



Cisco BYOD Smart Solution Sales Guide

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios—How Organizations Are
Implementing the BYOD Smart Solution

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Sales, Marketing, and Technical Partner Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

WHAT IS THE CISCO BYOD SMART SOLUTION PLAY?

The Cisco® Bring Your Own Device (BYOD) Smart Solution sales guide will help you engage with your customers to discuss the challenges and solutions associated with mobility and BYOD trends. Use the information in this sales guide to gain a better understanding of your customers' concerns and how the building blocks of Cisco's BYOD Smart Solution can address those concerns.

The solution is designed to make BYOD easy. With features like end-to-end support, validated designs, third-party integration, and a highly secure, reliable experience that allows employees to work their way, the solution provides a comprehensive and differentiated approach that the competition cannot match. Position the Cisco BYOD Smart Solution with confidence.

Research shows that 76 percent of companies currently support a BYOD policy ([The Economist Intelligence Unit](#), The Economist, September 2012). With the Cisco BYOD Smart Solution, you can offer your customers the following benefits:

- Investment protection and a roadmap to reduce implementation risk
- Technology building blocks to enable flexible deployment options
- Professional services
- End-to-end support

Reasons to Call

This sales guide provides new reasons to call on customers who may not have been ready to purchase components of the Cisco Unified Access solution when it was first introduced in early 2013. Cisco Unified Access serves as the network foundation for the [Cisco BYOD Smart Solution](#), and special customer discounts are now available for Unified Access technologies. In addition, some customers are looking at BYOD from a higher-level perspective to include applications and collaboration. The addition of collaboration and converged access to the validated designs allows you to address those customer initiatives. Finally, if you are looking for a simple, out-of-the box option for customers with many branch offices and lean or no IT staff, Cisco provides a new cloud-managed [Cisco Meraki® BYOD solution](#).

Cisco is the best choice to address this critical trend that is affecting organizations everywhere. Read further. We think you will agree.

The Opportunity

The 2013 BYOD Smart Solution global total addressable market (TAM) is US\$4.2 billion with a 9 percent compound annual growth rate (CAGR):

- **Americas:**
\$2.4 billion
- **APJC:**
\$740 million
- **EMEAR:**
\$1 billion

What Is the Cisco BYOD Smart Solution Play? >

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

>

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities

WHY IS THIS PLAY IMPORTANT TO YOUR CUSTOMERS?

Today's organizations are dealing with a new set of IT and business challenges, many of which are fueled by mobility, consumerization of IT, and a need to have an environment that adapts to the way users want to work and interact. Employees want to use their personal smartphones, tablets, and computers for work, and use them from anywhere at any time. The increasing number of mobile devices on the network is overwhelming current network capability, opening up security issues, and challenging organizations to find new ways to enhance innovation and productivity. In response, business executives are demanding secure, reliable, high-performance mobility solutions that incorporate BYOD solutions to meet employee demands, increase productivity, and stay competitive with BYOD-enabled rivals in the marketplace. Amidst these increasing demands, the size of IT staffs and budgets remains static. IT has to do more with less, and do it "now."

At the same time, organizations are looking for ways to give all these mobile employees the ability to be productive and effective, no matter where they are or what device they are using. The BYOD trend starts with the devices, but then moves into what people actually do with those devices, such as be more productive, help decrease costs, and increase collaboration.

Customers are looking for integrated solutions that offer an alternative to the fragmented options available elsewhere. The Cisco BYOD Smart Solution is that integrated, complete solution.





Cisco BYOD Smart Solution Sales Guide

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

>

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities

TARGET AUDIENCE

Different Customers, Different Needs

This play targets both midmarket and enterprise organizations with one or more of the following attributes:

1. **Just trying to keep up:** An organization that is struggling with today's complex new IT and business problems. The IT organization is understaffed, underfunded, overwhelmed by operational demands, and pressed to manage the BYOD trend.
2. **Networking infrastructure upgrade:** An organization that is constrained by current network capabilities and that struggles to manage separate wired and wireless networks, among other tasks.
3. **Business enablement:** An organization with a highly mobile workforce that wants to improve the security and scalability of its mobile solutions, become more operationally efficient, improve workforce productivity, innovate, and gain a competitive advantage.

The Cisco BYOD Smart Solution addresses each of these concerns.

Midmarket vs. Enterprise Organizations

While customers in midmarket and enterprise organizations generally want the same things from a BYOD solution, it is important to note that IT roles differ by organization size. Understanding these differences and how IT fits into the buying process will allow you to see the world from their perspective and speak to top concerns for these buyers. For instance, enterprise customers will likely be more interested in how the solution can enable the business to be more productive and enhance innovation, while midmarket companies may be more interested in solving operational problems first, which in turn will free them to focus on their business. Table 1 lists the perspectives of midmarket and enterprise organizations on several IT-related issues.

Table 1 Midmarket and Enterprise Perspectives

Issue	Midmarket	Enterprise
Business orientation	IT enables operations; less business visibility, more reactive; limited resources keep them "chasing" the business and unable to fully explore the BYOD opportunity.	IT enables business; more business visibility, more integrated in line-of-business (LOB) planning.
Perception of IT	Viewed as utility ; focus on reducing OpEx and speeding deployment; "just do it."	Viewed as business enabler ; focus on managing scale, resilience, consistency, and complexity.
IT budgets and planning	More volatile due to revenue fluctuations and rapidly changing priorities; less ROI justification required for approval for technologies such as BYOD.	More proactive , cyclical, and integrated with planned refreshes; ROI required when sharing LOB budgets; BYOD technology can be justified via increased productivity rates.



Cisco BYOD Smart Solution Sales Guide

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience >

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities

TARGET AUDIENCE (CONT.)

Buyer Types

Different buyers within the customer organization are interested in BYOD for different reasons.

The Chief Executive Buyer

At the executive or line-of-business level, chief executives are interested in how a BYOD solution can enable the business, streamline operations, increase productivity, and support current and future business priorities. Executives have the greatest influence here. They want to drive this discussion within their organizations. Executives see you as providing the business with a solution and paving the way for staff to get on board.

