Grow Your Midsize Business with Cisco IT Solutions

You want your midsize business to grow. Be profitable. And stay competitive. Having a robust network is key to your success. Cisco has been leading the way in networking for three decades. Our made-for-midmarket portfolio delivers the reliable, scalable, and highly secure IT infrastructure that your business needs.

Your IT teams have to keep the infrastructure up and running, react to urgent demands, and implement new technologies—often with limited IT staff. Our Cisco® Midsize Business Solutions made-for-midmarket portfolio is designed to keep you one step ahead. The result: IT resources are freed up, so you can focus on higher-value projects. Learn more about our made-for-midmarket portfolio and how Cisco can help you successfully meet your business and IT goals.

Meet Your Business and IT Goals

Cisco and our partners can help you meet your top business and IT challenges more cost-effectively.

Business growth: Get the right IT solutions to capitalize on new revenue opportunities and grow your business. With Cisco, your IT teams can get network connectivity and services up and running quickly. You gain the flexibility, scalability, and IT simplicity that you need to support key business initiatives and innovations.

Customer experiences: Technology is changing your customers' expectations. They want faster service, immediate access to information, and a better customer experience. Our solutions help you provide innovative and compelling experiences to your customers, clients, patients, or citizens.

Workforce productivity: Network access is critical to productivity. Our simplified mobile, virtual, and cloud solutions make network access, virtual desktops, collaboration, and communication available anywhere, anytime, on any device. All while keeping your network highly secure and easy to manage.

Efficiency and cost reduction: Your business can suffer if your infrastructure doesn't keep pace with growth. An outdated network, data center, communications, or applications can diminish efficiency and increase security risks. Our solutions help make your infrastructure more efficient and cost-effective without placing extra burdens on your IT staff.

Security and compliance: You are on the front line of protecting the data for your business, customers, partners, and employees. Traditional security measures are not enough to stop today's advanced threats. We can help you protect your organization from advanced malware and secure your network from targeted attacks. Cisco and our partners will work with you to perform a security assessment and select the right security offerings for your business.

CISCO

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Partners You Can Trust

Most midsize businesses depend on partners for IT expertise, staffing, and support. That's why we've made significant investments in our global network of partners. They make it easy to choose, deploy, and manage your IT, so you can focus on your business.

Our partners offer smart managed services to simplify your IT operations. They can help you manage and reduce risk. Enjoy more options to meet user demands and grow your business. Make your network more secure, efficient, and resilient. Our partners will work with you to understand your unique needs and select the right solutions and services for your business.

Cost-Effective Solutions and Services

Cisco and our partners can simplify the selection, deployment, and management of your infrastructure, applications, and tools. Our solutions bring operational efficiencies that free up your IT resources. Our comprehensive portfolio is backed by a significant R&D investment with flexible deployment options to meet your needs: on your premises, managed, or cloud based.

Network Infrastructure

Networks are more complex than ever before. The demands placed on them continue to increase. You need a platform that supports automated tasks, simplified management, and flexible migrations. Our network infrastructure solutions simplify IT and promote new business opportunities with an open and programmable approach to networking. Our award-winning network infrastructure includes support for the Internet of Everything (IoE) to make networked connections more relevant and valuable than ever before.

- **Switching:** Cisco Catalyst® switching and Cisco Unified Access™ solutions provide an intelligent network platform that is based on "one policy, one management, and one network". This approach results in a streamlined network that requires less effort to maintain and grow as new changes like increased mobility or software-defined-networking (SDN) arise. Converge wired and wireless on a single platform, gain advanced security across your network, and support the bring-your-own-device (BYOD) trend.

- **Routing and WAN:** Cisco Intelligent WAN (IWAN) can help your business deliver an exceptional user experience over any transport: Multiprotocol Label Switching (MPLS), direct Internet, or hybrid WAN. Cisco IWAN provides an application-aware network to efficiently deliver critical business applications and increase productivity. You can gain significant savings and help reduce branch infrastructure costs.

- **Wireless:** Our affordable mobility, on-premise managed, and cloud-managed solutions such as BYOD and Cisco Connected Mobile Experiences (CMX) help you on-board mobile devices quickly and securely. Your business can reap all the productivity and customer satisfaction benefits of fast and highly secure mobile access, with less risk.

