

LINKSYS® by Cisco



Applying Big Network Power to Small Businesses

Deddy Anggawidjaja



**Cisco Networkers
Solutions Forum 2008**
Shangrila, March 25, 2008

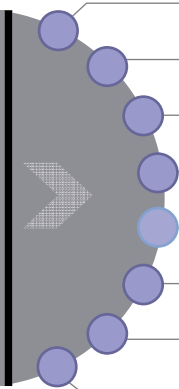
Presentation_ID © 2006 Cisco Systems, Inc. All rights reserved. Cisco Confidential

1

LINKSYS
A Division of Cisco



Agenda



Today's Small Business Challenges

Linksys Small Business Solution

Linksys: Answering Small Business Needs

The Linksys Advantage

Summary

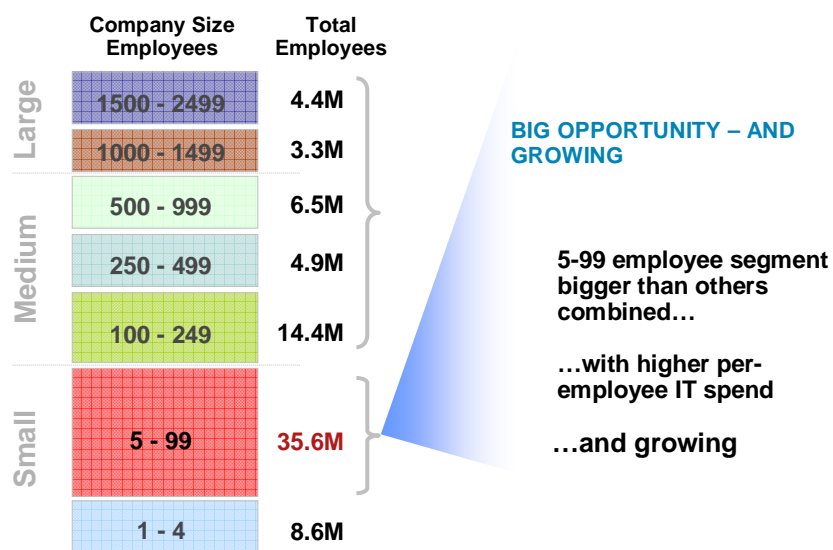
Presentation_ID © 2006 Cisco Systems, Inc. All rights reserved. Cisco Confidential

2

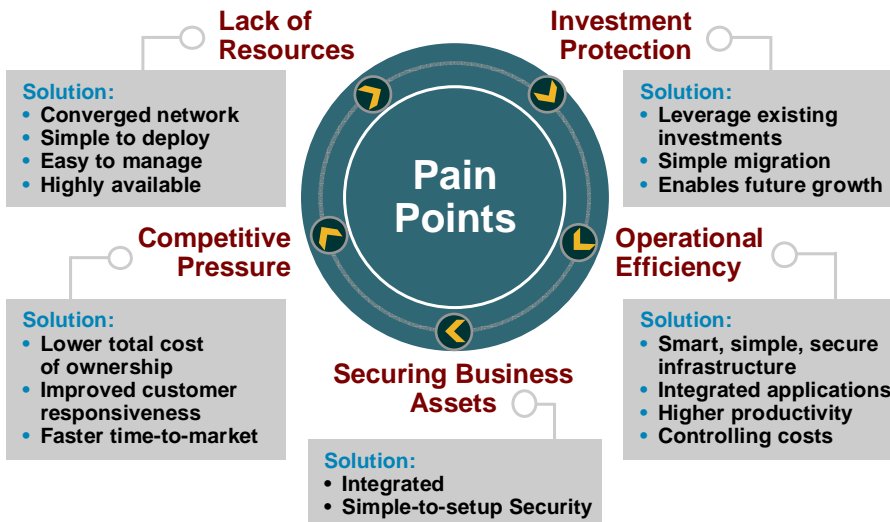
Today Small Business Challenge



Small Business Market Worldwide



Top SB Challenges



What Businesses Want?



