benefits

"Switch on Cisco" is developed to help you target and engage new prospects within your Cisco® mid market accounts that initially offer opportunities for initial sales of Cisco switching solutions and then potentially the cross-sell, up-sell, and migration of Cisco Integrated Network Solutions. This program is developed to help you:

- Uncover and develop new prospects within your Cisco accounts in the mid market segment for Cisco switching solutions
- Increase the relevance and preference of Cisco switching solutions and encourage prospects to consider to Cisco as a preferred switching vendor
- Refresh or replace customers' existing switching solutions to Cisco's

Current Customer Situation	Type of Opportunity
Network infrastructure is competitive	**New network opportunity** Customer can refresh or replace their competitive network infrastructure
Customer recently installed a Cisco Integrated Network	**Cross-sell** Customer can optimize their Cisco investment and add new capabilities such as security, voice, mobility and Cisco Wide Area Application Services (WAAS)
Network contains obsolete Cisco switching and routing products	**Migration and up-sell** Customer needs to upgrade due to EOL/EOS products or expand their network due to evolving business requirements

Recommended Target Audience

- Companies with obsolete or soon to be obsolete switching solutions that require refresh or competitive offering
- Companies looking for an end-to-end networking solution that enables collaboration, security, and mobility across all places in the network and that addresses today's business challenges and keeps pace with future business needs.

Identify Technical Decision Makers

- Chief Information Officer (CIO)
- Chief Technology Officer (CTO)
- Manager of Information Systems (MIS)
- IT Manager
- Network Manager/Administrator/Architect

Target Products

Product Lines	Product Details
Modular configuration LAN switching products	• Cisco Catalyst® 4500-E Series Switches
Fixed configuration LAN switching products	• Cisco Catalyst 3750 and 3750-E Series Switches with enhanced Power over Ethernet (PoE) • Cisco Catalyst 3560 and 3560-E Series Switches with enhanced PoE • Cisco Catalyst 2960 Series Switches with PoE • Cisco Catalyst 2975 Series Switches

Cisco recently announced the Catalyst 4500 Supervisor Engine 6L-E, which offers high performance basic Layer 3 with unmatched services and investment protection. We also announced the Catalyst

3750 and 3560 v2 Series, which offer improved operational efficiency and investment protection while maintaining the same enterprise class capability as the rest of the Catalyst 3000 switches. These products are orderable now, with first customer shipment (FCS) in May 2009.
Additional information can be found at:
http://www.cisco.com/en/US/products/hw/switches/index.html#~hide_v3~+hide-id-trigger-g1-campus,acc~virtualization

Recommended Call to Action

- Go to http://www.cisco.com/go/evolutionflash/ to view a 6-part integrated multimedia Adobe Flash® module that addresses different customer challenges:
    - Improving Responsiveness and Productivity
    - Ensuring Business Continuity
    - Providing Consistent Service Levels
    - Securing the Network
    - Ensuring PCI Compliance

- Schedule an appointment to visit the customer, conduct the assessment and make the offer.

Purchase Offers

This section lists the various types of offers available.
Asia Pacific-Wide Product and Service Offers

Part Number	Product Description	Effective Date
WS-C4506E-S6L-96V+	C4506E chassis, Sup6L-E, 96-port 10/100/1000 PoE Plus, LAN Base IOS® image	Apr-09
	1-year Cisco SMART net® contract	Apr-09
	1-year Smart Foundation contract	Apr-09
	3-year Smart Foundation contract	Apr-09
	5-year Smart Foundation contract	Apr-09
WS-C4503E-S6L-48V+	C4503E chassis, Sup6L-E, 48-port 10/100/1000 PoE Plus, LAN Base IOS image	Apr-09
	1-year SMART net contract	Apr-09
	1-year Smart Foundation contract	Apr-09
	3-year Smart Foundation contract	Apr-09
	5-year Smart Foundation contract	Apr-09
WS-X4648-RJ45V+E	48-port 10/100/1000 PoE Plus, E-Series line card	Apr-09
WS-X4548-RJ45V+	48-port 10/100/1000 PoE Plus, Classic line card	Apr-09
WS-C2975GS-48PS-L	**48 10/100/1000 PoE with 4 SFP uplinks**	May-09
WS-C2975GS-96PS-LM	**2 units of 2975GS-48PS-L**	May-09
WS-C2960-48PST-S	**48 10/100 POE with 2 10/100/1000 or SFP uplinks**	Jun-09
WS-C2960-24PC-S	**24 10/100 PoE with two 10/100/1000 or SFP uplinks**	Jun-09
WS-C2960-24LC-S	**24 10/100 - eight PoE with two 10/100/1000 or SFP uplinks**	Jun-09
WS-C2960-48TT-S	C2960, 48-port 10/100, 2 fixed 10/100/1000 uplink ports, LAN Lite IOS image	Sep-08

WS-C2960-8TC-S	C2960, 8-port 10/100, 1 dual purpose uplink port, LAN Lite IOS image	Sep-08

For more information, please go to:
http://www.cisco.com/web/partners/sell/technology/switching/catalyst_competitive_offerings.html

Please contact your Cisco channel account manager for applicable discount rates.

Other Promotion or Policy Changes

Description	Type of Offer	Effective Date
Core Accelerator Promotion. Partner will receive back-end rebate worth 15% of net Opportunity Incentive Program/Solution Incentive Program OIP/SIP booked value of qualified switching SKUs. Limited time promotion through Q4, requires partner enrollment by 29 May 2009.	Offer to distributor/partners that will benefit customers	May-09
Smart Foundation, a less costly alternative to SMARTnet, is now extended to Catalyst 3560-E, 3750-E, 4503-E, 4506-E and 4507R-E. Catalyst 2900 Series is already covered.	Direct offer to customers	Sep-08
Limited Lifetime Warranty (LLW) is now extended to Catalyst 3560-E, 3750-E, 4500 and 4500-E Series switches. This means LLW is now offered across Cisco's portfolio of wiring closet switches including the Catalyst Express 500, Catalyst 2000, 3000 and 4500 Series switches	Direct offer to customers	01-May-09
Lifetime software updates extended to Catalyst 4500 and 3000-E Series switches for LAN Lite, LAN Base and IP Base IOS images	Direct offer to customers	01-Jun-09

For more information:
http://www.cisco.com/web/partners/sell/technology/switching/catalyst_competitive_offerings.html
http://www.cisco.com/web/partners/sell/technology/switching/solutions/campus_solutions.html#~5
http://www.cisco.com/web/SG/partners/promotions/cca/core_accelerator.html
http://www.cisco.com/web/partners/sell/technology/switching/index.html
http://www.cisco.com/web/partners/sell/competitive/switching.html

APAC-wide Trade-in Offers

Technology Migration Program (TMP) Competitive Equipment Exchange	
Offers:	TMP credits on traded-in products towards the purchase of Cisco products
Promotion period:	Until 31 Dec 2009
Trade-to products:	Catalyst 29XX, 35XX, 37XX, 4500 and 6500 Series
Trade-in products:	Switches from 3Com, Huawei-3Com, Nortel, HP ProCurve and others
URL:	http://www.cisco.com/web/partners/pr11/incentive/tmp/ex_switching.html

Opportunity Incentive Program (OIP) and Technology Migration Program (TMP) Stacking	
Offers:	Partners can enjoy OIP discount and TMP credit simultaneously.
URL:	http://www.cisco.com/web/SG/partners/cip_index.html

Services Deal Sealer Promotion	
Offers:	Up to 29% savings on services packages for new products purchased through TMP.
Promotion period:	25 Jan 2009 through 31 Jul 2010
Eligible services:	Shared Support , Cisco Branded Resale (e.g. SMARTnet) and Collaborative Technical Service
	Please contact your distributor for the discounts available.