Customer Stories

▶ **Empower employees:** Learn how a mobile technology and marketing company helps its workforce innovate with Cisco mobility solutions.

▶ **Redefining five-star luxury:** A leading hotel uses its network to secure a premier position and provide a superlative guest experience.

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Collaboration

Working together, people can achieve extraordinary things. Improve collaboration in your organization with easy-to-use and easy-to-deploy solutions that empower people to engage and innovate, anywhere, on any device. Our flexible, right-sized, right-priced collaboration solutions help improve productivity, reduce costs, speed decision making, and enhance customer relationships.

- **Premises-based collaboration solutions:** The Cisco® Business Edition 6000 (BE6000) offers premium voice, video, mobility, messaging, instant messaging and presence, contact center, and web conferencing. The solution provides core communication capabilities that midsize businesses need. If you expect to grow beyond 1,000 users or need a large on-premises deployment, consider the Cisco Business Edition 7000 (BE7000).

- **Cloud services:** Businesses that are growing quickly or unpredictably appreciate the flexibility of cloud services. You can deploy Cisco Powered cloud services quickly to relieve your staff from managing the IT infrastructure, software, and solutions that are not core to your business. You can minimize capital expenditures and make budgeting more predictable with a subscription.

- **Mobile collaboration:** Extend virtual meetings and communications beyond the laptop. Mobile collaboration allows your users to use Cisco WebEx® and Cisco Jabber® applications when mobile with their iOS and Android devices.

- **Video conferencing:** Empower people to work together in new ways to transform business, accelerate innovation, and do more with less. Cisco TelePresence® meetings use high-definition (HD) video to create the next best thing to in-person collaboration.

- **Web conferencing**: Cisco WebEx Meeting Center makes it easy to participate in, or lead, team meetings with local and remote co-workers using screen sharing and video.

- **Customer collaboration:** Cisco Unified Contact Center Express delivers a highly secure customer interaction management solution that helps you make—and keep—customers.

- **IP phones and video endpoints:** Our broad portfolio of exceptional IP phones and video endpoints lets you mix and match phones, devices, desktop, web, and mobile soft clients to fit your exact needs. These integrated and affordable collaboration endpoints offer capabilities beyond traditional video systems.

Customer Stories

- ▶ **Increase productivity and operational efficiency**: Global IT provider keeps staff connected and reduces six-figure travel costs by 10% with the Cisco BE6000.
- ▶ **Secure cloud collaboration services**: A variety of midsize organizations talk about the benefits of cloud collaboration.

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Data Center

Improve the economics of your data center by unifying compute, storage, networking, virtualization, and management into a single platform. Gain a more reliable data center that fits your business needs. Our data center solutions provide data center networking for lower complexity and costs, unified computing to improve data center management, and flexible, innovative, integrated infrastructure solutions for any application.

- **Data center networking:** Meet the new demands that mobile users, virtualized servers, applications, and clouds are placing on your data center. Cisco data center switches and the Cisco Secure Data Center Solution use a fabric architecture that delivers improved operational efficiency and flexibility. This gives you increased performance, visibility across all resources, and support for innovation and growth.

- **Unified computing:** Simplify data center operations and create a platform to support your physical, virtual, and cloud computing needs. Cisco Unified Computing System™ (Cisco UCS®) servers help you improve data center management, increase operational speed, and reduce TCO.

- **Integrated infrastructure:** Cisco is recognized by Gartner and IDC as a leader in the integrated systems market segment. Evolve your data center with Cisco UCS Integrated Infrastructure to deploy and scale applications faster, drive revenue, lower TCO, and reduce risk.

> **Customer Stories**
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> ▶ **Increasing network agility and reducing complexity**: The City of Hayward, California converged its data and storage networks to increase network efficiency.
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> ▶ **Improving IT uptime and management**: FlexPod technology gave Suttons Group confidence to invest in long-distance systems management.

Security

Your midsize business needs robust security solutions to protect your customer and business data from cybersecurity threats. Until now, security leaders have taken one of two approaches: reluctantly settling for weaker, but manageable unified security solutions, or deploying stronger disparate solutions that cause significant challenges for effective management. In contrast, our security solutions provide a superior threat-focused approach, with enterprise-class management and network visibility addressing the entire attack continuum—before, during, and after an attack.

