

Cisco Small and Medium Business Solutions

Distributor Playbook



Cisco Small and Medium Business Solutions

Welcome to the Small and Medium Business Solutions Playbook

The small business market is growing exponentially, welcome to Cisco's Small and Medium Business Playbook sharing Cisco's end to end on-premise and cloud-based solutions, tools and selling resources so Cisco Distributors can take share of the small and medium business market.



70% of SMBs haven't deployed mobile management solutions for phones and other devices.

True

Yes, which makes it even better if you can get ahead of the game.

Fake

No, it's true. And getting work done on mobile is becoming the norm.

Small and Medium Business Market is Growing

A \$7B SMB Market Opportunity

75%

of customers will **connect** to the Internet **via wireless** by 2020

43%

of **cyber attacks** target small businesses

60%

of businesses attacked will **shut their doors** within 6 months



Why Cisco Small and Medium Business Solutions Solutions

A Simple, Secure, Smart, Choice in IT



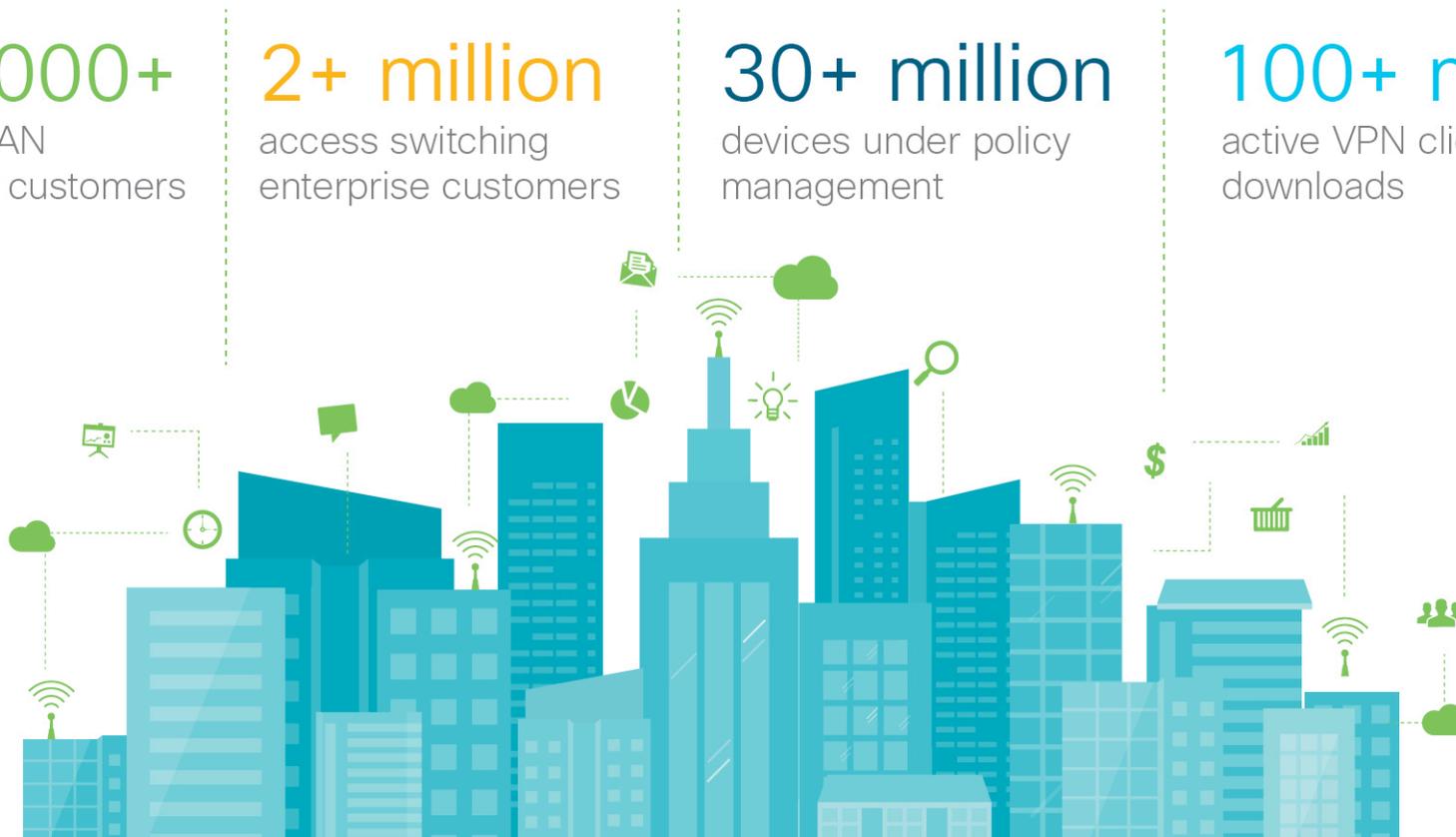
Cisco's R&D spending exceeds \$1 billion and dwarfs every other competitor.

