



Why Cisco Catalyst Switching?

Cisco delivers partner profitability

Cisco has multiple programs to enhance profitability of our partners and improve on ease of doing business. Profitability programs such as the Deal Registration Opportunity Incentive Programs, Partner Development Funds, Trade in credits, and up front Fast Track discounts all focus at improving partner selling margins.

Partnering with Cisco

In April of 2007, Cisco announced our new Select Certification program. This program has introduced a new entry point to our Channel Partner Program. With this entry-level certification, Cisco Select Certified Partners benefit from an increased level of support from Cisco, including access to best-in-class products and services, technical support, productivity tools, online training, and marketing resources.

Cisco ASICs

Cisco continues to invest in the development of ASICs, the key component in Cisco switching and other products. Most Ethernet switching competitors to Cisco now use off the shelf ASICs. The need to reach aggressive price points and the expense of maintaining research and development teams has led many network manufacturers to switch to these off the shelf alternatives. These off the shelf components limit competitors ability to provide differentiated and complete solutions based upon the feature sets provided by a merchant silicon provider.

Cisco brand

A reseller offering the Cisco products instantly benefits from association with our brand and everything the Cisco brand delivers to customers. Customers recognize Cisco for delivering quality products and support, innovation, industry leadership, and ultimately customer preference. The benefits of the depth and

breadth of the Cisco product line is not just the broadest and most complete solution in the industry. A reseller that develops familiarity with Cisco IOS through one product can immediately transfer that knowledge to other Cisco products. The result is the ability to deploy and support more products with reduced training costs.

Unified Network Services

Cisco Catalyst intelligent switches help disparate applications, all of which have different requirements, to get the bandwidth and efficiency needed from a converged IP network.

- IEEE 802.3af Power over Ethernet (PoE) with additional Intelligent Power Management. Cisco Discovery Protocol (CDP) allows the Catalyst switch to negotiate more granular power requirements to allow for more efficient use of power resources.
- The Catalyst 3750-E and 3560-E Series support PoE policing to specify the maximum amount of power allowed on a port and support 1150W power supplies to allow a full 15.4W on all 48 ports simultaneously. They also support enhanced PoE (>15W) on a port for the Cisco 1250 802.11n wireless access points.
- With Cisco AutoQoS all the parameters for IP telephony are set automatically, preventing other traffic from interfering with network-based phone conversations. Catalyst switches are able to negotiate QoS settings with Cisco IP phones using the Trusted Boundary feature.
- Extensive multicast support such as Internet Group Management Protocol (IGMP) which maps the incoming stream to the port that requested the traffic. Also support for Protocol Independent Multicast (PIM) routing protocol and Source Specific Multicast (SSM) which determine reachability and efficiency in the network based on

where the traffic has come from, instead of where the traffic is going to ensure the best efficiency for multicast traffic.

Integrated Security

Cisco Catalyst intelligent switches have built-in mechanisms to help make the network self-defending. They integrate security functions into the infrastructure to help control user access to the network and to various services to help protect against network threats such as worms, viruses, and denial-of-service (DOS) attacks and to help ensure privacy in communications.

- Using Network Admission Control (NAC) on Cisco Catalyst switches, the network will allow users and devices onto the network only if they meet certain criteria such as having the latest version of virus software. NAC significantly limits the ability for viruses to enter the network. 802.1x enhancements, MAC and Web Authentication allow a variety of authentication methods and dynamic provisioning of security policies.
- Access control lists (ACLs) assign users to designated network areas and block unauthorized access to all other applications and information. ACLs allow only designated users to access specific resources. Cisco Catalyst switches support port-based, time-based, DSCP-based, VLAN-based, and routed ACLs with purpose-build hardware components for wire-speed performance.
- Cisco Catalyst switches offer capabilities to mitigate "man-in-the-middle" attacks. Features such as Dynamic Host Configuration Protocol (DHCP) snooping, Dynamic Address Resolution Protocol (ARP) Inspection, and IP Source Guard all help prevent data and identity theft in the network.







Cisco Catalyst Fixed Configuration Switching Solutions

Lower Total Cost of Ownership

Ongoing network and administration costs can comprise 70-75% of the lifetime network total cost of ownership. Cisco Catalyst switches increase network performance, lower operating costs, and increase partner productivity by reducing downtime and simplifying network management and troubleshooting.

