

Switch on to the Catalyst Accelerator How to Sell



Get Ready for the Next-Generation Workplace

The way we work is changing. And so must our networks. The current trend for bring-your-own-device (BYOD) working can continue to grow dramatically, as can the demand for video.

The Cisco® Visual Networking Index predicts that monthly global mobile data traffic alone can surpass 10 exabytes in 2017 and that the number of mobile-connected devices can exceed the world's population before the end of this year.

Your customers' businesses, their employees, and their customers are demanding that they can connect to a network from anywhere, at any time, on any device, and collaborate using rich media.

When a chief information officer is planning to develop a next-generation work environment, the questions they can be asking themselves are:

"How can I get better availability?"

"What can I do to keep the network secure, without compromising access?"

"Can the infrastructure be able to support real-time, high quality, rich communications?"

"How do I keep the total cost of ownership (TCO) down?"

Answering these questions represents a massive opportunity for your business. The Cisco Catalyst® 3560, 3750, and 3850 family of switches has the features and business benefits that can help you make the most of that opportunity.

Introducing the Catalyst 3560, 3750, and 3850 Family

Cisco Catalyst 3560, 3750, and 3850 switches are industry-leading modular access, enterprise-class fixed switching solutions. They include stackable and standalone models that provide high availability, scalability, security, energy efficiency, and ease of operation.

These switches have been designed to provide a true Borderless Network experience, and are crammed with innovative features, with models providing wired and wireless access, Fast Ethernet and gigabit connectivity, and up to 48 ports.

The family features tried-and-tested solutions and the very latest in switching technology, with a combined global installed base numbering hundreds of thousands of units and over a quarter of a billion ports to date.

In addition to serving the traditional voice-and-data workspace, they can radically simplify BYOD and collaboration while delivering value across the entire lifecycle of the network from on-boarding to centralized policy and end-to-end enforcement.

This family also offers the world's first-ever combined wired and wireless switch in a single platform.

Why Your Customer Needs the Catalyst 3560, 3750, and 3850 family

Capabilities such as greater security, supporting exploding video, power-over-Ethernet (PoE) leadership and high availability are critical in addressing your customers' concerns.

Customers can also be able to achieve a lower total cost of ownership with aspects that extend the refresh cycle, enterprise-wide energy management, and features that reduce operational costs.

The Cisco Catalyst 3560, 3750, and 3850 family of switches addresses the above issues and more, through both innovative technology and operational simplicity.

High Availability

With these switches the network is available during software upgrades, enhancing productivity. They also allow 'hot' hardware upgrades, further reducing service disruption. In addition, auto configuration reduces deployment time and effort.

StackWise and StackPower technology help reduce unplanned downtime, too.

Technology	Business benefit
StackWise, StackWise Plus and StackWise-480. Build resilient and self-healing stacking that behaves like a single unit.	Add and delete switches, perform software updates or auto-configure an entire stack without service interruption. Improves network service even when there are common network failures.
Redundant and hot-swappable power supplies and fans.	Eliminates downtime due to power supply or fan failures. Enables non-disruptive component replacement. An industry first.
StackPower. resilient and self-healing power management technology, which allows the power supplies in a stack to be shared by various switches.	Maintains network service even when there are common network failures.
Smart Operations	Smart Operations features such as Auto Smartports, Auto quality of service (QoS) and Smart Install reduce deployment time by automating many configurations.
Wired and wireless in a single platform.	Improved resiliency with fast recovery.

Secure Access

The Cisco Catalyst 3560, 3750, and 3850 family of switches gives your customers flexible and secure access while maintaining a robust authentication regime.

This means that organizations can offer their workforces, collaborators, and customers more flexibility while ensuring the network remains secure.

The Cisco Catalyst 3560, 3750, and 3850 family delivers a range of features that secure access to the network and enforce security policies.

These features include flexible authentication with 802.1X full identify support, sensor and profiling, plus role-base access control, Media Access Control Security (MACsec) encryption and IPv6 first-hop security.

