

# Switch on to the Catalyst Accelerator

## How to Sell



## Cisco Catalyst 2960, 2960-S, and 2960-SF Family Switches

### What the Catalyst 2960, 2960-S, and 2960-SF Series can do for Customers

The Cisco® Catalyst® 2960, 2960-S, and 2960-SF Series is a range of standalone and stackable fixed-configuration access switches.

It offers unified access, scalability, security, and SmartOperations for your customers, providing Fast Ethernet or Gigabit connectivity, with up to 48 ports.

These switches also offer your customers more features for their money and substantial savings over the lifetime of their investment.

The Cisco Catalyst 2960, 2960-S, and 2960-SF Series switches have been designed to offer standards-based speeds and feeds and a set of features that help lower the total cost of ownership through reduced operating costs.

For a comparison of models, please see the Cisco Catalyst 2960, 2960-S, and 2960-SF Series cheat sheet. Catalyst 2960, 2960-S, and 2960-SF switches provide answers to customers asking the questions:

- “How do I manage complexity and scale?”
- “How do I reduce total cost of ownership?”
- “How do I get both security and access?”

They help manage complexity and scale through FlexStack® stacking and Power over Ethernet (PoE) leadership. They reduce total cost of ownership by allowing smarter operations and greener IT. And they help manage security with:

- Rich and robust 802.1X
- Security group tag Exchange Protocol (SXP)
- Cisco Identity Services Engine (ISE)
- IPv6 first-hop security

### Which Customers will want 2960, 2960-S, and 2960-SF Series Switches?

The Catalyst 2960, 2960-S, and 2960-SF series is ideal for the traditional IT workspace, allowing organizations to deliver data, voice, and video. Customers in the market for these solutions may probably be midsize enterprises or branch office networks.

They may be very price-sensitive and looking for a high-performance solution that can reduce the total cost of ownership while offering more features at a lower purchase price.

Bear in mind that 2960, 2960-S, and 2960-SF Series switches are standard switching products, aimed at traditional workplaces.

Customers who are looking to address the issues of mobility, bring-your-own-device, and more sophisticated Borderless Network solutions should be directed to the Catalyst 3000 and 4000 Series switches.

### Competitive Features and Benefits

The switches have many advantages over competing products in four areas:

Feature	Benefit
FlexStack stacking	Provides a unified switch for simplified management and redundancy for up to 192 ports.
PoE leadership	PoE increases energy efficiency and network flexibility.
SmartOperations and green IT	Accelerate deployment and automate administration while saving up to US\$15,000 (or 230 hours) per 100 switches.
Secure access	Secure access for users and devices, featuring robust and flexible authentication.

## FlexStack Stacking

Unique to Cisco, FlexStack stacking allows users to stack a whole range of switches and operate them as if they were a single switch. The specific advantages include:

- Stack up to four switches, up to 192 ports in total
- Mix models in one stack
- Get up to 40 Gbps of stack throughput in total
- Share uplinks for redundancy if one switch fails
- Apply features including quality of service (QoS) and EtherChannel across stack members

FlexStack has a number of specific advantages over competing configurations, such as the ‘clustering’ configuration used by some products. Here’s how they compare:

FlexStack	Competitor ‘Clustering’
Manage the whole stack as a single switch (via command-line interface or Prime)	Connect to the cluster commander IP address, then manage individual switches
Dedicated 40 Gbps stack backplane via FlexStack module	‘Virtual’ backplane using 1 Gbps or 10 Gbps network interfaces
Failover and re-convergence in seconds, with self-healing uplink EtherChannel	If commander fails, cluster can become unreachable

## PoE Leadership

Cisco switches lead the market in PoE. The benefits of PoE are numerous from both a network efficiency standpoint and for reducing operating costs. Because devices are not dependent on mains power, PoE allows your customers to:

- Benefit from more flexible and efficient network designs
- Centralize power management
- Reduce the cost, time, and complexity of installation
- Have straightforward, cost-effective temporary deployments

Cisco Catalyst 2960, 2960-S, and 2960-SF Switches beat the industry standard for PoE by providing PoE+, which provides up to 30 Watts per port, enabling advanced endpoints.

Industry standards	Cisco offers
<b>PoE 15W</b> Industry Standard: <b>IEEE 802.3af</b>	<b>Base PoE+ models: 370W</b> PoE on 24 ports PoE+ on 12 ports
<b>PoE+: 30W</b> Industry Standard: <b>IEEE 802.3at</b>	<b>Full PoE+ models: 740W</b> PoE on 48 ports PoE+ on 24 ports

## SmartOperations and Green IT

“Cisco Smart Install has enabled us to quickly deploy a large number of switches in schools countywide and support them remotely with fewer resources, reducing the burden on schools.”

**Brian Yost, Senior Network Engineer, Merced County Office of Education**

Saving money, power, and the planet is a winning combination, and with the Catalyst 2960, 2960-S, and 2960-SF Series you can also offer customers a straightforward deployment operation. The combination of the green IT energy saving features and SmartOperations toolkit can add up to big savings.

Catalyst 2960, 2960-S, and 2960-SF Switches support EnergyWise, which allows your customers to better understand and control their energy usage.

The switches also use 36 percent less energy compared to the industry average and it has been calculated that for each 100 Catalyst 2960, 2960-S, and 2960-SF Switches your customers install they can save up to US\$15,000 a year or 230 hours of power usage.

The SmartOperations toolkit brings together Cisco Catalyst technologies and Cisco IOS software features to help improve productivity, cut costs, reduce downtime, and enhance the user experience. The toolkit includes the following:

Feature	Benefit
Smart Install	Zero-touch deployments and maintenance, with automatic configuration for each new switch.
Auto Smart Ports	Allows plug and play for end devices. When a new device is attached, port configuration is applied, and QoS and security policies enforced.
Smart Call Home	Quickly identifies and resolves network issues. When an anomaly is detected there is proactive diagnostics, an alert is created in real-time, web-based reports are routed to the correct Cisco Technical Assistance Center (TAC) team, and remediation is initiated.

## Secure Access

Cisco Catalyst 2960, 2960-S, and 2960-SF switches allow your customers flexible and secure access while maintaining a robust authentication regime. Which means that organizations can offer their workforces, collaborators, and customers more flexibility while ensuring the network remains secure.

The Cisco Catalyst 2960, 2960-S, and 2960-SF switches deliver a range of features that secure access to the network and enforce security policies.

These features include flexible authentication with 802.1X monitor mode, Cisco SXP for policy enforcement and integration with Cisco ISE, and IPv6 first-hop security. In addition, these Cisco switches protect network data confidentiality and integrity with switch port-level encryption.

## Your Customers' Investments are Protected

If you are selling solutions to your customers they need some guarantees that their investment can not only show a favorable return and help business productivity, but also be protected. Catalyst 2960, 2960-S, and 2960-SF Switch investments are protected in two ways.

First, they are covered by an enhanced **limited lifetime warranty**, featuring:

- Limited lifetime warranty of five years on power supplies and fans
- Next-business day hardware replacement
- 90-day TAC support
- Free software updates for LAN base and LAN lite images

In addition to this, Cisco makes specific guarantees that its switches can not only be available for a pre-determined period of time, but can be fully supported during their commercial lifespan.

## Contact us For More Details

The Cisco Catalyst 2960, 2960-S, and 2960-SF Series of switches comes in a wide variety of models, with an ideal SKU for your customer. For more details, please contact us on [<insert Distributor contact details>](#).



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