



Cisco 300 Series Switches

Easy-to-Use Managed Switches That Provide the Ideal Combination of Features and Affordability

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Provide the Right Small Business Solutions, at the Right Price

The Cisco® 300 Series is a broad portfolio of affordable, fixed-configuration, managed switches that provides a reliable foundation for the small business network. With 8 to 48 ports of Fast Ethernet (with 2 or 4 uplink ports) and 10 to 52 ports of Gigabit Ethernet connectivity, these switches provide optimal flexibility to create exactly the right network for small business customers. Easy to configure and manage, the Cisco 300 Series provides the ideal combination of affordability, performance, and capabilities in a solution designed specifically for small businesses.



Why Should a Customer Buy the Cisco 300 Series?

Key Selling Points

High performance and reliability:

- Rigorously tested to deliver high availability and performance
- Speed file transfer times and improve slow and sluggish networks
- Keep vital business applications available and prevent costly downtime
- Manage and prioritize time sensitive traffic such as voice

Fast, easy setup and configuration:

- Intuitive, browser-based tools simplify setup, security, and quality-of-service (QoS) configuration
- Automatic discovery of all Cisco devices in customer networks
- Mass deployment capabilities
- Consistent features across all models simplify larger deployments that use different models
- Small Business toolbar discovers Cisco products and displays product information

Strong security:

- Fine-grained control safeguards the network from unauthorized users
- Embedded encryption and protection of network management data
- Extensive access control lists (ACLs) restrict sensitive portions of the network
- Guest virtual LANs (VLANs) safely provide Internet connectivity to non-employee users

- IEEE 802.1x port security support
- Limit network access by time (time-based IEEE 802.1x)
- Device Mobility with MAC-based VLANs
- Centralized control of VLANs with Dynamic VLAN Assignment
- Secure user-to-user traffic while giving all access to central resources with private VLANs

Power-over-Ethernet (PoE):

- Available with up to 48 PoE ports of Fast Ethernet and 24 PoE ports of Gigabit Ethernet connectivity
- Connect and power devices such as IP phones, surveillance cameras, or wireless access points over a single Ethernet cable
- Simplify deployments by eliminating the need to install separate power sources

IP telephony support:

- Embedded quality-of-service (QoS) intelligence prioritizes delay-sensitive traffic
- Automatic configuration of VLAN and QoS parameters prioritizes voice traffic
- Plug in any IP phone and receive an immediate dial tone

Advanced network and management capabilities:

- Static routing/Layer-3 switching between VLANs allow you to communicate across VLANs without degrading application performance
- IPv6 support enables you to protect your network investment by helping ensure compatibility with future versions

- Support for dual images allows for software upgrades without taking the network off line
- The Small Business toolbar discovers Cisco devices and displays basic product information such as serial numbers and IP addresses

Power efficiency:

- All models across the portfolio are designed with power-saving features
- New chipsets reduce power consumption and allow for more efficient designs
- Automatic power shutoff on PoE ports when a link is down
- Embedded intelligence adjusts signal strength based on cable length
- Fan-less design in most models reduces power consumption and noise, and improves reliability

More ports per Gigabit Ethernet switch:

- 28- and 52-port Gigabit Ethernet switch options (versus traditional devices that offer 20 or 44 ports with four shared ports)
- Mini-gigabit interface converter (mini-GBIC) expansion slots provide ability to add fiber-optic or Gigabit Ethernet uplink connectivity

Investment protection

- Customers can trade up to a Cisco or Cisco Small Business switch at any time and receive partial credit for the value of their switch (U.S. and Canada only)

Peace of mind:

- Quality and reliability customers expect from Cisco
- Rigorously tested to ensure optimal uptime and performance and easy integration with other Cisco networking and communications products
- Limited lifetime warranty with next business day advance replacement

Outstanding support

Cisco Small Business Support Center, staffed by CCNA-certified personnel, provides immediate, quality technical help



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Target Customers

The Cisco 300 Series Switches are ideal for small businesses with up to 99 employees that:

- Are moving, upgrading the network, or rolling out a new application
- Are new or “green-field” customers who want an affordable, scalable network
- Currently use unmanaged or smart switches and need a managed network foundation
- Would benefit from standardizing all IP applications on a single network platform
- Are deploying IP communications or other advanced applications and want a solution lab-tested to integrate with other Cisco products
- Could benefit from improved network performance, reliability, and security and want a cost-effective solution

The Pitch

When you need advanced features and network management but value is still a top priority, look to the Cisco 300 Series. Easy to set up and use, these switches provide the ideal combination of performance and features at an affordable price.