The IT Buyer

When speaking with an IT buyer, it is more important to focus on the relevance of the solution to the problems IT staff face on a daily basis: support overload, ensuring a high level of user satisfaction, security, compliance, uptime, and reducing OpEx. Only when you've helped the IT buyer solve these operational problems can you increase his or her focus on innovation and enabling the business.

This play targets two primary buyers within IT: the networking buyer and the applications buyer. Table 2 provides profiles of these buyers and their primary concerns: how they measure their success and the IT initiatives they are leading. Use this information to have more robust sales conversations.





Cisco BYOD Smart Solution Sales Guide



TARGET AUDIENCE (CONT.)

Table 2: Networking Buyer and Application Buyer Success Metrics and Initiatives

Networking Buyer
Success Metrics
Reduce help desk calls and ensure high user satisfaction
On time budget/deployment, reduce OPEX, and reduce setup and onboarding time
Security/Compliance/Uptime
Enable New Business Services
Networking Initiatives
Mobility, BYOD, and associated security, compliance, and MDM
Performance, cost, and capacity-based network refresh
Efficient network operations (wireless, consolidation, virtualization) and business continuance/disaster recovery

Networking buyer titles to target:

- IT manager and director
- Network manager and director
- Network administrator
- Wired and wireless LAN administrator
- Network architect
- Security operations
- Facilities manager

*These decision makers are typically responsible for managing teams that test and pilot applications, and they deploy applications broadly across the organization.

Applications Buyer
Success Metrics
Satisfied end users, uptime, lack of latency from user perspective
Ability to deploy an identical user experience for key applications across all relevant device types and environments
Translate business need into applications that advance business goals
Rapid adoption of the application by end users
Apps Initiatives
Any time access to applications, documents, knowledge, expertise and processes for all employees regardless of location
Enable employees to find and share expertise and knowledge, organize to solve problems and complete projects faster
Reduce geographical boundaries by allowing people to work together successfully with less travel

Collaboration application buyer titles* to target:

- Applications manager
- Application architect
- Enterprise architect
- IT architect
- Director of desktop services

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience >

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

CUSTOMER VALUE PROPOSITION

The Cisco BYOD Smart Solution provides a unique value proposition to address the customer challenges and initiatives outlined in the previous section.

Table 3 Customer Scenarios and Cisco Value Propositions

Customer	Value Proposition
Just Trying to Keep Up	<p>These organizations are struggling to keep pace with today's complex new IT and business problems. The IT organization is understaffed, underfunded, overwhelmed by operational demands, and pressed to manage the BYOD trend.</p> <p>The Cisco BYOD Smart Solution equips IT organizations with the technology they need to handle the BYOD trend. The combination of core infrastructure with leading collaboration tools can lead to a lower TCO, fewer operational headaches, and open network programmability that allows organizations to achieve greater efficiency.</p>
Networking Infrastructure Upgrade	<p>These organizations are just constrained by current network capabilities and struggle to manage separate wired and wireless networks, among other tasks.</p> <p>The Cisco BYOD Smart Solution offers a single integrated, cross-architectural technology framework. Cisco Unified Access, the core infrastructure component of the BYOD Smart Solution, provides a converged, simplified wired and wireless infrastructure, with consistent intelligence, security, and open network programmability that allows organizations to achieve greater business agility and efficiency. Furthermore, the Cisco BYOD Smart Solution is modular, so companies can choose to upgrade with the technology that is most appropriate for them.</p>
Seeking Business Enablement	<p>These organizations have a highly mobile workforce and want to improve the security and scalability of their mobile solutions, become more operationally efficient, improve workforce productivity, innovate, and gain a competitive advantage.</p> <p>The Cisco BYOD Smart Solution will enable collaboration on any device, lets customers manage and secure the device and workspace, and provides seamless, highly secure access anywhere.</p>
Midmarket	<p>Most midmarket companies are primarily interested in overcoming their IT operational issues. IT is viewed as a utility, with a focus on reducing OpEx and speeding deployment. Therefore, these customers seek an easy-to-operate solution that will allow them to shift their focus from operations to business innovation.</p> <p>The Cisco BYOD Smart Solution eases these operational headaches with simplified deployment, accelerated troubleshooting, and lower operating costs. Validated designs minimize risk, while end-to-end support covers all Cisco and third-party products integrated into the solution, making it easy to resolve issues. Alternatively, Cisco's Meraki solution provides value to companies with lean IT.</p>
Enterprise	<p>Most enterprise organizations view IT as a business enabler and focus on managing scale, resilience, consistency, and complexity. They are already highly invested in IT infrastructure and want to build on their current systems.</p> <p>The Cisco BYOD Smart Solution's integrated networking and collaboration tools allow employees to work their way, accessing data, applications, and systems anywhere, on any corporate or personal device. Building on current investments, the Cisco BYOD Smart Solution supports new business models and increases productivity with mobile capabilities and an all-in-one collaboration tool that works on any device.</p>

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide



CISCO SOLUTION

The Cisco BYOD Smart Solution is an integrated solution that provides end-to-end support, validated designs, and a highly secure, reliable experience. Employees can work their way, accessing data, applications, and systems anywhere, on any corporate or personal device. Building on current investments, the Cisco BYOD Smart Solution supports new business models. It increases productivity with mobile capabilities and all-in-one collaboration solutions that work on any device. IT benefits too, with simplified deployment, accelerated troubleshooting, and lower operating costs. Validated designs minimize risk, while end-to-end support covers all Cisco and third-party products in the solution, making it easier to resolve issues if they arise. The Cisco BYOD Smart Solution offers a full range of services to help you work with customers to plan, build, and manage a comprehensive and secure mobile solution.

Building Blocks

The Cisco BYOD Smart Solution is designed as a flexible set of building blocks that can be used to deliver limited, basic, enhanced, or advanced levels of BYOD business policies. These building blocks can be used or removed, depending on the customer need and use cases. The building blocks are:

- Workspace productivity applications, providing for collaboration on any device
- Workspace management, providing IT with a solution for managing and securing the devices as well as allowing end-to-end visibility across the network by applications, services, and users
- Secure mobility, enabling seamless access anywhere
- Policy management, providing people and devices with access to the right information when they need it
- Core infrastructure, enabling effective workspace delivery
- Technical services, providing networkwide support, monitoring, and repairs

[Figure 1](#) shows the six Cisco BYOD Smart Solution building blocks, the desired capability each building block enables, and the corresponding products and services that can be sold for each building block.