Country-Specific Product Offers

Please contact your local sales/marketing contact for details:

Product	Greater China	Asia
C29xx	**Hong Kong:** Free wireless USB modem withpurchase of any Catalyst 2960 Series product, plus $100 voucher for filling in registration form	**Singapore:** 2960 /3960 discount – buy two 2960s get one free wireless access point;
C35xx	**Hong Kong:** Above offer with purchase of any Catalyst 3750 or 3950 Series product	**Singapore:** Buy two 3560s, get one free ASA unit

Distributor/Partner offer that will benefit end customers

Direct offer to end customers

For more information:

http://www.cisco.com/web/partners/pr11/incentive/asiapac/index.html

Section 2: Positioning of the Solution

Instead of purchasing point switching products, organizations can use a systems approach to buying data switch and wireless switch equipment, enabling them to build integrated, secure, resilient networks. This approach helps them to quickly and easily deploy new applications and communications systems that merge wireless, voice, video, and storage capabilities. To meet current and future network needs, all LAN switch designs must incorporate the following six attributes:

- Application intelligence: Refers to the recognition, prioritization and control of applications.
- Unified network services: Combines the best elements of wireless and wired networking.
- Nonstop communications: Existing features and capabilities include redundant hardware, non-stop forwarding and stateful switch over (NSF/SSO) technology, in-service software upgrades (ISSU) and software modularity.
- Virtualization: Enables secure guest access to network resources and provide department segregation over a shared infrastructure.
- Integrated security: LAN switches provide the first line of defense against internal security attacks and also prevent unauthorized users from entering the network. Security services provided by LAN switches include Cisco Network Admission Control; Man-in-the-Middle attack mitigation; and integrated security service modules that provide virtual private networks, firewalls, intrusion prevention, intrusion detection, and many more security services.
- Operational manageability: IT staff is able to remotely configure and monitor network devices from a central location, automate responses via embedded event management and use real-time diagnostic management tools to troubleshoot and apply changes.

As organizations continue to invest in and broaden access to complex business applications, they run the risk of losing scalability and functionality if their networks are rigid and cannot support more advanced requirements.

Cisco's Unique Advantages: Why Cisco?
- Stability: Consistent growth and profitability throughout strong and weak market conditions
- Innovation: $5.2 billion invested in R&D in fiscal 2008 to develop new products, enhance existing products, and deliver added functionality;- more than 16,000 engineers working worldwide
- Excellence in customer support - Five Cisco Technical Assistance Centers and 1400 support engineers worldwide providing 24-hour support
- Broad, worldwide partner network
- Expanded Cisco expertise and support availability
  - o Deep and consistent talent pool for customers to draw on
  - o 1.2 million Cisco certifications issued to networking professionals
  - o 17,290 Cisco CCIE® certified professionals worldwide- the industry's networking experts
- Customers are valued
  - o Annual customer satisfaction ratings
  - o Customer feedback is incorporated into the way we do business
- Comprehensive switching product portfolio
- End-to-end solutions, including routing, security, unified communications, mobility, and TelePresence.

Switching Product Features:
- Network switch services deliver an integrated end-to -end solution. - A valuable part of the network switch portfolio, Cisco Catalyst intelligent network services strengthens the network infrastructure by delivering:
  - Integrated security for end-to-end protection
  - High availability for maximum network uptime
  - Application delivery optimization to ensure a consistent user experience
  - Enhanced manageability for simpler operations
- Network intelligence such as Energy Wise to measure, monitor and regulate powered devices to reduce overall energy consumption in the network as well as in building facilities.

- Advanced network switches provide innovation- Cisco Catalyst advanced network services provide switching innovation that enables organizations to offer capabilities they've never provided before, including:
    - Advanced security (http://www.cisco.com/en/US/products/hw/vpndevc/index.html)
    - Unified communications (http://www.cisco.com/en/US/products/ps10265/index.html)
    - Mobility solutions (http://www.cisco.com/en/US/products/ps6915/index.html)

Section 3: Call Guide
Identify Account Opportunities

1. Locate the Contact

Identify Technical Decision Maker
- Chief Information Officer (CIO)
- Chief Technology Officer (CTO)
- Manager of Information Systems (MIS)
- IT Manager
- Network Manager/Administrator/Architect

Use Guided Voice mail
If you do not reach the customer on the first try, use the guided voice mail below to leave a message and soften the account.

"Hello, (PROSPECT NAME), this is (YOUR NAME) from [Partner Name], a Cisco® [specialized/certified] partner]. I would like to share with you how a Cisco integrated network can help reduce support costs while increasing performance. You can also introduce additional services such as enhanced mobility, video and voice communications into your infrastructure to increase productivity. Please call me at your convenience at (NUMBER) so we can discuss this further. Thank you."

2. Discover Customer Challenges

Share with your prospect how a Cisco integrated network can reduce support cost, increase performance, and add additional services such as enhanced mobility, video and voice communications to the infrastructure.

NOTE: If you are able to determine which competitor's products your prospect has in their network as you are identifying their challenges, go to the appropriate competitive positioning in step #3

Questions to Identify Business Challenges	Corresponding Cisco Solution
Are you looking to open new branch offices or to expand your main office?	Clarify and refer to campus or branch solutions as appropriate
Do you have remote workers?	VPN; remote teleworker
Are your customers/visitors asking for access to your network?	Secure Mobility solutions
Are you rolling out new business-critical applications that will be collaborative (such as WebEx, TelePresence™, Internet telephony, and video applications), distributed, real-time and bandwidth hungry?	Refer to solutions below as appropriate
Have you noticed a substantial increase in the traffic flow on your network?	Cisco Switch solutions
Have you developed a plan to address the effect that convergence of voice and data applications will have on your network performance?	If "yes"; suggest a follow-up meeting to review the plan
	If "no"; suggest a follow up meeting to start discussing it
Would you like to reduce network complexity and give your staff additional time to work on other projects?	Refer to solutions below as appropriate

3. Position Cisco Against the Competition

Cisco offers end-to-end networking solutions that enable collaboration, virtualization, security, and mobility across all locations in the network. As a result, Cisco is the only network vendor with the structure and roadmaps to help our customers address today's business challenges and keep pace with future business needs.

Primary competitors in Asia Pacific in switching are: HP ProCurve, 3Com, Huawei and Nortel

Competing against HP ProCurve in Fixed-configuration and Modular Switching

Key HP ProCurve Trigger Questions:

- Did you know that Cisco offers limited lifetime support for its Catalyst 2000 to 4000 products and has the largest service and support organization in the world?

  Cisco's limited lifetime warranty is comparable to HP's ProCurve warranty. In addition, HP ProCurve's four remote support centers are available to take calls only five days a week during normal business hours. Cisco's four main and six satellite Technical Assistance Centers operate 24 hours a day and employ more than 1400 engineers, including more than 500 CCIE certified professionals.

- Are you using advances services such as voice over IP (VoIP)? Is resiliency and high availability important to you?

  Unlike ProCurve switches, Cisco supports high availability and resilient capabilities in their switches, such as nonstop forwarding, Per-VLAN Spanning Tree (PVST+), Fast EtherChannel, and StackWise®. The ProCurve fixed switches don't have the single management capability and resiliency of StackWise. The ProCurve modular switches don't have nonstop forwarding. None of their switches have PVST+ or EtherChannel.

- Is the integration of security, wireless, and management important for you?

  Unlike ProCurve, Cisco offers a lower total cost of ownership (TCO) because it has integrated security, wireless, and management. Cisco provides one support line for all solutions, deployment guides, and arrays of customers who are using the solutions today.

