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Cisco Catalyst® 2960 and 2960-S Series Fixed Switches – LAN Based L2+ Intelligent LAN Services – high availability, enhanced security, advanced QoS	Features and Benefits	Sell Against	Cisco Advantage
<p><b>Fast Ethernet</b></p> <ul style="list-style-type: none"> <li>• 8 10/100 + 1 dual (2960-8TC-L)</li> <li>• 24 10/100 + 2 1000BASE-T (2960-24TT-L)</li> <li>• 48 10/100 + 2 1000BASE-T (2960-48TT-L)</li> <li>• 24 10/100 + 2 dual (2960-24TC-L)</li> <li>• 48 10/100 + 2 dual (2960-48TC-L)</li> </ul> <p><b>Gigabit Ethernet</b></p> <ul style="list-style-type: none"> <li>• 8 10/100/1000: 1 is dual (2960G-8TC-L)</li> <li>• 24 10/100/1000: 4 are dual (2960G-24TC-L)</li> <li>• 48 10/100/1000: 4 are dual (2960G-48TC-L)</li> <li>• 48 10/100/1000 + 4 SFP (2960S-48TS-L)</li> </ul> <p><b>10 Gigabit Ethernet</b></p> <ul style="list-style-type: none"> <li>• 24 10/100/1000 + 2 10GE (2960S-24TD-L)</li> <li>• 48 10/100/1000 + 2 10GE (2960S-48TD-L)</li> </ul> <p><b>Power over Ethernet</b></p> <ul style="list-style-type: none"> <li>• 8 10/100 + 1 10/100/1000 Power over Ethernet (PoE) input (2960PD-8TT-L)</li> <li>• 24 10/100 of which 8 are PoE ports (2960-24LT-L)</li> <li>• 24 10/100 PoE + 2 dual (2960-24PC-L)</li> <li>• 48 10/100 PoE + 2 1000BASE-T + 2 dual (2960-48PST-L)</li> <li>• 24 10/100/1000 PoE + 2 10GE (2960S-24PD-L)</li> <li>• 48 10/100/1000 PoE + 2 10GE (2960S-48LPD-L)</li> <li>• 48 10/100/1000 PoE Plus + 2 10GE (2960S-48FPD-L)</li> <li>• 24 10/100/1000 PoE + 4 SFP (2960S-24PS-L)</li> <li>• 48 10/100/1000 PoE + 4 SFP (2960S-48LPS-L)</li> <li>• 48 10/100/1000 PoE plus + 4 SFP (2960S-48FPS-L)</li> </ul> 	<ul style="list-style-type: none"> <li>• Fast Ethernet or Gigabit Ethernet connectivity delivers superior application performance</li> <li>• Full standards based Power over Ethernet (PoE) with up to 15.4W on every port supplies power to network-attached devices</li> <li>• Advanced intelligent QoS, security and availability</li> <li>• Cisco IOS LAN Base software delivers Layer 2+ intelligent services</li> <li>• Cisco EnergyWise manages power consumption resulting in reduced energy costs</li> <li>• Cisco Catalyst Smart Operations including, Auto Smartports and Auto Install, simplifies deployment and management</li> <li>• Limited Lifetime Warranty with free software updates</li> </ul> <p>In addition, 2960-S feature:</p> <ul style="list-style-type: none"> <li>• PoE+ with up to 30W per port supports the latest PoE+ capable devices</li> <li>• Cisco FlexStack stacking, with up to 4 switches, eases operation and management with single configuration</li> <li>• 10 Gigabit Ethernet uplinks provides business continuity</li> <li>• Supports SFP or SFP+</li> <li>• USB storage for file backup, distribution, and simplified operations</li> <li>• Enhanced limited lifetime warranty (E-LLW) with next business day (NBD) advance and 90 day access to Cisco Technical Assistance Center (TAC) support</li> </ul>	<p><b>HP</b></p> <p>E2600/2610 E2800/2810 E2910 E4210 E4500/G E4510G E5400</p> <p><b>H3C</b></p> <p>S 5100</p> <p><b>Nortel</b></p> <p>425 470 2500 4500</p> <p><b>Huawei</b></p> <p>3100 5100</p> <p><b>Alcatel</b></p> <p>62xx</p> <p><b>Extreme</b></p> <p>Summit 150 Summit 250</p> <p><b>Foundry</b></p> <p>Edgellron</p>	<ul style="list-style-type: none"> <li>• Cisco EnergyWise for lowered operational costs and GhG emissions</li> <li>• Cisco® limited lifetime warranty and E-LLW: Switch is covered for life; fan and PS for 5 years</li> <li>• Superior configuration and management with Cisco IOS® Software architecture</li> <li>• Intuitive and automatic for fast and dynamic deployment</li> <li>• Very low power for Gigabit Ethernet Switch</li> <li>• New EnergyWise functionality to control PHY power</li> <li>• Auto download configuration and image</li> <li>• Cisco Network Assistant</li> <li>• Enhanced security with Cisco Identity-Based Networking Services (IBNS)</li> <li>• Cisco Smart Foundation</li> <li>• Cisco Technical Assistance Centers (TACs)</li> </ul>
