

Switching Battle Card

Cisco has a broad portfolio of Switches to suit almost every customer situation and budget. But which Switches fit the situation of your customer? We're making it easy for you. We have made an analysis of our top-selling Switches, the 24-Port Gigabit Switches with Power over Ethernet. We have created a Battle Card based on these SKU's, including our Cloud Managed Cisco Meraki Switches.

In the table below, select the Switch that responds to the specific customer profile and requirements. You can make an easy comparison based on features.

Comparison by customer type

Customer Profile	Basic	Wants your Advice	Top Account
Cloud Managed		MS220 Series Switch MS220-24P	MS320 Series Switch MS320-24P
Upsell	300 Series Switch SG300-28PP-K9-EU	2960X Series Switch WS-C2960X-24PS-L 500 Series Switch SG500-28P-K9-G5	3850 Series Switch WS-C3850-24P-S
Lead with	200 Series Switch SLM2024PT-EU	300 Series Switch SG300-28PP-K9-EU	2960X Series Switch WS-C2960X-24PS-L
Price-driven	100 Series Switch SG100-24-EU	200 Series Switch SLM2024PT-EU	500 Series Switch SG500-28P-K9-G5

This battle card assists you to position the right Switch for the right type of customer. There's a huge business opportunity in the 'Basic' and 'Wants your Advice' segments. You can outperform the competition just by positioning the right Switch.

Basic

The 'Basic' customer sticks to the basics. 'Don't fix what ain't broken' is the attitude. This customer buys a product. Price is the main concern and the customer performs the implementation themselves.

Wants your Advice

This customer makes their choices based on the Cisco Partner's advice. They share their challenges and rely on the advices of the Cisco Partner. They buy a comprehensive solution rather than just a product.

Top Account

IT-infrastructure is of primary importance for this type of customer. But IT is not the core business, and the customer knows that. IT is a strategic asset to reach business objectives. They collaborate closely with their Cisco Partner to work on an architecture that helps them differentiate and be more competitive.

Be sure to also take advantage of our promotions, trade-in program, easylease 0% financing and SMARTnet Services.

Contact your Distributor or Cisco Account Manager for any questions or if you require deal support. And don't forget the Wireless and Security upsell opportunities!

www.cisco.com/go/switching

Facts about switching



Gigabit and Power over Ethernet are now the minimum requirement in the access layer



With more speed in the access layer, more speed is required in the backbone. To Gig to mGig, to 10Gig to 40Gig



With Flexible Netflow, you can use the 'Network as a Sensor'



True stacking turns several Switches into one, with one interface and IP address

Competitive Switching comparison by SKU

Cisco	HP	Netgear	Huawei	D-Link	Meraki
SG100-24-EU	HP 1410-24G	JGS524Ev2	S1724G-AC	DGS-1024D	
SLM2024PT-EU	HP 1820-24G-PoE+	GS728TP	S2700-26TP-PWR-EI	DGS-3100-24P	
SG300-28PP-K9-EU	HP 2530-24G-PoE+	GS728TPP	S3700-28TP-PWR-EI	DGS-3100-24P	
SG500-28P-K9-G5	HP 2920-24G-PoE+	M4100-24G-POE+	S3700-28TP-PWR-EI	DGS-3120-24PC	MS220-24P
WS-C2960X-24PS-L	HP 5120-24G-PoE+	M5300-28G-POE+	S5700-28X-PWR-LI-AC	DGS-3420-28PC	MS220-24P
WS-C3850-24P-S	HP 3800-24G-PoE+	M5300-28G-POE+	S5720-36C-PWR-EI-AC	DGS-3620-28PC/EI	MS320-24P

Competitive Switching comparison by features

100 Series Switches

Features	Cisco SG100-24-EU	HP 1410-24G	Netgear JGS524Ev2	Huawei S1724G-AC	D-Link DGS-1024D
List Price	\$298	-	-	-	-
Number of Ports	24 + 2 combo mini GBIC	24	24	24	24
Speed	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000
Layer 2 or Layer 3	Layer 2	Layer 2	Layer 2	Layer 2	Layer 2
PoE	No	No	No	No	No
Stacking	No	No	No	No	No
Cloud Managed?	No	No	No	No	No