- Common Cisco Internet Operating System (IOS) allows consistent implementation of services and lower training costs for partners
- Cisco StackWise technology on Catalyst 3750E and 3750 Series that allows partners to build a unified, highly resilient switching system of up to nine switches.
- Cisco Catalyst switches are designed with high mean time between failure (MTBF) and the Catalyst 3750-E and 3560E Series support modular power supplies and fans to reduce the time required to fix hardware failures from those components.
- Cisco Network Assistant offers centralized management and configuration of Cisco devices to simplify deployment and ongoing maintenance by using Cisco Smartports technology. Through a user-friendly GUI, users can easily apply common services such as configuration management, inventory reports, password synchronization, and Drag and Drop IOS Upgrade across Cisco switches, routers, and access points.
- Time domain Reflectometry (TDR) simplifies troubleshooting link connectivity issues by testing network cabling and estimating the distance to cable breaks
- Cisco Spanning Tree Protocol enhancements allow for maximum uptime, maximum available bandwidth, and greater levels of resiliency.

			
Catalyst Express 500 and 520 Series	Catalyst 2960 Series	Catalyst 3750 and 3560 Series	Catalyst 3750E and 3560E Series
<ul style="list-style-type: none"> • Ideal for small and medium businesses (up to 250 users) • Intelligence for delivering converged applications for SMB customers • Integrated within the Cisco Small Business Communications Solution • Simplified management and troubleshooting for lower total cost of ownership • Cisco Configuration Assistant and Cisco Smartports • Limited lifetime hardware warranty and software updates at no additional charge 	<ul style="list-style-type: none"> • Ideal for mid-sized businesses and small branch offices • Catalyst 2960 LAN Base with enhanced security, scalable management, and unified network services for applications such as unified communications and mobility • Catalyst 2960 LAN Lite switches simplify migration from unmanaged devices to scalable managed switches with baseline security, QoS and availability. • Simplified management and troubleshooting for lower total cost of ownership • CiscoWorks LMS, Cisco Network Assistant, and Cisco Smartports • Limited lifetime hardware warranty and software updates at no additional charge 	<ul style="list-style-type: none"> • Ideal for enterprise wiring closets and large branch offices • StackWise for resilient 32 Gbps stacking (Catalyst 3750) • Advanced Intelligent Services to enable business productivity • Man-in-the-middle attack threat mitigation features • Increased availability and scalability through advanced L3 services • Increased control for applications like Telepresence • Simplified management and troubleshooting for lower total cost of ownership • CiscoWorks LMS, Cisco Network Assistant, and Cisco Smartports • Limited lifetime hardware warranty and software updates at no additional charge 	<ul style="list-style-type: none"> • Ideal for enterprise wiring closets and large branch offices • StackWise Plus for resilient 64 Gbps stacking (Catalyst 3750-E) • Maximum investment protection and performance • Advanced Intelligent Services to enable business productivity • Man-in-the-middle attack threat mitigation features • Increased availability and scalability through advanced L3 services • Increased control for applications like Telepresence • Enhanced PoE and up to 740W power budget • 1G and 10G fiber aggregation with dual power supplies • 10G uplinks and TwinGig converter module • Modular and field replaceable power supplies and fans • Simplified management and troubleshooting for lower total cost of ownership • CiscoWorks LMS, Cisco Network Assistant, and Cisco Smartports • 90-day hardware warranty and software updates with SmartNet contract



Cisco Catalyst Fixed Configuration Switching Solutions

Fixed Switching Competitive Reference Table

Cisco	3Com	Extreme	Nortel	ProCurve	Foundry	Huawei	Alcatel	Enterasys	D-Link
Catalyst Express 500 and 520	Baseline 4200			2500					1200 3000
Catalyst 2960	3870 4200 4500	x150 x250	425/470 2500 4500	2600 2800	Edgelron	3100 5100	6200	A-Series B-Series	3000 3100
Catalyst 3560 and 3560-E	3870 4500 5500	x250 x450	4500	2900 3400 3500	Edgelron Fastron	3600 5100 5500	6200 6600 6800	B-Series C-Series	3300 3600 3800
Catalyst 3750 and 3750-E	5500	x450	5500	3400 3500 5400	Fastron	5600	6800	C-Series	3300 3600 3800