- Can ProCurve provide deployment guides that incorporate equipment from their partners, such as Mitel, Avaya, and Airwave?

  No. ProCurve has no deployment guides that involve third-party solutions.

- Who should the customer call when they have a problem with ONE blade and software? How can they tell where the error is?

  A customer/reseller will have to call both support lines to figure out where the issue lies. It's a very expensive and time-consuming troubleshooting process.

- Since they have been changing their warranty guarantee over the last two years, will HP guarantee lifetime support on current products?

  HP ProCurve provides no guarantee on future warranties.

- Is there common equipment among the 4100, 4200, 5300, 5400, and 8200 modular chassis, besides a few limited items (gigabit interface converters [GBICs] and a power supply)?

  No. There are different modules, and nothing is forward or   backward compatible.

- Are you concerned about inconsistent features across ProCurve products, such as the 2600 to 2610 and the 2800 to the 2810 or 2XXX through 9XXX?

Cisco IOS and features are consistent across the Catalyst products.
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Use the following tactics to frame your conversation:

ProCurve Friendly

Converting
- Existing ProCurve network or relationship
- Goal is to replace ProCurve gear, demonstrate Cisco superiority

Example
- ProCurve originally won customer requirements or price range
- ProCurve got there first and set agenda

Asserting
- Mixed network: Customer has strong relationships with Cisco and ProCurve
- Goal is to define further need for Cisco gear, display limitations of ProCurve

Example
- Customer has ProCurve in one part of network, Cisco in another.
- Customer has ProCurve existing but wants to expand with Cisco gear

ProCurve Neutral

Establishing
- No existing Cisco/ProCurve network preference or relationship
- Goal is to set Cisco agenda, define our strengths/applications for the customer, negate the price game

Example
- Customer has RFI/RFP for new network
- Customer is replacing Extreme/Nortel/other non-CSCO/ProCurve network

Defending
- Existing Cisco network, strong Cisco preference
- Goal is to prevent ProCurve from entering account, highlight single-vendor advantage

Example
- Cisco customer is required to get competitive bid for new network
- ProCurve has made proposal to existing Cisco customer

Cisco Neutral   Cisco Friendly

- **Converting: If the customer has an "anyone but Cisco" attitude, use the following tactics:**
  - Sell them on Cisco innovation, service, and overall solutions.
  - Sell a device/solution that is missing in ProCurve's portfolio, then sell the advantages of a complete Cisco solution. For example, sell IP phones, then point out the features that aren't available without a Cisco switch.
  - Probe for implementation flaws and describe how Cisco can solve the challenge.
  - Utilize the advantage: Cisco switching program.
    Highlight our end-to-end capabilities—our ability to design, provide deployment guides, and offer support lines with one number to call. Ask if they have ever had to call for support.

- **Asserting: If the customer has a dual-vendor policy to encourage competition and feature delivery, use the following tactics:**
  - Highlight the advantages of a Cisco single-vendor strategy. Customers can avoid operating expense issues such as:
    - Multiple platform training and the need to learn command-line interfaces (CLIs) from different vendors
    - Availability of Cisco certified professionals (more than 500,000)
    - More time and money spent on interoperability testing
  - ProCurve product shortcomings: Active backplane, lack of redundancy, 5300 / 5400
  - Take advantage of the Cisco strengths that ProCurve lacks, for example, true end-to-end solutions, customer support availability, resiliency, wide PoE support across switches, Cisco's $4.4 billion investment in networking R&D
  - Mention feature gaps present without a Cisco single-vendor infrastructure: security extensions, private VLAN (PVLAN), Hot Standby Router Protocol (HSRP), Cisco Discovery Protocol version 2, IP telephony
  - Tell about the ProCurve OEM Vernier products, which never got updated. What will they do with routers, NAC800, or other OEM products?
- **Establishing**: **Use these tactics if a customer inquires about other vendors:**
  - provide advisory services on network and system requirements that may potentially be re-used by the customer in the formulation of their IT strategy or future requests for proposals (RFPs)/requests for information (RFIs);
  - Spend time with customer personnel who may potentially be key decision makers to familiarize them with Cisco's portfolio of products and services;

- Cisco's strengths: Quality of service (QoS), multicast, security, IP telephony
- ProCurve's lack of high-availability features on all platforms
- Set the agenda: Distribution and core switches require redundancy in supervisors and power
- Question HP's commitment to ProCurve
- Partner with HP Services in selling against ProCurve
- Emphasize Cisco's advantages as a company
- End-to-end versus box solutions
- World-class 24-hour networking service and support
- Enterprise and service provider expertise
- History of innovation and technology leadership
- **Defending: Use these tactics if the customer is happy with Cisco but ProCurve sellers have pointed out Cisco deficiencies**
  - Combat ProCurve's strengths:
    - ProCurve: No true end-to-end solution
    - Product/evolution and current uncertainty
    - Cisco's in-house product development; time-tested and proven technology
  - Highlight cost of ownership advantages with Cisco:
    - Investment protection with existing assets, product roadmaps
    - Benefits of using a single vendor: fewer linkage costs, easier problem identification, ownership, resolution
  - Ability to upgrade to a higher-performance Cisco solution if needed

Additional Information

	ProCurve	Cisco
Features and performance	Tends to focus on the value of point products. To enable low acquisition costs, switches use a combination of proprietary ASICs and merchant silicon. However, this limits ProCurve's ability to provide advanced features on some switches, which Cisco can provide through its ASICs. **It also can result in uneven feature implementation (this is very important).**	Provides far more features to enable adoption of today's advanced technologies and tomorrow's solutions by providing flexible features and extensive use of ASICs. Cisco also offers superior high-availability features and performance.
Investment protection	Relies heavily on low entry price and lifetime warranty. However, 95% of customers' problems are not hardware related and therefore are not covered by the warranty. ProCurve also provides no module forward compatibility within product families.	Provides a full range of switches with longevity and extensibility to help ensure investment protection. Integrated capabilities of modular platforms reduce network complexity and management overhead for improved TCO.
Comprehensive solutions portfolio	Starting to promote end-to-end solutions, but must partner with third parties to provide voice and some types of security solutions.	Provides complete, architectural solutions, including voice, video, security, and mobility. Provides network-based energy efficiency and sustainability.
Support services	ProCurve has boosted its worldwide technical support workforce to about 100 technicians, including ones in the company's fourth technical support center, based in Dubai. It depends on HP, not ProCurve, people for onsite service; they have very little knowledge of ProCurve switches.	Offers a more extensive global support network, with 10 TACs (3 in the United States, 4 in Asia Pacific, 3 in Europe) with more than 1000 TAC engineers. Provides level 1, 2, and 3 support for all Cisco routing, switching, voice, security, and mobility products.

