



Achieve Business Success with a Reliable, Secure, and Easy-To-Use Network

Small and Medium-Sized Business Drivers for Change

Small and medium-sized businesses (SMBs) must contend with unique challenges. They must effectively manage costs, competitive pressures, and resources while maintaining business integrity and network security. At the same time, they must improve their business efficiency and respond to customers more quickly. To remain competitive and thrive, businesses must match technology and network solutions to meet these critical business challenges—both today and in the future.

Cisco Systems® recognizes these challenges and provides simplified networking solutions that promote SMB success. The Cisco® Smart Business Roadmap provides a structured, planned evolution path to help businesses keep pace with change and make smart technology purchases. The roadmap is designed to enable SMBs to align a network technology plan with their business priorities. And it gives business and technical decision makers the confidence of knowing that their immediate technology investments will support their long-term goals.

Because each business is unique, its evolution and use of technology will be as well.

To guide growing businesses through each phase of their development, the Cisco Smart Business Roadmap provides support for real-time interaction through smart, simple, and secure communications solutions that operate over a single integrated network.



The Cisco Secure Network Foundation provides a flexible communications platform that serves as the cornerstone to the business information needs and the foundation for other networking solutions as the business evolves. The Cisco Secure Network Foundation is designed to deliver performance, built-in security, and high reliability to help ensure that data is protected and that applications function as promised.

Designed for today’s increasingly mobile businesses, the Cisco Secure Network Foundation also helps enhance productivity by making information and business applications accessible anywhere, anytime. Mobility changes the way organizations do business. Real-time interaction, instant messaging, text paging, voice services, network access while traveling, and real-time network access in the office are transforming the business environment. In today’s competitive business environment, companies need fast responses and want immediate results. The Cisco Secure Network Foundation enables on-the-road access from venues such as public hotspots, hotels, convention centers, and airports for mobile users and traveling executives. It delivers real-time access to a variety of business environments, providing secure mobility and guest access for business headquarters and branch offices. Customers can confidently deploy the solution knowing that their investment is protected.

Solution Overview

The Cisco Secure Network Foundation is a complete solution designed to help businesses optimize their operations. This cost-effective networking solution delivers a winning combination of connectivity, simplicity, security, and scalability. It includes:

Table 1. Addressing Business Challenges

Business Challenges	Cisco Secure Network Foundation Benefits
Cost containment	<ul style="list-style-type: none"> ▪ Brings together network and security services to eliminate excess costs generated by separate, inefficient components ▪ Provides modular components that easily scale with a growing company ▪ Provides a secure foundation for IP Communications, wireless, and network applications ▪ Enables both wired and wireless networking
Customer responsiveness	<ul style="list-style-type: none"> ▪ Enables secure delivery of advanced business applications ▪ Improves network availability and accessibility to deliver better customer services
Security	<ul style="list-style-type: none"> ▪ Provides in-depth, proven security that safeguards both network and business ▪ Helps reduce unnecessary costs and network disruptions caused by network security breaches
Operational efficiency	<p>Unified wired and wireless workplace</p> <ul style="list-style-type: none"> ▪ Improves access and response time to customers ▪ Increases employee productivity, satisfaction, and collaboration ▪ Optimizes network investments ▪ Simplifies management <p>Secure remote access connectivity with IP Security (IPsec) and SSL VPN</p> <ul style="list-style-type: none"> ▪ Enables remote workers to be productive, securely, while out of the office ▪ Securely connects collaborative partners



Cisco Catalyst® switches—Delivering the features required to offer smart, simple, and secure networks to all users, Cisco Catalyst switches are a core component of the Cisco Secure Network Foundation. They allow for future deployment of advanced applications without major network upgrades. With features such as Power over Ethernet, they enable wireless connectivity to Cisco Aironet® access points. Cisco Catalyst switches integrate security across a system, enabling the network to manage users while protecting itself from virus and hacker attacks.

Cisco Integrated Services Routers—Providing multiple secure services at wire speed, integrated services routers help increase network performance. These routers provide an option for built-in wireless LANs, and include Cisco Self-Defending Network security technologies such as firewalls, intrusion prevention systems (IPSs), virtual private networks (VPNs), and Network Admission Control (NAC). Cisco 2800 and 3800 series integrated services routers are voice-ready, enabling SMBs to safely add voice and better serve their customers. The routers' expertly designed architecture simplifies setup and streamlines management, helping to reduce costs.