For detailed product information about the Cisco BYOD Smart Solution, see Appendix A.

Tip: Cisco also has new opportunities to sell a cloud-managed BYOD solution (Cisco Meraki) for organizations with distributed small sites and lean IT staff who want simple, easy-to-deploy solutions. The most receptive customers for this solution include retail, professional services, and education organizations.

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

>

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details



Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

CISCO SOLUTION (CONT.)

Figure 1 Cisco BYOD Smart Solution Building Blocks

Desired Capability	Cisco BYOD Solution	Products	Smart Services
Collaboration on any device	Workspace Productivity Apps	<div>WebEx Mobile</div>  <div>Jabber</div> 	
Manage and secure the device and workspace	Workspace Management	<div>Mobile Device Management</div> 	Borderless Network Development
Seamless anywhere access	Secure Mobility	<div>Unified Access</div> <div>AnyConnect</div>  <div>Next Generation Firewalls</div>	Borderless Network Guidance
Right people and devices have access to the right information	Policy Management	Identity Services Engine (ISE) Secure Group Tagging	ISE Assessment and Guidance
Effective Workspace Delivery	Core Infrastructure	<div>Wired and Wireless Networks</div> <div>Cisco Prime Infrastructure</div> <div>Wireless</div>  <div>Switching</div> 	Routing/Switching Assessment
Network-wide support, monitoring, and repairs	Technical Services	Smart Care, Partner Support Services, SmartNet	

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution >

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

USER SCENARIOS—HOW ORGANIZATIONS ARE IMPLEMENTING THE BYOD SMART SOLUTION

Table 4 describes how industries such as healthcare, retail, education, manufacturing, and government agencies use the Cisco BYOD Smart Solution for different levels of BYOD access.

Table 4 Cisco BYOD Smart Solution Use Cases for Different Levels of BYOD Business Policy

Use Case Scenario	BYOD Policy Level			
	Limited	Basic	Enhanced	Advanced
IT requirements in general	Restrict access to only corporate-issued devices	Provide role-based access such as guest access Restrict personal devices to public Internet Restrict access to internal sites	Provide highly secure, granular onsite and offsite mobility with access to the network and applications	Deliver the full workspace experience on mobile devices with new collaboration services
Healthcare	Hospital extends wireless access to employees for corporate devices only	Hospital provides guest access to patients	Doctor uses personal device in hospital and at offsite coffee shop with access to some hospital applications	Hospital administrator is granted full network access to applications, including new collaboration services
Retail	Network access granted for store associates, store managers, and other employees using retailer-issued devices	Privileged guest access for selected consumers and suppliers who are using personal devices	Secure access for employees using personal devices in the store, at headquarters, on the road, and at other business locations	Full network access with full use of native applications (for example, an HR applicant tracking system) for employees using personal devices
Education	Government-funded, highly sensitive university research project limits access in research facility to specific, owned devices	University alumni center provides guest access to parents and visitors	University faculty allowed to access research data and grading applications	University administrators and staff granted full network access, using mobile collaboration applications

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios >

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

USER SCENARIOS—HOW ORGANIZATIONS ARE IMPLEMENTING THE BYOD SMART SOLUTION (CONT.)

Use Case Scenario	BYOD Policy Level			
	Limited	Basic	Enhanced	Advanced
Manufacturing	Employees use corporate-owned devices to diagnose equipment failure on the manufacturing floor and correct problems using remote expert video	Employees, guests, suppliers, and vendors have access to Internet using user device Vendors and suppliers can connect to their native applications via the Internet	Employees granted access to native applications such as inventory, supply chain, and production metrics Vendors and suppliers have the ability to diagnose equipment failure by connecting with vendor subject matter experts using their own device	Executives and administrative staff granted full network access to key applications with new collaboration services, including collaboration with vendors and suppliers Vendor and suppliers have full access to diagnose, troubleshoot, and measure metrics on equipment
Local government agency	City extends wireless access to city building division employees for select corporate devices, including laptops, iPads, and smartphones	Guest access provided to building contractors working on city development projects	Building inspector uses personal device on construction site with access to permit applications in order to complete inspection and issue permits onsite	All city agency employees granted full network access to applications with new collaboration services
Federal government agency	National Science & Technology Agency extends wireless access to research center employees with security clearance for specific corporate devices	Agency provides guest access to select visitors	Senior researchers use personal devices offsite and at other facilities with access to some agency applications	All agency employees with security clearance granted full network access to applications with new collaboration services

Table B-1 in Appendix B describes sales opportunities in detail to use as potential insertion points. Ideally, you want to present the BYOD Smart Solution value proposition for a complete solution, but sometimes an upgrade or enhancement can get the customer on the path to the full business value of the BYOD Smart Solution. [Configuration options for midsize deployments](#) are available to address small, medium, and large customer scenarios, with and without high availability. [Cisco Validated Designs](#) provide prescriptive guidance for midsize and enterprise customers deploying BYOD strategies.