Product Comparison

ProCurve Product	ProCurve Weaknesses	Cisco Product	Cisco Strengths
ProCurve 2XXX and 3XXX, 6XXX Series Fixed/Stackable Switches		*Catalyst 2000 and 3000 Series Switches*	

• Limited support for access control lists (ACLs) • Limited support for QoS (affects the ability to support voice and video) • Very limited IPv6 implementation. • Limited PoE support (cannot enable PoE on all ports without external power source) • Stacking limitations: no automatic failover, a failure in one switch disrupts the stack, cannot be managed as a single device, an addition to a stack disrupts the stack, performance limited by stacking (1 or 10 Gbps)	• Full ACL support • Advanced QoS support • Cisco EnergyWise support • IPv6 support, IPv6 forwarding in hardware on 3000 Series • Full switch Class 3 PoE support on 3000 Series • Stacking capabilities: automatic failover, addition and removal without stack disruption, cross-stack VLAN and QoS, can be managed as a single device, stacking does not affect performance (32 or 64 Gbps)
ProCurve 4XXX, 5XXX, 8XXX *Modular Switches*	*Catalyst 4500 and 6500 Series Switches*
• Limited or no switch fabric redundancy • Limited support for ACLs (no VLAN ACLs or receive ACLs [RACLs]) • No integrated application intelligence • Limited module support (wireless LAN only, partner ONE blade announced) • Limited high-availability features (redundant power supplies do not cover PoE, no hot-swappable modules, no stateful switchover) • Limited investment protection (new modules not compatible with older chassis)	• Fully redundant switch fabrics • Full PoE support with Intelligent Power Management • Integrated application intelligence with flexible packet matching and Network-Based Application Recognition • Integrated modules for content delivery, security, network management, and wireless LAN support on the Catalyst 6500 • Nonstop forwarding with stateful switchover, in-service software upgrades, hot-swappable modules. • Modules and chassis are forward and backward compatible

For more information:

Competitive Information / Partner Competitive Web Site
http://www.cisco.com/web/partners/sell/competitive/index.html

Partner Central – Switching Solutions
http://www.cisco.com/web/partners/sell/technology/switching/solutions/campus_solutions.html#~5

New Catalyst Switch Competitive Offerings
http://www.cisco.com/web/partners/sell/technology/switching/catalyst_competitive_offerings.html
Core Acceleration Program
http://www.cisco.com/web/SG/partners/promotions/cca/core_accelerator.html

Cisco Partner Central
http://www.cisco.com/web/partners/index.html

Competitive Switching Page / Partner Portal
http://www.cisco.com/web/partners/sell/competitive/switching.html

Competitive Overview: HP ProCurve
http://www.cisco.com/web/partners/downloads/partner/WWChannels/technology/switching/downloads/hp_competitive_ov.pdf

Competing Against 3Com in Fixed-Configuration and Modular Switching

Key Trigger Questions for 3Com

- How important is effective post sales support for your business?
- Do you want to work with a partner who is consistent and committed to you?
- Will 3Com's product strategy and roadmap meet your projected needs in the next 2-3 years? Have you met with them to discuss their strategy?
- How many different operating systems do you need to learn with the 3Com solution?

Use the following tactics to frame your conversation:

3Com Friendly

3Com Neutral

Converting
- Existing 3Com network or relationship
- Goal is to replace 3Com gear, demonstrate Cisco superiority

Example
- 3Com originally won customer requirements or price range
- 3Com got there first and set agenda

Asserting
- Mixed network: Customer has strong relationships with Cisco and 3Com
- Goal is to define further need for Cisco gear, display limitations of 3Com

Example
- Customer has 3Com in one part of network, Cisco in another.
- Customer has 3Com existing but wants to expand with Cisco gear

Establishing
- No existing Cisco/3Com network preference or relationship
- Goal is to set Cisco agenda, define our strengths/applications for the customer, negate the price game

Example
- Customer has RFI/RFP for new network
- Customer is replacing Extreme/Nortel/other non-CSCO/3Com network

Defending
- Existing Cisco network, strong Cisco preference
- Goal is to prevent 3Com from entering account, highlight single-vendor advantage

Example
- Cisco customer is required to get competitive bid for new network
- 3Com has made proposal to existing Cisco customer

Cisco Neutral   **Cisco Friendly**

Converting: If the customer has an "anyone but Cisco" attitude, use the following tactics:
- Reset the 3Com agenda with Cisco messaging.
  - Multiservice: VoIP, video, security, Next-Generation Network (NGN), IP TV
- Raise questions regarding support, strategy, and the future of 3Com, given the recent acquisition.
- Sell a device/solution that is missing in 3Com's portfolio then sell the advantages of a complete Cisco solution. For instance, sell IP phones then point out the features that are not available without a Cisco switch.
- Probe for implementation flaws and describe how Cisco can solve the challenge.
- Utilize the advantage: Cisco switching program.

Asserting: If the customer has a dual-vendor policy to encourage competition and feature delivery, use the following tactics:
- Highlight the advantages of a Cisco single-vendor strategy. The customer can avoid operating expense issues such as:
  - Multiple platform training and the need to learn CLIs from different vendors
  - Availability of Cisco certified professionals (more than 500,000)
  - More time and money spent on interoperability testing
  - More time and money spent on potential linkage issues
- 3Com product shortcomings: External PoE modules on 7700, poor Layer 3 performance of 7700/8800
- Take advantage of Cisco strengths that 3Com lacks:
  - End-to-end solutions

- Customer support, resiliency
- Cisco's wide PoE support across switches
- Cisco's $4.4 billion investment in networking R&D
- Mention feature gaps present without a Cisco single-vendor infrastructure
  - Security extensions, PVLAN, HSRP, Cisco Discovery Protocol version 2, IP telephony

Establishing: Use these tactics if a customer inquires about other vendors:
- Cisco's strengths: QoS, multicast, security, IP telephony
- 3Com's lack of high-availability features
  - Question 3Com's commitment to the enterprise, given past behavior
- Emphasize Cisco's advantages as a company
- End-to-end versus box solutions
  - World-class 24-hour networking service and support
  - Enterprise and service provider expertise
  - History of innovation and technology leadership
  - Consistent and increasing spending on research and development

Defending: Use these tactics if the customer is happy with Cisco but 3Com sellers have pointed out Cisco deficiencies
- Combat 3Com's strengths:
  - 3Com: No true end-to-end solution
  - Product/evolution and current uncertainty
  - Cisco's in-house product development, time tested and proven technology
- Highlight cost of ownership advantages with Cisco:
  - Investment protection with existing assets, product roadmaps
  - Benefits of using a single vendor: fewer linkage costs, easier problem identification, ownership, resolution
- Ability to upgrade to a higher-performance Cisco solution if needed

Additional Information

	3Com	Cisco
Features and performance	Claims comparable features for lower price. To enable low acquisition costs, switches use merchant silicon. However, this limits 3Com's ability to provide advanced features, which Cisco can provide through ASICs.	Provides far more features to enable adoption of today's advanced technologies and tomorrow's solutions by providing flexible features and extensive use of ASICs. Also offers superior high-availability features and performance.
Investment protection	Relies on offering a comparable switch at a lower price. However, the use of merchant silicon limits future upgradability.	Provides a full range of switches with longevity and extensibility to help ensure investment protection. Integrated capabilities of modular platforms reduce network complexity and management overhead for improved TCO.
Comprehensive solutions portfolio	Has some of the elements required for converged services.	Provides complete architectural solutions including voice, video, security, and mobility. Cisco also has a strong financial position and a proven track record in the industry.
Support services	Provides support through 3 technical support centers with an unknown number of engineers.	Offers a more extensive global support network, with 10 TACs (3 in the United States, 4 in Asia Pacific, 3 in Europe) with more than 1000 TAC engineers. Provides level 1, 2, and 3 support for all Cisco routing, switching, voice, security, and mobility products.

