

# Cisco BYOD Smart Solution for Commercial Customers



## Overview

Employees bringing their own devices into the workplace have created opportunities for companies around the world—and challenges for their IT organizations. The trend, called bring your own device (BYOD), means employees are able to use the devices they choose to increase productivity—any device, with any ownership, used anywhere. The trend puts the burden on IT organizations to provide a consistent end-user experience, irrespective of devices, while supporting company policies, data security, compliance, and business standards.

## BYOD, Your Way

Only the Cisco® BYOD Smart Solution brings together the technologies and resources you need to address the BYOD opportunity in your commercial customer accounts:

- **Unified policy for secure access.** A single policy secures data, applications, and systems across the entire company and provides guest, posture, device profiling, and network access. Cisco also provides data security across the wired and wireless network, both on and off premises, to help protect intellectual property.
- **Uncompromised user experience.** The BYOD Smart Solution gives users a consistent workspace experience across multiple device types, from any location, and through any connectivity type (wired, wireless, and VPN).
- **Simplified operations and management for IT.** One network, one policy, and one management accelerate troubleshooting, provide end-to-end network visibility, and enable application optimization.

And the solution is designed to be easier for you to sell and deploy:

- **Flexible configurations.** Configuration options, sized for commercial accounts, help you meet the unique needs of your customers. The solution includes three recommended configurations that fulfill the requirements of many of your customers: up to 250 users, 250 to 1,000 users, and 1,000 to 2,500 users.

- **Validated designs.** The BYOD Smart Solution has been validated by Cisco, reducing risk and enabling you to deploy the solution reliably and profitably.
- **Complete solution.** The BYOD Smart Solution comes with the services, enablement, marketing resources, and other assets you need to successfully sell a differentiated solution.
- **Comprehensive support.** Cisco offers a single point of contact for support for partners, rather than requiring support from multiple vendors.
- **Sized for the commercial environment.** The solution meets your commercial customers' needs with a product set that addresses the IT environment and price sensitivities of that segment.
- **Future opportunities.** A roadmap outlines the present and future state of the solution, providing you and your customers with a growth path.

The Cisco BYOD Smart Solution enables you to offer a comprehensive solution to address the BYOD trend—your way.