- How is your business affected when important applications perform poorly or go off line altogether because of a network outage?
- Do you plan to add more employees? If so, how confident are you that your network can support the growth?
- Is your business and customer information protected from network attacks, whether they originate from inside or outside your network? Do you need more security than your unmanaged or smart switch can provide?
- How much more productive could your employees be if the network applications they use had more bandwidth and better performance?



- How confident are you that your network will provide the bandwidth and performance you will need over the next few years?
- Would having more insight into and control over the way data travels across your network improve the stability and performance of your applications?

Overcoming Objections

Objection: The switch I already have installed provides the connectivity I need.

Response: Although your switch provides basic connectivity, it may not include the advanced features you need to create a secure, reliable network. You might be leaving your network vulnerable to a damaging security breach that can cause network downtime, lost opportunities, and loss of customer trust. In addition, it may not provide the flexibility or manageability needed to support your business as it grows. The Cisco 300 Series provides the business-class security, reliability, performance, and manageability to support your small business network. Cisco 300 Series Switches have been rigorously tested to ensure optimal network uptime to keep employees connected to key resources and productive by working with a reliable network.

Objection: I was planning to use HP ProCurve switches because of their lower prices and warranty.

Response: The Cisco 300 Series offers more features and a competitive price as well as a warranty comparable to that offered by HP. At the same time, Cisco switches have a well-earned reputation for reliability, superior features, and strong investment protection—and strong support through the Small Business Support Center. Unlike HP products, Cisco 300 Series Switches are part of a comprehensive network portfolio that includes network-attached storage (NAS), IP surveillance cameras, wireless, and routing, all designed to work together. Cisco 300 Series Switches have been rigorously tested to meet the integration, reliability, and performance requirements of a small business’s network foundation.

Objection: I was planning to use a smart switch, because it has many features of the managed switch and a lower price.

Response: Depending on your environment and plans for your network and business, you can decide which switch is a better fit. Smart switches provide basic QoS, security, and management features. In an environment where you need more intelligence from the network (such as the ability to closely control users, applications, and access), managed switches are the only option. Managed switches also deliver better scalability and more management options.



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Competitive Landscape

Table 1 compares the Cisco 300 Series to competing managed switches.

Table 1. Key Competitors and Comparable Competitor Part Numbers

Competitor	Models	Cisco Advantage	Cisco Silver Bullets
HP Procurve/ 3Com	Procurve 2510, 2510G, and 2520 3Com OfficeConnect, Baseline Plus, and 4210	<ul style="list-style-type: none"> • Broadest range of switches: 8 to 24 ports Fast Ethernet (FE), 10 to 52 ports Gigabit Ethernet (GE) • Additional ports on the GE • Enhanced features: IPv6, Layer 3, and security • Cisco quality and reliability • Energy-efficient technology on all models • Cisco Small Business Support Center, staffed by CCNA certified professionals • Cisco Small Business online support community for self-help 	<ul style="list-style-type: none"> • Best mix of value and features • Priced lower than the competition, with more features • Part of complete network portfolio that includes routing, wireless, NAS, and IP surveillance cameras, all designed to work together • Investment protection with limited lifetime warranty and Small Business Investment Protection program
NETGEAR	FSM/GSM7x and FS/GS7x		
D-Link	DGS-3xx, DXS3xx, DES30xx, DES32xx, and DES35xx		



Cisco 300 Series Part Numbers and Descriptions

Table 2 provides ordering information for Cisco 300 Series Switches.