Product Comparison

3Com Product	3Com Weaknesses	Cisco Product	Cisco Strengths
Fixed/Stackable Switches		*Catalyst 2000 and 3000 Series Switches*	
• Inconsistent operating system across product line • Limited or no ACL support • Limited support for QoS (on 3xxx and 4xxx series) • Limited security features • Limited PoE support (cannot enable PoE on all ports without external power source) • Limited Layer 3 support (Routing Information Protocol [RIP] and static routes • Stacking limitations: cannot mix switch types in a stack, VLANs maintained on a per-switch basis, scalability limited by masterless architecture		• Full ACL support • Advanced QoS support • Catalyst integrated security features (dynamic Address Resolution Protocol [ARP] inspection, Dynamic Host Configuration Protocol [DHCP] snooping) • Full switch Class 3 PoE support on 3000 Series • Full Layer 3 routing protocol support • Stacking capabilities: automatic failover, addition and removal without stack disruption, cross-stack VLAN and QoS, can be managed as a single device, stacking does not affect performance (32 or 64 Gbps)	
Modular Switches		*Catalyst 4500 and 6500 Series Switches*	
• Limited PoE support (requires external module for 77xx series) • Limited support for QoS • No integrated application intelligence • Limited module support (security, network monitoring) • Limited high-availability features (no stateful switchover, nonstop forwarding, or hitless software upgrades)		• Full PoE support with Intelligent Power Management • Advanced QoS support • Integrated application intelligence with flexible packet matching and Network-Based Application Recognition • Integrated modules for content delivery, security, network management, and wireless LAN support on Catalyst 6500 • Nonstop forwarding with stateful switchover, in-service software upgrades, hot-swappable modules. • Modules and chassis are forward and backward compatible	

For more information:

Competitive Information / Partner Competitive Web Site
http://www.cisco.com/web/partners/sell/competitive/index.html

Partner Central – Switching Solutions
http://www.cisco.com/web/partners/sell/technology/switching/solutions/campus_solutions.html#~5

New Catalyst Switch Competitive Offerings
http://www.cisco.com/web/partners/sell/technology/switching/catalyst_competitive_offerings.html
Core Acceleration Program
http://www.cisco.com/web/SG/partners/promotions/cca/core_accelerator.html

Cisco Partner Central
http://www.cisco.com/web/partners/index.html

Competitive Switching Page / Partner Portal
http://www.cisco.com/web/partners/sell/competitive/switching.html

Competitive Overview: 3Com
http://www.cisco.com/web/partners/downloads/partner/WWChannels/technology/switching/downloads/3Com_competitive_ov.pdf

Competing Against Huawei in Fixed-Configuration and Modular Switching

Key Trigger Questions for Huawei
- Would you like to keep your network running when you upgrade the software? Huawei doesn't support it.
- Would you like to increase your network performance and uptime by combining two standalone switches into one true logical "virtual" switch? This technology is available only from Cisco.
- Would you like to enable large-scale, top-quality voice/video/data service through a single converged network? Cisco provides proven multicast, QoS, IP telephony, and video service over a single IP network all over the world, while Huawei's solution is largely focused on data-only networks.
- Would you like to work with a company that is a industry leader in providing the best technology and solution to the customer, or a company that is just following the leader to try to catch up?

Use the following tactics to frame your conversation:

Huawei Friendly

Converting
- Existing Huawei network or relationship
- Goal is to replace Huawei gear, demonstrate Cisco superiority

Example
- Huawei originally won customer requirements or price range
- Huawei got there first and set agenda

Asserting
- Mixed network: Customer has strong relationships with Cisco and Huawei
- Goal is to define further need for Cisco gear, display limitations of Huawei

Example
- Customer has Huawei in one part of network, Cisco in another.
- Customer has Huawei existing but wants to expand with Cisco gear

Huawei Neutral

Establishing
- No existing Cisco/Huawei network preference or relationship
- Goal is to set Cisco agenda, define our strengths/applications for the customer, negate the price game

Example
- Customer has RFI/RFP for new network
- Customer is replacing Extreme/Nortel/other non-CSCO/Huawei network

Defending
- Existing Cisco network, strong Cisco preference
- Goal is to prevent Huawei from entering account, highlight single-vendor advantage

Example
- Cisco customer is required to get competitive bid for new network
- Huawei has made proposal to existing Cisco customer

Cisco Neutral　　　　**Cisco Friendly**

Converting: If the customer has an "anything but Cisco" attitude, use the following tactics:
- Reset Huawei agenda with Cisco messaging
  - Multiservice: VoIP, video, security, NGN, carrier grade
  - Investment protection, time-proven Cisco IOS Software development
- Raise questions regarding support and the future of existing infrastructure, given that Huawei Datacomm is heavily subsidized at the moment
- Cisco delivers the best solution and overall return on investment (ROI)
- Huawei does not focus on in-depth security prevention; Cisco offers a more comprehensive security product line than Huawei
- Probe for a flaw in the implementation and show how Cisco can solve the challenge

Asserting: **If the customer has a dual-vendor policy to encourage competition and feature delivery, use the following tactics:**
- Highlight the advantages of a Cisco single-vendor strategy
- The customer can avoid operating expense issues such as:
  - Multiple platform training and the need to learn CLIs from different vendors
  - More time and money spent on interoperability testing

- Highlight the importance of proven reliability at core areas of the network
- Huawei product shortcomings: Road maps, unknown future, no solutions
- Take advantage of Cisco strengths that Huawei lacks, such as true end-to-end solutions, availability of customer support, and resiliency
- Mention feature gaps present without a Cisco single-vendor infrastructure: security extensions, PVLAN, high-availability features, Cisco Discovery Protocol version 2, IP telephony

Establishing: **Use these tactics if a customer inquiries about other vendors:**
- Influence RFPs/RFIs, key decision makers
    - Cisco's strengths: QoS, multicast, security, IP telephony, NetFlow
    - Lack of high-availability features on mid- to lower-end platforms; distribution and core switches require redundancy in supervisors and power
    - Bring up questions about commitment and solution of current products; who is developing Datacom products (3com, Huawei-3Com, Huawei), many disjointed functions
    - Years and years of Cisco reference accounts
    - Do not play on price
- Emphasize Cisco's advantages as a company:
    - World-class service and support around the globe
    - Enterprise, service provider, and IP expertise
    - History of innovation and technology leadership

Defending: Use these tactics if the customer is happy with Cisco but Huawei sellers have pointed out Cisco deficiencies
- Be wary of the price play, if a must-win for Huawei
    - Can you really trust something that is free?
- Combat Huawei:
    - Product evolution, development, and uncertainty
    - Cisco's in-house product development; time-tested and proven technology, not copied, not merchant silicon
- Highlight cost of ownership advantages with Cisco:
    - Investment protection with existing assets, product roadmaps
    - Benefits of using Cisco as a single vendor versus training and management for Huawei solutions, let alone a Cisco + Huawei implementation (Huawei has a very limited number of certified professionals)
- Ability to upgrade to a higher-performance Cisco solution if needed
    - Show a Cisco upgrade path

Competitive Information / Partner Competitive Web Site
http://www.cisco.com/web/partners/sell/competitive/index.html

Partner Central – Switching Solutions
http://www.cisco.com/web/partners/sell/technology/switching/solutions/campus_solutions.html#~5

New Catalyst Switch Competitive Offerings
http://www.cisco.com/web/partners/sell/technology/switching/catalyst_competitive_offerings.html
Core Acceleration Program
http://www.cisco.com/web/SG/partners/promotions/cca/core_accelerator.html

Cisco Partner Central
http://www.cisco.com/web/partners/index.html

Competitive Switching Page / Partner Portal
http://www.cisco.com/web/partners/sell/competitive/switching.html

Competitive Overview: Huawei
http://www.cisco.com/web/partners/downloads/partner/WWChannels/technology/switching/downloads/huawei_competitive_ov.pdf

Competing Against Nortel in Fixed-Configuration and Modular Switching

Nortel filed for Chapter 11 bankruptcy protection in the United States and Canada on January 14, 2009. This means that the company will go through a restructuring process under court protection and come up with a plan to pay off its debt. Weak sales due to the economic downturn, currency swings, and rising pension costs were cited among the reasons for bankruptcy (*Wall Street Journal*; WSJ.com http://online.wsj.com/article/SB123193994047481129.html). The company may or may not be able to come out of this intact.

