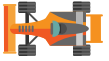


Cisco Small and Medium Business Solutions

Distributor Playbook

Published 2018





Cisco Portfolio for Small and Medium Businesses

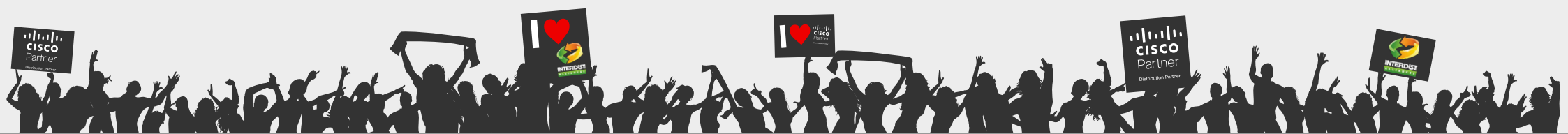
On-premise and cloud-based for every size

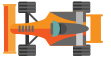
Is your customer ...

- Already invested in Cisco wireless, switching and Cisco Prime® products?
- Wanting customization and an extensive feature set?
- Looking for enterprise-class solutions designed for long in-service?

... then position Cisco on-premise solutions

Connect	Meet	Compute
Switching <ul style="list-style-type: none"> SF/SG 100, 250, 350 & 550 Series Catalyst 2960 Series Routing <ul style="list-style-type: none"> RV100/ 300 /340 series ISR 800 & 1100 Series Wireless <ul style="list-style-type: none"> WAP 100, 300 & 500 series access points Aironet 1800 Series & Mobility Express Solution Network management <ul style="list-style-type: none"> Find IT Network manager 	<ul style="list-style-type: none"> Cisco Webex Teams, Cisco Webex Meetings, Cisco Webex Cisco Video end points DX70, DX80, SX10 & SX20, Room Kit, MX200/300 BE4K & BE6K Cisco Phone 7800 / 8800 series Multi-Party Phones 7800/8800 series 	<ul style="list-style-type: none"> Unified computing UCS Rack Servers C220/ 240 Nexus 3K/9K
Cloud Managed ASA 5506-X, 5508-X and Cisco Umbrella, Stealthwatch Cloud Customer / Partner Collateral, Offers & Promos, Competitive watch through SMB pricing Tool & Quarterly Updated		
Connect <ul style="list-style-type: none"> Switching <ul style="list-style-type: none"> MS220-8, MS220-8P MS225-24, MS225-24P, MS225-48, MS225-48LP, MS228-48P, MS120 Wireless <ul style="list-style-type: none"> MR33, MR42 	Security First <ul style="list-style-type: none"> MX64, MX64W, MX65, MX65W, MX84 	
Services Hardware: SmartNET Totalcare (ENTC) Support Essentials Software: Software as a Support Service (SWS6)		





Selling Cisco's SMB Portfolio -positioning for success

For many small business owners, networking has become a growth bottleneck. Less time, money, and people to set up and operate the network infrastructure. They also face most of the same networking and security challenges of larger companies that do have more of these resources. They have to choose between two undesirable options. Either compromise their networking while also exposing the organization to greater risk —from both competitors and security threats, or they could invest in “big company” networking — even if that meant robbing critical resources from other areas of the business — and even if those investments were underutilized.

Cisco has the answer, on-premise, cloud-managed or hybrid networking

Nobody knows more about building and securing networks of all sizes than Cisco. So, let's discuss the different options and discussion points to position the right network for your customers.

Management

You can choose which type of management option is best for your customer. With on-premise based hardware you have a more granular, or piece-by-piece, configuration control. Although, this can require an IT staff with a higher skill-set. With cloud-managed hardware you have a simpler implementation but less configuration control. Cisco Meraki simplifies the management process with a cloud-based dashboard that allows customers to manage their entire Cisco Meraki deployment across one or multiple sites. Automatic updates are delivered directly to the device to reduce the ongoing management burden. Or you position a hybrid solution selling the best of both worlds.

Discussion points

On-Premise

- Company policy forbids cloud management or requires certain criteria
- Have technical (configuration) requirements that only these solutions can fulfil
- Successful Prime deployment (or DNA Centre)
- Architectural-driven customer

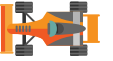
Cloud-Managed

- Current Meraki dashboard customer
- Simple management across entire stack is a top requirement
- Limited IT support for branches
- Competitors are positioning a simple cloud managed solution

