



Cisco 300 Series Switches—Cisco Small Business

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

Why Should I Care About the Cisco 300 Series Switches?

To stay ahead in a competitive marketplace, small businesses need to make every dollar count. That means getting the most value from their technology investments, but it also means making sure that employees have fast, reliable access to the business tools and information they need. Every minute an employee waits for an unresponsive application—and every minute the network is down—has an impact on the bottom line. The importance of maintaining a strong and dependable business network only grows as businesses add more employees, applications, and network complexity.

The Cisco® 300 Series is a broad portfolio of competitively priced, fixed-configuration, managed switches that provide a reliable foundation for the small business network. With 8 to 48 ports of Fast Ethernet (includes 2 or 4 Gigabit uplinks) and 10 to 52 ports of Gigabit Ethernet connectivity, these switches offer comprehensive switching options. 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.

Delivered in conjunction with the Cisco Small Business Advantage (SBA) program, Cisco 300 Series Switches help partners more easily target and sell to small businesses. Through these and other Cisco Small Business solutions, Cisco provides the right mix of small business products, services, support tools, and profitability programs that channel partners need to develop a profitable small business practice.

What Problems Need to Be Solved?

To succeed in today's competitive business environment, small businesses must:

- Connect small office devices such as computers, printers, and wireless access points to allow employees to access the business applications they need and share resources
- Achieve optimal network availability, performance, and capabilities with a limited budget
- Provide consistent network performance and bandwidth without delay to ensure an efficient workplace
- Maintain the strongest security to protect business assets and customer information

Elevator 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 affordability, performance, and capabilities in a solution designed specifically for small businesses.

Product Positioning

The Cisco 300 Series is part of the Cisco Small Business line of networking and communications solutions. This broad portfolio of managed switches offers customers the optimal mix of price, performance, and features. These switches are ideal for customers who require more management and security than an unmanaged or smart switch can provide, but still prioritize ease of use and value (Table 1).

When Do I Sell Cisco 300 Series Versus the Cisco ESW 500 or Cisco Catalyst® Switches?

The Cisco 300 Series is targeted for small businesses that require managed switches, but for whom value is a critical purchase factor. These products deliver the performance, features, and management that small businesses require, at an affordable price.

Cisco ESW 500 Series Switches are competitively priced and can stand alone but function primarily as part of a proven, fully integrated, easy-to-use small business system. These switches are designed to easily deploy with other Small Business products, enabling partners to develop and grow a profitable small business and managed service practice.

Cisco Catalyst switches offer advanced LAN switching with the highest level of security, availability, and scalability to meet network needs of demanding business environments. These switches offer a choice of management tools, including CLI, and allow partners to use a common management interface across the entire network.

Features and Benefits

The Cisco 300 Series Switches provides:

- **Easy setup and management:** Intuitive browser-based tools, mass deployment capabilities, and consistent features across all models simplify setup and configuration.
- **Strong security:** Use access control lists (ACLs), guest virtual LANs (VLANs), and other advanced security features to tightly control customer networks.
- **Power-over-Ethernet:** Models with up to 48 PoE ports of Fast Ethernet (plus 2 or 4 Gig uplinks) and up to 28 PoE ports of Gigabit Ethernet simplify IP telephony and wireless deployments.
- **IP telephony support:** Cisco 300 Series Switches automatically configure connected IP phones with the right VLAN and QoS parameters to prioritize voice traffic.
- **Advanced features:** The switches allow for advanced traffic management with support for Layer-3 switching between VLANs, and support for IPv6, remote management, and dual images.
- **Power efficiency:** Low-power chipsets, fan-less designs, and other "green" features reduce power consumption and enable quieter operation.
- **More ports per Gigabit Ethernet switch:** The Cisco 300 Series includes 28- and 52-port Gigabit Ethernet switches (vs. 20 or 44 ports with four shared ports, as in traditional devices).
- **Customer peace of mind:** The switches have been rigorously tested to deliver the reliability customers expect from Cisco, and are backed by a limited lifetime warranty including next business advance replacement.
- **Investment protection:** The Cisco Small Business Investment Protection program gives customers credit for the value of their Cisco 300 Series Switch when they are ready to upgrade (United States and Canada only).
- **Expandability:** Cisco 300 Series Switches are laboratory-tested to ensure compatibility and easy integration with other Cisco networking and communication products.



