



What Is the Value of the Cisco Smart Business Architecture for Midsize Networks?

Cisco® Smart Business Architecture for Midsize Networks is a blueprint for increasing partner profitability when selling to customers in the 250- to 1000-employee segment. The solution can help you reduce the engineering man-hours spent qualifying a customer, designing and implementing a network, and supporting that network on an ongoing basis. In addition, the architecture provides a modular foundation that prepares your customer for future technologies, reducing their TCO and your operating expenses in growing and expanding the customer network.

What Problems Does It Help Solve for the Partner?

Selling to customers in the midsize network market segment can be challenging. Many customers in this segment have very sophisticated demands but limited technical staff, depending heavily on the partner for design, deployment, and maintenance services. But developing a solution for the 250- to 1000-user network requires the same expert-level engineering resources and multi-technology focus necessary to design and deploy a large enterprise network. Partners need a way to prescriptively recommend and deploy networks in the 250- to 1000-user segment. Cisco Smart Business Architecture for Midsize Networks provides a solution to this problem.

Cisco Smart Business Architecture for Midsize Networks

Cisco Smart Business Architecture for Midsize Networks is a comprehensive network design which incorporates campus, WAN, wireless, security, WAN optimization, and unified communication technologies documented, tested, and validated together. This solution-level approach removes the risk of interoperability problems between different technologies, allowing customers

to select the parts that solve their business problems rather than worrying about the technical details. Cisco designed the architecture to meet the following goals:

- **Easy to use:** The architecture can be deployed with the minimal amount of configuration; network management is simplified and the architecture is modular, so customers can select the technologies they need.
- **Cost-effective:** Products used in the architecture were designed for companies with 250 to 1000 connected users.
- **Flexible and scalable:** The architecture is designed to grow with the company without being redesigned, and the products can be reused within the architecture, preventing the necessity for wholesale equipment upgrades.

What Are the Partner Benefits of the Cisco Smart Business Architecture for Midsize Networks?

Following are some of the benefits partners can realize by standardizing deployments around the Cisco Smart Business Architecture for Midsize Networks:

- A standardized design for 250- to 1000-user networks, tested and supported by Cisco
- Prescriptive design recommendations for presales engagements, reducing engineering time required and skill set required (CCNA® level materials free CCIE® engineers for specialized tasks), and a standardized method for recommending products to customers with networks of this size
- Detailed step-by-step post-sales deployment guide, reducing skilled engineering time spent deploying the network by up to 60 percent

- Technology-specific guides to accelerate more complex technical tasks, including unified communications deployment acceleration and (future) data center deployment acceleration
- Reduced pricing pressure by positioning “right-sized” equipment for the network; the solution can be deployed and operated by IT workers with CCNA certification or greater equivalent experience
- Cisco enterprise-class reliability in products designed for medium-size businesses
- Comprehensive support offerings available with Cisco services

Why Cisco?

Cisco Smart Business Architecture for Midsize Networks is an excellent example of how Cisco can innovatively deliver a tested and validated multiservice solution that addresses all of the business communications requirements for customers. The solution provides the partner with a blueprint for successfully selling and deploying this end-to-end offering.

For More Information

For more information, visit <http://www.cisco.com/go/partner/smartarchitecture>.