Hybrid

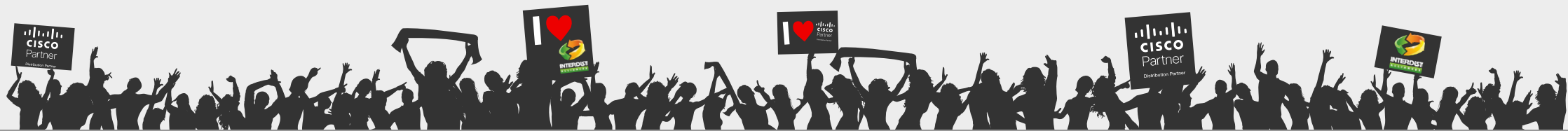
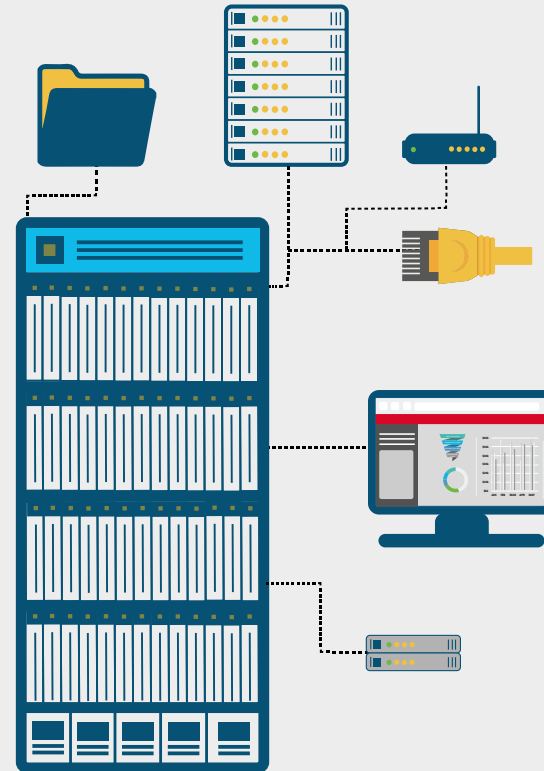
- Have aging Cisco or competitive install-base
- Open to cloud strategy
- Split operation between campuses and branches
- Embedded security in overall solution is a criteria

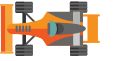




Hybrid Customers

*Based on unique SAV ID customers over past 3 years that purchased meraki and Cisco EN/ Security





Triggers to potentially lead Meraki...

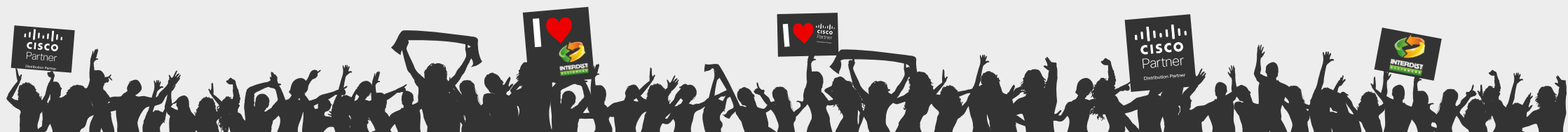
- Current Meraki Dashboard customer
- Simple management across entire stack is a top requirement
- Limited IT support for branches
- Competitor positioning simple cloud managed solution
- Evaluating simple outsourced managed service

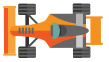
Cloud go either way or Hybrid...

- Have aging Cisco or Competitive Install - base
- Open to Cloud Strategy
- Split operations between Campuses and Branches
- Have large number of sites
- Embedded security in overall solution is a criteria

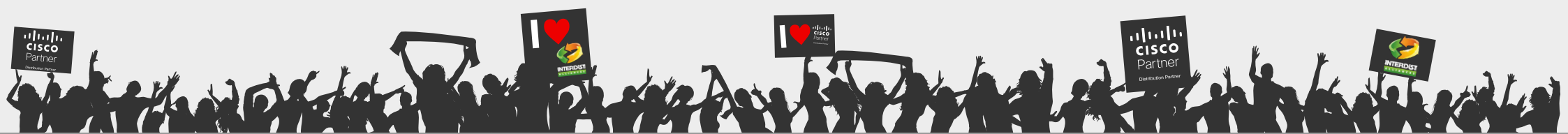
Triggers to potentially lead Cisco On Premises...

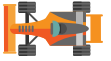
- Successful Prime or DNAC deployment
- Company policy forbids cloud management or requires certain certs/regs/compliance (FIPS/Common Criteria)
- Have technical requirements that only these solutions can fulfil
- Architectural-driven customer already on Cisco SDA journey
- Certain countries no Meraki availability





Cisco SMB Solutions Supports a Solution for Every Size





Winning Small and Medium Customers

Enterprise Networking for Small and Medium Businesses

Competing with cloud competitors

What to emphasize: Simple and secure

- Meraki's market-leading strength defines cloud management, proven in every deployment size (10 to 10,000+ access points).
- Meraki's full-stack offering and the benefits of centralized cloud management and zero-touch provisioning.
- Meraki offers a true 100% cloud experience.
- Meraki has a complete edge-access portfolio.
- Meraki is easy and intuitive, and requires no additional training.