<p><b>Cisco Catalyst 2960 and 2960-S Series Fixed Switches – LAN Lite</b> Entry-level availability, QoS, security, and scalability</p> <p><b>Fast Ethernet</b></p> <ul style="list-style-type: none"> <li>• 24 10/100 (2960-24-S)</li> <li>• 24 10/100 + 2 dual (2960-24TC-S)</li> <li>• 48 10/100 + 2 1000T (2960-48TT-S)</li> <li>• 48 10/100 + 2 dual (2960-48TC-S)</li> <li>• 8 10/100 + 1 dual (2960-8TC-S)</li> </ul> <p><b>Gigabit Ethernet</b></p> <ul style="list-style-type: none"> <li>• 24 10/100/1000 + 2 SFP (2960S-24TS-S)</li> <li>• 48 10/100/1000 + 2 SFP (2960S-48TS-S)</li> </ul> <p><b>Power over Ethernet</b></p> <ul style="list-style-type: none"> <li>• 24 10/100 of which 8 are PoE ports (2960-24LC-S)</li> <li>• 24 10/100 PoE + 2 dual (2960-24PC-S)</li> <li>• 48 10/100 PoE + 2 1000BASE-T + 2 SFP ports (2960-48PST-S)</li> </ul> 	<p><b>Features and Benefits</b></p> <ul style="list-style-type: none"> <li>• Fast Ethernet or Gigabit Ethernet connectivity to deliver superior application performance</li> <li>• PoE of up to 15.4W per port to supply power to network-attached devices</li> <li>• Entry-level Cisco IOS LAN Lite software delivers intelligent services</li> <li>• Enhanced QoS, security and availability</li> <li>• Cisco EnergyWise manages power consumption resulting in reduced energy costs</li> <li>• Cisco Catalyst Smart Operations including, Auto Smartports and Auto Install, simplifies deployment</li> <li>• Limited Lifetime Warranty with free software updates and E-LLW on 2960-S series</li> </ul>		
<p><b>Cisco ESW 500 Series – Solution-oriented managed switches designed to easily integrate with the Smart Business Communication System</b></p> <p><b>Fast Ethernet</b></p> <ul style="list-style-type: none"> <li>• 24 10/100 + 2 GE + 2 GE combo SFP (ESW 520-24)</li> <li>• 48 10/100 + 2 GE + 2 SFP (ESW 520-48)</li> </ul> <p><b>Gigabit Ethernet</b></p> <ul style="list-style-type: none"> <li>• 24 10/100/1000 + 4 GE combo SFP (ESW 540-24)</li> <li>• 48 10/100/1000 + 4 GE combo SFP (ESW 540-48)</li> </ul> <p><b>Power over Ethernet</b></p> <ul style="list-style-type: none"> <li>• 8 10/100 PoE + 1 GE combo SFP (ESW 520-8P)</li> <li>• 24 10/100 PoE + 2 GE + 2 GE combo SFP (ESW 520-24P)</li> <li>• 48 10/100 PoE + 2 GE + 2 SFP (ESW 520-48P)</li> </ul> <p><b>Gigabit Power over Ethernet</b></p> <ul style="list-style-type: none"> <li>• 8 10/100/1000 PoE + 1 GE combo SFP (ESW 540-8P)</li> <li>• 24 10/100/1000 PoE + 4 GE combo SFP (ESW 540-24P)</li> </ul> 	<p><b>Features and Benefits</b></p> <ul style="list-style-type: none"> <li>• 8-port PoE switches and up to 48 ports FE PoE and up to 24 ports GE PoE</li> <li>• Simplified configuration with choice of embedded GUI switch configuration utility or Cisco Configuration Assistant (CCA) for system-wide management</li> <li>• Cisco Discovery Protocol, Cisco Smartports, and Smart Defaults for easy integration with Smart Business Communications System products</li> <li>• Enhanced QoS, security, and availability</li> </ul>	<p><b>Sell Against</b></p> <p><b>HP</b></p> <p>E2520 E2610 E2810</p> <p><b>Nortel</b></p> <p>BES120/1020</p>	<p><b>Cisco Advantage</b></p> <ul style="list-style-type: none"> <li>• Built and priced for small businesses</li> <li>• Expansive, easy to sell, FE, GE, and PoE models</li> <li>• 5-year enhanced warranty with next-business-day (NBD) product replacement</li> <li>• Designed and tested for solution integration for easier system deployments</li> </ul>