Linksys Small Business Solution

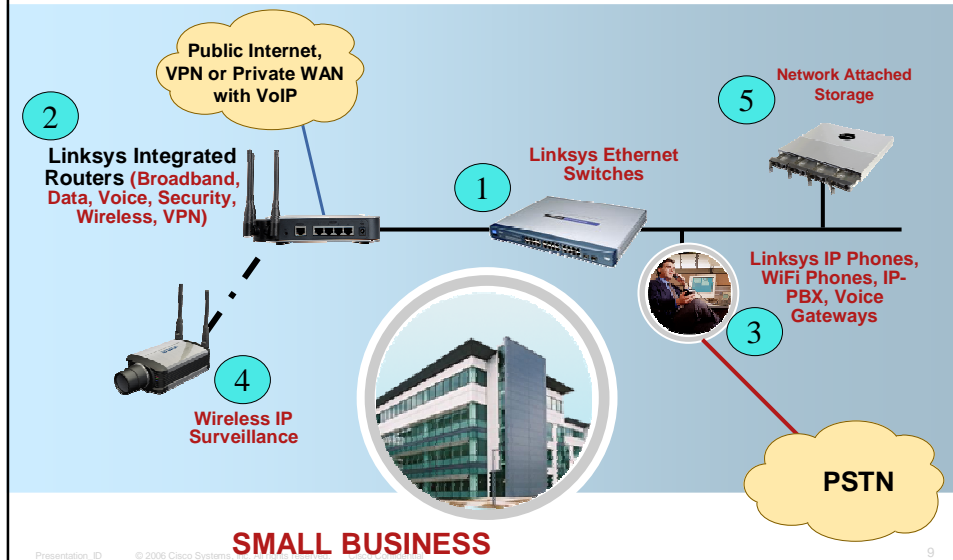


Introducing the Linksys Business Series Solution THE CONNECTED OFFICE

- The industry's leading **affordable, simple, secure, high quality business networking solution** designed and priced for small businesses
- Uniquely delivers **integrated** switching, security, wireless, routing & voice communication products which are easy to install & maintain
- Linksys' **innovative systems approach** enables small businesses to **improve operational efficiencies, enhance customer relationships, control costs, and rapidly respond** to changing needs



Typical Solution Deployment That Grows With The Business



Linksys COBO Who We Are – Exclusively Focused On SB

- Focused on building products for the Small Business
 - These are business with office sites of < 100 employees
 - Sweet spot is 5-30 employees
- What does “Purpose Built for Small Business” mean?
 - Our products are NOT consumer or enterprise products made to “fit” small businesses
 - Our products are built exclusively for addressing small business needs: LAN, WAN, Remote Access, Security, Voice, Applications and Storage
- Moving from product-focused to solutions-focused (combining 3rd party software with Linksys hardware as a bundled solution)

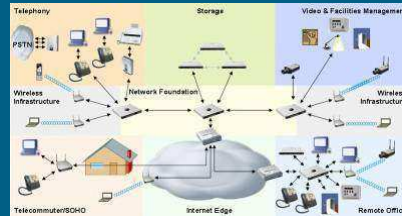


Connected Office Portfolio

Largest Portfolio Of Small Business Networking Products

Solutions

Business Networks
Remote Access
Wireless
Voice
Security
Storage



Endpoints



Infrastructure Products



The Linksys/Cisco Approach...

Purpose Built
Products for
each
segment...

Linksys home products for the consumer...

Basic networking products with a focus on entertainment

"Linksys by Cisco" products for the small business...

Value-pricing, fixed configuration, ease of use built in each product

Cisco commercial products for the SMB business...

Manageability, flexibility, expandability built in each product

Cisco business products for the enterprise...

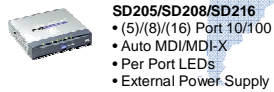
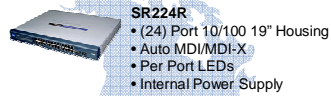
Intelligence, performance, extensibility, built in each product

Ethernet Switches

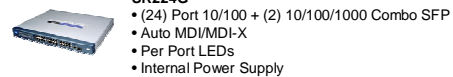
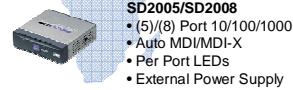
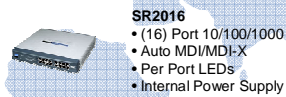
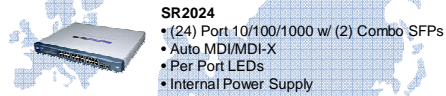


Unmanaged Fast Ethernet & Gigabit

Fast Ethernet




Gigabit Ethernet




Managed Fast Ethernet Switches w/ WebView

WebView With PoE




SRW224G4P

- (24) 10/100 + (4) GigE w/Combo SFPs
- Up to 12 Ports of 15.4Watts 802.3af
- WebView & SNMP Management
- L2/L3 Policy Filters
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SRW208P


- (8) 10/100 (1) 10/100/1000/Combo SFP
- (4) Ports of 15.4Watts 802.3af.
- WebView & SNMP Management
- L2 & L3 Filtering
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SRW248G4P


