

Empower your SMB with flexible solutions that grow with you

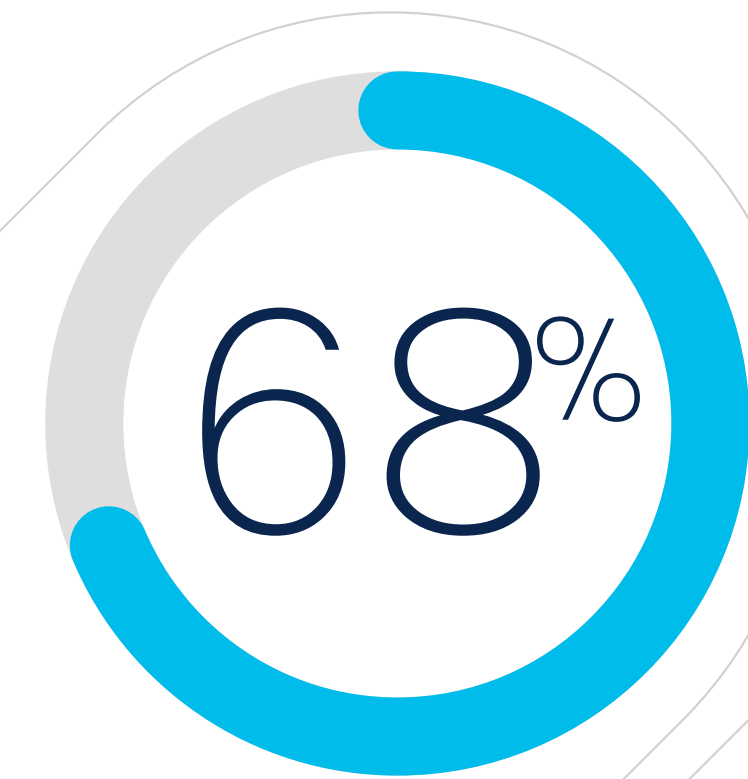
Learn how Cisco can power your growth,
whether you are beginning your journey to
the cloud or reaching new heights.

Cisco
Small and
Medium Business

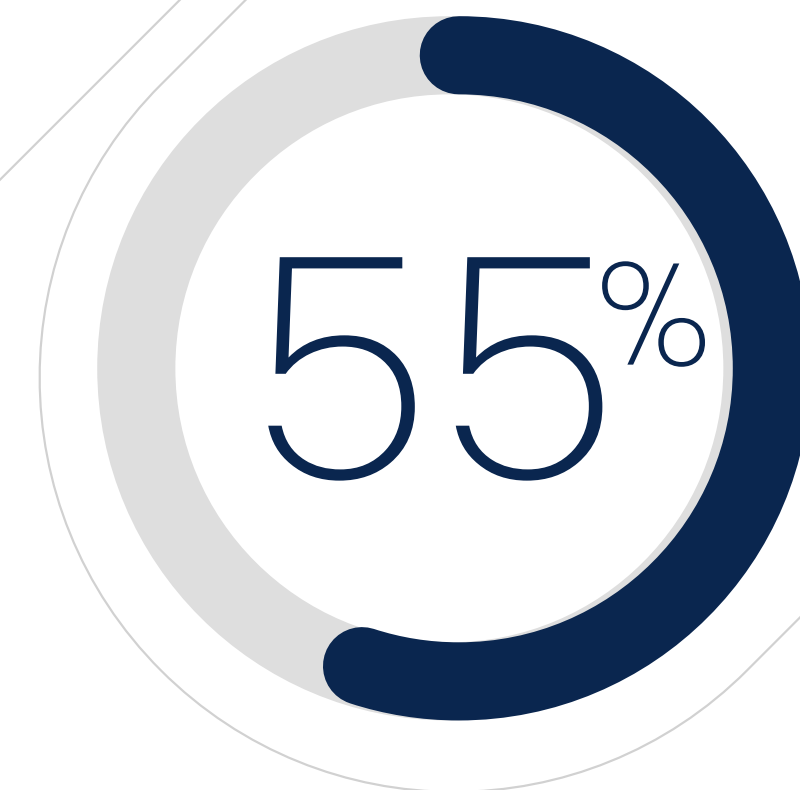
Power your growth

Digital has transformed how work gets done

Whether you have an IT team of one or many, digital has transformed how, when, and where your employees get work done. Today, small and medium business leaders are investing in digital technologies to streamline collaboration and security, helping their teams become faster and more productive.




of SMBs are actively investing in digital transformation



of SMBs have accelerated their investments in digital technologies post pandemic





Faced with countless options to expand your digital technology platform, how do you pick the right tools for your SMB?