Winning tactics

- Ask the customer to try it. Use demos, proofs of concept, eval program
- Highlight that Aruba Central is a young, bare-bones platform
- Sell Meraki's value, depth, and market maturity
- Sell the stack: integrated wireless, security, switching, and MDM

Please note; DNA Center is not an SMB solution but the integration with Cisco is a USP

Competing with on-premises competitors

What to emphasize: Simple and secure Cisco Catalyst SmartOperations

- Enables customers to reduce switch installation, configuration, troubleshooting time, and operational costs.

Cisco Smart Install and Configuration

- Transparent automated technology to configure the Cisco IOS® Software image and switch configuration without user intervention.

Cisco Auto Smartports

- Provides automatic Ethernet interface-level configuration as devices connect to the switch port, allowing automatic detection and plug and play of the device onto the network.

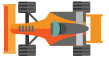
Smart Call Home

- Provides proactive diagnostics and remediation of hardware and software issues.

Winning tactics

Tell the story with Cisco dCloud.

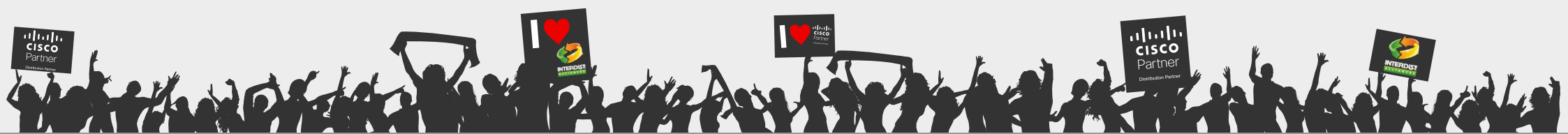


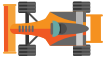


Cisco SMB Portfolio

Competitors At-a-Glance

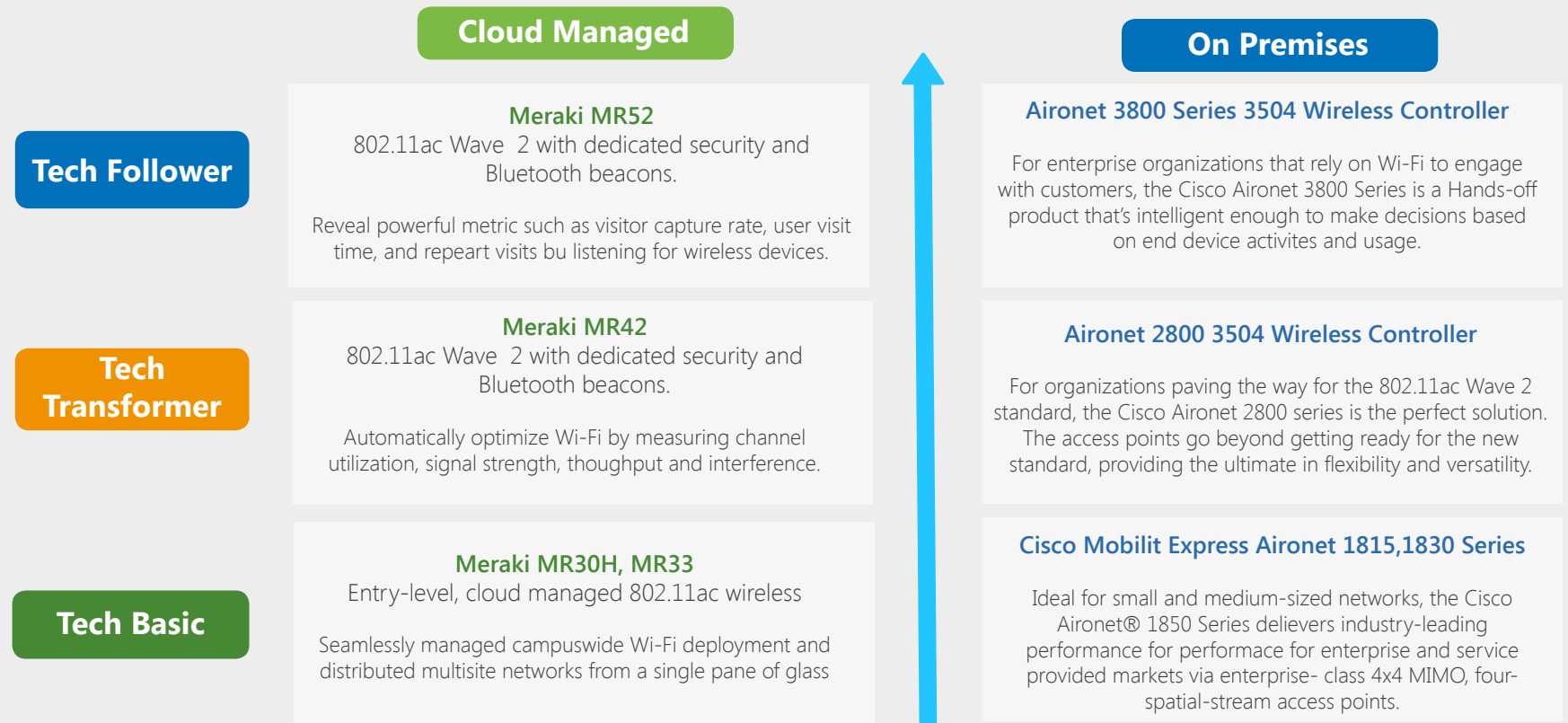
	Tech Basic	Tech Transformer	Tech Follower
Compute	Nutanix VMware vMRail HPE Dell	Nutanix VMware vMRail HPE Dell	Nutanix VMware vMRail HPE Dell
Collaboration	Microsoft Mitel/ShoreTel Zoom Lifesize Polyocm	Microsoft Mitel/ShoreTel Zoom Lifesize Polyocm	Microsoft Mitel/ShoreTel Zoom Lifesize Polyocm
Security	Fortinet FortiGate 30 Palo Alto Networks PA-200 Barracuda Networks F80	Fortinet FortiGate 60 Palo Alto Networks PA-500 Barracuda Networks F180	Fortinet FortiGate 90 Palo Alto Networks PA-820 Barracuda Networks F280
Wireless	HPE (Aruba) 200 Series Ubiquiti Rocket AC Aerohive AP122 Dell IAP204/205	HPE (Aruba) 210 Series Ubiquiti Rocket Prism AC Aerohive AP230 Dell IAP224/225	HPE (Aruba) 303 Series Ubiquiti PrismStation AC Aerohive AP550 Dell IAP334/335
Switching	HPE-Aruba 2500 Dell X Series Ubiquiti EdgeSwitch Huawei	HPE-Aruba 2900 Dell X Series Ubiquiti EdgeSwitch Huawei	HPE-Aruba 3810 Dell X Series Ubiquiti EdgeSwitch Huawei
Secure Routing	CloudGenix ION 2K VeloCloud Edge 520 Riverbed SDI-130 Aryaka Huawei	CloudGenix ION 2K VeloCloud Edge 540 Riverbed SDI-330 Aryaka Huawei	CloudGenix ION 3K VeloCloud Edge 840 Riverbed SDI-1030 Aryaka Huawei