The bankruptcy opened up an opportunity for Cisco and other competitors to gain market share in the areas in which Nortel used to compete. We know that Huawei and others were actively pursuing Nortel accounts even before the bankruptcy filing, and old Nortel accounts are vulnerable. Under these circumstances, we recommend taking the "Why Cisco?" approach with these accounts, as we will be competing with others and not Nortel any more.

Cisco can be positioned as the clear, viable alternative to all competitors, in that Cisco is able to deliver innovation, business continuity, and differentiation during these tough economic times.

Nortel's customers and partners will be sensitive to the fact that they are now vulnerable. Many have formed relationships with their Nortel account team over many years, and strong loyalties exist. Recognize that customers who have continued to support Nortel, in spite of their ongoing financial difficulties, have made a significant investment of personal equity and trust. Although they may be more concerned than ever, they also want to believe that this trust hasn't been misplaced. Aggressively attacking Nortel may come across as an attack on their judgment. A number of our mutual competitors have already announced their intention to lure Nortel's customers and channel partners away, and we expect them to be using scare tactics in individual accounts. We strongly advise sensitively pointing out Cisco's natural advantages in the context of current circumstances, rather than aggressively asserting our innate strengths at this time:

- Be clear that Cisco's main focus is supporting the customer, not trashing the competition, during this difficult time. Customers who feel bullied won't be long-term converts.
- Stress both short-term continuity and long-term investment protection. Cisco's financial strength should be cited, but this should be done subtly. Many competitors vying to replace Nortel face financial challenges of their own.
- Use the "Why Cisco?" documentation carefully (http://wwwin.cisco.com/competitive/_files/why_cisco_march_2009.ppt). Some customers will have built up an "anyone but Cisco" attitude. Help them understand the many differentiators our solutions offer today and our ongoing commitment to retaining that leadership as we develop our solutions.
- When discussing migration, remaining tactful, rather than attacking past decisions, will help present Cisco in a positive light and gain the confidence of the customer.

Cisco has the solutions, support, and financial wherewithal to help these customers confidently move their businesses forward and protect their IT investment. Convincing these customers, however, will require a sensitive rather than aggressive approach.

Do not induce the customer to walk away from any existing contracts that it may have with Nortel or otherwise comment on or try to influence the status of the customer's existing commitments with Nortel or other vendors. You are positioning Cisco to be the customer's first preference in an **independent** decision-making process.

Product Comparisons

Nortel Product	Nortel Weaknesses	Cisco Product	Cisco Strengths
ERS 2500, ERS 4500, and 5500 Series Switches Fixed Configuration		*Catalyst 2000 and 3000 Series Switches*	
Nortel's product focus is mainly on speeds and feeds, with an emphasis on port density, uplink speeds, standards-oriented features, and price (heavy discounting). Strengths include: • Aggressive pricing • Wire-speed performance PoE versions are available. Nortel ERS 2500 Weaknesses • Layer 2 only, despite Ethernet Routing Switch name • PoE versions support PoE on only 50% of ports. Manageability issues (which ports are supporting PoE, which aren't) • Lacks 802.1X enhancements - 802.1X with voice VLAN, 802.1X with port security 802.1X with wake on LAN • Lacks end-to-end security framework like NAC • Lacks advanced features offered by Cisco, such as Spanning tree root guard, DHCP snooping, Layers 2 through 4 ACLs, IP Source Guard, and Terminal Access Controller Access Control System Plus (TACACS+) • Lacks a redundant power supply		• Broadest LAN switching product line from the desktop through the data center • Depth of PoE experience. Cisco has shipped more 100 million PoE ports • Single operating system for routing and switching products • Cisco's investment protection profile lowers long-term TCO and training expense • Cisco Catalyst switches have high-availability /resiliency features to maximize uptime • Cisco offers customers fast convergence, high throughput, predictable performance, and efficient operations to maximize customer ROI	

For more detailed routing and switching product comparisons, see the Nortel sections of the Cisco Switching, Access Routing, and WAN Competitive Reference Guide:
http://www.cisco.com/web/partners/downloads/partner/WWChannels/sales_marketing_resources/smb/documents/rs_comp_guide.pdf.

Modular switches (Core wiring closet) 8306 8310		Catalyst 4500 and 6500 Series Switches
Strengths • Supports 10/100 and 10/100/1000 PoE • Integrated fabric module uplinks lowers deployment cost • Common code base with the 8100 and 8600 • Proprietary Multi-Link Technology (MLT) gives high level of resiliency in all-Nortel environments	Weaknesses: • Load sharing switch: Lose a switch fabric, lose half of the switch's performance. • Doesn't support 4500 high-availability features (nonstop forwarding, stateful switchover) • Significantly fewer high-availability features than the Catalyst 6500 Series - No nonstop forwarding, stateful switchover, fault containment, patch rollback, in-service software upgrade patching • No DC power support • No services modules • No Protocol Independent Multicast Snooping (PIM-S) and Distance Vector Multicast Routing Protocol (DVMRP) support. • No Internet Group Management Protocol (IGMP) version 3 snooping or IGMP version 3 support	Cisco Strengths Broadest LAN switching product line from the desktop through the data center • Depth of PoE experience. Cisco has shipped more than 100 million PoE ports • Single operating system for routing and switching products • Cisco's investment protection profile lowers long-term TCO and training expense • Catalyst 6500 Cisco IOS Software modularity boosts operational efficiency and minimizes downtime • Cisco Catalyst switches have high-availability/resiliency features to maximize uptime • Cisco offers customers fast convergence, high throughput, predictable performance, and efficient operations to maximize customer ROI

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Partner Central – Switching Solutions
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Core Acceleration Program
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Cisco Partner Central
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Competitive Switching Page / Partner Portal
http://www.cisco.com/web/partners/sell/competitive/switching.html
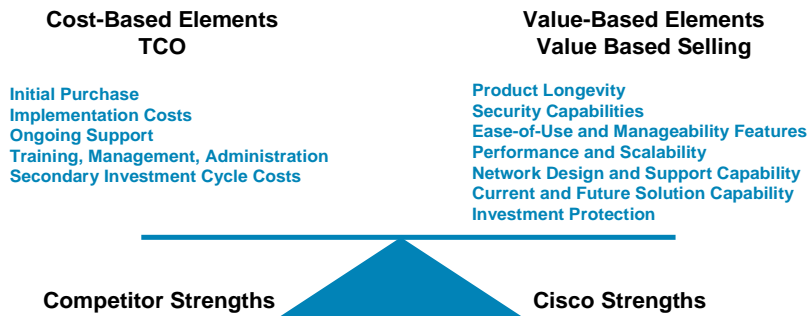
Nortel Quick Reference Guide:
http://www.cisco.com/web/partners/downloads/partner/WWChannels/sales_marketing_resources/smb/documents/Microsoft_Word_nortelquickrefchannelfinal.pdf

Address Total Cost of Ownership When Competing with Switch Offerings

Total cost of ownership (TCO) has been used for roughly 20 years, and it is incomplete. Change the discussion to the value added elements Cisco brings to the table to a greater degree than our competition.