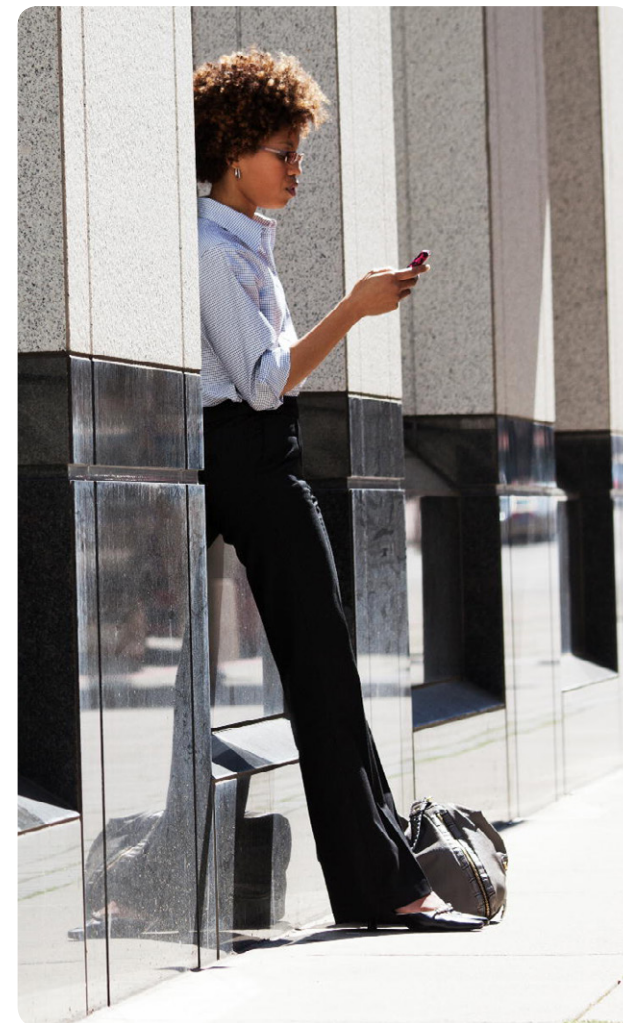
## Integrated, Validated BYOD Solution

Cisco Smart Solutions combine market-leading Cisco and partner products and technologies, brought together into configurations that address major market opportunities such as the BYOD trend. The integrated solutions are fully tested and documented, to reduce your risk and speed deployment.

The Cisco BYOD Smart Solution integrates five technologies to address the BYOD requirements of your commercial customers. Some customers may need to invest in all five technologies. More often, customers will need to upgrade only certain parts of their network.

The following components are integrated in the BYOD Smart Solution, providing critical functionality for the success of your customer deployments:

- **Wireless networking with performance and reliability.** To connect devices in the office, the Cisco BYOD Smart Solution includes industry-leading wireless LAN technologies to enable the best possible performance and reliability for wireless clients.



- **VPN connectivity for secure mobility.** Through a combination of digital certificates, 802.1X authentication, and the Cisco AnyConnect™ Secure Mobility Client, a wide variety of devices outside of the office can be supported with highly secure access to the network.

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- **LAN switching for one network, wired and wireless.** By supporting wired connections and wireless access points, Cisco unifies the wireless and wired infrastructure so both can be managed as a single system. The unified approach across network access types and locations provides a superior workspace experience for users that is consistent whether they are connecting at the office or remotely.
- **Identity services for context-aware policy.** The Cisco Identity Services Engine (ISE) provides a centralized source of policy that can be enforced across the organization for all devices and users. Cisco ISE provides the capability to identify individual users and devices and provide differentiated services based on custom policy options.
- **Network management in one view.** With ever-increasing numbers of mobile devices on the network, businesses need solutions that provide a central window into network access and user experience across the environment: wired, wireless, VPN, and identity services. Cisco Prime™ management solutions provide comprehensive monitoring and sophisticated network instrumentation and intelligence, enabling companies to gain a complete view of application performance for every user on the network.

The table outlines Cisco's recommendations for customers with 250, 1000 and 2500 users. You can use these as a starting point for addressing your customers' BYOD needs and customize them based on your customers' unique requirements.

		Small (Up to 250 Users)	Medium (250 to 1000 Users)	Large (1000 to 2500 Users)
Identity Services Engine	<a href="#">Appliance</a> <a href="#">ISE Licenses*</a>	ISE 3315 250 endpoints	ISE 3355 1000 endpoints	ISE 3355 or 3395 2500 endpoints
Wireless LAN	<a href="#">Access Points</a>	Aironet® 1040	Aironet 1040 or 3600i	Aironet 1040 or 3600i
	<a href="#">Controller(s)</a> <a href="#">Mobility Services Engine</a>	2504 -	5508 -	5508 Virtual Appliance
Wired LAN	<a href="#">Catalyst® 3560-X or 3750-X</a>	24 or 48 Ports	24 or 48 Ports	24 or 48 Ports
Secure VPN	<a href="#">ASA Appliance Firewall Edition</a>	ASA 5515-X	ASA 5545-X	ASA 5545-X
	<a href="#">AnyConnect</a> Essentials license <a href="#">AnyConnect</a> Mobile license, per ASA	250 users For the 5515-X	750 users For the 5545-X	2500 users For the 5545-X
Network Management	<a href="#">Cisco Prime Network Control System</a>	-	1.1	1.1

\* All partners can sell Wireless licenses for the Cisco ISE after they have completed a one-week training class. The Wireless licenses include the capabilities in both the Base and Advanced licenses and can be upgraded to include Wired and VPN connections at a later date (for an additional fee). Only partners with the Cisco ISE Authorized Technology Provider (ATP) designation can sell the Wired and Wireless licenses for ISE. These include the Base, Advanced, and Wireless Upgrade licenses. For partners with a Cisco ISE ATP designation, the recommended configuration includes both Base and Advanced licenses.