500,000+
wireless LAN
enterprise customers

2+ million
access switching
enterprise customers

30+ million
devices under policy
management

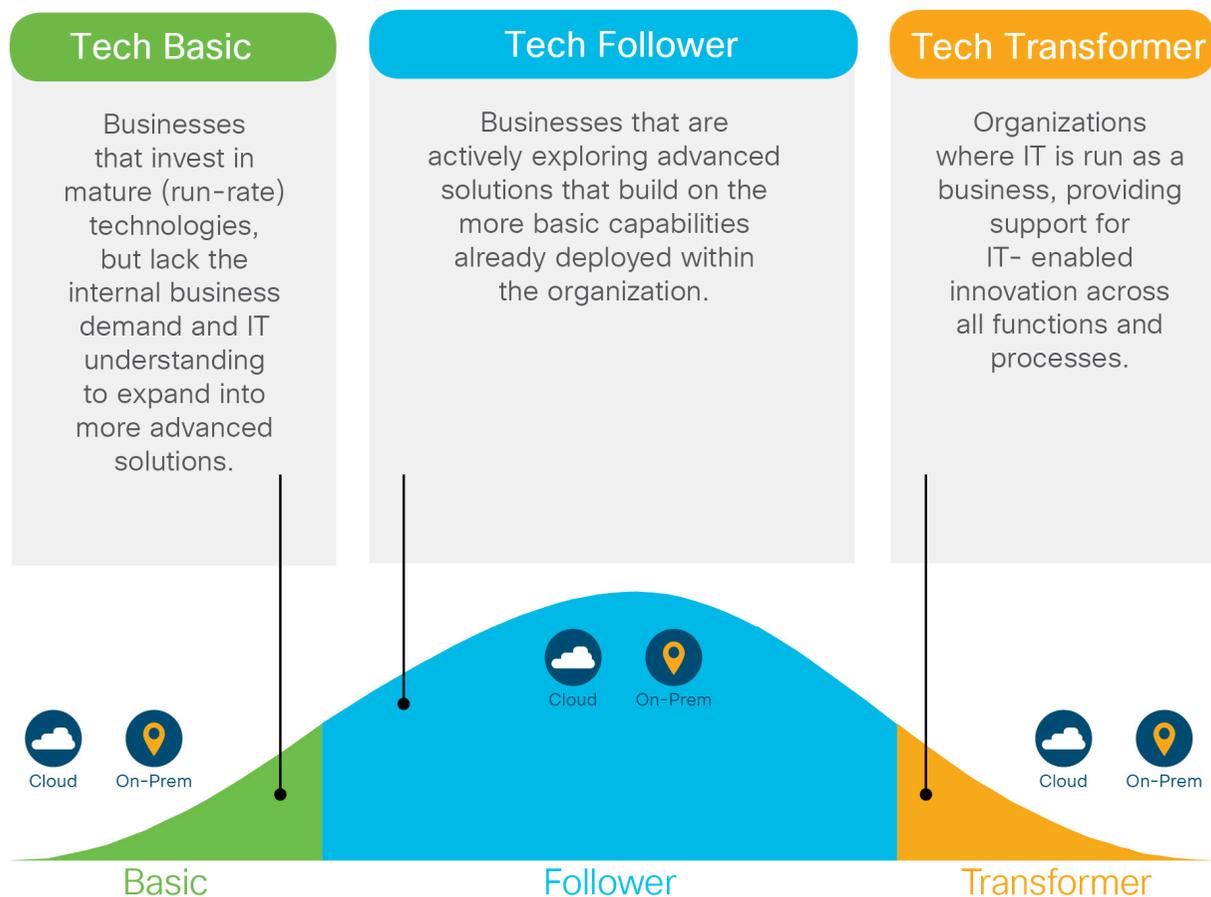
100+ million
active VPN client
downloads



Cisco's R&D spending exceeds \$1 billion and dwarfs every other competitor.



Commercial Solutions For All Sizes



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

<h3>Connect</h3> <p>Switching</p> <ul style="list-style-type: none"> • SF/SG 100, 250, 350 & 550 Series • Catalyst 2960 Series <p>Routing</p> <ul style="list-style-type: none"> • RV100/ 300 /340 series • ISR 800 & 1100 Series <p>Wireless</p> <ul style="list-style-type: none"> • WAP 100, 300 & 500 series access points • Aironet 1800 Series & Mobility Express Solution <p>Network management</p> <ul style="list-style-type: none"> • Find IT Network manager 	<h3>Meet</h3> <ul style="list-style-type: none"> • Cisco Webex Teams, Cisco Webex Meetings, Cisco Webex • Cisco Video end points DX70, DX80, SX10 & SX20, Room Kir, MX200/300 • BE4K & BE6K • Cisco Phone 7800 / 8800 series • Multi-Party Phones 7800/8800 series 	<h3>Compute</h3> <ul style="list-style-type: none"> • Unified computing • UCS Rack Servers C220/ 240 • Nexus 3K/9K
<h3>Cloud Managed</h3> <p>ASA 5506-X, 5508-X and Cisco Umbrella, Stealthwatch Cloud</p> <p>Customer / Partner Collateral, Offers & Promos, Competitive watch through SMB pricing Tool & Quartely Updated</p>		
<h3>Connect</h3> <p>Switching</p> <ul style="list-style-type: none"> • MS220-8, MS220-8P • MS225-24, MS225-24P, MS225-48, MS225-48LP, MS228-48P, MS120 <p>Wireless</p> <ul style="list-style-type: none"> • MR33, MR42 	<h3>Security First</h3> <ul style="list-style-type: none"> • MX64, MX64W, MX65, MX65W, MX84 	
<h3>Services</h3> <p>Hardware: SmartNET Totalcare (SNTC) Support Essentials Software: Software are Support Service (SWSS)</p>		