Challenges | SMB solutions | SMB building blocks | Business outcomes | Testimonials | Next steps



Today's solutions for tomorrow's growth

As an SMB leader, your work is never over. Increasing operational efficiency; planning and hiring for your next stage of growth; or providing exceptional customer service—wherever you're taking your business, you require a flexible and affordable solution that grows with you.

Cisco's cloud-managed solutions save you time and simplify your security so that you can focus on what matters the most:

We help you create the workspace of the future by seamlessly integrating your network with collaboration endpoints and smart devices.

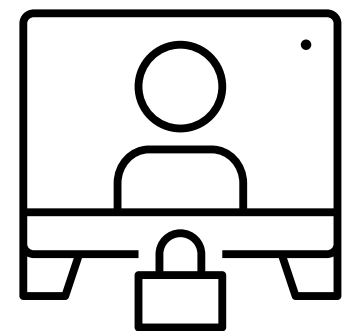
We enable your teams to succeed in a hybrid world by providing secure connections and effective collaboration, no matter where you are.

We empower you to maximize your technology by providing simplified visibility, management, and control.

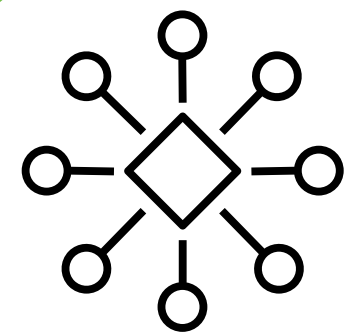
Cisco meets you where you are by supporting your existing infrastructure, filling in the missing pieces, and helping you be more agile to drive innovation.

Power your business with Cisco's essential building blocks

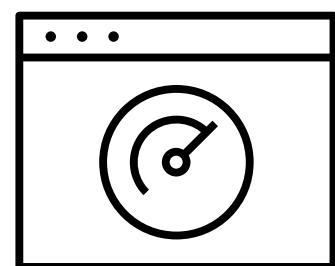
To help SMBs deliver better business outcomes, Cisco asks three questions that serve as building blocks for solutions constructed from Cisco's cloud-led portfolio:



How can we enhance your workplace?



How can we enable your people?



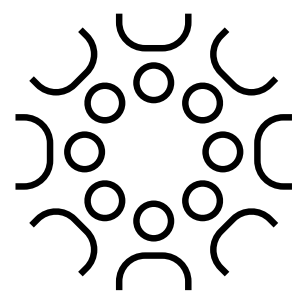
How can we empower your IT management?

To enable people, Cisco strives to ensure that your employees have:



Secured access

Protect your business whether your employees are working in the office, remotely, or a combination of the two.

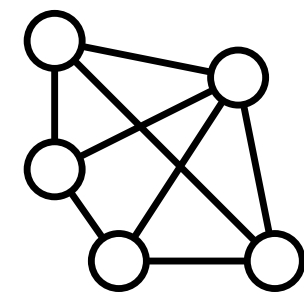


Seamless collaboration

Help your employees work better together by providing best-of-breed applications for calling, meeting, and messaging.

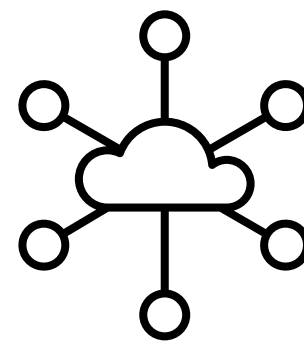


To enhance workspaces, Cisco provides your in-office and remote employees:



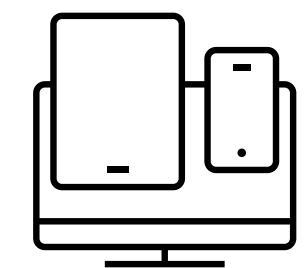
A powerful network

Provide a reliable, secure network through a variety of options tailored to your budget and needs.