Cisco ASA 5500 Series adaptive security appliances (Business Edition)—Incorporating elements of the Cisco Self-Defending Network, these high-performance, all-in-one security appliances help safeguard the network from threats and provide firewall security; anti-X protection against viruses, worms, spam, and spyware; and secure remote access using IP security (IPsec) and Secure Sockets Layer (SSL) technologies. Businesses can reduce costs by standardizing on a single platform. Easy-to-install security services modules enable businesses to modify their network security services without replacing hardware.

Cisco Unified Wireless Network—The Cisco Unified Wireless Network is the industry's only unified wired and wireless solution to cost-effectively address the wireless LAN security, deployment, management, and control issues facing businesses. With products supporting IEEE 802.11a/b/g technologies, Cisco offers a complete line of in-building and building-to-building wireless LAN and management solutions. The line includes controllers, access points, wireless LAN client adapters, bridges, antennas, and accessories, and the tools necessary to manage a wireless network as an end-to-end system. Cisco's Lightweight capable access point deliver ease of deployment and configuration.

Cisco Wireless LAN Controllers—Cisco Wireless LAN Controllers are responsible for system wide wireless LAN functions, such as security policies, intrusion prevention, RF management, quality of service (QoS), and mobility. They work in conjunction with Cisco 1000 Series Lightweight Access Points and the Cisco Wireless Control System (WCS) to support business-critical wireless applications. From voice and data services to location tracking, Cisco Wireless LAN Controllers provide the control, scalability, security, and reliability that network managers need to build secure, wireless networks—from branch offices to main campuses.

Cisco Services—The Cisco Lifecycle Services approach is used by Cisco and its partners to provide services over the entire lifecycle of the network, from planning and deployment to management and optimization. This comprehensive approach helps SMBs increase network availability and reliability, prepare for new applications, lower costs, and speed the deployment of solutions.

Product Portfolio

Cisco Catalyst Switches

- Cisco Catalyst Express 500 and 2960 Series

Cisco Integrated Services Routers

- Cisco 800, 1800, 2800, and 3800 Series

Cisco ASA 5500 Series Adaptive Security Appliances

- Cisco ASA 5500 Series Business Edition

Cisco Aironet Access Points

- Cisco Aironet 1130AG and 1000 Series

Cisco Wireless LAN Controllers and Modules

- Cisco 2000 Series and Cisco Wireless LAN Controller Module (WLCM)

How You Benefit

With the Cisco Secure Network Foundation, SMBs can unlock a variety of benefits. The Cisco Secure Network Foundation:

Provides a complete solution—Cisco SMB solutions are easy-to-manage, end-to-end solutions, eliminating the trouble of trying to join together different devices from many manufacturers.

Helps keep costs affordable—Cisco SMB networking products are tailored to meet the specific needs of small businesses. They will help you protect your network and make the most of the equipment you have already purchased—to meet your business needs now and tomorrow.

Helps you keep ahead of your competition—Easy-to-use products let you quickly reach the network tools you use everyday and respond to your customers' needs. Their flexible design lets you change or build on the network to meet new business demands.

Shields the network from attacks—Cisco Self-Defending Network technologies are designed to help you protect your network from hackers, viruses, and other threats. They will help you keep your business operations up and running while you safeguard your most important business data.

Helps your employees accomplish more—Giving your employees secure wired and wireless access to the Internet, e-mail, and other network tools can help them be more productive and respond to customers more quickly. They can even work from home or on the road, and enjoy better job satisfaction.

Provides smooth, reliable operation—Reliable technical support resources like Cisco SMB Support Assistant are available when you need them. Trained Cisco support staff deliver the high level of customer service you expect, and answer your questions quickly and professionally. Cisco services and support are an affordable way to help businesses protect their networks and keep them running smoothly and reliably. Designed precisely for SMBs, the Cisco Secure Network Foundation meets all of your networking needs, so you can carry on with your business.

How to Get Started

For more information about the Cisco Secure Network Foundation, call your Cisco representative or reseller today, or simply visit us online at:

<http://www.cisco.com/go/partnerlocator/>



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