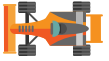




Cisco SMB

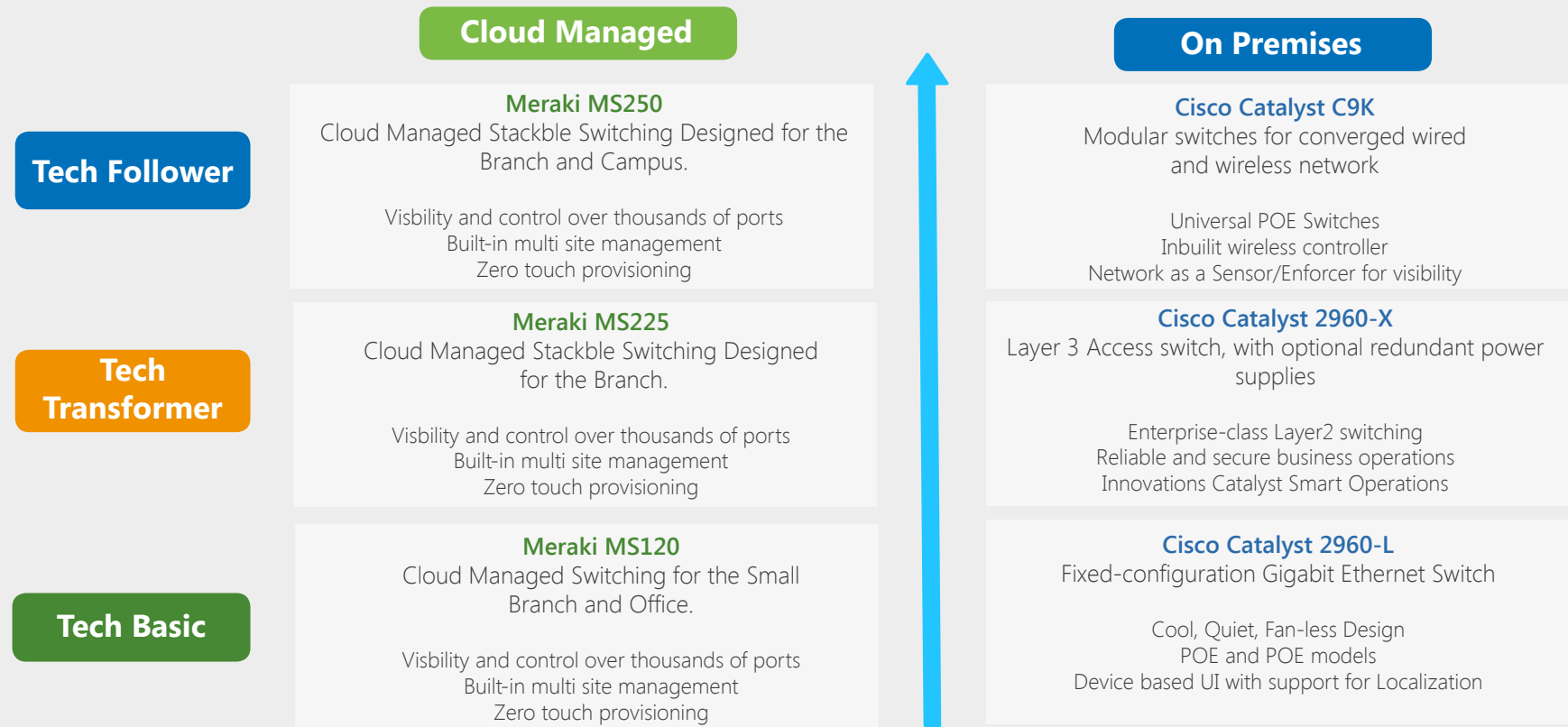
Small and Medium Wireless Solutions