- (48) 10/100 + (4) GigE w/Combo SFPs
- Up to 24 Ports of 15.4Watts 802.3af
- WebView & SNMP Management
- L2/L3 Policy Filters
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x

WebView




SRW248G4

- (48) 10/100 + (4) GigE w/Combo SFPs
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x
- Traffic Shaping




SRW224G4

- (24) 10/100 + (4) GigE w/Combo SFPs
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x
- Traffic Shaping



SRW208L/SRW208L/SRW208G


- (8) 10/100 – (8) 10/100 +Gige/SFP – (8) 10/100 + 100-LX + SFP
- WebView & SNMP Management
- L2 & L3 Filtering
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SLM224G2


- (24) 10/100 + (2) GigE w/Combo SFPs
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x

Stackable Advanced Multi-Layer Switch




SFE2000

- (24) 10/100 + (4) GigE w/Combo SFPs
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x
- Stackable
- Static Routing




SFE2000P

- (24) 10/100 + (4) GigE w/Combo SFPs
- Up to 12 Ports of 15.4Watts 802.3af
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x
- Stackable
- Static Routing



SGE2000

- (24) 10/100 + (4) SFP Ports
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x
- Stackable
- Static Routing



SGE2000P

- (24) 10/100 + (4) SFP Ports
- Up to 12 Ports of 15.4Watts 802.3af
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x
- Stackable
- Static Routing

Managed Gigabit Switches w/ Web View

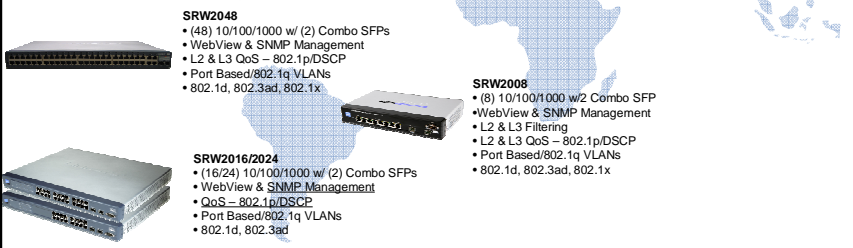
WebView With PoE



- SRW2024P**
- (24) 10/100/1000 w/ (2) Combo SFPs
 - Up to 12 Ports of 15.4Watts 802.3af
 - WebView & SNMP Management
 - L2/L3 Policy Filters
 - QoS – 802.1p/DSCP
 - Port Based/802.1q VLANs
 - 802.1d, 802.3ad

- SRW2008P**
- (8) 10/100/1000 w/2 Combo SFP
 - SRW2008P (4) Ports of 15.4W 802.3af
 - WebView & SNMP Management
 - L2 & L3 Filtering
 - L2 & L3 QoS – 802.1p/DSCP
 - Port Based/802.1q VLANs
 - 802.1d, 802.3ad, 802.1x

WebView

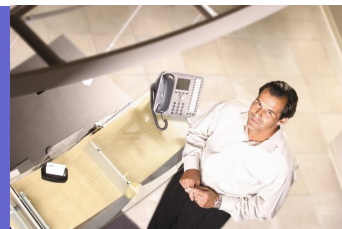


- SRW2048**
- (48) 10/100/1000 w/ (2) Combo SFPs
 - WebView & SNMP Management
 - L2 & L3 QoS – 802.1p/DSCP
 - Port Based/802.1q VLANs
 - 802.1d, 802.3ad, 802.1x

- SRW2008**
- (8) 10/100/1000 w/2 Combo SFP
 - WebView & SNMP Management
 - L2 & L3 Filtering
 - L2 & L3 QoS – 802.1p/DSCP
 - Port Based/802.1q VLANs
 - 802.1d, 802.3ad, 802.1x

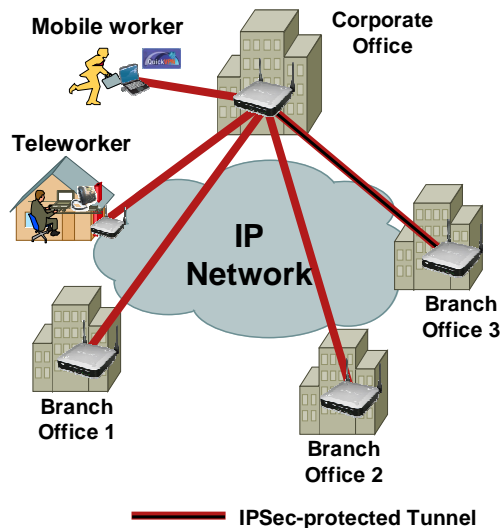
- SRW2016/2024**
- (16/24) 10/100/1000 w/ (2) Combo SFPs
 - WebView & SNMP Management
 - QoS – 802.1p/DSCP
 - Port Based/802.1q VLANs
 - 802.1d, 802.3ad