# Cisco BYOD Smart Solution for Commercial Customers



## Why Cisco?

### Unified Approach

The Cisco “one network, one policy, one management” strategy for network access delivers all the components necessary to:

- Give your customers’ employees a consistently excellent experience across locations and devices
- Enable your customers’ IT staffs to support greater mobility with high-performance, context-aware network solutions that address a wide range of device, security, and business requirements

### ONE NETWORK

Cisco wired, Wi-Fi, and 3G/4G networks are converging. Policy and management for wired and Wi-Fi are unified in a single solution. This consolidated approach provides a scalable platform for deploying new services. The network is the place where the business policy is enforced through a combination of ISE capabilities and network infrastructure (wireless or wired).

### ONE POLICY

To handle the surge of mobile devices on their networks, your customers’ IT teams must set policy centrally and automate enforcement. The Cisco ISE replaces multiple, manually synchronized processes with a single point of policy across the organization. This single point of control allows IT to create centralized policy that governs access to the network, whether wired or wireless.

### ONE MANAGEMENT

To support these ever-increasing mobile devices on the network, your customers’ IT organizations need solutions that give a single entry point for solving access and experience problems. Cisco Prime management solutions provide a single workflow to identify problem by user, rather than by network element. Experience monitoring, fed with network instrumentation and intelligence, provides a single source of truth for application performance.

## Partner Opportunity

What does the BYOD Smart Solution mean for your business?

### INCREASED SALES

The BYOD trend is a multibillion dollar opportunity for Cisco and our partners that will continue to grow as employees bring personal devices into the workplace and employers strive to realize the productivity gains of those devices.

### EXPAND WALLET SHARE

Your customers may need infrastructure, mobile devices, applications, and services to support their employees’ need for a consistent, productive user experience across devices and IT’s requirements for security, reliability, and performance.

### ABILITY TO SOLIDIFY YOUR ROLE AS TRUSTED ADVISOR

Start a conversation with your customers about their challenges in managing the proliferation of mobile devices in the workplace. Use the BYOD Smart Solution to demonstrate how you can address those challenges and positively impact their organizations.

## Target Customers

### Customer Profile

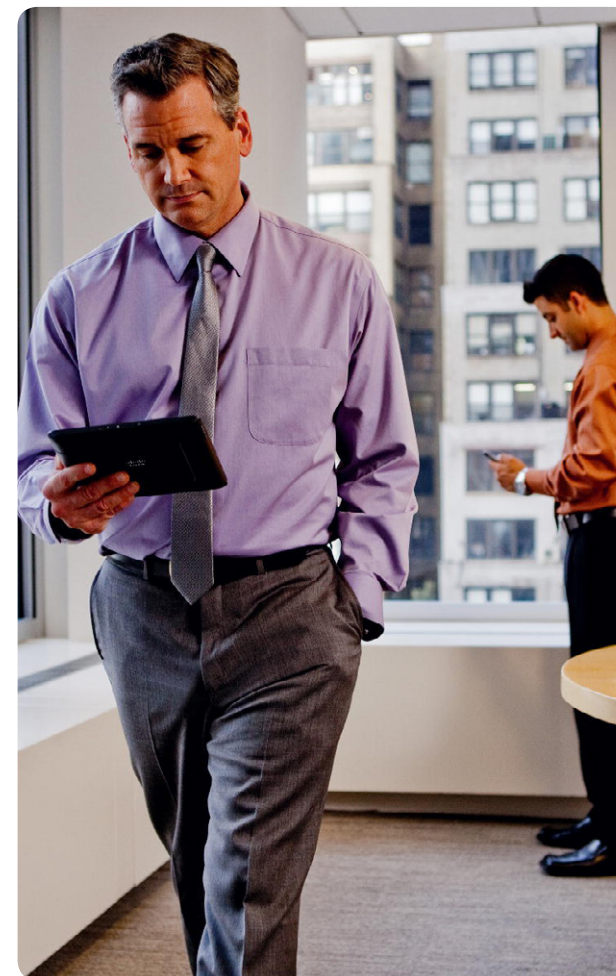
Target companies with highly mobile workforces that want to improve the security and scalability of their mobile solutions and that understand the importance of setting BYOD policies to gain a competitive advantage. Probe for opportunities to migrate existing customers with Cisco Catalyst® 2960 managed switches and/or standalone or previous-generation 802.11a/b/g networks to 802.11n and Cisco 5500 Series Wireless Controllers.