# Cisco Fixed Switch Solutions for Small to Medium Size Business

At-A-Glance

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Cisco SxE Stackable Managed Switches Feature-rich, easy to use switches that support growing small businesses at an affordable price	Features and Benefits	Sell Against	Cisco Advantage
<p><b>Fast Ethernet</b></p> <ul style="list-style-type: none"> <li>24 10/100 + 2 GE + 2 GE combo SFP (SFE2000)</li> <li>48 10/100 + 2 GE + 2 SFP (SFE2010)</li> </ul> <p><b>Gigabit Ethernet</b></p> <ul style="list-style-type: none"> <li>24 10/100/1000 + 4 GE combo SFP (SGE2000)</li> <li>48 10/100/1000 + 4 GE combo SFP (SGE2010)</li> </ul> <p><b>Fast Ethernet Power over Ethernet</b></p> <ul style="list-style-type: none"> <li>24 10/100 PoE + 2 GE + 2 GE combo SFP (SFE2000P)</li> <li>48 10/100 PoE + 2 GE + 2 SFP (SFE2010P)</li> </ul> <p><b>Gigabit Power over Ethernet</b></p> <ul style="list-style-type: none"> <li>24 10/100/1000 PoE + 4 GE combo SFP (SGE2000P)</li> <li>48 10/100/1000 PoE + 4 GE combo SFP (SGE2010P)</li> </ul>	 <ul style="list-style-type: none"> <li>8- to 48-port Fast and Gigabit Ethernet models with PoE options</li> <li>Simplified configuration and troubleshooting with web-based tool</li> <li>Advanced QoS, security, availability and Layer 3 switching</li> <li>Stacking for resiliency and simplified management</li> <li>Limited lifetime warranty and software fixes</li> <li>Small Business Support Service</li> </ul>	<p>HP E2610 E2910 E4210G</p> <p>NETGEAR GSM73xx FSM73xx</p> <p>D-Link DES-38xx DGS-36xx</p>	<ul style="list-style-type: none"> <li>True stacking (not management cluster). Switches in SFE/SGE stack are managed and controlled as a single unit for less complexity and better resilience</li> <li>SFE/SGE have high-availability features and common management (such as single instance of Spanning Tree, SNMP, management configuration, cross-stack applications, and fault tolerance)</li> <li>Cisco quality and reliability</li> <li>Small Business Investment Protection Trade-in Program</li> <li>Feature-rich with competitive price/performance offering</li> </ul>
<p><b>Cisco 300 Series Switches</b> Broad portfolio of managed switches with optimal mix of price, performance and features</p>	<p><b>Features and Benefits</b></p>	<p><b>Sell Against</b></p>	<p><b>Cisco Advantage</b></p>
<p><b>Fast Ethernet</b></p> <ul style="list-style-type: none"> <li>8 10/100 (SF300-08)</li> <li>8 10/100 + 2 GE combo SFP (SF302-08)</li> <li>24 10/100 + 2 GE + 2 GE combo SFP (SF300-24)</li> <li>48 10/100 + 2 GE + 2 GE combo SFP (SF300-48)</li> </ul> <p><b>Gigabit Ethernet</b></p> <ul style="list-style-type: none"> <li>8 10/100/1000 + 2 GE combo SFP (SG300-10)</li> <li>18 10/100/1000 + 2 GE combo SFP (SG300-20)</li> <li>26 10/100/1000 + 2 GE combo SFP (SG300-28)</li> <li>50 10/100/1000 + 2 GE combo SFP (SG300-52)</li> </ul> <p><b>Power over Ethernet</b></p> <ul style="list-style-type: none"> <li>8 10/100 PoE + 2 GE combo SFP (SF302-08MP; 124W, SF302-08P; 62W)</li> <li>24 10/100 PoE + 2 GE + 2 GE combo SFP (SF300-24P)</li> <li>48 10/100 PoE + 2 GE + 2 GE combo SFP (SF300-48P)</li> </ul> <p><b>Gigabit Power over Ethernet</b></p> <ul style="list-style-type: none"> <li>8 10/100/1000 PoE + 2 GE combo SFP (SG300-10MP; 124W, SG300-10P; 62W)</li> <li>24 10/100/1000 PoE + 2 GE combo SFP (SF300-28P)</li> </ul>	 <ul style="list-style-type: none"> <li>8- to 48-port Fast Ethernet and 10- to 52-port Gigabit Ethernet models with PoE options</li> <li>Simplified configuration and troubleshooting with web-based tool</li> <li>Enhanced QoS, security, energy-efficient, IPv6 