Collaboration endpoints

Provide collaboration endpoints to deliver seamless experiences in any space.

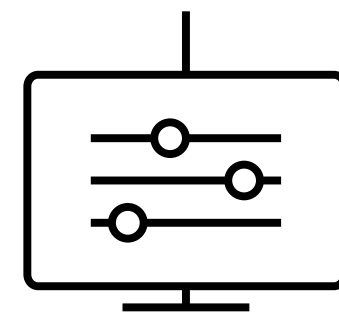


Smart devices

Improve environmental and physical security with video surveillance cameras and smart sensors.

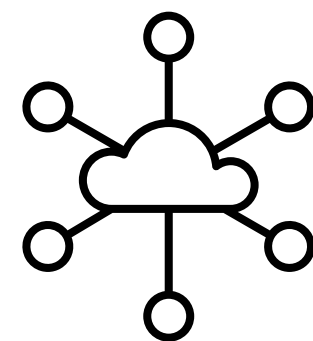


To empower IT management, Cisco offers hubs, apps, and intuitive dashboards to help your IT team with:



Visibility and control

Gain visibility and control over all network and security infrastructure.



Collaboration endpoints

Manage collaboration endpoints in easy-to-use interfaces.



The Hybrid SMB



Deliver business-critical outcomes with Cisco's cloud-led portfolio

By asking how your SMB can enable your people, enhance your workspace, and empower your IT management, you can create any of these business-critical outcomes from Cisco's flexible and affordable product portfolio.

The Smart SMB



The Remote SMB



The Secure SMB



Cisco's flexible and affordable core product portfolio



Cisco Meraki is the leader in scalable, cloud-controlled Wi-Fi, routing, and security.



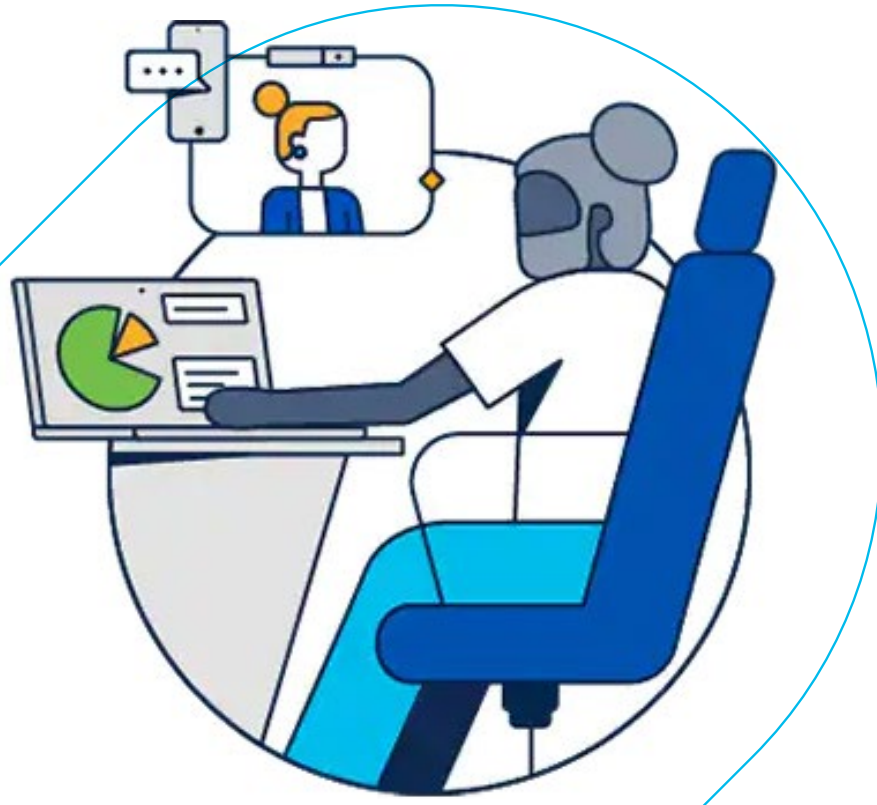
Duo's zero-trust capabilities protect your workforce and user data from cybersecurity risks.