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Table 1. Cisco Small Business Switching Portfolio Positioning

| Product | Positioning | Ports | Configuration and Management | Features | Warranty and Support |
|--|---|---|--|--|---|
| Cisco 100 Series Switches | Reliable, easy-to-use switches that are ready to work out of the box and deliver basic connectivity | 5- to 24-port Fast and Gigabit Ethernet models with Power-over-Ethernet (PoE) options | No configuration or management required | <ul style="list-style-type: none"> Quality of service (QoS) on all models Energy-efficient design on Gigabit Ethernet models Desktop and rack-mount models | <ul style="list-style-type: none"> Limited lifetime warranty Cisco Small Business Support Service |
| Cisco Small Business Smart Switches | More features than an unmanaged switch, but fewer features than a managed switch—with simple management and a lower cost | 5- to 48-port Fast and Gigabit Ethernet models with PoE options | Simple, basic web-based management tool | <ul style="list-style-type: none"> Basic QoS and security Desktop and rack-mount models Support for VLANs and port mirroring | <ul style="list-style-type: none"> Limited lifetime warranty, unlimited software fixes and one year technical support Cisco Small Business Support Service |
| Cisco 300 Series Switches | Broad portfolio of switches with an optimal mix of features and performance at an affordable price | 8- to 48-port Fast Ethernet and 10- to 52-port Gigabit Ethernet models with PoE options | <ul style="list-style-type: none"> Simplified configuration and troubleshooting with web-based tools. SNMP Support Small Business Toolbar application | <ul style="list-style-type: none"> Enhanced security, QoS, and availability Layer-3 switching IPv6 support Energy-efficient design | <ul style="list-style-type: none"> Limited lifetime warranty with next business day advance replacement, unlimited software fixes and one year technical support Cisco Small Business Support Service |
| Cisco ESW 500 Series Switches | Purpose-built switches designed to easily integrate with other Cisco Small Business Pro products to deliver a complete network solution | 8- to 48-port Fast and Gigabit Ethernet models with PoE options | Simplified solution-based configuration and management with Cisco Configuration Assistant | Enhanced security, QoS, and availability | <ul style="list-style-type: none"> 5-year enhanced warranty with next-business-day replacement, unlimited software fixes, and 90 day technical support Cisco Small Business Support Service |
| Cisco Catalyst 2960 and Catalyst 2960-S Series Switches with LAN Lite Software | Scalable network management and enhanced security for growing businesses | 8- to 48-port Fast and Gigabit Ethernet models with PoE options | Choice of management tools: CiscoWorks, Command-line interface (CLI) or Cisco Network Assistant | <ul style="list-style-type: none"> Enhanced security, QoS, and availability Cisco EnergyWise Entry-level LAN Lite software for intelligent services Flexlink uplink options: Two Gigabit Ethernet | <ul style="list-style-type: none"> Limited lifetime warranty with unlimited software updates Cisco SMARTnet®, Smart Care, and Smart Foundation service options |
| Cisco Catalyst 2960 and Catalyst 2960-S Series Switches with LAN Base Software | Advanced network security, availability, scalability, and manageability for the most demanding business environments | 8- to 48-port Fast and Gigabit Ethernet models with PoE and PoE+ options that include up to a full 30W per port | Choice of management tools: CiscoWorks, CLI or Cisco Network Assistant | <ul style="list-style-type: none"> Enhanced LAN Base software for intelligent services Advanced QoS, security, and availability Cisco EnergyWise Flexlink uplink options: Four Gigabit Ethernet or two 10-Gigabit Ethernet Cisco FlexStack technology, enabling stacked switches for resiliency and simplified management | <ul style="list-style-type: none"> Limited lifetime warranty with unlimited software updates Cisco SMARTnet, Smart Care, and Smart Foundation service options |

Partner Benefits

Delivered in conjunction with the Cisco SBA program, Cisco 300 Series Switches make it easy to target and sell to small businesses, and sustain a profitable small business practice. The switches:

- Provide broad small business switching options that are affordable and easy to manage, without compromising on features or reliability
- Reduce the cost and effort needed to deploy and manage customer networks
- Solidify partners as strategic advisors delivering industry-leading Cisco innovation and reliability
- Increase cross-selling and up-selling with products that are lab-tested to easily integrate with Cisco products and solutions for voice, security, wireless, and more
- Create recurring revenue streams with the ability to attach services to product sales

How Do I Qualify Customers for the Cisco 300 Series Switches?

The Cisco 300 Series is designed for:

- Small businesses (up to 99 users) planning a move, expansion, or application rollout or upgrade
- New or “green-field” customers who want an affordable network that can evolve with their business
- Businesses currently using unmanaged or smart switches that now require a scalable, managed network foundation
- Small businesses that would benefit from standardizing all IP applications on a single network platform
- Businesses deploying IP communications, wireless, or other advanced applications and want a solution lab-tested to integrate with other Cisco products
- Customers who could benefit from improved network performance, reliability, and security, and want a cost-effective solution

What Questions Should I Ask to Initiate Sales?