### Target Audience

BYOD conversations should begin with the company’s business leadership, as it is primarily a business discussion driven by executives into the organization. While the usual IT contacts have to sign off on the solution, business executives see you as providing the company with a solution and paving the way for staff to get on board.

Network buyers’ titles to target include the following:

- IT managers
- Network managers
- Network administrator
- Facilities managers



# Cisco BYOD Smart Solution for Commercial Customers



## Customers' Top Concerns

CEOs and business executives look to the BYOD trend to contribute to profitable growth:

- **Speed innovation.** Use the best processes to achieve results.
- **Increase workforce productivity.** Attract and retain the best employees, keeping them productive and happy.
- **Operate effectively.** Deliver the best results at the least cost.

IT's imperatives include the following:

- **Enable the business.** Deliver the best tools.
- **Increase agility.** Achieve the highest levels of productivity.
- **Operate efficiently.** Reduce complexity to deliver results at the least cost.
- **Provide a seamless user experience.** Offer a consistent experience, regardless of device.

## Initiating the BYOD Discussion in Your Accounts

Adopting BYOD comes with a set of challenges for the IT organization. Many of the benefits of BYOD, such as device choice and anywhere, anytime access, are at odds with traditional IT requirements for security and support. Ask your customers if they are challenged by the following:

- Providing device choice and support
- Maintaining secure access to the company network
- On-boarding new devices
- Enforcing company usage policies
- Gaining visibility into and control over devices on the network
- Protecting data and loss prevention
- Revoking access
- Addressing new sources of attacks
- Ensuring wireless LAN performance and reliability
- Managing the increase in connected devices

The demand for BYOD is largely driven by users who want to choose the devices they use in the workplace. IT's challenge is to enable choice, maintain security, and ensure a productive user experience. Ask your customers the following questions:

- How will you maintain a consistent experience across multiple devices, keeping it simple for the company's end users?
- How do users mix personal and work activities on a single device—and keep them separate?
- How will you get the productivity and experience needed to maximize the value of the BYOD trend for the company?

See [Cisco Bring Your Own Device](#) for more information on customer concerns and how the Cisco BYOD Smart Solution can address those concerns.

## Handling Objections

### CISCO IS TOO EXPENSIVE.

- Wireless-only ISE:
  - Cisco's Wireless license for five years of ISE is less expensive than one year of comparable solutions.
  - **Note:** The Wireless license is simple: it's one license. This means customers have to buy all the functionality at one time. It is true that this is less expensive than competitors' solutions that are not integrated. But because the competitors' solutions aren't integrated, they can be sold incrementally, so the bill of materials can be skewed to be less expensive by leaving certain components out.
- Wireless access points:
  - Cisco has introduced new pricing for the Cisco Aironet® 1040 Series Access Point that makes it very competitive.

### I HAVE A MIXED-VENDOR ENVIRONMENT.

- The Cisco ISE is based on industry standards (including 802.1X) and can be successfully deployed in mixed-vendor environments.
- **Note:** The Cisco Prime Network Control System (NCS)—which integrates wired, wireless, and VPN management—manages only Cisco devices. It is true that Cisco ISE works in mixed-vendor environments, but the value of NCS will be diminished.

