Smart Business Architecture Jump Start

For Midsize Organizations (100 – 1000 users)

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Accelerating Your Business with Cisco Smart Business Architecture

Smart Business Architecture for Midsize Networks helps you address the unique needs of networks with 100 to 1000 users. Specifically, we are addressing your need to:

· Accelerate the process of designing, quoting, and ordering solutions

· Simplify network deployments and free up senior-level engineers

· Sell complete solutions by positioning architectures rather than point products

· Clearly articulate a complete solution of products, services, and your professional services

With Cisco® Smart Business Architecture for Midsize Networks, Cisco gives you pretested solutions and prescriptive best practices for LAN, WAN, mobility, security, unified communications, WAN optimization, data center, and collaboration.

Developed by Cisco field engineers, Smart Business Architecture is based on proven processes and best practices that have been tested by third parties to make sure of effectiveness. It is a modular approach; enabling your delivery of a best-in-class end customer experience without the expense of developing custom one-off designs.

What Is in It for You? A Roadmap to Future Sales
A sales process that begins with positioning architectures moves you away from point product sales and positions a broader, long-term solution—and future opportunities. You gain more control over the selling process while simplifying the design and deployment stages, improving your profitability. Partners have reported the following benefits:

· 50 to 60 percent decrease in cost of engineering time

· Greater account control and customer loyalty

· More opportunities to cross-sell and upsell, delivering larger opportunities

The Bottom Line: Reducing Your Design and Deployment Time
There is even more to be gained from Cisco Smart Business Architecture, including measurable results in time savings, cost savings, and productivity. You can view partner testimonials now at www.cisco.com/go/partner/smartarchitecture or read on to learn more.

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What Is Smart Business Architecture?

Cisco Smart Business Architecture for Midsize Networks was created to assist partners better address the needs of customers, gain greater account control and customer loyalty, and promote larger and more profitable sales opportunities. To achieve these objectives, SBA delivers prescriptive network design and deployment best practices for midsize organizations with 100 to 1000 end users.

The core deliverables of SBA are design, deployment, and configuration guides supporting the Borderless Network and Data Center/Virtualization architectures. Our engineering team has created the guides to be concise and easy to use. In addition, there are several SBA supplements such as the Modular Access Layer, Email Security guides, or 3G Branch Deployment guides.

Complementing the SBA guides, partners have access to the Quick Pricing Tool. This is a desktop application that can be used offline to provide quotes on Smart Business Architecture products without engineering education or assistance. Technical specific knowledge is kept to a minimum because the tool helps users select products and options with a graphical interface and user environment profiles.

Additionally, we are recruiting an ecosystem of partners to provide best-in-class capabilities for our customers' architectural solutions. We currently have worked with four technology partners: ipswitch, Science Logic, SolarWinds, and NetApp.

Cisco has made substantial investments in SBA to increase your competitive differentiation. Cisco investments into SBA include:

- Maintaining testing labs that include more than $3 million in equipment

- Allocating thousands of engineering hours developing, evaluating, and validating the network architecture

- Committed to roadmap and regularly refreshing and expanding the SBA portfolio

Updates for SBA are posted for partners at www.cisco.com/go/partner/smartarchitecture. You can also subscribe to the SBA community updates to receive automatic updates when new guides are published. Visit the SBA community at www.cisco.com/go/partner-sbacommunity.

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The Value of SBA for Customers and Promoting Opportunities

The Smart Business Architecture is designed to grow and evolve with your customer's business, providing a platform for deploying advanced technologies from Borderless Networks, Collaboration, and Data Center architectures. SBA is a resource for Cisco partners servicing customers with midsize networks, improving efficiencies, and increasing your profitability. In positioning architectures to customers, lead with a Cisco architectural play:

Borderless Network: Cisco's Borderless Network Architecture delivers a strong foundation that enables transparent, secure, reliable access to any resource, from any location, using any device. Central to the architecture is the simple concept that Cisco switching, routing, security, and wireless work better together as compared to a hybrid network constructed from multiple vendor products.

Collaboration: The Cisco Collaboration Architecture makes sure of interoperability between existing and new forms of communication and collaboration technologies, including unified communications enabling both structured and ad-hoc business processes. Collaboration uses the network as the platform to enable secure, interoperable, and mobile communications.

Data Center/Virtualization: Cisco's Data Center Smart Business Architecture for Midsize Organizations provides prescriptive recommendations on what technologies to deploy; how to architect the network to deliver more resilience, flexibility, and efficiency to your data center assets; and incrementally build out a best-practice architecture based on a proven and familiar foundation.

"We have the best success when our customers are educated and knowledgeable about the networks that they are building. The Cisco Smart Business Architecture enables them to learn about Cisco architecture."

Jerry McIntosh
ePlus Technology

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How to Get Started with Smart Business Architecture

There is a lot for you to gain when you sell Cisco Smart Business Architecture: bigger deals; cross-sell opportunities; and cost, time, and resource savings. Here is how to take the next step:

1) Utilize partner resources to get your sales and technical team comfortable with the SBA resources.

    – Supporting design, deployment, configuration guides, and overview VoDs posted at www.cisco.com/go/partner/smartarchitecture

    – Interface with the SBA engineering teams, view the latest training resources, and collaborate with other partners through the architecture community at www.cisco.com/go/partner-sbacommunity

2) Open customer conversations with positioning architectures. This helps you open the conversation to a broader solution—offering you the opportunity to position broader solutions and services as a foundation for future sales.

3) Incorporate an assessment-led sales process. Cisco has proven with partners how leading with assessment-led selling establishes better account control and larger opportunities by gaining greater insight into your customer's network.

4) Combine the results of the network assessment to the Smart Business Architecture Design Guides to develop a comprehensive migration path for your customer to realize the benefits of an architectural approach.

Join Us on the Journey: Smart Business Architecture is an initiative that will continue to grow in scale and effectiveness. Today, Cisco has the vision and commitment to move forward and the tools and resources to engage and extend value to our customers. Cisco will continue to align resources and develop new business models that will provide incremental opportunities for you and offer new ways to differentiate your company.

For additional information on Cisco Smart Business Architecture for Midsize Networks, visit:

Cisco Smart Business Architecture
www.cisco.com/go/partner/smartarchitecture

Partner Smart Business Architecture Community
Collaborate with Cisco experts and peers in utilizing and improving Smart Business Architecture
www.cisco.com/go/partner-sbacommunity

Leading with Borderless Network Architecture and the Partner Borderless Network Competition
www.cisco.com/go/bncontest

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The Business Effects: What Are Your Peers Saying?

There is a lot for you to gain when you adopt Smart Business Architecture. First, it helps you open the conversation to a broader solution—offering you the opportunity to position architectures and broader services as a foundation for future sales. Hear what other partners, similar to you, are saying about their success with Smart Business Architecture.

"This is a comprehensive deployment guide that could save up to 60 percent of total installation and configuration cost."

Benjamin Swan
VP Operations, Meriplex
Communications, Ltd.

"First customer meetings used to be about educating the customers on best practices...Now we can start the first meeting discussing how the architecture accelerates the customer's business."

Colin McNamara
Consulting Systems Engineer
ePlus Technology

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