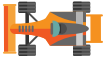




Cisco SMB Collaboration Portfolio

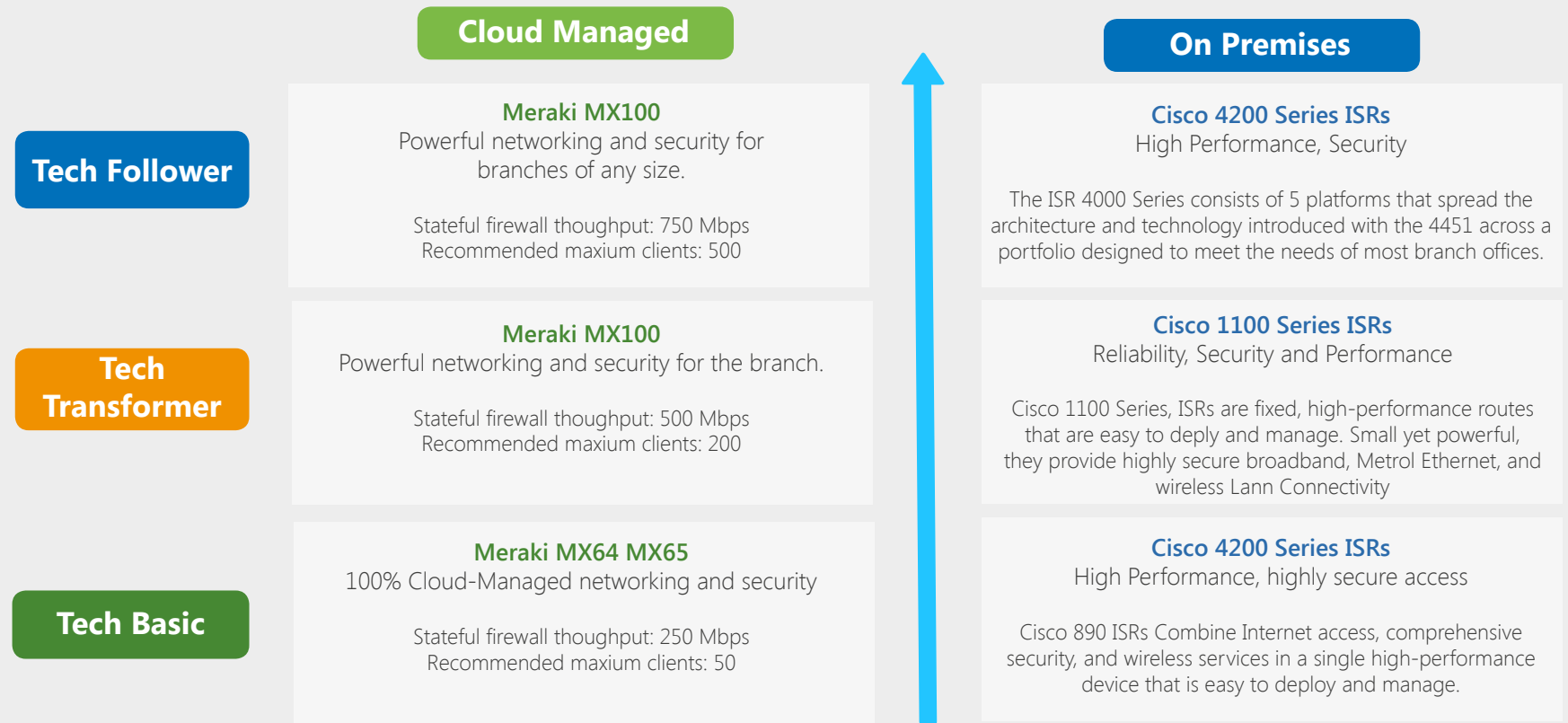
Switching for Small and Medium Businesses