Webex by Cisco provides best-in-class collaboration tools for video conferencing, online meetings, screen sharing, and webinars.



Cisco Umbrella offers flexible, cloud-delivered security, combining multiple security functions into one solution.



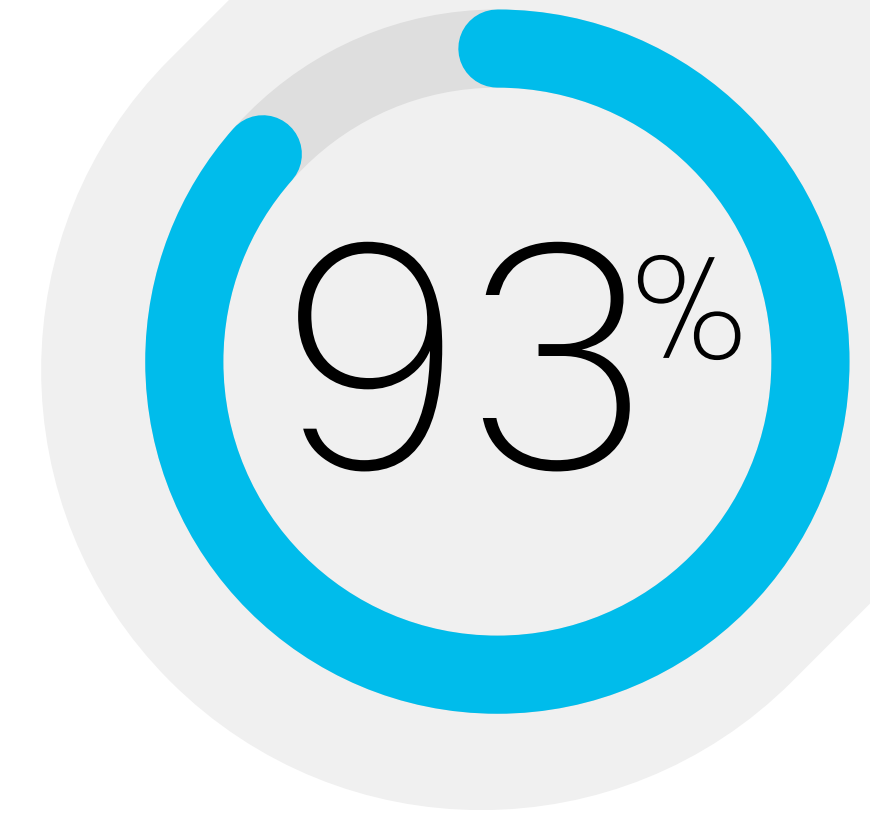
The Hybrid SMB. Work from anywhere.

Create a hybrid work environment where seamless collaboration can happen from any work location.

The Hybrid SMB experience outcome

64% of employees say that the ability to work from anywhere drives their decisions to stay at a job. And yet many SMBs continue to struggle with delivering a hybrid work environment that provides a great experience.