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

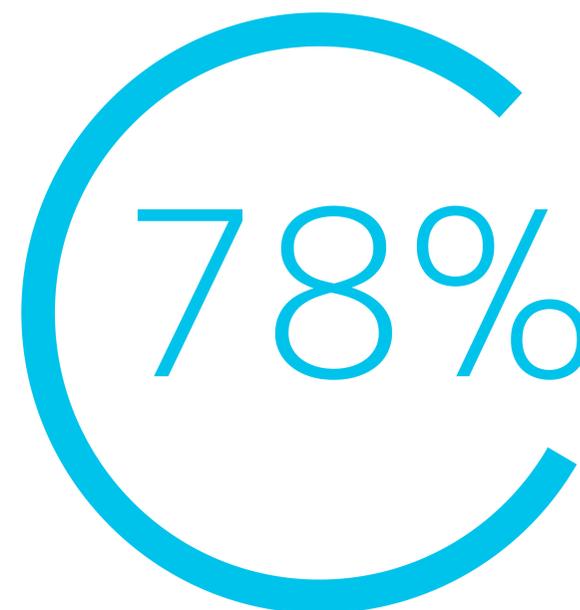
- Company policy forbids cloud management or requires certain criteria
- Have technical (configuration) requirements that only these solutions can fulfill
- Successful Prime deployment (or DNA Center)
- Architectural-driven customer

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 maraki 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

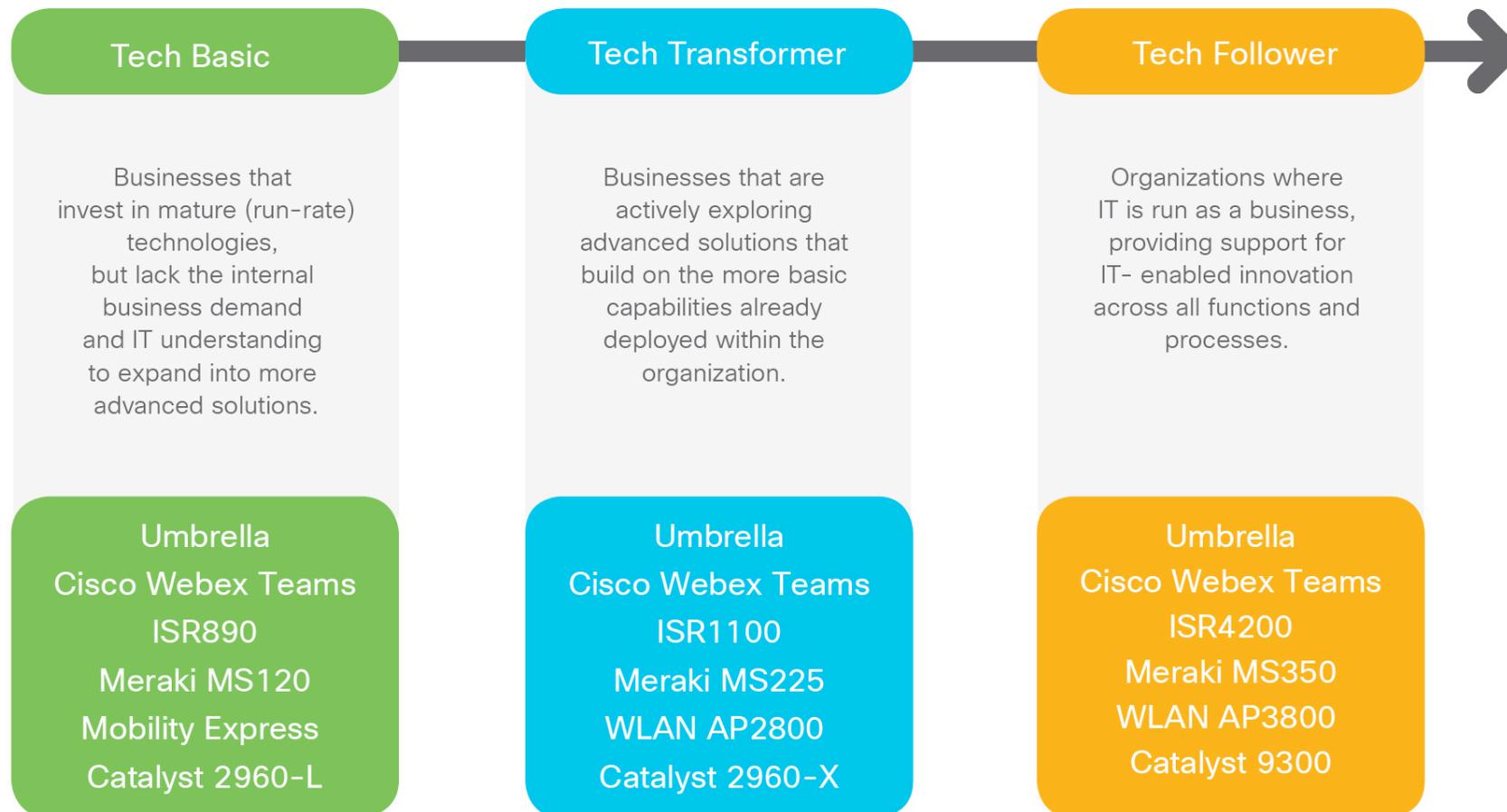
Cloud go either way or Hybrid ...