- How much do your employees and customers depend on your network? How is your business affected when important applications are performing poorly or are offline altogether because of a network outage?



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- 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 currently 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?
- Are you using unmanaged or smart switches? Would having more insight into and control over the way data travels across the network improve the stability and performance of your applications?

Cisco SRW Managed Switches Are Now Cisco 300 Series Switches

Cisco 300 Series Switches are the next generation of the Cisco SRW Managed Switches. Table 2 outlines important enhancements added to the Cisco 300 Series.

Table 2. Cisco 300 Series Switches Enhancements

| Feature | Cisco SRW Switches | Cisco 300 Series Switches |
|-----------------------------------|--|---|
| Product name change | – | Yes |
| Energy-efficient technology | No | Yes |
| Fanless | 5 models | 11 models |
| Additional Gigabit Ethernet ports | Standard | 4 additional on Gigabit Ethernet models |
| Layer 3 | No | Yes |
| IPv6 | No | Yes |
| Management and configuration | GUI, Simple Network Management Protocol (SNMP), and Menu CLI | GUI, SNMP, TextView/CLI, Cisco Discovery Protocol, Smartports, and FindIT |
| Warranty | 5 years | Limited lifetime with NBD |
| Localization and globalization | English only | Seven languages: Product, user interface, and technical documentation and support |

Ordering and Model Information

Table 3 gives ordering information for the Cisco 300 Series Switches.

Table 3. Cisco 300 Series Switches Ordering Information

| 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 |

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 protect investments and derive maximum value from Cisco Small Business products. Delivered by Cisco and backed by partners, this comprehensive service includes technical support and access to the Cisco Small Business Support Center.

Cisco Small Business products are supported by professionals in Cisco Small Business Support Center locations worldwide who are specifically trained to understand your needs. The Cisco Small Business Support Community, an online forum, enables you to collaborate with your peers and reach Cisco technical experts for support information.

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: <http://www.cisco.com/cisco/web/download/index.html>.

Product warranty terms and other information applicable to Cisco products are available at www.cisco.com/go/warranty.

Comparing Cisco with the Competition

Cisco stands apart from the competition in the small business networking market as the only vendor that can provide comprehensive networking solutions, including switching, routing, unified communications, security, wireless, network-attached storage (NAS), and IP video surveillance—all designed and rigorously tested to work together, deploy easily, and deliver top performance. Other vendors can offer point products or partial solutions that fulfill a specific, limited role in the small business network. Only Cisco can integrate multiple technologies and services that customers need into a single, powerful solution for small businesses.



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The Cisco 300 Series offers a broad portfolio of high-performance, easy-to-manage switches that are designed and priced for small businesses. For Cisco partners, these switches mean lower cost of sales, network deployment, and support. They also mean more opportunities to create ongoing customer relationships and the ability to recommend and sell additional technologies and applications that readily plug into customer networks.

Cisco provides:

- Optimal mix of price, performance, and features, so customers get more for their money
- Expert support right away from CCNA® certified technicians
- Investment protection with the ability to trade up to other Cisco switches in the future with a credit toward the next switch purchase (United States and Canada only)
- Localized documentation and GUIs in six languages (English, German, French, Italian, Spanish, and Japanese), and technical documents localized into simplified Chinese; most competitors offer products and documentation in English or localize only a small subset of products
- Integrated power-saving features across all models; most competitors have a few products that support green or energy-efficient technology, but they do not support it across the portfolio
- Common chipsets across the entire small business switching portfolio—including smart and unmanaged switches—and the same features within a category, making it easier to manage and support all switches across the network (Competitor products do not typically have the same features across families or even within the same product series, creating added complexity when managing networks that include different switch models.)

Table 4 lists competitors and their products.

Table 4. Competitors and Comparable Competitor Products

| 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, 10 to 52 ports Gigabit Ethernet • Additional ports on the Gigabit Ethernet • 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 | | |

How Should I Address Common 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 critical resources and productive.

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 lower 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 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 network foundation for small businesses.

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 security, QoS, and management options.

Additional Resources

For more information, visit the following websites:

Cisco 300 Series Switches
www.cisco.com/go/300switches

Cisco Small Business Advantage
www.cisco.com/web/partners/downloads/partner/WWChannels/sales_marketing_resources/smb/resources/downloads/revise_one_page_flyer_v5.pdf

Cisco Small Business Service
www.cisco.com/go/smbservices

Cisco Small Business Support Center
<https://www.myciscocommunity.com/community/smallbizsupport>