Cost Basis vs. Value Basis

- Move the discussion from TCO to Value Based Selling/Analysis

- Broaden the discussion toward value based selling

Cost-Based Elements TCO	Value-Based Elements Value Based Selling
Initial Purchase Implementation Costs Ongoing Support Training, Management, Administration Secondary Investment Cycle Costs	Product Longevity Security Capabilities Ease-of-Use and Manageability Features Performance and Scalability Network Design and Support Capability Current and Future Solution Capability Investment Protection

Competitor Strengths   **Cisco Strengths**

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Networking products deployed today are expected to last longer. Customers should evaluate whether competing lower-cost products that are designed and built to satisfy cost concerns can accommodate future network scaling requirements. Customers should not be swayed by the cost advantages and should focus instead on the value of products that not only meet today's network needs but also address compatibility and network scaling issues in the future.

Which is a better value for the customer?

1) A switch with more extensive features costing $2500, that is likely to last five years
2) A switch One with fewer features costing $1500 and likely to last two or three years

The first option is $42 per month ($2500 for 60 months) and the second is $42-60 per month depending on longevity. The second option does not offer the extra benefits of the first option's richer feature set or superior ease of use, which results in higher productivity and lower network administration costs.

Remind customers that in determining the total-cost-of-ownership, they must consider their long-term business needs. Over the full deployment lifecycle of a network, the upfront cost of buying equipment is a relatively small part (20%) of the total cost of ownership relative to the ongoing operational costs (80%). Beyond these hard costs, there are additional opportunity costs due to "service lockouts" that are caused by underinvestment in necessary enabling technologies. The Operational costs and Lost opportunity costs far outweigh the savings realized by buying a switch that is less expensive but fewer capabilities.

Communicate the value of the security, collaboration, and performance advantages of the integrated network to avoid the price comparison.

4. Integrated Network Positioning

The network is a strategic asset that must provide more than just connectivity. At Cisco, we create an all-inclusive network platform: switching, routing, and advanced and emerging technologies supported by services from Cisco and its partners. All three places in the network are designed to work together, synergistically, as an integrated network:

For the **campus**, we have created the Campus Network Fabric (CNF). This framework provides a strategy for transforming businesses to meet the current challenges, with a goal of long-term sustainability. The Cisco Network Fabric emphasizes maximizing network utilization, increasing productivity, and automating network services. The three tenets of Cisco Network Fabric are:

- **Virtualization**: Maximize existing investments by consolidating duplicate network and services deployments over a common shared network, simplifying operations and reducing network costs.
- **Collaboration**: Accelerate decision making by bringing together the right people and information from any workspace. Overcome barriers of location, distance, and time introduced by globalization, resulting in increased productivity.
- **Operations**: Automate and simplify network operations, monitor and control energy usage, extend investment longevity, and minimize TCO.

For full details on the Campus Network Fabric solution, go to:
http://www.cisco.com/en/US/netsol/ns340/ns394/ns431/index.html

For the **branch WAN**, Empowered Branch from Cisco provides critical infrastructure and network services to unify voice, video, data, and mobile applications; reliably deliver media-rich collaboration; and extend new technologies into the branch. Empowered Branch 4 introduces the following new solutions:

- New Cisco 800 (860 and 880) Series router platforms with integrated unified wireless and voice capabilities and 3G WAN backup
- Cisco router integrated video surveillance (support for IP and analog cameras) plus management of the captured images.
- Cisco is opening its branch platforms to third-party application integration via two new offerings:
- Cisco Applications eXtension platform (AXP), a Linux-based services engine that allows Cisco integrated services routers to deliver interactive applications
- Cisco Wide Area Application Engine 674 Appliance with virtual blade technology, using virtualization technology to support native Windows Server 2008 services

For more details on our branch portfolio, please visit:
http://www.cisco.com/en/US/netsol/ns477/index.html

Cisco Wide Area Application Services (WAAS) provide powerful application acceleration and WAN optimization to enhance the performance of any TCP-based application operating in a WAN environment.

Cisco WAAS allows organizations to accomplish three primary IT objectives:

- Optimize application performance for remote users accessing centralized data center resources
- Improve agility and availability by locally hosting critical services, while provisioning them centrally
- Minimize costs through branch equipment consolidation, WAN bandwidth optimization, and simplified data protection for regulatory compliance

For full details on Cisco WAAS, go to:
http://www.cisco.com/en/US/products/ps5680/Products_Sub_Category_Home.html

5. Make the Offer

At this stage, you should have a better idea of the level of interest shown by the prospect. Depending on the type of opportunity and their level of interest, choose the correct call to action. Use purchase offers as listed in pages 4 through 6 of this document.

6. Objection Handling

Stall/Objection	How to Address
Your competitors offer a free warranty on their products, while the switching solution you're proposing requires a SMARTnet contract	• SMARTnet Services are superior to those provided by the warranty. These services offer customers much more than remedies when something goes wrong. • All fixed-configuration switches, including the Catalyst 3560-E and 3750-E Series, now offer a limited lifetime warranty. Smart Foundation could be offered as an option that supports some 4500-E models. • Most service request cases help customers handle complex network operation, advanced software configuration, and management issues such as interoperability and upgrade questions. • When financed with Cisco Capital^{SM}, Cisco service costs can be locked in at the current rate for up to three years, and can be wrapped into one lease with the equipment for one low monthly payment.
All access switches are the same. Why can't I just put an unmanaged access switch in the wiring closet and save some money?	• The Cisco Catalyst switches deliver industry-leading investment protection and scalability; they are upgradable from 1 to 10 Gigabit Ethernet ports and have the ability to stack with existing Catalyst switches. • They also have expandable power supplies that let you upgrade to full PoE on every port without having to purchase and install new switches.
I don't have budget to upgrade my network.	• The cost of a support contract on an existing network may be higher than the cost of support for newer equipment—the older the equipment gets, the more costly it is to support it. • Cisco offers the Technology Migration Program as a way to address your current networking needs, with the assurance that you can also take full advantage of your existing investments by using them towards future purchases. • This program is scaled to reward customers who choose to migrate up to newer platforms and technologies. You could receive up to a 12 percent discount on the Catalyst 3650 or 3750 and 15 percent on the Catalyst 3560-E and 3750-E when migrating from legacy fixed switches. • There are also significant migration credits when you replace an existing private branch exchange (PBX) or key system with unified communications services on an integrated services router. • Have you thought about using financing as a means of overcoming budget restrictions? Financing is a flexible alternative, and Cisco Capital can provide a financing solution tailored to meet your business

	and budget needs.
	• Financing can provide a more strategic investment strategy for your company. Cisco Capital is part of Cisco and can provide a path to bridge budget limitations and protect your investment, by including that lowers costs, as well as flexible migration opportunities that help to proactively manage equipment lifecycles. Let's explore a financing option with Cisco Capital that can help meet your business goals now.
I already have PoE-capable switches. How are these different? Will my old switches work?	• Unlike many other PoE-capable switches, the Cisco Catalyst switches support full PoE, or 15.4W, on every port. As more PoE devices become available, both power management and the ability to supply all the power requested by a device become more critical to help ensure that powered devices work as expected. • In addition, Catalyst 3750-E and 3560-E switches support Cisco Enhanced PoE, which is Cisco's extension to the IEEE 802.3af standard, delivering up to 20W per port. Cisco Enhanced PoE meets the needs of customers with an immediate requirement for PoE in excess of 15.4W per port to enable them to install new technologies that require it, such as IEEE 802.11n wireless infrastructure. • Support for new applications such as PoE and wireless networks is changing traffic patterns and demands on the network. This may be a great time to evaluate your upcoming application and access needs to determine what your business and network requirements are and will be in the future. If VoIP, wireless LAN access, or collaborative applications are in your future, the Cisco Catalyst switches can give you a head start on preparing your network.
Cisco's competition costs less. How do I know I will get a good return on my investment?	Cisco offers: • An end-to-end solution, eliminating the need to seek multiple vendors and reducing support and maintenance costs. • Breadth of product offerings: Cisco delivers reliable, proven products and services that provide a wide range of capabilities to meet diverse business needs. It's all integrated, making for easier management and administration. • Market and technical leadership: Cisco is the market leader in IP communications and provides products and technologies that enable the world's largest and best-run corporate networks in the world. Our track record speaks for itself. • Support: Cisco provides comprehensive, world-class support, to keep your network running the way it's supposed to run. • When financed with Cisco Capital, we can tailor payments to match the equipment useful life and business cycles to further increase ROI.
I can add a WAN optimization appliance if required.	• If you are considering a branch refresh, you are probably also considering centralizing servers and storage. • Therefore, when your new, consolidated branch "launches," you may find yourself with a performance problem that you didn't expect as