- 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 fulfill
- 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

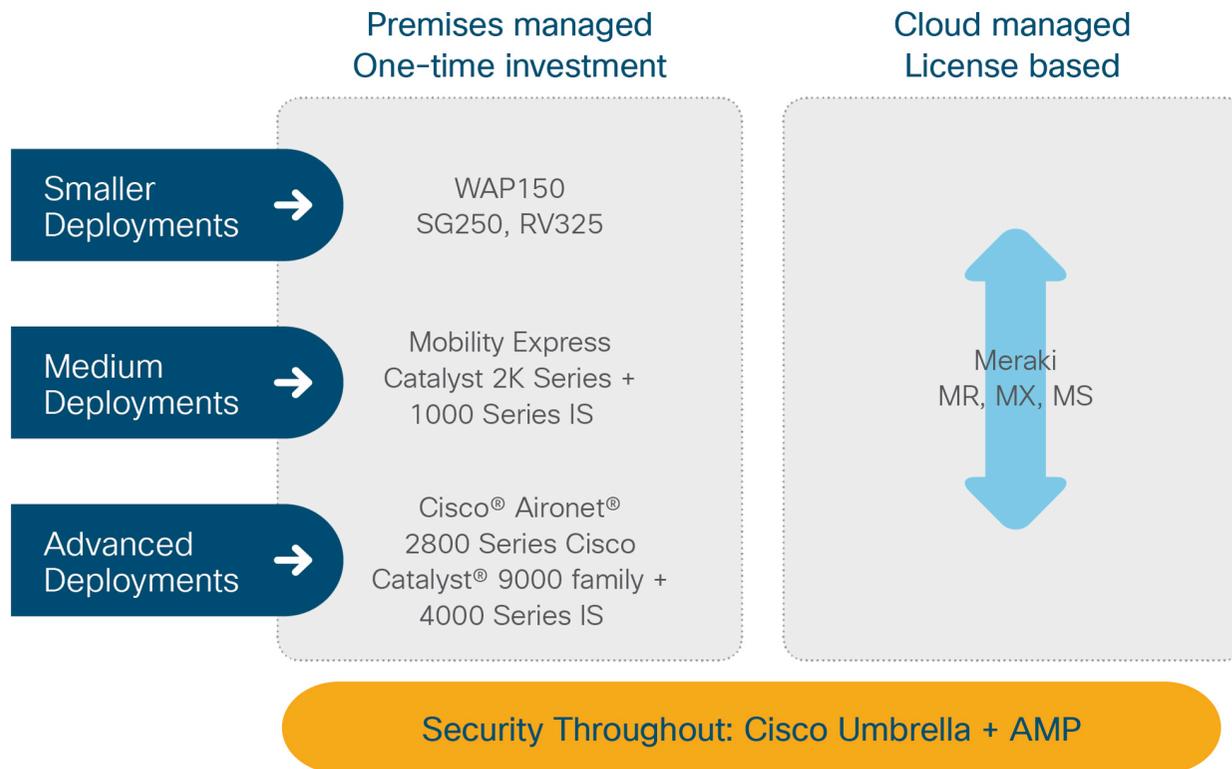
	Tech Basic	Tech Transformer	Tech Follower
→ Compute	Nutanix VMware vMRail HPE Dell	Nutanix VMware vMRail HPE Dell	Nutanix VMware vMRail HPE Dell
Collaboration →	Microsoft Mitel/ShoreTel Zoom Lifesize Polyocm	Microsoft Mitel/ShoreTel Zoom Lifesize Polyocm	Microsoft Mitel/ShoreTel Zoom Lifesize Polyocm
→ 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 Distributors Selling to Business sizes between 10 to 250 Employees

	Tech Basic	Tech Transformer	Tech Follower
Compute	<ul style="list-style-type: none"> Cisco UCS® C-Series 	<ul style="list-style-type: none"> Cisco UCS® C-Series 	<ul style="list-style-type: none"> Cisco UCS® C-Series
Collaboration	<ul style="list-style-type: none"> Cisco WebEx BE 4000 Multiplatform phones (MPP) 	<ul style="list-style-type: none"> Cisco WebEx BE 4000 Multiplatform phones (MPP) 	<ul style="list-style-type: none"> Cisco WebEx BE 4000 Multiplatform phones (MPP)
Security	<ul style="list-style-type: none"> Cisco Umbrella ASA 5506 	<ul style="list-style-type: none"> Cisco Umbrella ASA 5508 	<ul style="list-style-type: none"> Cisco Umbrella ASA 5516
Wireless	<ul style="list-style-type: none"> Meraki MR33 Mobility Express Aironet 1815/1850 	<ul style="list-style-type: none"> Meraki MR53 WLAN 3504 Aironet 2800 	<ul style="list-style-type: none"> Meraki MR84 WLAN 3504 Aironet 3800
Switching	<ul style="list-style-type: none"> Meraki MS120 Cisco Catalyst 2960-L 	<ul style="list-style-type: none"> Meraki MS225 Cisco Catalyst 2960-X 	<ul style="list-style-type: none"> Meraki MS250 Cisco Catalyst C9K

Secure. Mobile.
Powerfully
Simple.