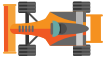




Cisco SMB Collaboration Portfolio

SD-WAN for Small and Medium Businesses

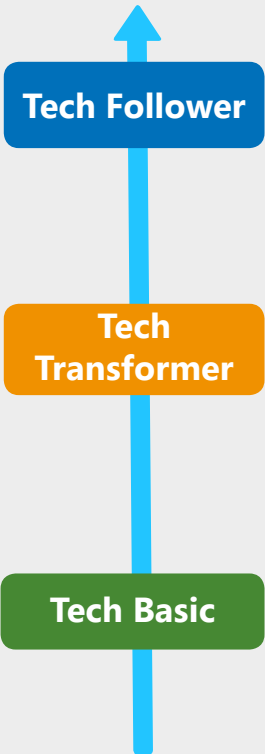





Cisco SMB Security Portfolio


Security for Small and Medium Business

Cloud Managed




- Cisco Umbrella**
- ✓ Mitigate remediation costs and breach damage
 - ✓ Reduce the time to detect and contain threats
 - ✓ Increase Visibility into Internet activity across all locations and users
 - ✓ Identify cloud apps used across the business
 - ✓ Simple deployment and management
 - ✓ Open platform for integration

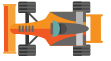

ASA 5516
AVC throughput- 850 Mbps
AVC and NGIPS throughput - 450 Mbps


ASA 5508
AVC throughput- 450 Mbps
AVC and NGIPS throughput - 250 Mbps


ASA 5508
AVC throughput- 250 Mbps
AVC and NGIPS throughput - 125 Mbps

- AMP**
-  Make the unknown known
Detect and Mitigate threats in the environment faster
 -  See once, block everywhere
Supercharge the existing security infrastructure
 -  Accelerate security response
Empower the team to act faster and decrease the impact of an incident





Compete to Win In Security

Benefits of Cisco Security

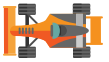
What to emphasize: Simple and secure

- Only Cisco Umbrella can protect all users regardless of location or device, employee or guest.
- Cisco offers the only adaptive, threat-focused NGFW in the industry – combining functions of NGFW with advanced security operations
- Cisco offers a complete security and advanced threat solution in a single box – to simplify security.
- Cisco automatically adapts defenses to dynamic changes in the network.
- Only Cisco has full-stack threat visibility from physical layer to application layer, from attacker to target.