Routers and Access Point



VPN Benefits Linksys Connected Office

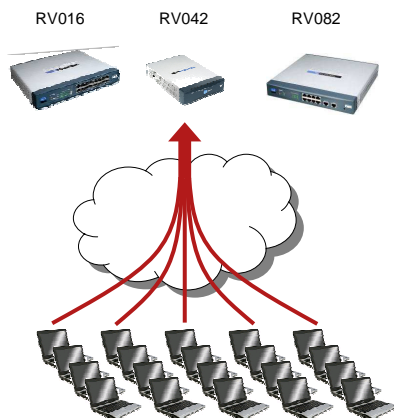
- Low-cost Internet access may be used for transport
- Inherently strong security providing data authentication, confidentiality and integrity
- Supports Branch Offices, Teleworkers, and Mobile workers
- No Service Provider intervention required to setup the VPN
- Provide reliable connectivity to main site
- Access to corporate and remote services (e.g. storage back-up)
- Specific traffic may be defined to traverse the tunnel



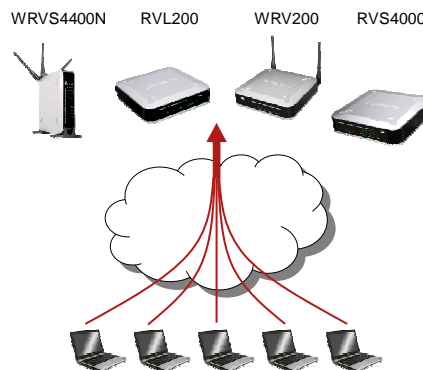
How Many Tunnels?

What is the number of remote clients (or locations)?






Greater than 5 Remote Clients



5 or less Remote Clients





Wired VPN Router Features

	RV016	RV082	RV042	RVS4000	RVL200
IPSec - QuickVPN	15/50 ⁽¹⁾	15/50 ⁽¹⁾	10/50 ⁽¹⁾	5	--
IPSec - Gateway	100 ⁽²⁾	100 ⁽²⁾	50 ⁽²⁾	5	1
SSL Tunnels	--	--	--	--	5
LAN Ports	13 (max)	8	4	4 GbE	4
WAN Ports	7 (max)	2	2	1 GbE	1
Intrusion Prevention System	--	--	--	Yes	--
DMZ	Hardware	Hardware	Hardware	Software	Software
					

(1) With QVPN50 license upgrade

(2) Maximum gateway tunnels. Actual number depends on number of QVPN users.

Wireless VPN Router Features

	WRVS4400N	WRV200
IPSec - QuickVPN	5	10
IPSec - Gateway	5	5
SSL Tunnels	--	--
Wireless	802.11n	802.11g
MIMO	2 x 3	1 x 2
LAN Ports	4 GbE	4
Intrusion Prevention System	Yes	--
WAN Ports	1	1
DMZ	Software	Software
		

(1) With QVPN50 license upgrade

(2) Maximum gateway tunnels. Actual number depends on number of QVPN users.

Linksys Business Access Points



WAP200 – Indoor 1 x 2 MIMO

- 802.11g
- Multiple BSSIDs
- Power over Ethernet & AC/DC Powered
- Omni-Directional Antenna – Detachable
- Roaming – 802.11F/IAPP to seamlessly roam to other access points



WET200 – Wireless Bridge

- 802.11g
- Wireless
- Power over Ethernet & AC/DC Powered
- Omni-Directional Antenna – Detachable



WAP4400N – Indoor Draft-N

- 802.11N
- Multiple BSSIDs
- Power over Ethernet & AC/DC Powered
- Omni-Directional Antenna – Detachable
- Roaming, Auto Channel Selection