Networking
products right-
sized for each
customer



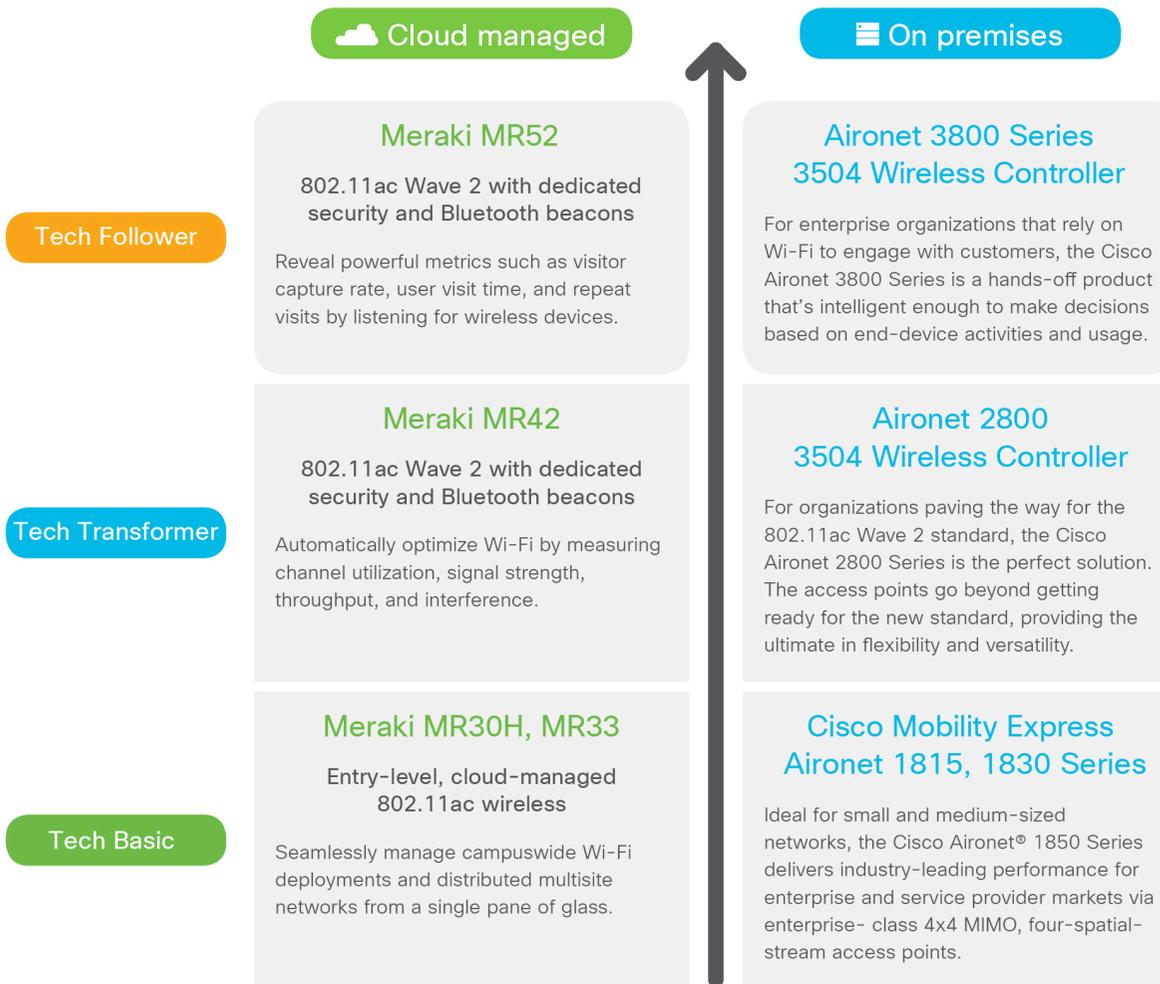
Cisco Small and Medium Portfolio Compete to Win