Competitive Advantage

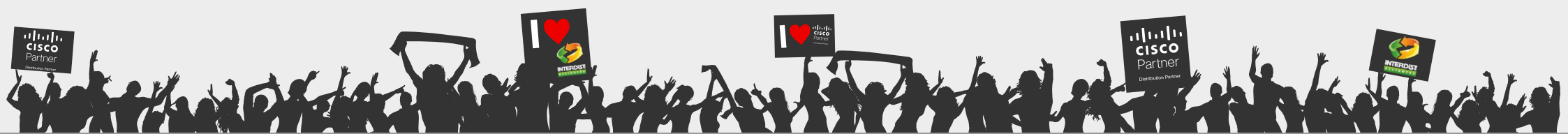
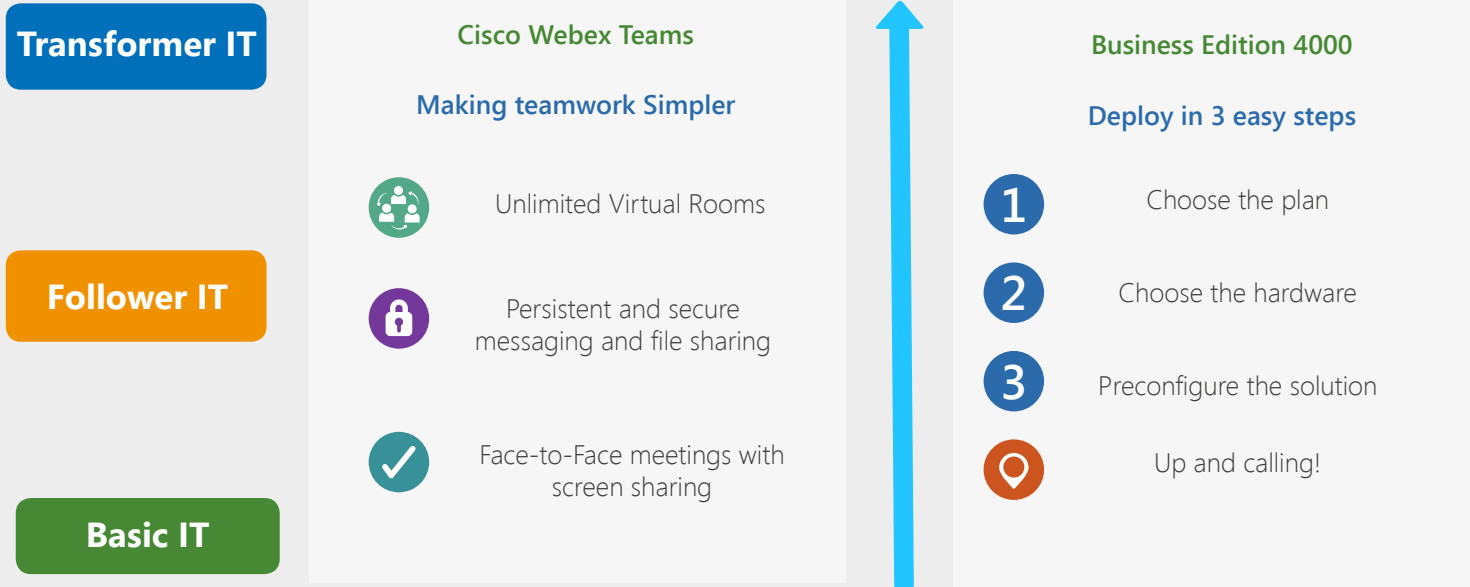
NGFW	Umbrella	AMP
 Stop threats at the edge	 Protect users wherever they work	 Find and contain problems fast
<ul style="list-style-type: none">• Apply threat-centric visibility and control to your NGFW for truly effective protection at the perimeter.	<ul style="list-style-type: none">• Protect all users regardless of location or device, and whether they are employees or guests.	<ul style="list-style-type: none">• Find, stop and remove malicious content with effective tools that are simple to use.

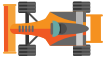




Cisco SMB Collaboration Portfolio

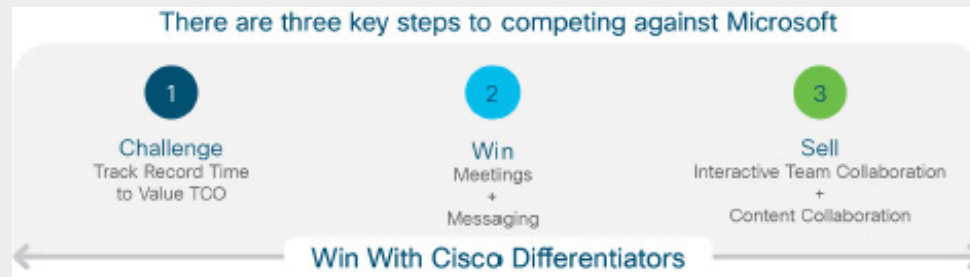
Compete to Win in Collaboration





Compete to Win in Collaboration

Collaboration Key Selling Steps



Challenge:

Go on the offensive against Microsoft. Ask the right questions and, based upon your customer's answers, begin to build your case against Microsoft.

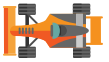
- Meet with your customer and qualify their position by targeting Microsoft's poor track record in delivering a complete solution. Highlight the costs they have incurred to date, only to realize a partial solution.

- Emphasize the full commitment to Microsoft cloud required to achieve the promise of teams, and then ask your customer to reflect and evaluate their readiness and time required to execute.