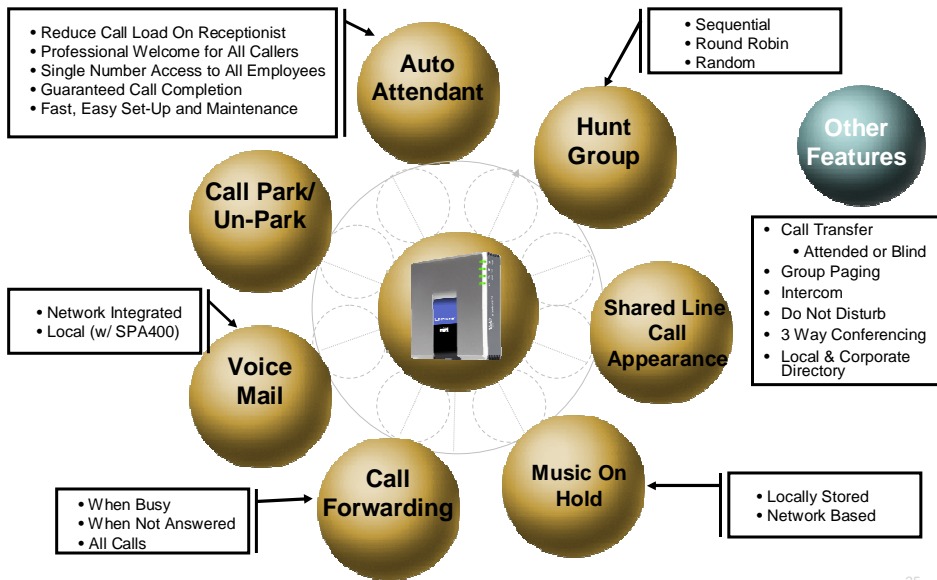
WAP200E

- Outdoor**
- 802.11g MIMO
- Wireless
- Power over Ethernet
- Multiple BSSIDs

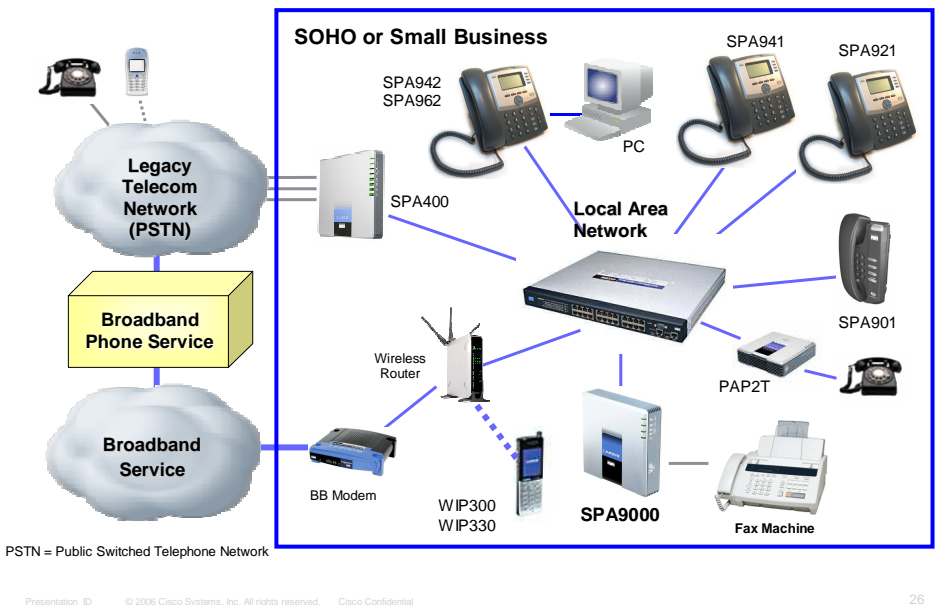
Linksys Voice System (LVS)



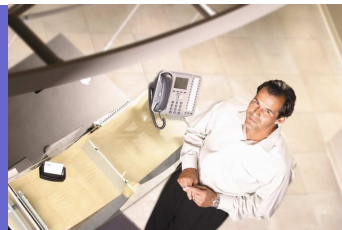
LVS Features



Linksys Voice Solution Typical Set-Up



Linksys Network Storage & Surveillance Camera



Network Attached Storage

NAS 4 Drives

Offices, High Performance Workgroups & Aggregated NAS Networks



- NSS6000 Chassis Only**
- (4) Drive SATA Chassis
 - (2) Port 10/100/1000 +RPSU Option
 - On Disk Encryption
 - Hot Swap & Virtualization Master
 - RAID 0/1/1+Spare/5/5+Spare/10
 - VLANs/802.1q
 - HTTP and SNMP Management

