



Cisco ENG new SG500XG switch

16 port 10-Gigabit switch

March 2014

10 Gigabit Market drivers

- “2014 will be the year most SMBs upgrade to 10 GE” – Dell Oro
- High-density memory – to run Virtual Machines
- Desktop Virtualization
- 802.11AC WLAN
- Adoption Drivers – 10GBase-T switch ports, 10 GBase-T per-port pricing reduction, 10GBase-T LOM standard
- Dell Oro forecast 28% revenue growth – 2014

NEW 500 Series 10Gig

Expanded 10G offering

Available
NOW!!!



●..... SG500XG-8F8T
8-Port 10G Copper + 8-Port 10G SFP+

- Highly scalable solution:
 - Stack with up to 122 Ten Gig ports in same stack
 - 4K active VLANs
 - 8K routes
 - 4K Multicast Groups
 - 3K ACLs
- Stack bandwidth up to 80 Gig with 8 XG ports in LAG
- Stacks with 500X – incorporate POE+ in same Stack
- Rich IPv6 Support with IPv6 First Hop Security, USGv6 and IPv6 Gold logo
- Energy Efficient with support for EEE on copper ports
- Auto Smartports and Network-wide Auto Voice (patent pending)
- Superior usability with best UI, discovery, consistency
- Additional Security advantages – SSD, CoPP, FHS

Comprehensive features, high performance,
power efficiency and ease of use.

Features and Partner/Customer Benefits

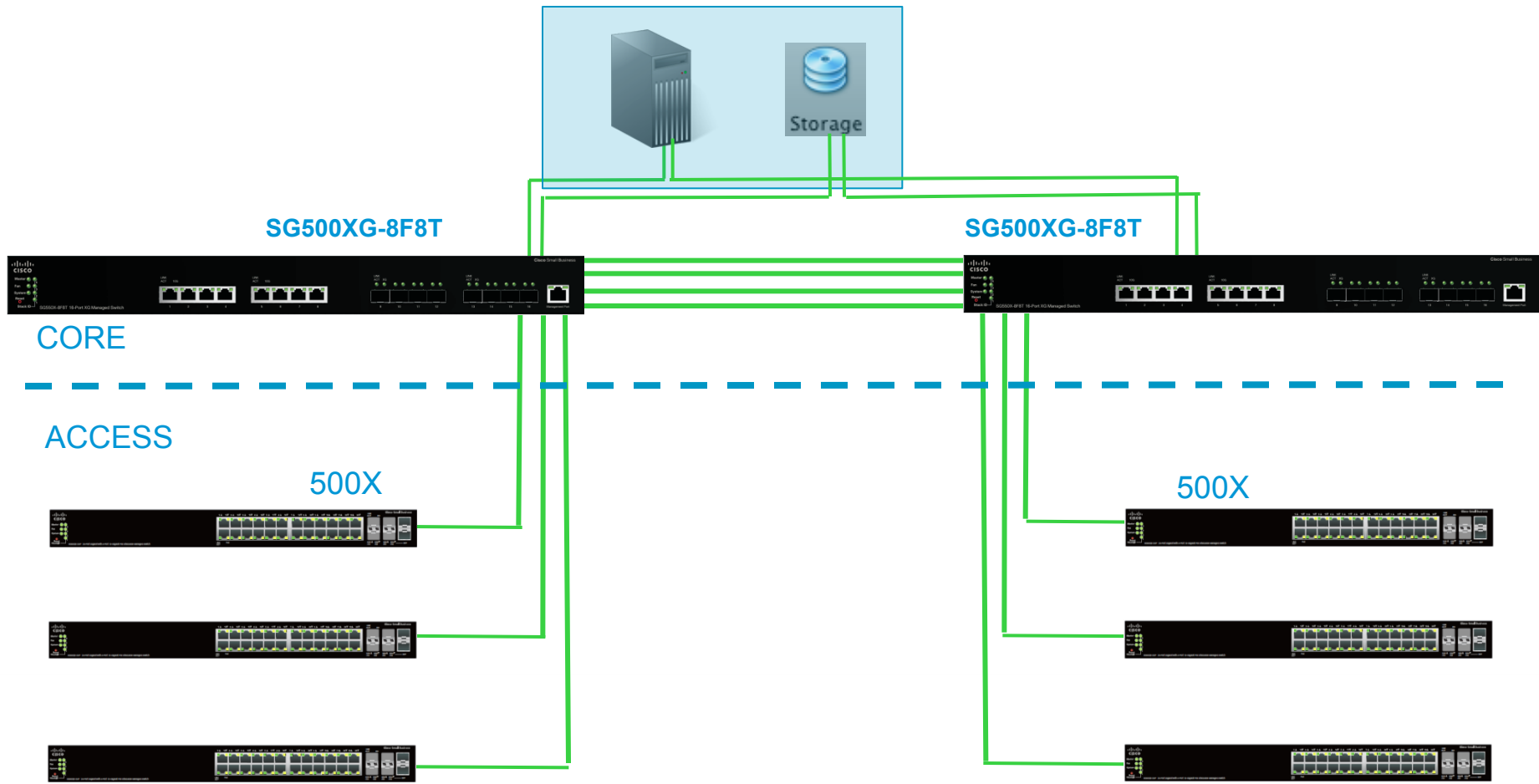
Features	Partner & Customer Benefits
Eight 10GBase-T copper ports	<ul style="list-style-type: none"> • Cost-effective high-speed connectivity for Servers and Storage
Eight 10Gig SFP+ slots	<ul style="list-style-type: none"> • Flexible 10 gig slots for fiber modules enabling long-range stacking (horizontal stacking) and backbone connectivity. Also Coax cable option for short range stacking
True Stacking + stacks with 500X	<ul style="list-style-type: none"> • Stacking flexibility simplifies switch management and troubleshooting while creating investment protection and growth
Up to 80 Gbps Stacking bandwidth (8 XG Stack LAGs) and 10 Gig Device connectivity	<ul style="list-style-type: none"> • Increases capacity for future cloud and premise based applications. As more devices integrate 10G at desktop, infrastructure is there to support
L3 Routing - Static/Dynamic (RIP); VRRP	<ul style="list-style-type: none"> • Simplifies networks & increases performance • Increases network availability
Gold IPv6 & USGv6	<ul style="list-style-type: none"> • Future proofs network with next generation IP infrastructure
Energy Efficient with EEE support	<ul style="list-style-type: none"> • Lowers operational costs via lower power consumption & cooling requirements
Network-wide Auto Voice + Auto Smartports + CDP	<ul style="list-style-type: none"> • Ease of use – plug and play out of the box installation for voice • Lowers partner learning curve and provides up-sell opportunities