In addition, these Cisco switches protect network data confidentiality and integrity with switch port-level encryption.

Technology	Business benefit
Cisco Integrated Security Toolkit	Protect information, communications, and transactions against denial-of-service and man-in-the-middle attacks.
Flexible Netflow	Real-time monitoring of internal and external attacks.
Wired and wireless in a single platform, monitored with Application Visibility and Control (AVC)	Consistent security with wireless traffic fully visible at the switch.
MACsec hardware-based encryption. Packets are encrypted directly from the source	Prevent eavesdropping and man-in-the-middle attacks. Make sure your network data is confidential. Improve compliance.
802.1x monitor mode	Enable phased and scalable deployments of 802.1x with absolutely no operational downtime.
Role-based access control with Cisco TrustSec and Security Group Tag support	Enable secure collaboration with customers, contractors, and partners. Implement authentication policies based on type of device, user IDs, and organizational roles via users' security groups.
Device profiling (Cisco Identity Services Engine 1.1) and switch-sensor	Be totally sure that network-connected devices behave according to their signatures.

Optimal User Experience

There is little point being able to connect from anywhere, on any device, if video takes forever to stream or priority data is blocked. Here, the Catalyst 3560, 3750, and 3850 family can help, too.

It helps optimize user experience by improving network visibility with Flexible Netflow and allows your customers to differentiate between different traffic flows, employing Medianet Services Proxy.

In addition, it is possible to prioritize business-critical traffic with strict priority queuing and automate content streaming using location-aware content. The Catalyst 3560, 3750, and 3850 family allows customers to calibrate and assess the network with Cisco's built-in traffic simulator.

It also simplifies monitoring and provides hop-by-hop troubleshooting with Cisco Mediatrace.

Technology	Business benefit
Wired and wireless in a single platform	Consistent quality of service control.
Automate content mapping	Automatically configure and optimize the network for video, depending on the application type, including: <ul style="list-style-type: none"> • Cisco TelePresence™ conferencing • video surveillance • desktop collaboration • streaming media Location awareness. Automate content mapping.
Auto-Configuration. Simplify video deployments	
Medianet Readiness Assessment. Ready the network for high-definition video	
Mediatrace. Monitor and troubleshoot video calls	
Network calibration. Run traffic simulations for QoS	
Medianet Readiness Assessment. Prepare the network for high-definition video	

PoE Leadership and Higher Energy Efficiency

Cisco switches lead the market in PoE. The benefits of PoE are numerous from a network efficiency standpoint and for reducing operating costs. PoE also helps deliver a high degree of network flexibility as it frees devices from needing an external energy supply.

Cisco EnergyWise™ and StackPower also lower energy requirements for the network, further reducing your customers' TCO.

Technology	Business benefit
Power 48 devices in one rack unit	Full PoE support in one rack unit or full PoE+ support for next-gen PoE+ devices.
Upgradeable power supplies	Improve power flexibility and investment protection.
StackPower. resilient and self-healing power management technology	Reduce the number of power supplies required per switch and eliminate the need for an external redundant power supply. Enable better power, space utilization, and higher availability with power pooling.
Cisco EnergyWise	Brings services, devices, and the network under a single set of policies for measuring power consumption, allowing IT teams to better understand and control power across the entire infrastructure.
Intelligent and more granular power management capabilities	Fine-tune the amount of power needed.
Off-line power supplies when devices are sleeping	Energy saving.

Your Customers' Investments are Protected

If you are selling solutions to your customers they need some guarantee that their investment can not only show a favorable return and help business productivity, but can also be protected. The Catalyst 3560, 3750, and 3850 family is protected in two ways.

First, the Catalyst 3560, 3750, and 3850 family is covered by an enhanced limited lifetime warranty, which features:

- Limited lifetime warranty of five years on power supplies and fans
- Next-business day hardware replacement
- 90-day Cisco Technical Assistance Center 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, they can be fully supported during their commercial lifespan.

Contact Us for More Details

The Cisco Catalyst 3560, 3750, and 3850 family 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>](#).