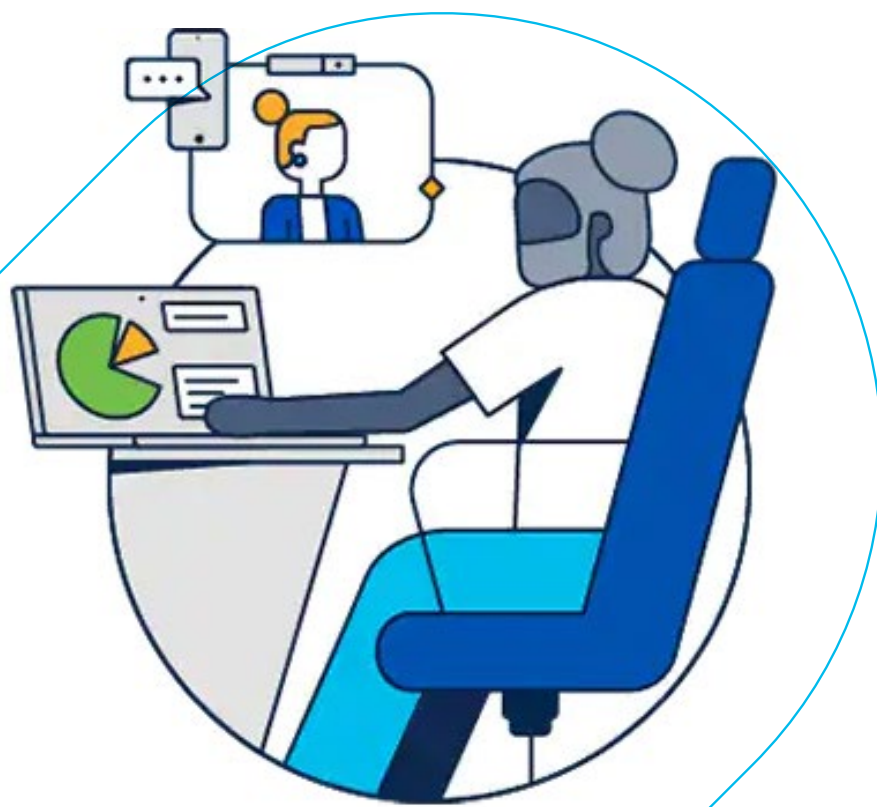
To help your employees succeed in today's dynamic workplace, you must provide them with the ability to connect, create, and collaborate at home, in the office, and anywhere in between.



In 2022, 93% of SMBs ranked hybrid workplace as a top-three priority

Source: Techaisle, 2022





The Hybrid SMB. Work from anywhere.

Create a hybrid work environment where seamless collaboration can happen from any work location.

Provide a seamless experience, anywhere

Cisco's flexible and affordable cloud-led solutions enable you to deliver a consistent, secure experience, whether your employees are seated around a table or connecting virtually from miles apart.

Key Hybrid SMB products:



switches, access points,
and SD-WAN



Webex Suite
Calling and Meetings



Cisco Secure
Access by Duo



Cisco Secure
Umbrella DNS





The Secure SMB. Protect your assets.

Protect your people, devices, and assets anywhere by unifying cyber, physical, and environmental security.

The Secure SMB experience outcome

Cyberattacks are more frequent, targeted, and complex. Protect your entire SMB with a powerful, yet simple security approach that grows with your business.



US \$1.2 million loss due to data, IP, productivity, compliance, regulatory expenses, and staffing costs from phishing, ransomware, and cyberattacks

Source: Techaisle SMB Market Trends 2023





The Secure SMB. Protect your assets.

Protect your people, devices, and assets anywhere by unifying cyber, physical, and environmental security.

Keep your SMB secure

Cisco's flexible and affordable cloud-led solutions enable you to deliver a consistent, secure experience, whether your employees are seated around a table or connecting virtually from miles apart.

Key Secure SMB products:



Cisco Secure
Access by Duo



Cisco Secure
Umbrella DNS

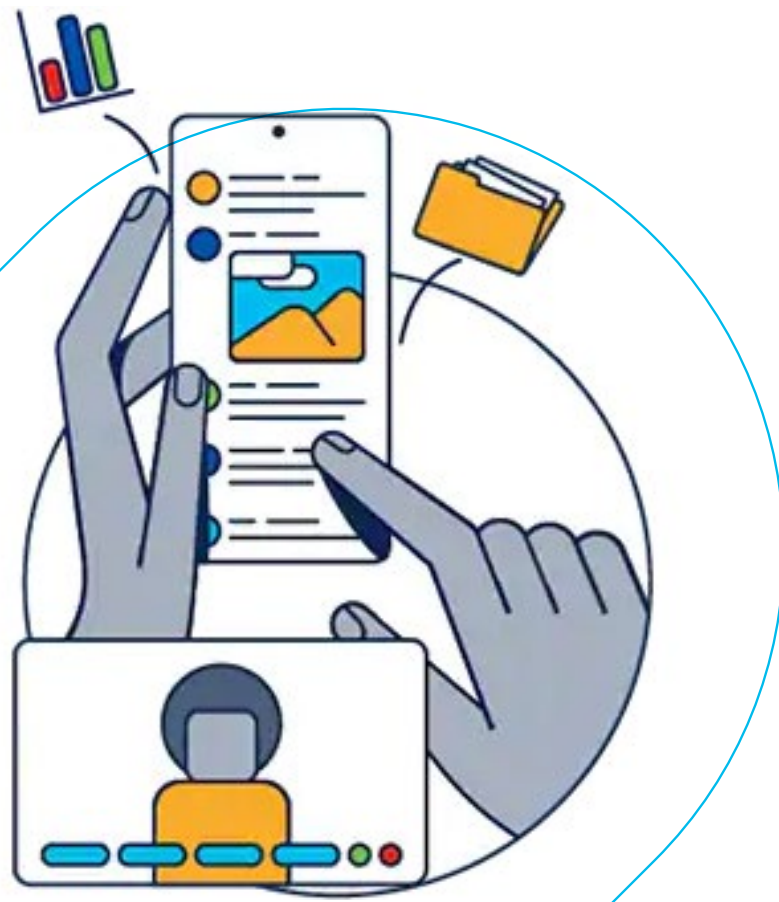


Meraki MX series, MV smart cameras, MT environmental sensors, and dashboard



Cisco Secure Email
Threat Defense





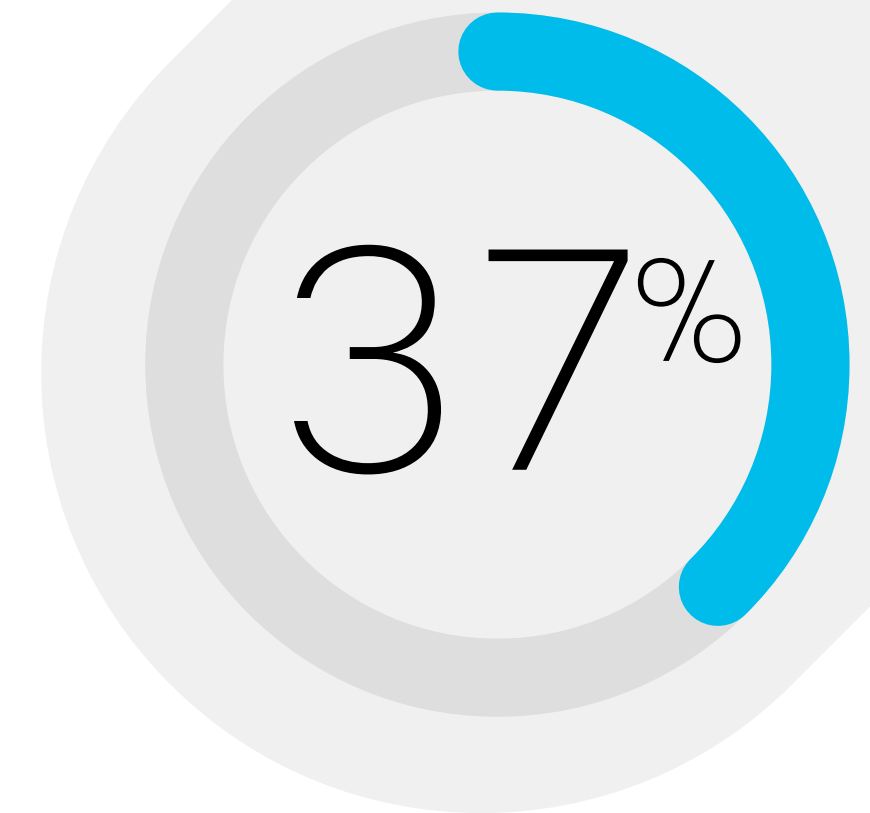
The Remote SMB. Keep everyone connected.