Table 2. Ordering Information for Cisco 300 Series

Model Name	Order Product ID Number	Description
Fast Ethernet		
SF300-08	SRW208-K9	8 10/100 ports
SF302-08	SRW208G-K9	8 10/100 ports 2 combo mini-GBIC ports
SF302-08P	SRW208P-K9	8 10/100 PoE ports 2 combo mini-GBIC ports
SF302-08MP	SRW208MP-K9	8 10/100 Maximum PoE ports 2 combo mini-GBIC ports
SF300-24	SRW224G4-K9	24 10/100 ports 2 combo mini-GBIC ports
SF300-24P	SRW224G4P-K9	24 10/100 PoE ports 2 10/100/1000 ports 2 combo mini-GBIC ports
SF300-48	SRW248G4-K9	48 10/100 ports 2 10/100/1000 ports 2 combo mini-GBIC
SF300-48P	SRW248G4P-K9	48 10/100 PoE ports 2 10/100/1000 ports 2 combo mini-GBIC ports
Gigabit Ethernet		
SG300-10	SRW2008-K9	8 10/100/1000 ports 2 combo mini-GBIC ports
SG300-10P	SRW2008P-K9	8 10/100/1000 PoE ports 2 combo mini-GBIC ports
SG300-10MP	SRW2008MP-K9	8 10/100/1000 Maximum PoE ports 2 combo mini-GBIC ports
SG300-20	SRW2016-K9	18 10/100/1000 ports 2 combo mini-GBIC ports
SG300-28	SRW2024-K9	26 10/100/1000 ports 2 combo mini-GBIC ports
SG300-28P	SRW2024P-K9	26 10/100/1000 PoE ports 2 combo mini-GBIC ports
SG300-52	SRW2048-K9	50 10/100/1000 ports 2 combo mini-GBIC ports



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Cisco 300 Series Minimum Requirements

Following are the minimum requirements for the Cisco 300 Series:

- Web browser: Mozilla Firefox Version 2.5 or later; Microsoft Internet Explorer Version 6 or later
- Category 5 Ethernet network cable
- TCP/IP, network adapter, and network operating system (such as Microsoft Windows, Linux, or Mac OS X) installed on each computer in the network

Cross-Sell Opportunities

Table 3 lists some cross-sell opportunities.

Table 3. Cross-Sell Opportunities

Feature	Cisco SRW Switches
IP telephones	Cisco SPA 300 Series IP Phones Cisco SPA 500 Series IP Phones
NAS	Cisco NSS 300 Series Smart Storage
Video surveillance	Cisco PVC2300 Cisco WVC210 Cisco WVC2300
Wireless access points	Cisco WAP4410N Cisco WAP200 Cisco WAP2000
Routers	Cisco RV120W Cisco RVL200 Cisco WRV210 Cisco RVS4000 Cisco WRSV4000N

Warranty and Support

Cisco Limited Lifetime Hardware Warranty

Cisco 300 Series Switches offer a limited lifetime hardware warranty with next business day advance replacement (where available, otherwise same day ship) and a limited lifetime warranty for fans and power supplies. In addition, Cisco offers software bug fixes for the warranty term, and telephone technical support at no charge for the first 12 months following the date of purchase. To download software updates, go to: www.cisco.com/go/smallbiz. Product warranty terms and other information applicable to Cisco products are available at www.cisco.com/go/warranty

Service and Support

Cisco 300 Series Switches are backed by the Cisco Small Business Support Service, which provides affordable peace-of-mind coverage. This subscription-based service helps you protect your investment and derive maximum value from Cisco Small Business products. Delivered by Cisco and backed by your trusted partner, this comprehensive service includes telephone support and access to the Cisco Small Business Support Center.

Cisco Small Business Support Center

Cisco Small Business products are supported by the Cisco Small Business Support Center, which is staffed with CCNA certified personnel at the first level. Partners and customers can expect to receive a higher level of technical expertise and support without being routed around the call center and wasting their time.

For More Information

To learn more about the Cisco 300 Series, visit www.cisco.com/go/300switches.

