



Catalyst 9300 Sales Accelerator

Switching for an entirely new era of networking.
The Network. Intuitive.

Why your customer cares

Security

Evolving Security threats are becoming dynamic and pervasive and hidden in encrypted traffic, with different security needs for proliferation of devices and users as well as threat detection.

Mobility

Wired/wireless deployments are a given. Client density, bandwidth scaling, converged management, advanced security, flexible uplinks and POE are must for new business environments.

IoT

The exponentially growth of IoT devices will require unified network control, more automation and more advanced security.

Cloud

Workloads are moving from private to public so IT can do more with less. This creates a need for SLA consistency across and requires new security and access control over the cloud.

Why you should care

- Focus is shifting to delivering security and network management that is easy and efficient.
- Catalyst 9000 is purpose built to support industry trends – security, mobility, IoT and cloud.
- Catalyst 9000 is DNA ready, enabling your customers to scale to DNA capabilities when ready.
- Unprecedented automation, assurance and security capabilities give Cisco a significant competitive edge.

What are customers' buying triggers?

- **Enhanced integrated security** in the network, segmentation and user-based policy enforcement (SD-Access led).
- **New campus and/or branch** build-out.
- **IoT** build-out within a campus or branch environment.
- **Dense UPOE/PoE** endpoints (Perpetual PoE, Wave 2 AP's, video surveillance).
- **Reduce cost and complexity** - simplify by automating.
- **Migration** to new platform due to LDoS.

Where is your opportunity?

- Customers that have security as top of mind.
- Those exploring IoT deployments and PoE within their campus (e.g. video cameras, lighting, etc.).
- Customers needing higher performance to support their current and future access needs.
- Need for high-density Wave 2 AP's.
- Customers with installed base of Catalyst 2950, 2960, 3560X, 3750E.

What is your pitch?

Your network needs to understand the world it is connecting. But some switches were not designed to handle the security threats, evolving IoT and mobility integration that the network for today - large and small - is challenged by.

Cisco Catalyst 9300 series switches are the next-generation in the legendary Catalyst family of enterprise LAN access, aggregation and core switches. Designed for an entirely new era of networking, these switches deliver stellar performance and functionality and extends Cisco's networking leadership with breakthrough innovations in security, mobility, IoT and cloud.

With the new UADP 2.0 ASIC, a new x86 based CPU with container-based app hosting and the converged operating system, open Cisco IOS XE, the Catalyst 9300 Series delivers twice the performance of the 3850 Series, with comparable pricing, while adding a host of new features and functionality. And with new Cisco ONE packages and A la Carte subscription-based software licenses, customers can purchase the features and capabilities they need while having access to ongoing innovation.

Why Cisco? (competitive)

Cisco-based networks have moved data for 80% of the Internet for the last three decades. But we didn't just move it, we studied it, we worked to understand it and applied it in the network for today. So when it came to designing switches for this new network, no one else does it better than Cisco. Ensure the investment your customers make is protected with the most advanced digital ready switching platform on the market that only Cisco can deliver, including:

- True differentiation with Security- advanced security capabilities that can help provide segmentation and micro segmentation, trustworthy systems, detect malware and threats on encrypted traffic.
- Scale for IoT - Unique device identification capabilities to increase security, perpetual POE, IEEE 1588/AVB as well as container based application hosting and software patching.
- Cloud readiness - A complete DevOps kit, ability to stream telemetry of locally enriched data and the ability to host cloud tethered, security or network applications.

Questions to ask (discovery)

- Are you deploying Wave 2 access points?
- Do you have more IoT devices connecting to the network?
- Are you aware of persistent threats, from which perimeter security cannot protect you?
- What are you doing to identify attacks inside your network, considering many are encrypted attacks?
- Did you know hackers modify the software on switches to monitor or change traffic?
- Are your application developers needing to interface with the network?

