Cisco Competitive Cheat Sheet

Learn how to best position Cisco technologies with the competitive information, features and benefits provided through these quick links.

The right network changes everything.

▶ Click on the document link to download. CCO user name and password is required.

Partner Central Competitive Portal

Partner Central Competitive Portal	Web portal of competitive technology information from leading industry vendors by company.

Document	Publication date
Competitive Battlecards	

The competitive battlecards are a concise, interactive pdf that includes vital information to help sales teams compete more effectively. This includes: key facts about the competitor, Cisco's key differentiators, as well as links to resources, all in an easy to access tool.

Document	Publication date
Alcatel-Lucent Battlecard	05/2011
Aruba Battlecard	05/2011
Avaya Battlecard	05/2011
Brocade Battlecard	05/2011
Check Point Battlecard	05/2011
D-Link Battlecard for Cisco Small Business Switches	2009
D-Link Battlecard for Small Business Routers	08/2011
Fortinet Battlecard	05/2011
HP Networking Battlecard	05/2011
HP ProCurve Battlecard for Cisco Small Business Switches	02/2011
Huawei Battlecard	05/2011
Juniper Battlecard	05/2011
NETGEAR Battlecard for Cisco Small Business Switches	11/2010
NETGEAR Battlecard for Small Business Routers	08/2011
Riverbed Battlecard	05/2011

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Technology/Document	Description	Publication date
Routing		
Cisco Small Business Routers Quick Sell Guide	Quick Sell Guide for Cisco small business routers, including why you should care, features and benefits and portfolio positioning.	08/2011
HP Competitive: Cisco ISR G2 vs. HP/3Com MSR Competitive Comparison	The first part of this guide helps you with counter-arguments against HP's position compared to the Cisco value proposition. The second part of this guide provides technical details about Cisco product advantages and HP limitations.	07/2010
Juniper Competitive: Cisco ISR G2 vs. Juniper SRX Competitive Comparison	The first part of this guide helps you with counter-arguments to Juniper's position with respect to the Cisco value proposition. The second part of this guide provides technical details around Cisco product advantages and Juniper limitations.	07/2010
Security		
SA500 Series Security Appliances Competitive At-A-Glance	Competitive product comparison, key Cisco differentiators, service and support and why Cisco.	02/2011
Cisco Competitive Reference Guide	This guide provides information about selected security competitors and highlights multiple perspectives: products, company background and financial data, weaknesses, and sales tactics.	02/2010
Storage		
NSS300 Series Smart Storage Competitive At-A-Glance	Competitive product comparison, key Cisco differentiators, service and support and why Cisco.	11/2010
Switching		
Tolly Report – Cisco 300 Series Switch	Analysis of performance, power consumption & features of Cisco 300 series switch vs HP Networking, D-Link and NETGEAR.	02/2011
Cisco Fixed Switch Solutions for Small Business	Portfolio overview of Cisco Fixed Solution switches – Cisco Catalyst 2960, ESW 500 and small business managed and smart switches. Features, benefits, competitive and sales tactics.	02/2011
Cisco Switching, Access Routing, and WAN Competitive Reference Guide	This guide provides information about selected LAN switching competitors (3Com/H3C, HP/ProCurve, Extreme, Nortel, Force10, Brocade, Juniper, Huawei, Alcatel, and D-Link) and highlights multiple perspectives: products, sales, weaknesses, and sales tactics.	04/2010
HP Competitive: HP ProCurve Quick Reference Card	Two-page quick reference guide on HP's messages and Cisco responses along with Cisco differentiator and HP weaknesses.	02/2010
Brocade Competitive: Switching Technology Quick Reference Card	Two-page quick reference guide on Brocade's messages and Cisco responses along with Cisco differentiator and Brocade's weaknesses.	02/2010
Wireless		
Wireless Competitive Overview	The goal of this guide is to outline the advantages of Cisco® WLAN solutions and products in comparison to competitive offerings, and to help you address Cisco competitors as you encounter them. The guide highlights multiple perspectives: products, revenue, market share, weaknesses, and sales tactics.	08/2010
Cisco WLAN Advantage	This document lists unique Cisco technologies that define enterprise-class wireless networking; these technologies are helping our customers achieve business goals and reduce total cost of ownership.	10/2010
Aruba Competitive: Aruba Quick Reference Card	Two-page quick reference guide on Aruba's messages and Cisco responses, along with Cisco differentiators and Aruba weaknesses.	02/2011