Switch, Wireless, Security & Collaboration



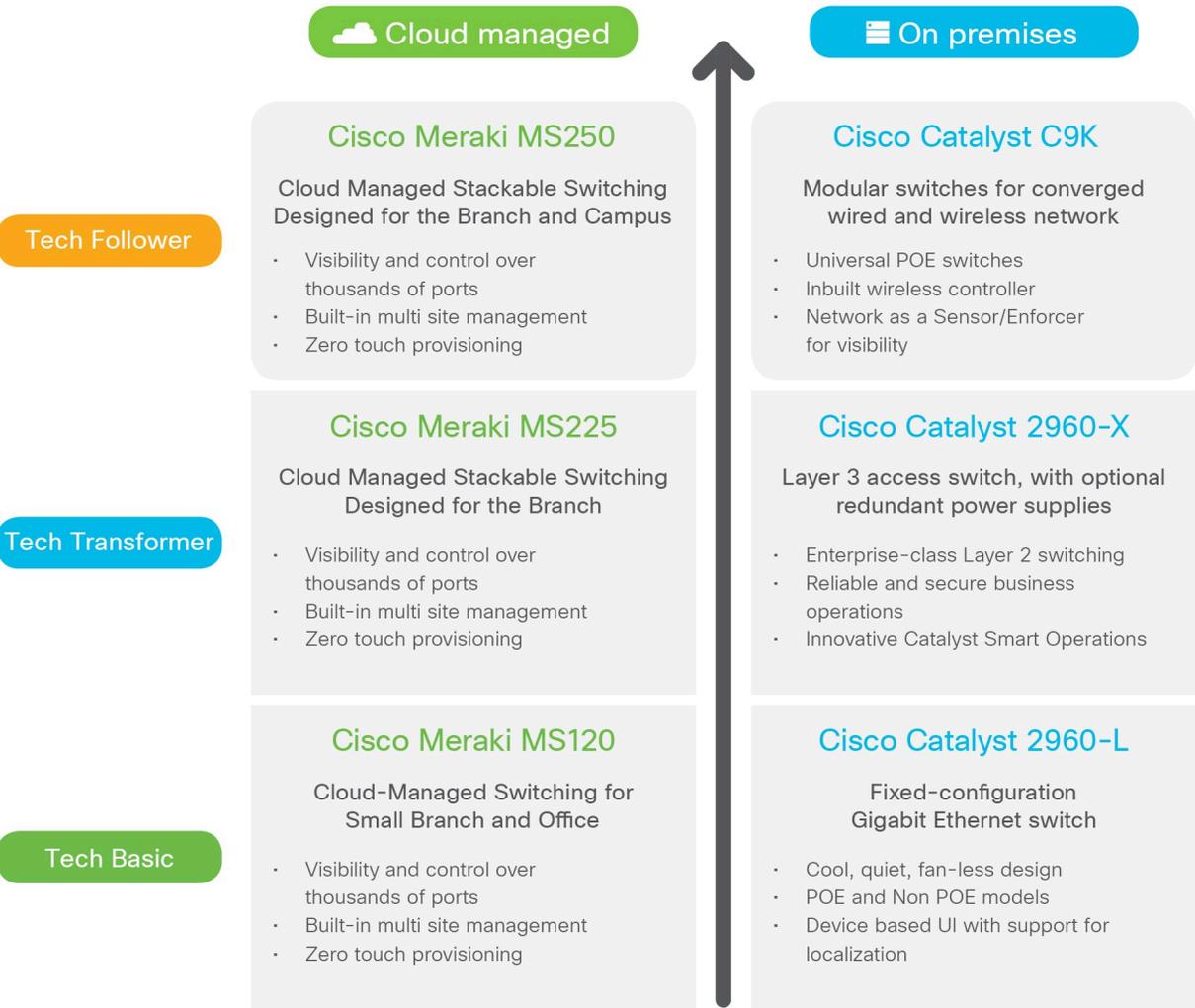
Cisco SMB

Small and Medium Wireless Solutions



Cisco SMB Collaboration Portfolio

Switching for Small and Medium Businesses



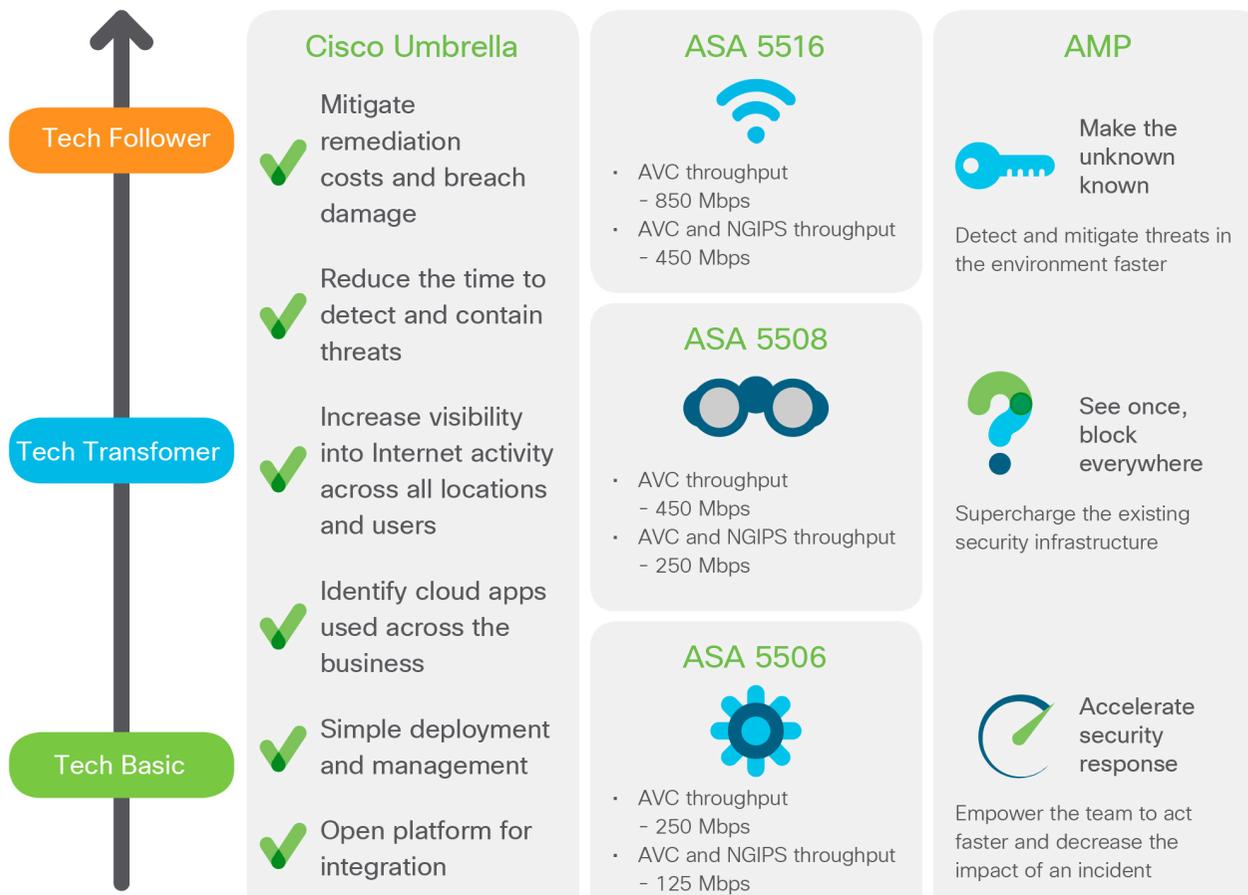
Cisco SMB Wireless Portfolio

SD-WAN for Small and Medium Businesses



Cisco SMB Security Portfolio

Security for Small and Medium Businesses



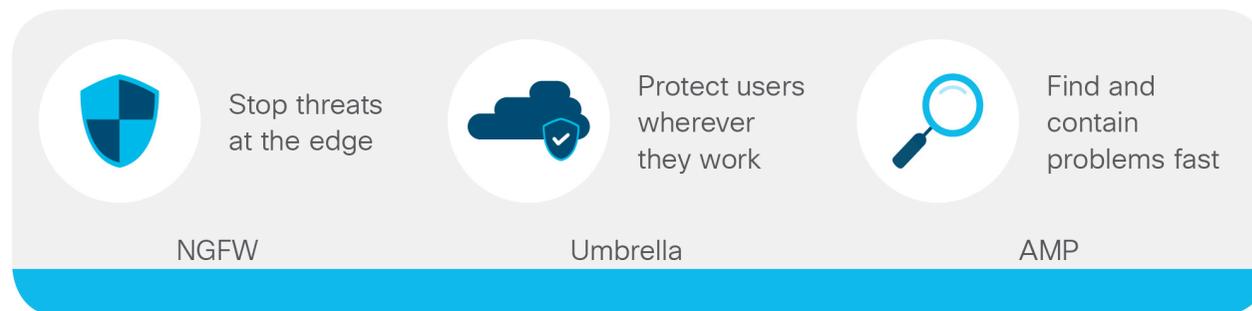
Compete to Win in Security

Benefits of Cisco Security

What to emphasize

- 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



- Apply threat-centric visibility and control to your NGFW for truly effective protection at the perimeter.
- Protect all users regardless of location or device, and whether they are employees or guests.
- Find, stop and remove malicious content with effective tools that are simple to use.

Cisco SMB Collaboration Portfolio

Compete to Win in Collaboration

Transformer IT

Follower IT

Basic IT

Cisco Webex Teams

Making teamwork simpler



Unlimited virtual rooms



Persistent and secure
messaging and file
sharing



Face-to-face meetings
with screen sharing

Business Edition 4000

Deploy in 3 easy steps

- 1 Choose the plan
 - 2 Choose the hardware
 - 3 Preconfigure the solution
- Up and calling!

Compete to Win in Collaboration

Collaboration Key Selling Steps