Workgroups & Small Offices

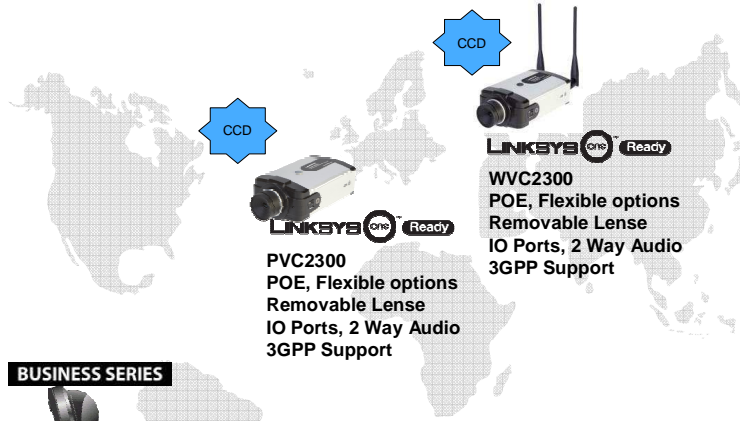


- NSS4000 Chassis**
- (4) Drive SATA Chassis
 - (2) Port 10/100/1000 + RPSU Option
 - On Disk Encryption
 - Hot Swap & Virtualization Target
 - RAID 0/1/1+Spare/5/5+Spare/10
 - VLANs/802.1q
 - HTTP and SNMP Management

Available Now

IP Video Surveillance Cameras

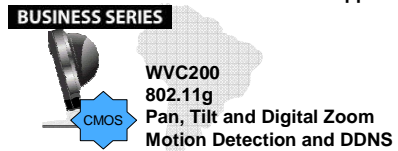
FIXED



LINKSYS Ready
PVC2300
POE, Flexible options
Removable Lens
IO Ports, 2 Way Audio
3GPP Support

LINKSYS Ready
WVC2300
POE, Flexible options
Removable Lens
IO Ports, 2 Way Audio
3GPP Support

PTZ



WVC200
802.11g
Pan, Tilt and Digital Zoom
Motion Detection and DDNS

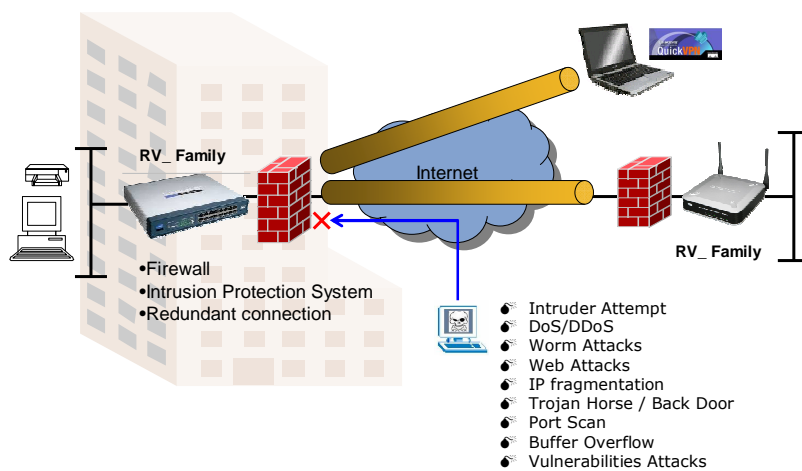
Linksys: Answering Small Business Needs



Top Business Needs

- Wireless Access
- Security/VPN
- Remote Access
- LAN
- Voice
- Storage

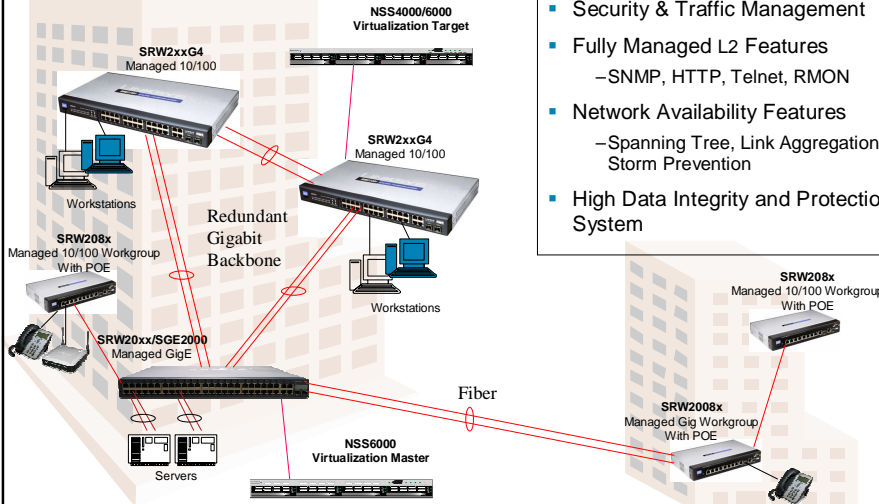
Security/VPN Solution Example



Office Network (LAN) & Network Attached Storage

Key Features:

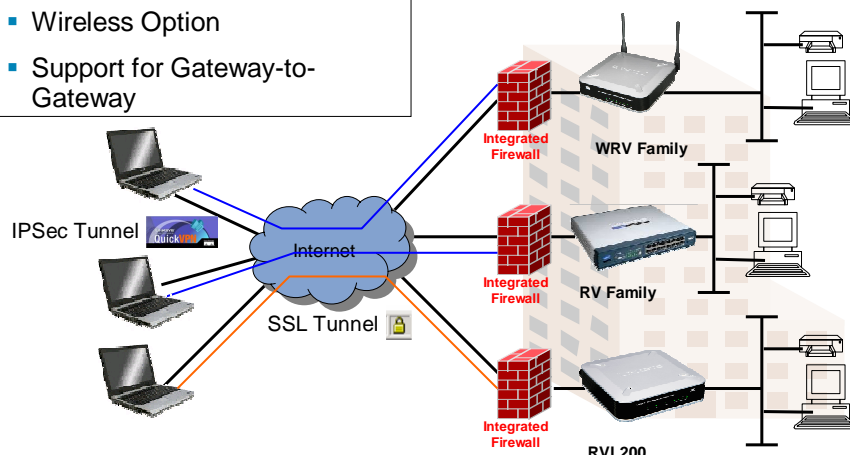
- Non Blocking Architecture
- L2 & L3 QoS/CoS
- Security & Traffic Management
- Fully Managed L2 Features
 - SNMP, HTTP, Telnet, RMON
- Network Availability Features
 - Spanning Tree, Link Aggregation, Storm Prevention
- High Data Integrity and Protection System



Remote Access Solution Example

Key Features:

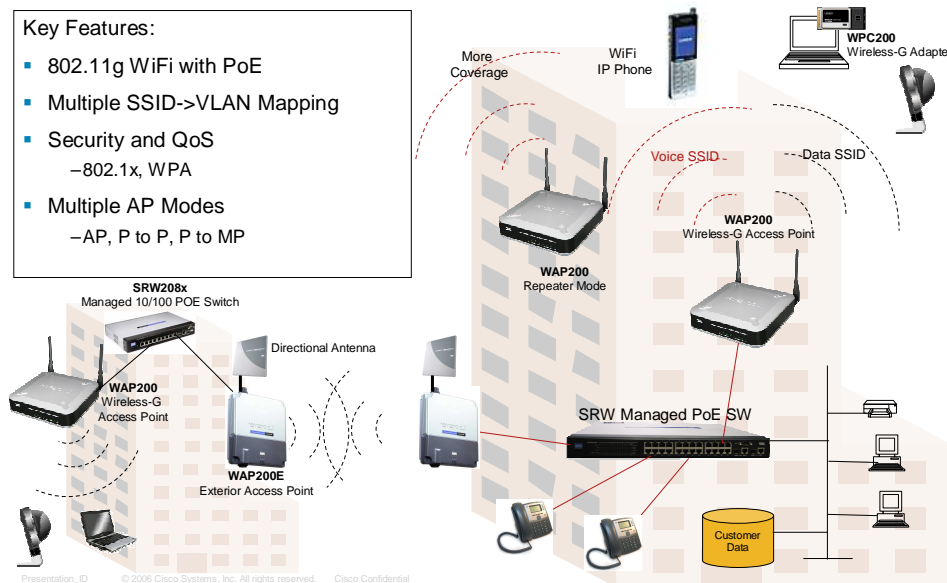
- IPSec and SSL VPN
- Wireless Option
- Support for Gateway-to-Gateway



Wireless Access Solution Example

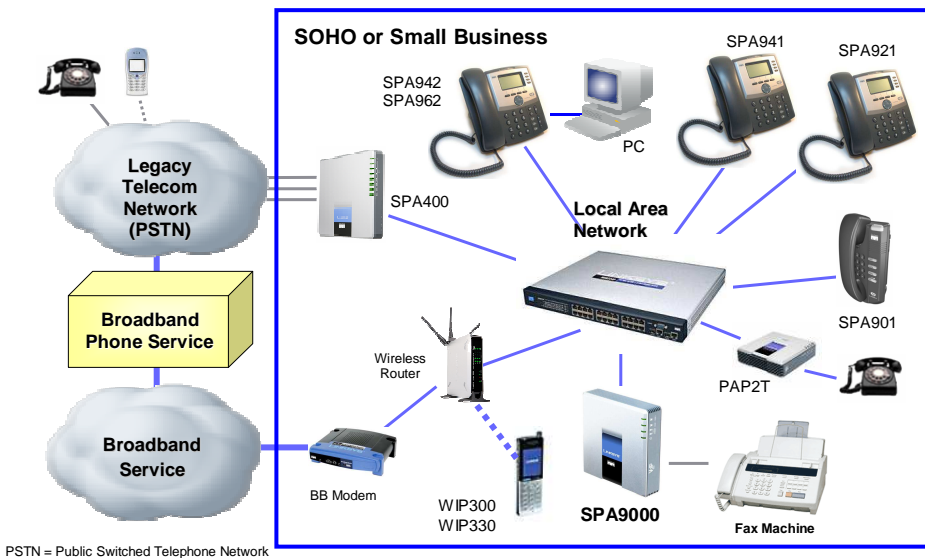
Key Features:

- 802.11g WiFi with PoE
- Multiple SSID->VLAN Mapping
 - 802.1x, WPA
- Security and QoS
- Multiple AP Modes
 - AP, P to P, P to MP



Presentation_ID © 2006 Cisco Systems, Inc. All rights reserved. Cisco Confidential

Linksys Voice Solution Typical Set-Up



PSTN = Public Switched Telephone Network

Presentation_ID © 2006 Cisco Systems, Inc. All rights reserved. Cisco Confidential

36

The Linksys Advantage



World Class - Industry Leadership

Linksys Wins Tom's Hardware's Readers' Choice Award for the Best Networking Product Manufacturer



LAPTOP Magazine's Editors Choice Award

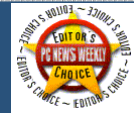


Small Business Computing Product of the Year Award

VoIP Magazine- Top 20 Companies to Watch



PC Magazine's Best 100 Products of 2005



PC News Weekly's Top Ten Wireless Routers Award



Windows IT Pro Readers Choice

VARBusiness 5 Star Partner Program Award



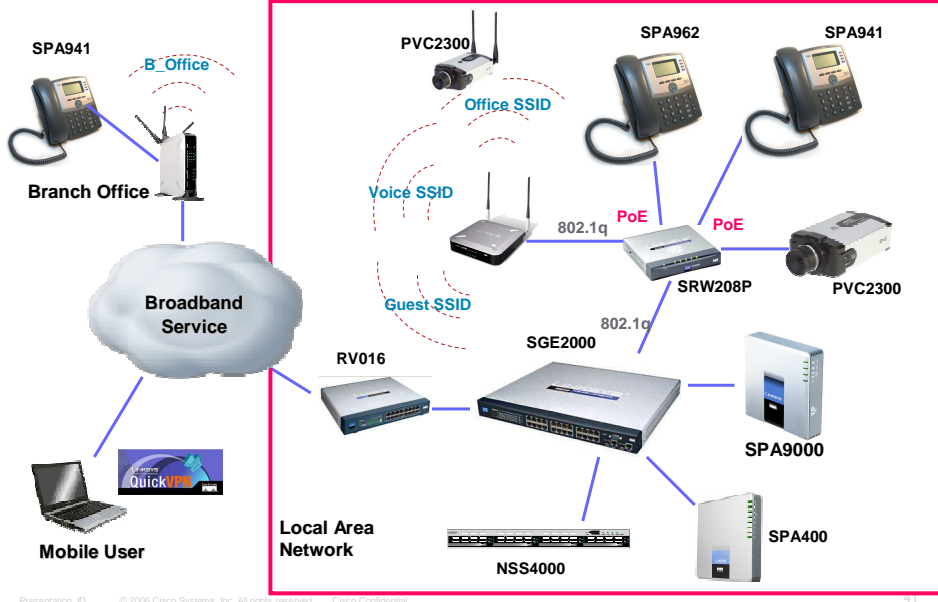
Linksys means Business !!

- Linksys Business Series is moving beyond simple NAT and SPI firewalls to robust routing, security platforms
 - IPSec and SSL VPN Access
 - Intrusion Prevention
 - VLAN routing
- Common QoS and Security features in all products
 - Provides end-to-end QoS for consistent performance across wired and wireless networks
 - Provides the ability to implement secure networks to all users; local or remote and wired or wireless.
- Linksys one of the few vendors to offer complete solutions for the small business
 - Data, Voice and Video solutions
 - Wired, wireless with more to come

In Summary

- Affordable
 - get more from your network investment
 - lower costs
 - make your business more productive, efficient and competitive.
- Reliable
 - Cisco technology for superb network reliability, performance, functionality and security
 - backed up by free 24/7 technical support, free firmware maintenance releases, and competitive warranties
 - Grows as your needs change
- Secure
 - powerful security built into every product
 - advanced firewall, encryption and authentication features
 - ensure maximum application availability
- Flexible Yet Simple to Implement
 - easy to buy, configure and maintain
 - cost-effectively integrated and scaled
 - simple to connect new offices and mobile workers

Linksys Connected Office Demo



CISCO

Thank You