200 Series Switches

Features	Cisco SLM2024PT-EU	HP 1820-24G-PoE+	Netgear GS728TP	Huawei S2700-26TP-PWR-EI	D-Link DGS-3100-24P
List Price	\$762	-	-	-	-
Number of Ports	24 + 2 combo mini GBIC	24 + 2 SFP	24 + 4 SFP	24 + 2 SFP	24 + 4 SFP
Speed	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000
Layer 2 or Layer 3	Layer 2	Layer 2	Layer 2 / 3	layer 2	Layer 2
PoE	Yes, on 12 ports	Yes, on 12 ports	Yes, on 8 ports	Yes	Yes
Stacking	No	No	No	No	Up to 6 Switches
Cloud Managed?	No	No	No	No	No

300 Series Switches

Features	Cisco SG300-28PP-K9-EU	HP 2530-24G-PoE+	Netgear GS728TPP	Huawei S3700-28TP-PWR-EI	D-Link DGS-3100-24P
List Price	\$1.076	-	-	-	-
Number of Ports	26 + 2 GE Combo	24 + 4 SFP	24 + 4 SFP	24 + 4 SFP	24 + 4 SFP
Speed	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000
Layer 2 or Layer 3	Layer 2 / 3	Layer 2	Layer 2 / 3	layer 2 / 3	Layer 2
PoE	Yes	Yes	Yes	Yes	Yes
Stacking	No	Virtual, 16 Switches	No	No	Up to 6 Switches
Cloud Managed?	No	No	No	No	No

500 Series Switches

Features	Cisco SG500-28P-K9-G5	HP 2920-24G-POE+	Netgear M4100-24G-POE+	Huawei S3700-28TP-PWR-EI	D-Link DGS-3120-24PC	Meraki MS220-24P
List Price	\$1.360	-	-	-	-	\$2.875
Number of Ports	24 + 4GE	24 + 2 slots	24 + 4 SFP	24 + 4 SFP	24 + 4 SFP	24+ 4 SFP
Speed	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000
Layer 2 or Layer 3	Layer 2 / 3	Layer 2 / 3	Layer 2 / 3	layer 2 / 3	Layer 2/3	Layer 2
PoE	Yes	Yes	Yes	Yes	Yes	Yes
Stacking	Up to 8 Switches	Virtual, 4 Switches	No	No	Up to 6 Switches	Yes, Virtual Stacking
Cloud Managed?	No	No	No	No	No	Yes

2960 Series Switches

Features	Cisco WS-C2960X-24PS-L	HP 5120-24G-PoE+ SI	Netgear M5300-28G-POE+	Huawei S5700-28X-PWR-LI-AC	D-Link DGS-3420-28PC	Meraki MS220-24P
List Price	\$3.195	-	-	-	-	\$2.875
Number of Ports	24 + 4 SFP	24 + 4 SFP	24 + 4 SFP	24 + 4 SFP	20 + 4 SFP + 4 10Gb SFP+	24+ 4 SFP
Speed	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000
Layer 2 or Layer 3	Layer 2	Layer 2	Layer 2 / 3	Layer 2 / 3	Layer 2 / 3	Layer 2
PoE	Yes	Yes	Yes	Yes	Yes	Yes
Stacking	Up to 8 Switches	Virtual, 4 Switches	Up to 8 Switches	iStack, 9 Switches	Up to 12 Switches	Yes, Virtual Stacking
Cloud Managed?	No	No	No	No	No	Yes

3850 Series Switches

Features	Cisco WS-C3850-24P-S	HP 3800-24G-PoE+	Netgear M5300-28G-POE+	Huawei S5720-36C-PWR-EI-AC	D-Link DGS-3620-28PC/EI	Meraki MS320-24P
List Price	\$7.300	-	-	-	-	\$5.845
Number of Ports	24 + Network Module	24 + 2 10Gb SFP	24 + 4 SFP	20 + 4GE SFP + 4 10Gb SFP	20 + 4 SFP + 4 10Gb SFP+	24 + 4 10Gb SFP+
Speed	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000	10/100/1000
Layer 2 or Layer 3	Layer 2 / 3	Layer 2 / 3	Layer 2 / 3	layer 2 / 3	Layer 2 / 3	Layer 2 / 3
PoE	Yes	Yes	Yes	Yes	Yes	Yes
Stacking	Up to 9 Switches	Virtual, 10 Switches	Up to 8 Switches	iStack, 9 switches	Up to 12 Switches	Yes, Virtual Stacking
Cloud Managed?	no	No	No	No	No	Yes