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios >

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

COMPETITIVE POSITIONING

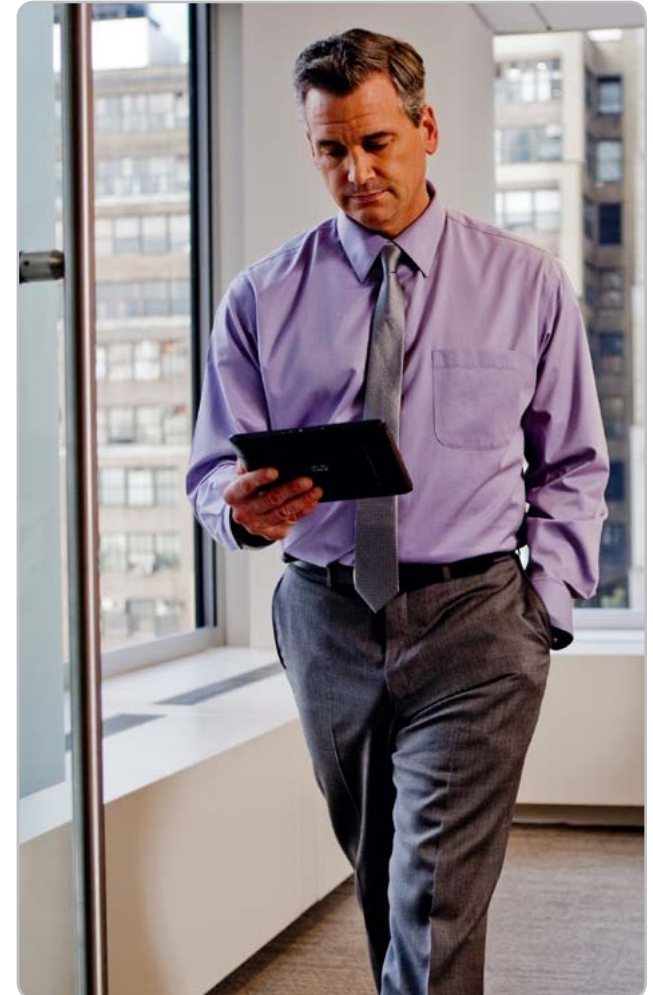
Only Cisco has a comprehensive solution from a single vendor that provides a unified BYOD solution. Refer to the [Cisco BYOD Smart Solution competitive battlecard](#) for a vendor-by-vendor comparison with Aerohive, Aruba, HP, Juniper, Meru, Microsoft, and Ruckus. Cisco's delivers:

- Unified policy for secure access
- Reliable user experience
- Simplified operations and management for IT
- Flexible configurations
- Validated designs
- Complete solution
- Future opportunities

Competitive Resources

- Wireless LAN competitive portal: See Piranha battlecards and quick reference guides
- Competitor battlecards:
 - Aruba: [Aruba Piranha Battlecard](#)
 - Juniper: [Juniper Piranha Battlecard](#)
 - HP: [HP Piranha Battlecard](#)
 - Huawei: [Huawei Piranha Battlecard](#)
- [Gartner Magic Quadrant Leadership for Wired and Wireless LAN Access Infrastructure](#)
- [Gartner Magic Quadrant Leadership for Network Access Control \(NAC\)](#)

For more information, refer to [Partner Central](#).





Cisco BYOD Smart Solution Sales Guide

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers >

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities

OFFERS

Discounts

[BYOD Smart Solution Promotion](#)

The Cisco BYOD Smart Solution Promotion provides compelling discounts, enabling Cisco Advanced Borderless Network Architecture, Advanced Wireless LAN, and Advanced Security Specialized Partners to competitively sell the BYOD Smart Solution in enterprise and midmarket accounts. Attractive product discounts are offered for the following product families:

- Cisco wireless LAN (WLAN) controllers
- Cisco Identity Services Engine (ISE)
- Cisco Prime™ Infrastructure
- Cisco Adaptive Security Appliances (ASA)
- Cisco AnyConnect®
- Cisco WebEx® Mobile
- Cisco Cloud Web Security (on global price list in Q4FY13)

[Cisco Capital® 3-month deferral \(U.S. and Canada\)](#)

No payments or interest for the first three months, giving your customers more flexibility without having to wait for budget to become available. Applies to Cisco hardware, software, and bundled services.

[Cisco Capital 6-month deferral \(Europe, Middle East, Africa, and Russia \[EMEAR\]\)](#)

Your customers don't have to wait for their next round of funding to get the technology that their organization needs today. By simply deferring your initial finance payment for up to six months they can help eliminate spending constraints.

Services

[ISE design and proof-of-concept service](#)

Fixed-price service, predetermined in scope and delivered both onsite and remotely. The service can be co-delivered by Cisco and Cisco Advanced or Master Security Specialized Partners and includes:

- Design development for up to 20,000 users
- A laboratory-based proof-of-concept pilot conducted at the customer's site
- Design development activities

[All other incentives and promotions](#): Select your region and the type of promotion or incentive you are interested in to find additional Cisco financial rewards.