	local resources are no longer available.
	• By adding this capability today, you can proactively avoid application delivery issues before they become problems.
	• When financed with Cisco Capital, we can build this future refresh or migration plan into the current lease structure and maintain consistent and predictable payments.
My network is secure enough already. Are things like overlay networks and virtual firewalls really necessary?	• Given the challenging times we are living in, the complexity of security attacks has been increasing. Also, hackers are out there to steal intellectual property and private information and sell them. They are in it for big financial gains. You need more comprehensive security features to prevent risks associated with these complex attacks such as distributed denial-of-service attacks and botnets. Moreover, an increasing number of remote and traveling workers as well as guests may unwittingly be bringing harmful viruses into the network. And it only takes one breach to bring your entire business operation to a stop. Security needs to be brought in as a part of your architecture, and defense-in-depth concepts need to be implemented. Cisco's Self Defending Network does this.
We already have a system in place for compliance.	• With increasingly strict regulatory requirements and more workers accessing the network remotely, managing and monitoring access is more critical than ever.
	• For regulatory compliance, logging of activities is needed for tracebacks.
	• Integrated security and network admission control (NAC) capabilities protect corporate data at all times and ensure that remote access attempts are valid and won't threaten network assets.
	• Built-in IPv6 will also be essential for ensuring regulatory compliance.

Section 4: Supporting Resources

Recommended Capabilities and Switching Features

Recommended Capabilities	Switching Features			
	Cisco Catalyst 2960	Cisco Catalyst 3750-E	Cisco Catalyst 4500	Cisco Catalyst 6500
Support converged IT and control	• Quality of service (QoS) to prioritize specific applications and traffic types • EnergyWise to manage the utilization of IP-enabled devices • Virtual LAN (VLAN) • Express setup using configuration wizard	• QoS to prioritize specific applications and traffic types • EnergyWise to manage the utilization of IP-enabled devices • VLAN	• QoS to prioritize specific applications and traffic types • EnergyWise to manage the utilization of IP-enabled devices • Virtualization and VLAN • Integration with LAN Management Solution (LMS) and Network Management System (NMS)	• QoS to prioritize specific applications and traffic types • EnergyWise to manage the utilization of IP-enabled devices • Virtualization and VLAN • Integration with LAN Management Solution (LMS) and Network Management System (NMS)
Maintain application availability		• Redundant power system (2300W) • Cisco StackWise Plus for network availability with cross-stack EtherChannel and Layer 3 nonstop forwarding (NSF) • Flexlink for link redundancy with under 100 ms convergence time	• Dual power supply (4200W) • Redundant supervisors • In-service software upgrade (ISSU) • Reduced downtime with (NSF) and stateful switchover (SSO) • Flexlink for link redundancy with under 100 ms convergence time	• Dual power supply (8700W) • Redundant supervisors • Reduced downtime with NSF and SSO • Virtual Switching System (VSS)
Support wireless and increase employee efficiency	• QoS to prioritize specific applications and traffic types	• QoS to prioritize specific applications and traffic types • Integrated wireless LAN controller	• QoS to prioritize specific applications and traffic types • Integrated wireless data plane (available in next-generation supervisors)	• QoS to prioritize specific applications and traffic types • Wireless Services Module (WiSM) with 2 wireless controllers • Integrated wireless LAN controller

Simplify operations	• Cisco Network Admission Control (NAC) • Auto Smartports to automatically detect and configure attached devices • EnergyWise to manage the utilization of IP-enabled devices • IP service-level agreement (SLA) performance management • Simple Network Management Protocol (SNMP) and MIBs • Express setup using configuration wizard	• Cisco NAC • Auto Smartports to automatically detect and configure attached devices • EnergyWise to manage the utilization of IP-enabled devices • IP SLA performance management • SNMP and MIBs • Express setup using configuration wizard	• Cisco NAC • Smartports to automatically configure attached devices • EnergyWise to manage the utilization of IP-enabled devices • IP SLA performance management • SNMP and MIBs • Diagnostic applications: Smart Call Home, Generic Online Diagnostics (GOLD)	• Cisco NAC • Smartports to automatically configure attached devices • EnergyWise* to manage the utilization of IP-enabled devices • IP SLA performance management • SNMP and MIBs • Diagnostic applications: Smart Call Home, GOLD • Embedded Event Manager allows for optimized event response
Scale network architecture and adapt to transaction volume	• Enhanced Power over Ethernet (ePoE) •	• ePoE • Integrated wireless LAN controller • StackWise allows multiple switches to be managed as a single network entity	• Power over Ethernet + (PoE+) • Integrated wireless data plane (available in next-generation supervisors)	• ePoE • Wireless Services Module (WiSM) with 2 wireless controllers • Integrated wireless LAN controller
Support web and video collaboration	• QoS to prioritize specific applications and traffic types	• QoS to prioritize specific applications and traffic types	• QoS to prioritize specific applications and traffic types	• QoS to prioritize specific applications and traffic types

Cisco SMARTnet Service Positioning

Cisco SMARTnet Service is an award-winning technical support service that offers direct, anytime access to Cisco engineers and an extensive range of technical resources. SMARTnet delivers rapid issue resolution, flexible device-by-device coverage, and premium service options to help maximize operational efficiency.

Cisco SMARTnet provides the following:
- Around-the-clock, global access to the Cisco Technical Assistance Center (TAC)
- Access to the extensive Cisco.com knowledge base and tools
- Next-business-day advance hardware replacement (premium options available for business-critical devices, such as 2-hour replacement and onsite parts replacement and installation)
- Ongoing operating system software updates and upgrades
- Cisco OS software support to extend the life of Cisco devices with improved security, increased performance, bandwidth management, new protocol support, and greater interoperability
- Proactive diagnostics and real-time alerts on select devices with Smart Call Home
- For full details on SMARTnet, go to:
- http://www.cisco.com/en/US/products/svcs/ps3034/ps2827/ps2978/serv_group_home.html

Cisco Smart Foundation Positioning

Cisco Smart Foundation support has been expanded to the Catalyst 3560-E, 3750-E, 4506-E, and 4507R-E in order to provide an option for customers for whom the 90-day warranty is not enough and SMARTnet is too much. Cisco Smart Foundation provides a more affordable support service for customers whose networks are important, but for whom network support is not mission-critical to their business.

How Smart Foundation Compares to SMARTnet		
	SMARTnet	**Smart Foundation**
Technical support	Advanced 24x7	9x5 only
Software support	Fixes and features	Fixes only
Hardware replacement	▪ 8x5xNBD AHR ▪ 8x5x4 AHR ▪ 24x7x4 AHR ▪ 24x7x2 AHR	NBD only
Onsite support	Yes	No

Please go to http://www.cisco.com/en/US/products/ps6193/serv_group_home.html for more information about Smart Foundation and how it compares to SMARTnet in the areas of technical support, hardware replacement, and software support.