support availability, and Layer 3 switching</li> <li>SNMP for remote network management and monitoring</li> <li>Limited lifetime warranty with next business day replacement NBD and software fixes</li> <li>Cisco Small Business Support Service</li> </ul>	<p>HP E2510/2520 E2610 E2810 E2915 E4210</p> <p>NETGEAR FSM/GSM7x FS/GS7x</p> <p>D-Link DES30xx DES32xx DES35xx</p>	<ul style="list-style-type: none"> <li>Best mix of value and features</li> <li>Priced lower than the competition, with more features</li> <li>Broadest range of switches: 8 to 24 ports Fast Ethernet; 10 to 52 ports Gigabit Ethernet</li> <li>Additional ports on Gigabit Ethernet</li> <li>Enhanced features: IPv6, Layer 3, and security</li> <li>Cisco quality and reliability</li> <li>Energy-efficient technology on all models</li> <li>Cisco® Small Business support community; staffed by CCNA® certified professionals</li> <li>Small Business Investment Protection Trade-in Program (U.S. and Canada)</li> </ul>
<p><b>Cisco 200 Series Switches</b> Smart switches with a basic set of managed switch features at a lower cost and with simpler management</p>	<p><b>Features and Benefits</b></p>	<p><b>Sell Against</b></p>	<p><b>Cisco Advantage</b></p>
<p><b>Fast Ethernet</b></p> <ul style="list-style-type: none"> <li>24 10/100 + 2 GE combo SFP (SF200-24)</li> <li>48 10/100 + 2 GE combo SFP (SF200-48)</li> </ul> <p><b>Gigabit Ethernet</b></p> <ul style="list-style-type: none"> <li>8 10/100/1000 (SG200-08)</li> <li>16 10/100/1000 + 2 GE combo SFP (SG200-18)</li> <li>24 10/100/1000 + 2 GE combo SFP (SG200-26)</li> <li>48 10/100/1000 + 2 GE combo SFP (SG200-50)</li> </ul> <p><b>Power over Ethernet</b></p> <ul style="list-style-type: none"> <li>24 10/100 PoE + 2 GE combo SFP (SF200-24P)</li> <li>48 10/100 PoE + 2 GE combo SFP (SF200-48P)</li> </ul> <p><b>Gigabit Power over Ethernet</b></p> <ul style="list-style-type: none"> <li>8 10/100/1000 PoE (SG200-08P)</li> <li>24 10/100/1000 PoE + 2 GE combo SFP (SG200-26P)</li> <li>48 10/100/1000 PoE + 2 GE combo SFP (SG200-50P)</li> </ul>	 <ul style="list-style-type: none"> <li>24- and 48-port Fast Ethernet and 18- to 50-port Gigabit Ethernet models with PoE options</li> <li>Simple, web-based management tool</li> <li>Basic QoS and security and IPv6 support</li> <li>Energy-efficient design</li> <li>Limited lifetime warranty and software fixes</li> <li>Small Business Support Service</li> </ul>	<p>HP V1700 V1905 V1810 V1910</p> <p>NETGEAR Smart</p> <p>D-Link Smart</p>	<ul style="list-style-type: none"> <li>Priced lower than the competition, with more features</li> <li>Two additional ports on Gigabit Ethernet</li> <li>IPv6 support on all models</li> <li>Cisco quality and reliability</li> <li>Energy-efficient technology on all models</li> <li>Cisco® Small Business support community; staffed by CCNA® certified professionals</li> <li>Small Business Investment Protection Trade-in Program (U.S. and Canada)</li> </ul>

**Learn more about Cisco Small Business Solutions and Support**

Cisco Small Business Solutions: <http://www.cisco.com/go/smb>

Cisco Switching for Small Businesses: <http://www.cisco.com/go/smbswitching>

Cisco Partner Central – Small Business Switching:

<http://www.cisco.com/go/smbpartner/switching>

Cisco Services for Small and Medium Businesses:

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

Cisco Small Business Support Community:

<https://supportforums.cisco.com/community/netpro/small-business>

Audience	Purpose
Cisco Channel Partners	High-level competitive guide provides key selling points against main small business switching competitors.