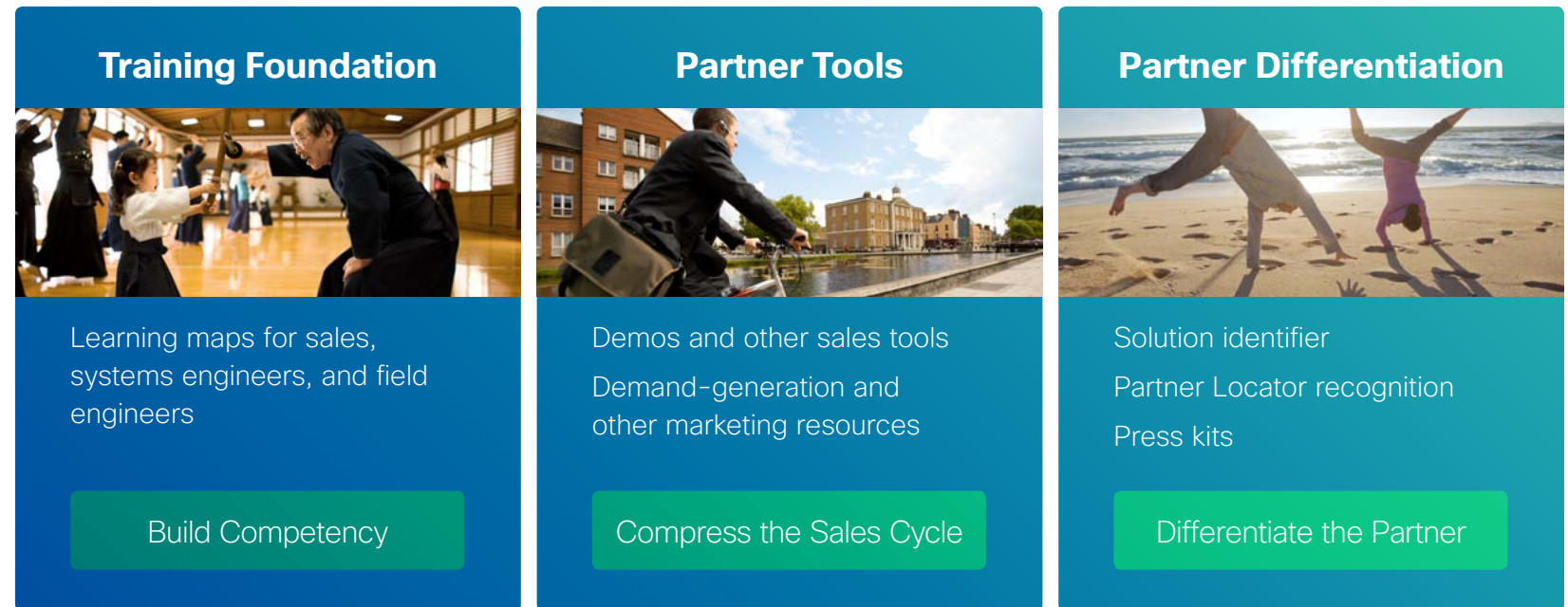


Cisco BYOD Smart Solution Sales Guide

CISCO BYOD SMART SOLUTION PARTNER ACCELERATOR

To help you build your practice and promote sales growth, the [BYOD Smart Solution Partner Accelerator](#) delivers business-relevant solution training, dedicated sales tools and marketing assets, and resources to differentiate your business (see Figure 2).

Figure 2. Cisco BYOD Smart Solution Partner Accelerator Framework



Follow these steps below to participate in the BYOD Smart Solution Partner Accelerator:

1. Achieve prerequisite specializations and Cisco Identity Services Engine (ISE) training.
2. Complete training courses that jump-start your BYOD practice with Cisco.
3. Take advantage of the differentiation of being a Unified Workspace Solution Partner (BYOD).

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

>

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

CISCO BYOD SMART SOLUTION PARTNER ACCELERATOR (CONT.)

Advantage: Differentiation for Your BYOD Smart Solution Practice

Once your company completes all of the learning map requirements, you will receive the following to differentiate your practice:

- Unified Workspace solution identifier. You may use the solution identifier to distinguish your company as a Unified Workspace Solution Partner on your website, on business cards, and in sales and marketing materials (see Figure 3).
- Cisco Partner Locator listing. Once your company has completed all of the requirements, it is identified in the Cisco Partner Locator as a Unified Workspace Solution Partner with all of the skills necessary to sell and implement the BYOD Smart Solution.
- Partner press kit. You can use the customizable press kit to announce your inclusion as a Unified Workspace Solution Partner. Once your company completes all of its learning map requirements, you will receive the press kit as part of the welcome package.

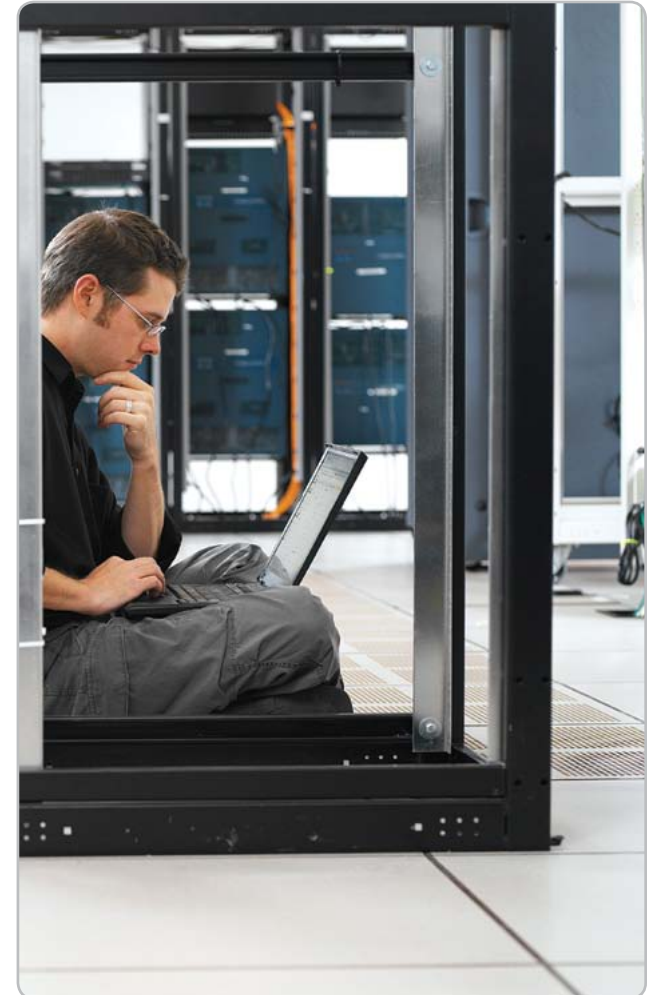
For More Information

- Review the [Cisco BYOD Smart Solution Partner Accelerator Welcome Guide](#) to learn more.
- Contact us with questions: byod_partners@cisco.com.

To learn more about the Cisco BYOD Smart Solution and resources that can help you

Figure 3. BYOD Smart Solution Identifier

Cisco
Unified Workspace Solutions
BYOD Smart Solution Reseller



What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

>

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

SALES, MARKETING, AND TECHNICAL PARTNER RESOURCES

build your practice, visit www.cisco.com/go/partnerbyod.

Sales Resources and Demonstrations

- [Cisco BYOD Hosted Demonstration](#). This demo enables you to show the value of the BYOD Smart Solution without the need to set up a lab or install software. Detailed demo scripts are available for specific user scenarios.
- Cisco Jabber™ [demos](#)
- [Cisco Prime for IT demo series](#)
- [BYOD network assessments](#)
- Cisco [Smart Care Service demo](#)

Sales Training Videos

[Selling the Cisco BYOD Smart Solution](#). This 20-minute course provides a solution overview as well as sales tips for account managers.

Services Training

- [Cisco Services Accelerate Program](#). A training and incentive program for eligible Cisco channel partners designed to help you and your teams sell Cisco Services more effectively and grow your business.

Webcast Recordings

- [Webcast recordings](#). These recordings provide periodic updates on the BYOD Smart Solution as well as information on specific topics.