There are three key steps to competing against Microsoft



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

Simplify IT for Small and Medium Businesses

IT does not need to be complex with Cisco's SMB solutions



Small and Medium Business IT Solutions

Reduced complexity

Complex IT today



Simplified IT

Network



Security

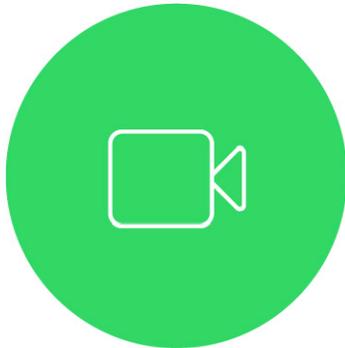


Collaboration



Cisco Webex Teams

Calling



Cisco Webex
Calling

Meeting



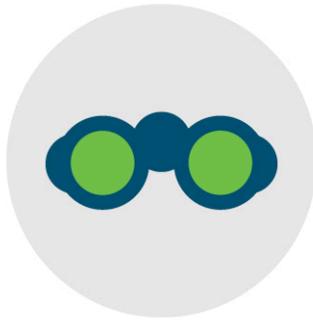
Cisco Webex
Meetings

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 savings of \$250,000

Collaboration

- \$30,000 in annual upgrades

Soft savings opportunities

Network

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

Security

- [10-minute roll-out](#)

Collaboration

- [Approval times cut in half](#)



Cisco SMB Capital

Small Business Technology Investments Made Easy



Cisco Capital Financing

Technology Financing Made Easy

Financing any IT investment is always a balancing act. Leverage the power of financing to help your SMB customers envision different ways to fund their Cisco solutions. Whether they are looking to refresh their network or data center, upgrade security, or improve productivity with new collaboration tools, with the flexible payment solutions, they can spread costs on projects from €1,000.