Your winning strategy

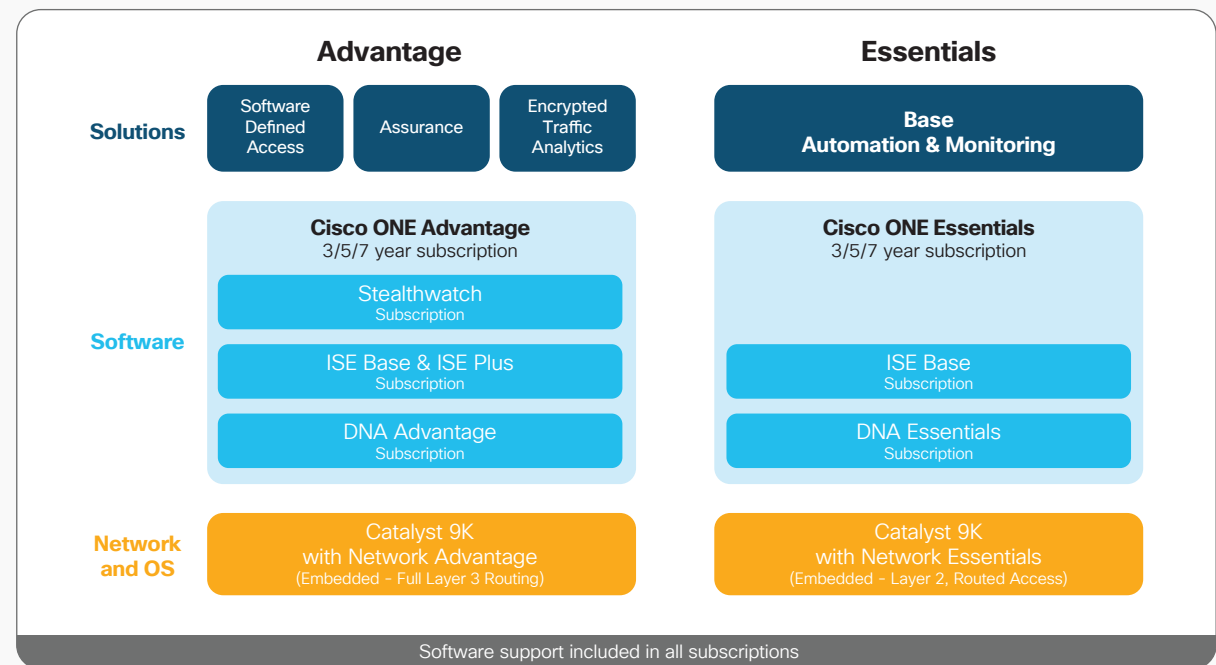
- Start with the business outcome. Tie the sale to the broader initiative they're driving.
- Lead with security – Catalyst 9300 can help them be more secure, reduce detection time and save their job!
- Pitch for a digital ready infrastructure, even though customer might not be interested in all DNA Capabilities initially.
- Ask about their application environment, Catalyst 9300 series can better enable, integrate, deliver and secure applications.

What to sell

The Catalyst 9300 Series is Cisco's lead fixed enterprise switching access platform built for security, mobility, IoT and cloud and is the next generation of Industry's most widely deployed switching platform. It consists of a range of 1G and mGig models, to fit different density and bandwidth needs.

- Licenses: New flexible purchasing options with Cisco ONE and A-la-carte subscription-based software licenses, allowing customers to purchase the features and capabilities they need.

Offer structure (available in Cisco ONE and A-la-carte)



- **Lead with Advantage** for Software-Defined Access (SD-Access), Assurance and Encrypted Traffic Analytics (ETA)
- **Fallback to Essentials** for Base Automation and Monitoring
- **Position Cisco ONE** for simplicity, included, support and better-together bundle pricing
- **Attach Cisco ONE or DNA subscription** to all Catalyst 9K sales (required with the Hardware sale)

Services

- Implementation: [Network Migration Upgrade](#)
- Optimize: [Network Optimization](#)
- Technical: [Smart Net Total Care](#), [Partner Support](#), [Solution Support](#)
- Managed: [Managed Network](#)

Additional information

- Catalyst 9300 [Data sheet](#)
- [Cisco Catalyst 9300 Sales At a Glance](#)
- IDC DNA [Report](#), [Executive Summary](#), [Business Value Snapshot](#)
- Switching page on [SalesConnect](#)
- Global Launch Hub: [Cisco](#), [Partners](#)

Objection handling

Customer Says	Your Response	Position These Technologies
<p>My network works perfectly well.</p> <p>Why migrate?</p>	<p>Mobile data will grow 10x by 2019 Wave 2 AP's drive higher data rates.</p> <p>Are you aware of the security risks you have in your switch itself?</p> <p>Did you know that most threats come from inside your network.</p> <p>Enabling mobile services increases business value.</p>	<ul style="list-style-type: none"> • Multigigabit technology • Encrypted Traffic Analytics • Trustworthy Systems • StealthWatch/ISE • NetFlow • Stealthwatch
<p>I don't have the budget! or You're too expensive.</p>	<p>What mobility services are you launching?</p> <p>Building a network today capable of your tomorrows needs help you protect your investment.</p>	<ul style="list-style-type: none"> • Solutions that drive their mobile services (such as CMX). • Prepare the network for software-defined access.
<p>I don't need automation - I have scripts that I've used for years.</p>	<p>Scripts are good, but not scalable. Automation will help reduce trivial tasks that take hours today into minutes, allowing your staff to focus on higher value projects. IDC identified \$5,773 in IT Infrastructure cost reduction per 100 users with Cisco DNA.</p>	<ul style="list-style-type: none"> • DevOps tools for bootstrapping, open interfaces for configuration and application hosting.