Cisco Competitive Advantages

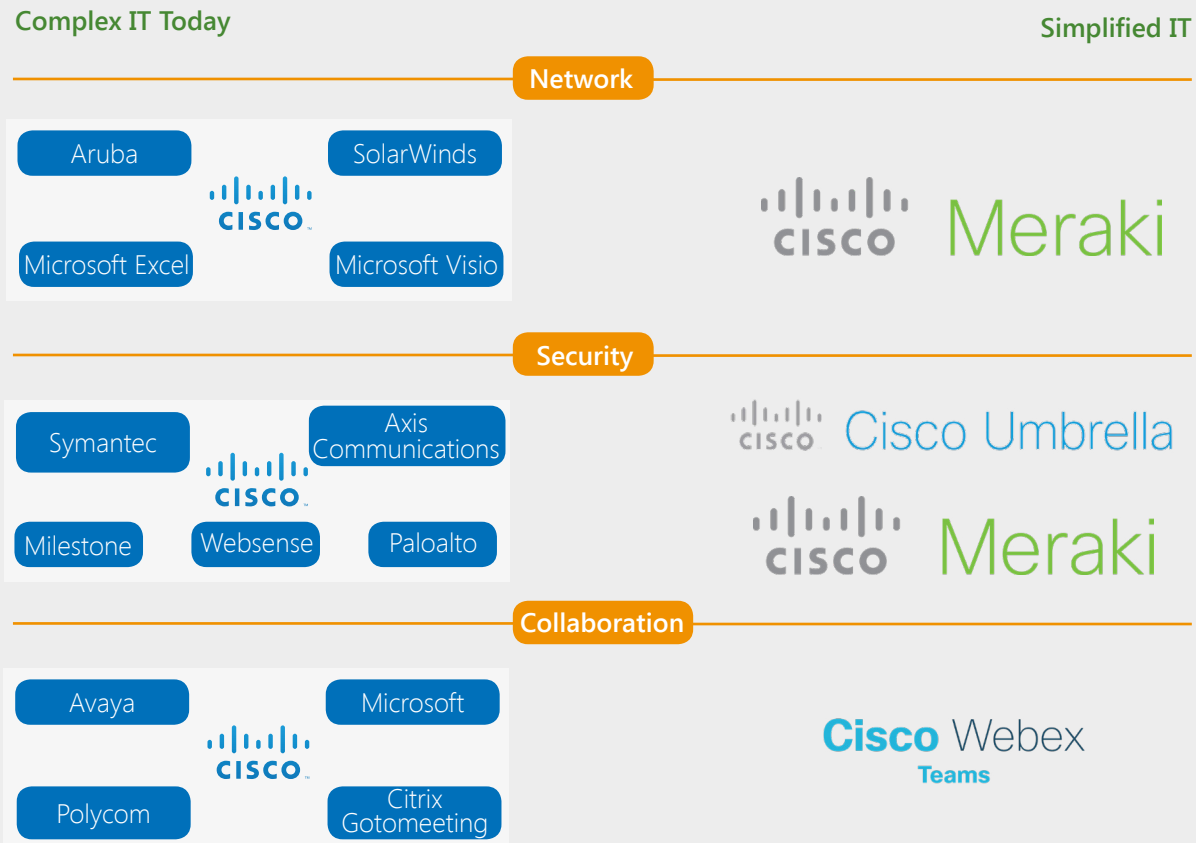
- One meeting experience
- Frictionless guest access
- Investment protection
- Security
- Compliance
- Hybrid media services
- Lead with the "Better Together" Cisco offer

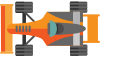




Small and Medium Business IT Solutions

Reduced Complexity





CiscoWebex Teams



Calling

Cisco Webex Calling



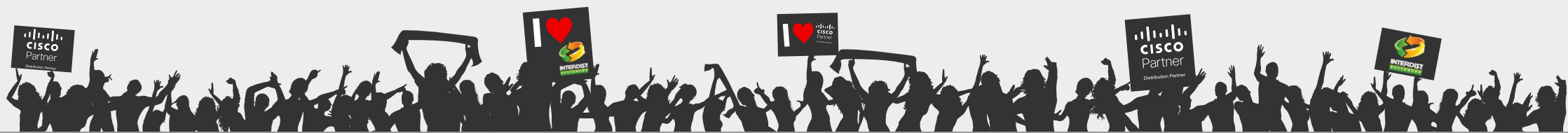
Meeting

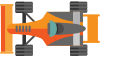
Cisco Webex Meeting



Team Collaboration

Cisco Webex Teams





Cisco Umbrella



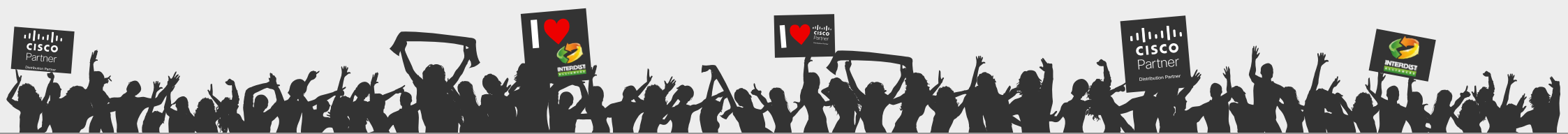
Visibility

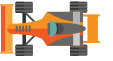


Invisible protection



**Secure Traffic off
the network**





Simple IT for Small and Medium Businesses

Estimated Cost Savings

Estimated Savings opportunities

Network

\$30,000 to \$40,000 annual consulting fees

Security

Meraki SD-WAN documented saving of \$250,000

Collaborations

\$30,000 in annual upgrades

Soft Savings opportunities

Network

[50% reduction in network operational problems](#)

Security

[10-minute roll-out](#)

Collaborations

[Approval times cut in half](#)





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Login in to your personalied Interdist Speed Portal at partners.interdistalliances.com