- **Next-generation firewalls with FirePOWER Services:** Stay ahead of emerging threats and gain collective security intelligence. Cisco ASA 5500-X Series Next-Generation Firewalls with FirePOWER Services provide an integrated, single-box solution with superior threat prevention and mitigation for both known and unknown threats.

- **Email and web security:** Cisco Email Security and Cisco Web Security solutions offer industry-leading, real-time threat defense. Protect your organization from web and email-borne threats and help secure your network from targeted attacks.

- **Cloud delivered security:** Cisco Cloud Web Security and Cisco Cloud Email Security provide industry-leading security and control for the distributed business. Gain protection everywhere, all the time with Cisco's worldwide threat intelligence, advanced threat defense capabilities, and roaming user protection.

- **Advanced malware protection:** Cisco Advanced Malware Protection (AMP) uses the vast cloud security intelligence networks of both Cisco and its recent acquisition of Sourcefire to help enable malware detection and blocking, continuous analysis, and retrospective alerting.

- **Secure data center solution:** Our Secure Data Center Solution gives you scalable protection, adaptability, and flexibility that is dynamic and responsive to your business. You get rapid provisioning, increased performance, and security intelligence integrated into the fabric of your data center.

- **Secure mobility:** The Cisco AnyConnect® Secure Mobility Solution offers security policy enforcement that is context-aware, comprehensive, and preemptive. Get highly secure mobility for your managed and unmanaged mobile devices.

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- **Secure access:** The Cisco Identity Services Engine (ISE) offers identity and access control that gathers real-time contextual information from networks, users, and devices. Now you can make proactive network governance decisions to enforce intelligent, highly secure access policies across your wired and wireless networks.

- **Security intelligence:** Threat intelligence expertise is needed to analyze and protect against both known and emerging threats. The Cisco Talos Security Intelligence and Research Group (Talos) develops threat intelligence for Cisco security solutions, using sophisticated infrastructure and systems analyzing unrivaled telemetry data from Cisco and our robust open source community. Talos is part of the Cisco Collective Security Intelligence (CSI) ecosystem.

Customer Stories

▶ **Building a secure data center**: A fitness company reduces its data center footprint while protecting its virtual environment.

▶ **Protecting critical information**: A health institute uses context-aware security to safeguard patient data.

Technical Support Service

We make sure your high-quality Cisco experience continues far beyond your purchase and basic hardware warranty. As your network and business evolve and grow, you have our Cisco technical experts and extensive resources at your side when issues arise. Our services help protect your investments.

Our award-winning Cisco SMARTnet® technical support service empowers your IT staff to quickly resolve issues, improve operational efficiencies, and mitigate risk. With SMARTnet, you can reduce downtime with fast, expert technical support, flexible hardware coverage, and smart, proactive device diagnostics. You gain peace of mind, knowledge, and quick resolution to keep your network up and running 24x7. Talk to your partner about the right service level for your business.

Stay Ahead of the Curve

Staying ahead of market trends is vital to the success of your business. How is your IT team addressing these top trends?

Cloud: Clouds offer flexible, on-demand IT service delivery. Moving to the cloud could give you more options to meet user demands and grow your business. Cisco and our partners can help you enhance your business with public, private, or hybrid clouds. The choice is yours.

Risk reduction: Your IT teams need to meet compliance requirements and implement new technology, all while keeping the infrastructure highly secure. We provide the IT security, resiliency, and investment protection you need. Our partners can help you choose the right products to protect your network, secure your data, and reduce risk to your business.

Mobility: Engage in today's mobile world of multiple devices and BYOD, anytime, anywhere. Create flexible work environments. Gain access to the information you need and improve productivity across departments, locations, and time zones. We can help keep your business on the move while helping to secure your data, devices, and infrastructure.

Why Cisco for Your Business?

At Cisco, we believe the network is key to the success of your midsize business. We've been leading the way in networking for over 30 years. We deliver an affordable, reliable, and secure IT infrastructure to meet your needs. Our Midsize Business Solutions are simple and easy to deploy, manage, and scale. They are supported by a global network of trusted and highly skilled partners. Together with our partners, we provide you with the visibility and insight you need to improve your customer experience, fuel innovation, maximize efficiency, and minimize risk. With Cisco, you gain peace of mind and investment protection through best-in-class TCO to support your midsize business, your way.