Flexible payment solutions



Customers are looking to:



Pay as I use



Acquire latest technology more affordably



Simplify software expenses



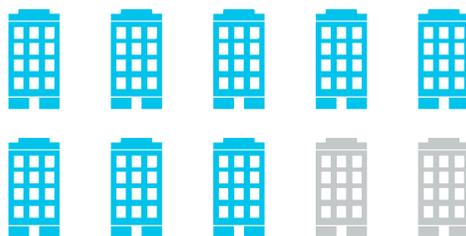
Dafer or reduce payment



Bundle solutions

Cisco Capital Financing

Technology Financing Made Easy



8 in 10
businesses
finance equipment

In 2018,
equipment and
software
investment will
experience
robust
growth of

9%

Key reasons that companies lease¹ are:

1. Operational flexibility
2. Reduce equipment value risk
3. Protection against technology obsolescence

When assessing financing options, customer wish lists:

1. Reducing costs
2. Ability to finance new IT consumption needs

¹Source: IDC 2017 US IT Leasing and Financing Survey

Source: Equipment Leasing and Finance Association's Top
10 Equipment Acquisition Trends for 2018, January 2018

Offers	easylease 0%	Commercial Payment Options	Easy Pay 0%
If your customer invests from	\$1,000 to \$ 250,000**	\$250,000 to \$ 2M**	\$150,000 to \$ 10M**
Lease duration	36 months	36, 48 or 60 months	36 months
Technology eligibility	All Cisco technology, including hardware, Software and services		
If your deal falls outside of these parameters	Contact your local capital partner account manager		
Key customer benefits	Spread payment over 36 months at true 0%	Defer technology refresh decisions with certainty of future costs	0% or better ⁵ financing to ease migration to new Cisco technology

With no upfront costs, your customers can pay monthly for their complete Cisco solution at 0% interest rate. Everything on one easy-to-manage contract, allowing them to add more solutions to the agreement as their business grows. Customers also benefit from an ongoing flexibility to return, purchase or upgrade their solutions as their business needs change.

* Financing products provided by third-party financiers. Participating countries' terms and conditions apply. Credit approval required by finance partner., ** Or equivalent in local currency. *** To apply for the rebate, go to www.cisco.com/go/ppe and log in. Select the tab 'Eligible Programs'. Search for the 'EMEA EASYLEASE PARTNER INCENTIVE PROGRAM' and enrol.

Cisco Capital Financing

Technology Financing Made Easy

Marketing

Use the Cisco Capital Financing for Cisco Technology PMC campaign to position financing in your marketing campaigns with confidence. Leverage the assets to enhance your Cisco architectural campaigns by adding financing options or create a stand-alone financing campaign.

Editable and co-brandable Disti to Partner and Partner to End User assets now available on PMC:

[English](#), [South Africa English](#), [German](#), [French](#), [Spanish](#), [Italian](#), [Dutch](#), [Danish](#), [Norwegian](#), [Finnish](#) and [Portuguese](#)

Let us help you sell more Email:
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Related URLs

www.ciscocapital.com/partner/emea

Distributor Resources

Every Step of the Way



Cisco Stands With Distributors and Their Small and Medium Business

Customers Every Step of the Way

Evaluation

- SMB customer use cases
- White papers
- Customer testimonials
- Video setup guides
- Product selector
- Webinars for Cisco Meraki, Umbrella
- Free trials
- Try and buy
- Flexible consumption models

Post-sale

Premises managed

- Enhanced Limited lifetime warranty included with hardware purchase
- [Cisco Small Business Support Community](#)
- Upgrade to Cisco Essentials support
 - 8x5 local TAC support
 - Next-business-day hardware replacement
 - Cisco online knowledge base

Cloud managed

- Support, software updates, and hardware replacement included with subscription
- [Cisco Meraki Support Community](#)

Cisco SMB

Distributor Tools & Resources

Distributor and Partner Resources

Leverage the Small and Medium Sized Business Sales Kit for:

- [Partner Offers](#)
- Pre-qualify customer's with the new [SMB Product Selector Tool](#)
- Share fun [SMB networking videos](#)
- Use the easy to read [SMB FBook](#) for Network planning with Customers
- Visit [SMB Sales Kit](#) to download everything you need to get started

"I need our employees to reliably meet with customers, partners, and employees on the phone, video, or web conference to help me be more productive."

Brenda | IT Manager

Background

- Sales manager with 5+ years of experience.

Psychographics

- Brenda enjoys solving problems - for users and the organization, but finds she rarely has enough time. She really wants a reliable network that's easy to manage so she can focus on improving the user experience.

How she views the network:

- Wants to design a network for growth.
- Employees need easy access to the network at all times.
- Heavy use of mobile devices and collaboration tools.
- Needs to prevent security breaches and meet compliance requirements.

Category	Product	Model
Switching	2960-L	MS210
Wireless	Access 7815	MS23
Routing	ISR 880	MS66
	ISR 1000	MS64
Security	ASA5000	MS55
	ASA5508	MS64

Security Threats:
Linklayer and Application Network Protection

Networking Product Selector

Your results

Cisco has networking solutions for small and medium businesses, both on-premises and in the cloud. Based on your answers, here's what we recommend for you.

Routing | **Switching** | Wireless | Firewall | Management

GREAT OPTION

Cisco Catalyst 2960-L Series Switches

+ EVEN BETTER OPTION +

Cisco Catalyst 2960-X Series Switches

On-premise solutions | Cloud solutions

Set up a wireless network

Learn the 6 things to keep in mind when choosing and deploying your wireless network.

[Click here for Partner Marketing Central Training](#)

[Click here for Distributor page Log in](#)

Thank you for reading

Cisco SMB Solutions Distributor Playbook