### I NEED A SOLUTION THAT IS EASY TO DEPLOY.

- We (the partner) can use Cisco Smart Business Architecture (SBA) design guides to rapidly deploy a BYOD solution with minimal risk. SBA guides are based on live networks that Cisco has built, tested, and fully documented.

### I NEED A SOLUTION THAT IS EASY TO MANAGE.

- All customers:
  - Cisco ISE integrates all the capabilities into a simple user interface. Competitors' solutions may require as many as five different interfaces to offer the same capabilities.
- Customers with Cisco wired, wireless, and VPN technology:
  - The Cisco Prime Network Control System further integrates ISE with a single tool for managing wired, wireless, and VPN connections.

# Cisco BYOD Smart Solution for Commercial Customers



## Partner Resources

To learn more about the Cisco BYOD Smart Solution for commercial customers and resources that can help you build your practice, visit [www.cisco.com/go/partnerbyod](http://www.cisco.com/go/partnerbyod).

## Sales Tools

- [Cisco BYOD Hosted Demonstration](#). Hosted infrastructure to demonstrate Cisco BYOD, with scripted scenarios.
- [Competitive Resources](#). Quick references on how to sell against a specific competitor.

Check [www.cisco.com/go/partnerbyod](http://www.cisco.com/go/partnerbyod) for updates.

## Design and Deployment Guides

- [Cisco Validated Design](#). Design guides help you get further in your network design, faster. The following guides provide details on how to deploy an architecture to accommodate users who bring their own devices into the workplace
- [BYOD: Internal Corporate Access Deployment Guide](#)
- [BYOD: Identity and Authentication Deployment Guide](#)
- [BYOD: Advanced Guest Wireless Access Deployment Guide](#)
- [BYOD: Remote Mobile Access Deployment Guide](#)

## Marketing Resources

- [BYOD Smart Solution for Commercial Marketing Play](#). Marketing playbook, call guide, email and postcard templates, copy blocks, banner ad, presentations, and training.
- [BYOD Smart Solution for Commercial Seminar-in-a-Box](#). Customer presentation; invitation, reminder, thank-you, and absentee emails; and suggestions for running the event and take-home material.
- [Customer-facing Materials](#). Materials such as solution overviews and white papers for use in customer engagements can be found on Cisco.com.

- [Cisco "Your Way" Campaign](#). Global media campaign to support your BYOD sales and marketing programs.
- [BYOD Smart Solution Partner Accelerator](#). Build your practice and promote sales growth with business-relevant solution training, dedicated sales tools and marketing assets, and resources to differentiate your business.
- [Global Proposals](#). Accelerate the sales cycle with customizable, partner-ready proposals from Global Proposals Partner Content Library.

## Service Offerings

- [Cisco Services Partner Program](#). Deliver services to improve profitability.

Check [www.cisco.com/go/partnerbyod](http://www.cisco.com/go/partnerbyod) for updates.

## Incentives and Promotions

The following [incentives](#) are available:

- [Cisco BYOD Smart Solution Promotion](#). Receive incremental discounts on Cisco Identity Services Engine (ISE), WLAN, Adaptive Security Appliance (ASA), and Prime™ products when you purchase ISE and WLAN at the same time. Offer varies by region.
- [Cisco Value Incentive Program \(VIP\)](#). Rewards partners that focus their practices on technologies that are part of Cisco architectures.
- [Cisco Opportunity Incentive Program \(OIP\)](#). Rewards and protects the presales investments that a partner makes when developing new business opportunities.
- [Cisco Teaming Incentive program \(TIP\)](#). Rewards partners for value-added activities on deals initiated by Cisco.

Check [www.cisco.com/go/partnerbyod](http://www.cisco.com/go/partnerbyod) for updates.

## Cisco Capital Financing

For partners, [Cisco Capital®](#) increases customers' buying power, leading to increased deal sizes, accelerated refresh cycles, and long-term sales relationships. Learn how Cisco Capital can be a competitive advantage in your business:

- [Asia Pacific](#)
- [Canada](#)
- [Europe, Middle East, Africa](#)
- [Latin America](#)
- [United States](#)

