CISCO

WAAS Sales Support

	WEST	CENTRAL	SOUTH	EAST	Promotions
Product Sales Specialists	**Sham Lalani** shlalani@cisco.com 602.778.2068 Phoenix, AZ	**Michael Bower** mibower@cisco.com 517.281.2686 Southfield, MI **Tom Mehok** tomehok@cisco.com 330.321.3799 Richfield, OH	**Travis Finley** trfinley@cisco.com 832.557.5556 Houston, TX	**Gary Goltzman** ggoltzma@cisco.com 917.576.4561 New York, NY **Kurt Eckert** kueckert@cisco.com 617.686.6682 Boxborough, MA	**Buy vWAAS, Get UCS Free** **Small Datacenter** ▪ vWAAS software with 6,000 connection license ▪ UCS C210 with E5640 CPU, 24G RAM, 600G SAS Disk, 2-port NIC, Rail Kit, DVD drive ▪ $24,000 List, partner discount applies ▪ SKU **R210-VWAAS-6K**
Consulting SE's	**Ted Volk** tevolk@cisco.com 650.867.7044 Pleasanton, AZ	**Jim Hattar** jihattar@cisco.com 408.894.1775 Southfield, MI **Mike Olsen** miolsen@cisco.com 312.399.2022 Rosemont, IL **Doug Wilfred** dwilfred@cisco.com 330.606.9966 Richfield, OH	**Chetan Devchand** chdevcha@cisco.com 646.674.7679 New York, NY	**George Karamanoglou** gkaraman@cisco.com 917.703.3271 New York, NY **Rob Pethick** ropethic@cisco.com 203.848.9858 Farmington, CT	**Large Datacenter** ▪ vWAAS software with 12,000 connection license ▪ Same UCS as above, with 1.2TB SAS Disk ▪ $53,000 List, partner discount applies ▪ SKU **R210-VWAAS-12K** **Branch** ▪ vWAAS software with 750 connection license ▪ UCS C200 with E5606 CPU, 8G RAM, 500G SATA Disk, 2-port NIC, Rail Kit, DVD drive ▪ $12,500 List, partner discount applies ▪ SKU **R200-VWAAS-750**

Objection Handling

[Q] Bandwidth is cheap
[A] Bandwidth is recurring charge, adding up to significant cost overtime.

[Q] Combining multiple services on a single router seems risky
[A] The one-device solution benefits from technical integration and lowered support cost, while maintaining independent hardware and software performance.

[Q] I've heard WAAS is difficult to deploy
[A] WAAS software and hardware have completely refreshed since product introduction. The solution deploys WCCP or inline, hardware or software form factor, dedicated appliance or router integrated.

[Q] Gartner positions Riverbed as a leader
[A] WAAS significantly closed the gap on Dec 2010 Gartner report. 80% of Fortune 100 companies and 7,000 customers purchased WAAS.

POC-in-a-Box Demo
▪ Simple to demo WAAS performance
▪ Live customer network
▪ 1 RU small server
▪ Win prizes for every 2 demo's
Contact Consulting SE's

WAAS Sales Briefing

What is WAAS

Cisco WAAS accelerates applications over the WAN, delivers video to the branch office, and enables IT centralization in data centers and clouds.
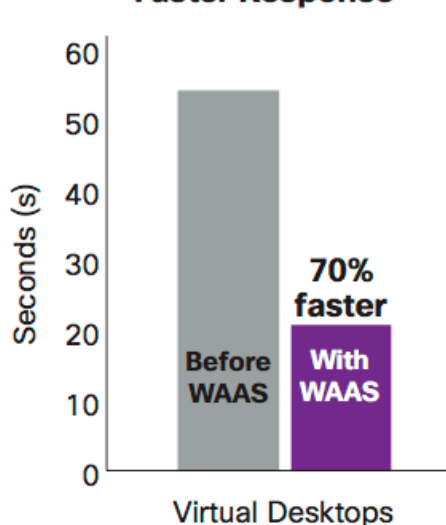
Cisco and Citrix have collaborated so that customers can deploy Cisco WAAS to optimize Citrix XenDesktop over the WAN.

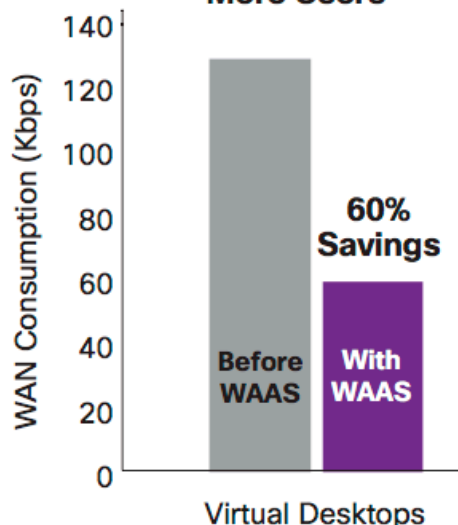**Cisco WAAS + Citrix Virtual Desktop = Better Together**
- High-quality user experience
- Greater scalability and lower WAN costs
- Rapid deployment

CITRIX® ready™

Up to 70% Faster Response

Seconds (s) — Virtual Desktops
- Before WAAS
- With WAAS — **70% faster**

Up to 2X More Users

WAN Consumption (Kbps) — Virtual Desktops
- Before WAAS
- With WAAS — **60% Savings**

Why Do Customers Buy WAAS

Benefits
- Faster application response time and data transfer – **2X to 10X**
- Delay / eliminate costly bandwidth upgrades – **Double existing bandwidth**
- One-device branch solution for routing, security, and WAAS – **ISRG2 router pays for itself < 3 years, WAAS ROI < 1 year**
- Mobile laptop client and vWAAS accelerate performance to applications hosted in the cloud – **Cloud-ready**

Sample Customer Projects
- Modernize infrastructure for new mission-critical application deployment, (Citrix, SharePoint, Oracle/SAP, IP telephony, video streaming, etc.)
- Consolidate branch devices to reduce maintenance costs and support complexity)
- Improve response time for apps hosted in US data center to offices in Asia and Europe

Customer Case Studies

http://www.cisco.com/en/US/products/ps6870/prod_case_studies_list.html

What's In It For You

- **Deep account penetration** – Solve customer application and VDI performance challenges, while consolidating routing, security and WAN optimization needs with an integrated and cost-effective solution
- WAAS deployment **rich in professional services** while achieving fast ROI
- **Experienced sales support** from Cisco Product Sales Specialists to simplify sales experience
- **Partner resources** http://www.cisco.com/en/US/partner/products/ps6870/products_partner_resources_list.html