



# Driving Success for Small Businesses and Cisco Partners



For  
Small  
Business



**David Tucker ,VP Small Business Technology Group**  
**Eren Hussein, Director Small Business Solutions Marketing**

**NOTE: All information under embargo until June 9, 2010  
at 5 a.m. PST**

# Embracing Market Growth

For  
Small  
Business



## Small Businesses



Evolving Needs

## Small Business Partners



Growth & Profitability

# What's New?

For  
Small  
Business



## **New!** Cisco NSS 300 Series Smart Storage



Network Attached Storage Solutions  
Purpose Built for Small Businesses

# Evolving Storage Needs

For  
Small  
Business



## Increasing Storage Capacity Requirements

- Data Protection / Disaster Recovery
- Growth of Digital Imaging
- Database Needs

US\$500M  
Market  
Opportunity

## Storage-centric Applications

- Communication → Blogging and Web Publishing
- Secure Content Up / Downloading → FTP Server
- Media Management / Playback → iTunes Server
- Data / Network Security → User Authentication

Increased  
Productivity  
& Security

Source: Gartner, March 2009, 2010 TAM for <\$5,000 NAS segment

# Purpose Built Storage Solutions

## Cisco NSS 300 Series Smart Storage

For  
Small  
Business



**New!**

- 2, 4, and 6-bay models, up to 12TB
- Integrated applications
  - Publishing: Web server, WordPress publisher
  - Management & security: syslog, RADIUS servers
- Data security
  - Secure, remote web access
  - Integrated data encryption
- Data protection and availability
  - Choice of RAID 0, 1, 5 & 6
  - Continuous data access with hot swappable drives
- Simple, browser-based setup
- Supports Windows, Mac, Linux & iSCSI
- 5-year limited hardware warranty
- Optional Small Business Pro Service
- List price range
  - \$913 for 2-bay without drives
  - \$5,625 for 6-bay with 6, 2TB drives



# Boosting Partner Profitability

Helping partners build profitable small business practices

For  
Small  
Business



Feature-rich products for the high-growth storage segment

Professional services opportunities for incremental partner revenue and added value to customers

Fast and easy configuration to maximize partner efficiency

Exclusive Cisco Smart Designs provide partners with pre-certified blueprints for complete small business solutions

Exclusive Cisco Partner Design Support offers partners expert help with custom solutions and sharing of best practices

# A Complete Small Business Portfolio

For  
Small  
Business



**Communicate**

**Secure**

**Connect**

**Purpose Built  
for Small  
Business  
Customers and  
Partners**



# Complete Solutions for Small Businesses

For  
Small  
Business



Delivered by a Local Partner. Backed by Cisco.

## Complete Services and Support



### Communicate

Collaborate by bringing your phone, email, text, conferencing, and video together, to make you more productive



### Secure

Secure your business, with network security and video surveillance solutions that keep your business up and running



### Connect

Everything you need to connect your business to the world – simply, reliably, and affordably



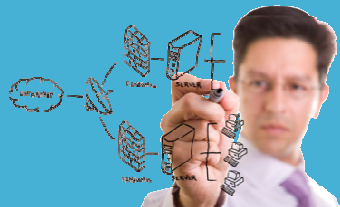
# Complete Service, Support & Tools

Enabling partners to be more productive and profitable

For  
Small  
Business



## Before the Sale



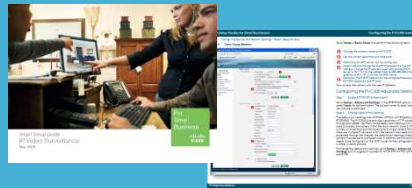
Partner Design Support



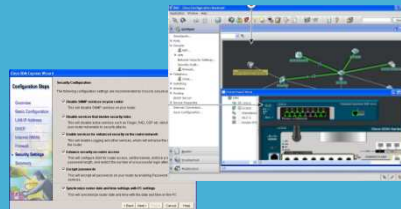
SmartDesigns

***Sell Faster***

## During Installation



Config Guides, FindIT



Common Interface

***Install Faster***

## After the Sale



Small Business Support  
Community & Center



Pro Service & Pro  
Rapid Replacement

***Respond Faster***

***Making it Easier for Partners***

# Committed to Partner Success

## Cisco's Small Business Advantage

For  
Small  
Business



# Embracing Market Growth

For  
Small  
Business



## Small Businesses



Evolving Needs

## Small Business Partners



Growth & Profitability