Technical Resources and Design Guides

- [Cisco Validated Designs \(CVD\) Program](#). Used to design, test, and document the BYOD Smart Solution for enterprise customers, to facilitate and improve customer deployments.
 - [BYOD Design Zone](#). Access the BYOD Smart Solution Design Guide and other design resources.
- [Cisco Smart Business Architecture \(SBA\)](#). Access prescriptive guides for the BYOD Smart Solution for midsize customers, to help you deploy an architecture to accommodate users who bring their own devices into the workplace.
 - [BYOD: Advanced Guest Wireless Access Deployment Guide](#)
 - [BYOD: Identification and Authentication Deployment Guide](#)
 - [BYOD: Internal Corporate Access Deployment Guide](#)
 - [BYOD: Remote Mobile Device Access Deployment Guide](#)

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources >

Appendix A: Solution Details

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide



APPENDIX A: SOLUTION DETAILS

Cisco Unified Access—The Network as a Platform for BYOD

The Cisco Unified Access solution is a key part of enabling BYOD and comprises three of the BYOD Smart Solution's building blocks: core infrastructure, policy management, and secure mobility. Cisco Unified Access simplifies the entire business technology platform and makes it easy for users to work however and wherever they choose. By offering one policy, one management, and one network, Cisco Unified Access provides an intelligent network platform that enables a seamless BYOD experience:

- **One policy:** [Cisco Identity Services Engine \(ISE\)](#) (Smart Solution policy management) provides all-in-one enterprise policy control for comprehensive wired, wireless, and VPN access control; more productive workers; and lower operating costs. It includes rigorous identification and dynamic enforcement coupled with automated user onboarding and device security for consistent and highly secure access control.
 - **One management:** [Cisco Prime Infrastructure](#) (Smart Solution core infrastructure) couples end-user and performance visibility with lifecycle management of wired and wireless network, and delivers this information in simple dashboards and enhanced Prime 360 views of users, applications, and devices to simplify the diagnostics and remediation of issues that affect the network and services. Automated workflows and integrated Cisco best practices simplify the deployment, configuration, and management of Cisco devices and advanced Cisco IOS® Software features.
 - **One network:** (Smart Solution core infrastructure and secure mobility) draws on the Cisco Catalyst® switches with integrated wireless controller capabilities and Cisco wireless solutions to converge the wired and wireless infrastructure.
 - [Cisco Catalyst 3850 Series Switches](#): Converged access switches for wired and wireless with the industry's highest 480-Gbps stacking bandwidth, 40 Gigabit Ethernet integrated WLAN controller, built-in wireless LAN controller functionality, and a rich set of network intelligence features on Cisco IOS-XE for granular quality of service (QoS), resilience, policy, visibility, and control across wired and wireless.
 - [Cisco 5760 Wireless LAN Controller](#): Delivers the industry's highest 60-Gbps wireless performance and largest Layer 3 roaming domain with up to 72,000 access points and 846,000 wireless clients for both centralized and converged wireless infrastructure, along with the Catalyst 3850 for highly scalable mobility architectures.
- Both of these products are based on the same operating system (Cisco IOS-XE) and the ground-breaking Unified Access Data Plane (UADP) application-specific integrated circuit (ASIC). They deliver the performance, programmability, and open APIs based on the Cisco Open Network Environment, for fast feature rollout with investment protection.

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

>

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

APPENDIX A: SOLUTION DETAILS (CONT.)

Other components of the Cisco Unified Access solution (Smart Solution core infrastructure) include:

- Cisco Catalyst access switches: Enterprise-class Cisco Catalyst [3750-X Series](#) and [3560-X Series](#) stackable fixed access switches and Cisco Catalyst [4500 E-Series](#) modular access switches provide industry-leading security, including Cisco [IOS Device Sensor](#) and role-based Cisco TrustSec® security, best-in-class availability and resilience, highest QoS to prioritize business-critical traffic, and power over Ethernet (PoE) leadership that simplifies and accelerates wireless deployments.
- Cisco Catalyst enterprise backbone switches: Cisco Catalyst [6500 Series](#) Switches support interactive business collaboration, extensive network visibility, simplified network segmentation for BYOD, and streamlined network management.
- Wireless network: A high-performance, intelligent 802.11n wireless network gives your customers the performance and reliability they need to support a high density of mobile devices, running such high-bandwidth applications as voice, video, and virtual desktops. These capabilities are provided by:
 - [Cisco wireless LAN controllers](#): Automate wireless configuration and management functions, provide visibility into and control of the wireless LAN, and enable interaction with Cisco ISE to enforce authentication and authorization policies across device endpoints.
 - [Cisco Aironet® access points](#).
 - Enhanced mobility services, including location tracking, wireless intrusion prevention system (wIPS), and rogue detection; [Cisco CleanAir®](#) location, correlation, and history data; [Cisco ClientLink](#); [Cisco VideoStream](#); and high-availability options.
- [Cisco AnyConnect Secure Mobility Client](#): Provides an always-on VPN experience across the industry's broadest array of mobile devices and includes 802.1X authentication.
- [Cisco ASA 5500 Series Next-Generation Firewalls](#): Deliver superior scalability, a broad span of technology and solutions, and effective, always-on security. They are designed to meet the needs of an array of deployments. By integrating the world's most proven firewall; a comprehensive, highly effective intrusion prevention system (IPS) with Cisco Global Correlation and guaranteed coverage; a high-performance VPN, and web security, the Cisco ASA 5500-X Series help organizations provide highly secure, high-performance connectivity and protect critical assets for maximum productivity.

These technologies are designed to deliver the integrated BYOD Smart Solution that addresses customer challenges. This network foundation is made even more powerful when collaboration solutions enable a new level of employee productivity by providing the ability to work seamlessly anywhere and at any time.

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

>

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

APPENDIX A: SOLUTION DETAILS (CONT.)