Maintain business continuity and secure access for remote workers and branch offices through policy enforcement and FSO.

The Remote SMB experience outcome

Creating seamless collaboration experiences for your employees, no matter where they are located, does not have to be complicated. Ensure your remote workers are productive with secure and reliable connectivity.

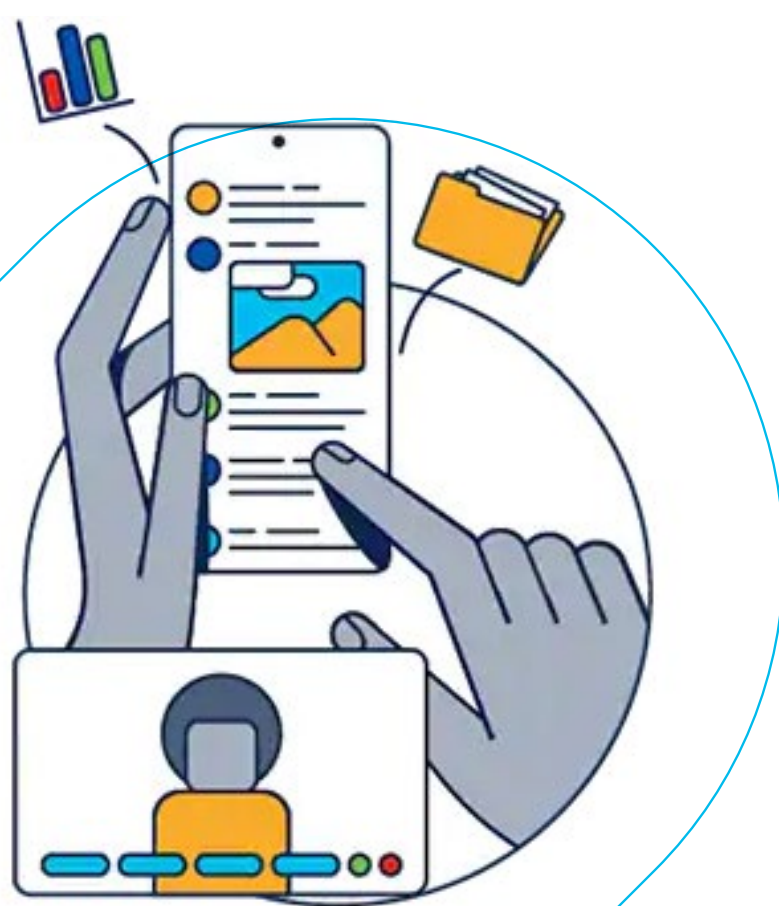
With Cisco full-stack observability (FSO), gain visibility and control over your network and applications so that you can act on what matters most for your business and your employees.



Only 37% of firms believe they have mature remote work practices with advanced communication and collaboration tools

Source: Techaisle, 2022





Secure collaboration anytime, anywhere

Provide reliable and secure connectivity for employees anywhere, at any time. Use Cisco's cloud-led solutions to gain visibility and control over your network and applications so you can focus on what matters most for your business.

The Remote SMB. Keep everyone connected.

Maintain business continuity and secure access for remote workers and branch offices through policy enforcement and FSO.

Key Remote SMB products:



Cisco Secure Access
by Duo



Meraki MX series,
Meraki Z3



Cisco Secure Client



Cisco Secure
Umbrella DNS



ThousandEyes



Meraki Insight





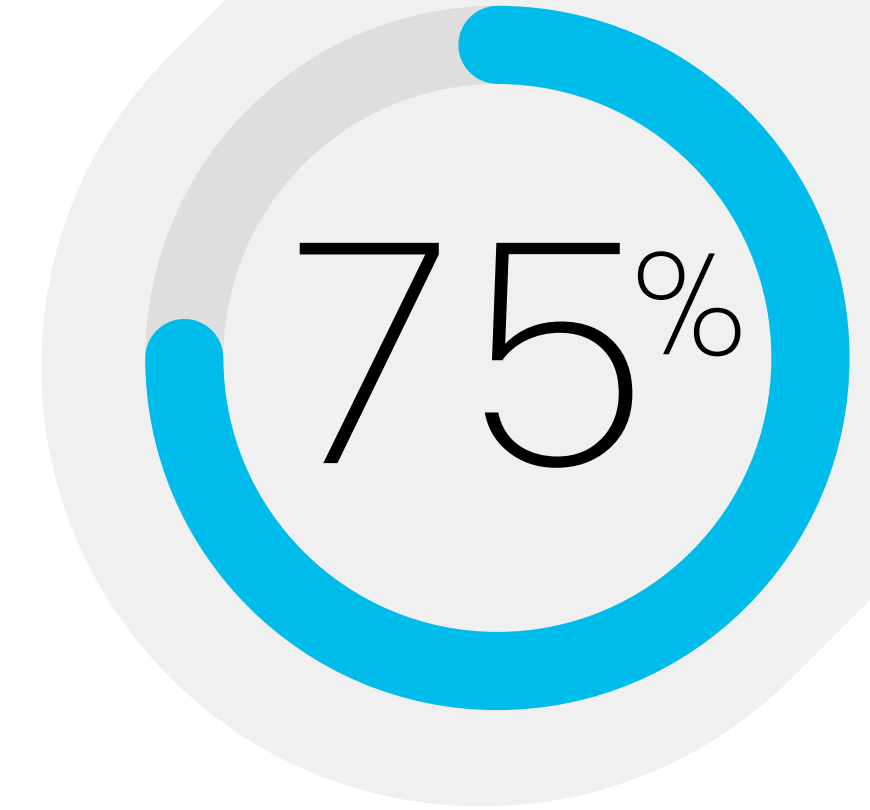
The Smart SMB. Build smarter workspaces.

Build smarter workspaces that enhance productivity and gain operational efficiency with smart digital automation.

The Smart SMB experience outcome

Transformation is no longer an aspiration. It's a requirement for your SMB to thrive amid constant change and provide a smart work experience that leverages IoT technologies to their full potential.

Build smarter workspaces by transforming rooms, buildings, and spaces into assets that inform new insights, inspire collaboration, and drive efficiencies through automation and analytics.



By 2024, 75% of startups will have a digital-first strategy

Source: Techaisle, 2022





**The Smart SMB.
Build smarter
workspaces.**

Build smarter workspaces that enhance productivity and gain operational efficiency with smart digital automation.

Create the workspace of the future today

Empower your teams with intuitive experiences and grow operations with ease. Cisco's cloud-led solutions make it easy to build smarter workspaces.

Key Smart SMB products:


 **Meraki** Meraki Dashboard

 **Meraki**

Smart cameras, sensors, and Wi-Fi

 **Meraki** Meraki Marketplace



A woman with wavy reddish-brown hair and black-rimmed glasses is smiling slightly. She is wearing a light blue denim button-down shirt. She stands in front of a large window with a view of a cityscape. The lighting is bright and natural, coming from the window. The overall tone is professional and approachable.

SMBs of all shapes
and sizes use Cisco's
product portfolio to achieve
exceptional business
outcomes.



Challenges | SMB solutions | SMB building blocks | **Business outcomes** | Testimonials | Next steps



“

“The Cisco and Meraki tech stack was so easy to set up and install devices and there was a lot of out-of-the-box functionality, including management and monitoring. They use a simple licensing model, and it’s very easy to calculate the cost for a switch or expansion.”

Michael Jorgensen
IT Chief/CTO at Abdon Food



“

“SMBs should look to Cisco for IT assistance. There is a notion out there that they are only focusing on larger enterprises, but nowadays there are many solutions and programs tailored to smaller companies as well.”

Gustavo Guida
Head of Marketing at Cheetah

Cheetah



“

“Technofy could double again next year, and Webex will be the technology to connect our teams, no matter where they are.”

Anthony Ivagnes
CEO/Founder at Technofy



Learn how Cisco's
affordable and flexible
solutions support SMBs
at every stage.→

Cisco
Small and
Medium Business



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