

Cisco Systems

Worldwide Commercial Marketing

Background Information

Cisco's Worldwide Commercial Marketing is chartered with increasing the awareness of networking technology benefits among small and medium-sized businesses (SMBs), or companies of 1000 employees or less.

Cisco delivers expertise, solutions and brand to help SMB customers accelerate their business progress and success by:

- Delivering industry-leading networking technology, intelligent services, and advanced capabilities
- Fostering strategic partnerships with application providers and systems integrators
- Demonstrating the relevance of the network to tangible business objectives

A well-architected, secure, and highly managed network is the foundation for achieving business success—for companies of all sizes. A well-run network specifically enables companies in the SMB market segment to:

- Improve operational efficiency
- Strengthen relationships with customers, suppliers, and partners
- Increase employee productivity
- Create a sustainable and competitive advantage
- Drive growth and profitability

Customer service is crucial to a company's profitability. To that end, Cisco Commercial Marketing works closely with the company's Worldwide Channels organization to help partners focus on improving customer satisfaction as a means to increase long-term customer loyalty.

Commercial Market Segment Programs

Cisco Commercial Marketing develops and executes programs that support Cisco's overall company initiatives. These include:

Cisco Internet Business Roadmap

The Cisco Internet Business Roadmap is a comprehensive, interactive assessment tool designed to help growing businesses identify the networking solutions and technologies that will best meet their business needs. With this tool, businesses of any size can quickly and easily identify the combined hardware, applications software, and services solutions that best fit the unique needs of their company.

Cisco Mobile Office

The Cisco Mobile Office global program provides professionals with the same business-class connectivity regardless of their location – on the road, at work and at home. The program promotes secure high-speed network access in public spaces for mobile professionals and offers the freedom to work anytime and anywhere without the limitation of wires or cables. Cisco Mobile Office solutions provide full access to the complete corporate LAN without compromising speed or security.

Cisco Growing with Technology Awards

The Cisco Growing with Technology Awards program recognizes small and medium-sized businesses that display innovation and creativity through the use of networking technology solutions to improve customer satisfaction, drive growth and profitability, increase business efficiency, and gain a competitive edge.

Commercial Market Segment Solution Offerings

Cisco brings great value to SMB business decision makers by providing packaged network offerings that make it easy to deploy and manage new or advanced networking solutions. The components of Cisco networking solutions for SMBs include:

- Intelligent services—Security, quality of service (QoS), and high availability across all Cisco products
- Core technologies—With proven cost savings for growing businesses
- Growth technologies—That will affect business and improve effectiveness
- Strategic partners—To help advise, implement, integrate, and manage solutions
- Service and support—Award-winning options that promote trust in networking investments
- Financing options—Making the Cisco value affordable

Cisco and its Commercial Market Segment focus on several technologies that are increasingly viable in the marketplace and positively affect SMBs and their profitability. These include:

- **Security** is seamlessly integrated with all Cisco technologies and applications, delivering the widest range of security solutions in the industry
- **IP telephony** helps companies lower the total cost of network ownership by combining voice and data on a single network
- **Mobility and wireless** solutions allow employees to work productively from anywhere and at anytime, whether they are at work, at home, or on the road

Facts About the SMB Market

- The more than 7.5 million SMBs in the United States today (companies with fewer than 1000 employees) employ a work force of more than 91 million people, or almost two-thirds of the entire U.S. labor force.
- AMI Research estimates that of the more than 14 million SMBs worldwide that have local-area networks (LANs), approximately 9 million have more than one office location.
- The global number of SMBs that are expected to adopt wide-area networks (WANs), storage-area networks (SANs), or virtual private networks (VPNs) is projected to grow at annual rates of 20 to 50 percent during the next three to four quarters as these businesses network their distributed locations for enhanced productivity.
- Approximately 5.5 million small businesses in the United States use Internet technology to improve business operations or conduct e-commerce, which translates to 24 million small-business Internet users. Another six million small-business users in the United States are planning to go online within the next 12 months.
- Small-business leaders have expressed confidence that the Internet helps them strengthen customer relationships and improve communication and coordination with suppliers.
- More than 710,000 small businesses in the United States have already deployed intranets and another 145,000 are planning to do so during 2003, dispelling the myth that intranets are only appropriate for large companies.

(Source: AMI, 2002)

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