Workspace Management

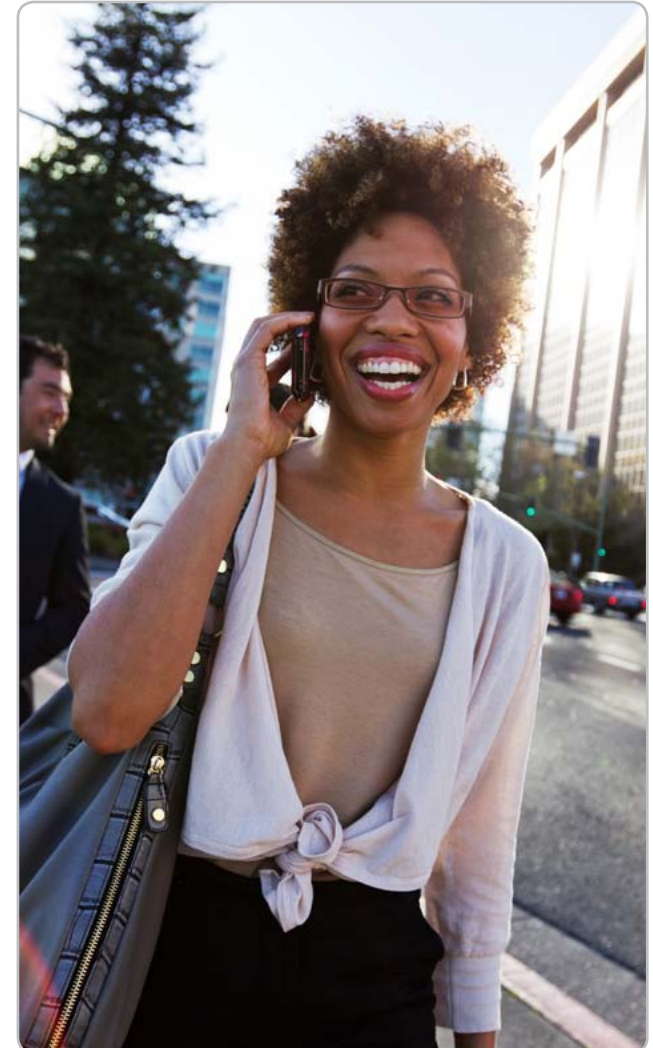
Mobile device management (MDM) is mobile device-centric and helps enforce policy for mobile devices. MDM serves a need similar to patch management for PCs. The Cisco ISE offers centralized policy and network intelligence as an MDM complement for a complete security solution.

MDM solutions can:

- Push applications
- Establish compliance baselines
- Create a device inventory
- Provision and deprovision devices
- Deliver data security
- Deliver device application security
- Provide cost management
- Conduct a full or selective wipe of data from lost or stolen mobile devices

These functions are a strong foundation for a BYOD strategy. If a customer is looking at a basic BYOD implementation involving differentiated network access based on authentication and profiling, Cisco ISE is sufficient to answer their need. It is important to note that MDM does not differentiate users and devices on the network or apply access controls beyond basic Microsoft Exchange control capabilities. The power of MDM and Cisco ISE brings a winning combination of extensive network and mobile device intelligence to deliver comprehensive, highly secure access and a highly productive user experience.

Cisco provides integration with strategic partners for MDM, including AirWatch, Citrix/Zenprise, Fiberlink, Good, Mobile Iron, and SAP Afaria. For cloud-based MDM, Cisco ISE is integrated with Cisco Mobile Collaboration Management Service (MCMS).



What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details >

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

APPENDIX A: SOLUTION DETAILS (CONT.)

Workspace Productivity Applications

Help your customers transform processes to increase productivity, improve customer service, and reduce costs. Cisco collaboration applications give your teams the freedom to be productive from anywhere, on any device. Work continuously across multiple platforms and devices with instant messaging, screen sharing, web and video conferencing, and shared workspaces—on the premises or in the cloud.

- [Cisco Jabber](#): Easily access voice, video, presence, instant messaging, voice messaging, desktop sharing, and conferencing capabilities. Cisco Jabber is a soft phone with high-definition video and desktop-sharing capabilities. It is integrated with Microsoft Office. Cisco Jabber takes advantage of intelligence in Cisco networks and Cisco Unified Communications Manager to deliver highly secure, reliable, and high-quality communications. Jabber puts IT in control, with deployment flexibility and investment protection, delivering a consistent experience across on-premises and cloud-based deployments, and using industry standards to help ensure interoperability across Cisco and third-party solutions.
- [Cisco WebEx® Mobile](#): WebEx Mobile for iPhone, iPad, and Android allows you to host or attend a meeting wherever you are. If you have Internet access, you have WebEx. Beyond meetings, WebEx Meeting Spaces are accessible from any browser on any web-enabled device, allowing users to review documents, read comments, and chat from a phone or tablet, wherever they are. Users can attend WebEx meetings on any 3G, 4G, or Wi-Fi enabled device just by launching the meeting URL from a browser—no app download is required.
- [Cisco Pervasive Conferencing](#): Cisco Pervasive Conferencing delivers highly scalable multiparty meetings from any device, allowing partners to provide solutions that deliver easy-to-use, cost-effective, and scalable conferencing for all. With the combination of Cisco TelePresence® and Cisco WebEx Meeting Center, customers get highly secure two-way video sharing with up to 720-pixel HD screen resolution; integrated audio and data sharing, including application and desktop content sharing among all users in a meeting; and improved conference scheduling through a single interface.

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

>

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

APPENDIX A: SOLUTION DETAILS (CONT.)

Cisco BYOD Smart Services

[Cisco BYOD Smart Services](#): Work with your customers to plan, build, and manage their BYOD Smart Solution. Cisco Services can help you put together the right suite of services for your customers. Smart services give you the actionable insight you need to proactively address your customers' potential issues, simplify and automate your customers' ongoing operations, and evolve their networks to meet BYOD business objectives. Choose the capabilities that complement your own services portfolio, and take advantage of Cisco expertise, best practices, and smart services capabilities as you develop your own BYOD Smart Solution practice.

- [Technical Support Services](#): Provide networkwide support, monitoring, and repairs for your customers' networks using the following technical services backed by Cisco's networking expertise, methodologies, tools, and proactive supporting and monitoring:
 - [Cisco SMARTnet® Services](#), including [Smart Net Total Care \(SNTC\)](#): Help customers proactively manage their network devices and resolve problems more quickly
- [Assessment Services for BYOD](#)
- [Development](#) and [Guidance](#) Services for BYOD
 - Borderless Networks Guidance
 - Borderless Networks Development
 - ISE Guidance



What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

>

Appendix B: Sales Opportunities



Cisco BYOD Smart Solution Sales Guide

APPENDIX B: SALES OPPORTUNITIES

Table B-1. Sales Opportunities

Customer's Current Products or Technologies	Desired Capabilities	Recommendation
Legacy wired network, no wireless capability	<ul style="list-style-type: none">• Add wireless access and ensure wireless LAN performance and reliability.• Identify and troubleshoot wireless interference.• Improve the performance of 802.11a/g clients when operating on an 802.11n infrastructure.• If entering a switching refresh cycle, consider using new wired and wireless (converged) switches to provide the wireless infrastructure.	Cisco Aironet 1600, 2600, and 3600 Series Access Points with 802.11n, and Cisco wireless LAN controllers Cisco CleanAir Cisco ClientLink 2.0 , Cisco VideoStream Cisco Catalyst 3850 and 4500 E-Series Switches
802.11a/b/g wireless network	Improve scalability of the mobile solution and support incoming 802.11a/c clients with 870-Mbps rates using future module expansion. Upgrade legacy wireless LAN controllers.	Cisco Aironet® 1600, 2600, and 3600 Series Access Points with 802.11n, and Cisco wireless LAN controllers for higher speeds and better coverage on Wi-Fi networks. Cisco 5760 Wireless LAN Controller Cisco Catalyst 3850 Series Switch with integrated wireless LAN controller* Cisco 5508 Wireless Controller** Wireless Services Module 2 (WiSM2)**



What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities





Cisco BYOD Smart Solution Sales Guide



APPENDIX B: SALES OPPORTUNITIES (CONT.)

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities >

Customer's Current Products or Technologies	Desired Capabilities	Recommendation
Legacy remote access VPN clients	<p>Make VPN connectivity easy for the end user who moves from the office to other locations throughout the workday.</p> <p>Allow employees who use mobile devices at the office (either company or personally owned) to keep working when they leave the office.</p> <p>Allow an employee who unlocks a mobile device off-premises to automatically connect to the VPN without a cumbersome login process.</p>	<p>Cisco ASA 5500-X Series Next-Generation Firewalls</p> <p>Cisco AnyConnect Secure Mobility Client license.</p> <p>Cisco AnyConnect supports the broadest base of desktop and mobile operating systems and browsers in the industry.</p> <p>The Cisco AnyConnect license is available only for networks that have a Cisco ASA or Cisco Integrated Services Router (ISR).</p>
Company usage policy	<p>Provide visibility and control for every device, and block unwanted devices.</p> <p>Automate policy enforcement for devices on the network.</p> <p>Customize each user's access to resources based on their role, the device they are using, and how they are accessing the network.</p> <p>Provide a way for employees to update their devices and help ensure that they have the latest software installed to reduce security risks before they access the network.</p> <p>Protect information by deleting it remotely when devices are lost.</p>	<p>Cisco Identity Services Engine (ISE)</p>





Cisco BYOD Smart Solution Sales Guide

APPENDIX B: SALES OPPORTUNITIES (CONT.)

Customer's Current Products or Technologies	Desired Capabilities	Recommendation
Legacy Cisco Catalyst switching products	Provide network infrastructure with the performance and reliability to support a BYOD solution. Provide converged wired and wireless infrastructure.	Cisco Catalyst 3750-X, 3560-X, and 4500 E-Series Switches , Cisco Catalyst 6500 Series Switches with differentiated network services Cisco Catalyst 3850 Series Switch with integrated wireless LAN controller*
Legacy network management software for wired or wireless networks	Manage wired, wireless, and VPN connections with a “single pane of glass” interface. Troubleshoot and resolve service-affecting issues in a combined wired and wireless network. Enable end-to-end application and end-user visibility. Discover and report on Cisco hardware end-of-sale or end-of-life devices and enable embedded Cisco instrumentation and industry-standard technologies, such as NetFlow, Application Visibility and Control (AVC), Network Based Application Recognition (NBAR), medianet, Performance Agent, and Simple Network Management Protocol (SNMP), to deliver networkwide application-aware visibility.	Cisco Prime Infrastructure



What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities >



Cisco BYOD Smart Solution Sales Guide

APPENDIX B: SALES OPPORTUNITIES (CONT.)

Customer's Current Products or Technologies	Desired Capabilities	Recommendation
Legacy instant message and real-time collaboration applications	<p>Deliver a collaborative experience from a preferred device that boosts productivity, whether the user is mobile or at his or her desk.</p> <p>Enable users to quickly and easily find people online, see if and how they are available, and collaborate using instant messaging, voice, high-definition video, voice messaging, desktop sharing, and conferencing.</p> <p>Expand the number of video endpoints and maximize video investment protection.</p>	Cisco Jabber
Legacy meeting applications	<p>Enable your users to host or attend a meeting using an iPhone, iPad, or Android, wherever they are as long as they have Internet access.</p> <p>Enable users to attend meetings on any 3G, 4G, or Wi-Fi-enabled device just by launching the meeting URL from a browser; no app download is required.</p> <p>Allow users to access and review documents, read comments, and chat from a phone or tablet, wherever they are, from any browser on any web-enabled device.</p>	Cisco WebEx Mobile Available on the broadest range of platforms and devices. Fully integrated with the Microsoft Outlook and Office suite.

*The Cisco Catalyst 3850 and its integrated wireless LAN controller run on a single OS image for wired and wireless. Refer to the software release guide for feature support. [Click here](#) for details.

**The Cisco 5508 controller and Cisco Wireless Service Module 2 (WiSM2) require a software upgrade for converged access capabilities. Most access points are compatible with "one network" architectures with a software upgrade.

What Is the Cisco BYOD Smart Solution Play?

Why Is This Play Important to Your Customers?

Target Audience

Customer Value Proposition

Cisco Solution

User Scenarios

Competitive Positioning

Offers

Cisco BYOD Smart Solution Partner Accelerator

Resources

Appendix A: Solution Details

Appendix B: Sales Opportunities



What Is the
Cisco BYOD Smart
Solution Play?

Why Is This Play
Important to Your
Customers?

Target Audience

Customer Value
Proposition

Cisco Solution

User Scenarios

Competitive
Positioning

Offers

Cisco BYOD Smart
Solution Partner
Accelerator

Resources

Appendix A:
Solution Details

Appendix B:
Sales Opportunities



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

Cisco and the Cisco Logo are trademarks of Cisco Systems, Inc. and/or its affiliates in the U.S. and other countries. A listing of Cisco's trademarks can be found at www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1005R)