Target Markets

Expanded coverage for SMB market needs

- Target Market – SG500XG-8F8T

SMB core/aggregation layer where cost effective 10G connection is needed for server / storage (10G copper) and backbone connection (10G SFP+)



10 Gigabit Market

- Netgear

 - Only other vendor with products for SMB space (much lighter in capabilities)

 - Basic L2 up to Managed feature set

- HP, D-Link, H3C, Huawei

 - Data Center focused products

 - FCOE, TRILL, PFC, DCBX, etc

- Cisco

 - Catalyst 4K and 6K – Modular platforms

 - Nexus – 2K, 3K, 5K 6K, 7K – Datacenter focus

 - 2K – Fabric Extender; 3K – Ultra Low Latency

High-level Competitive

	Cisco SMB SG500XG-8F8T	Netgear XSM7224S	HP Networking A5820X-14XG-SFP+
Market focus	SMB; Developing markets	SMB; Developing markets	Ent Core / Converged DC (FCOE)
# ports	16 XG	24 XG	14 XG + 8 FCOE
10GBase-T ports	Yes	Yes	No
Support EEE	Yes	No	No
Stacking	Stacks with 500X	Stacks only w/itself	Stacks only w/itself
Stack bandwidth	80 GE	80 GE	40 GE
IPv6 FHS	Yes	No	No
Scalability	Best	Low	Best
Flexibility	Superior	Average	Average
RPS Support	No	No	Yes
Forwarding Mode	Store and forward	Store-Forward	Cut-thru/Store-forward
Unique advantages	Smartports, CDP, Auto Voice, Green	SFLOW	Ring Protocol. OAM, IPFIX
Price per port	\$312	\$333	\$583

Winning with 500XG against Netgear in 10G

Cisco 500XG vs Netgear 10G Aggregation (M7100)

Larger Scalability and tables

- ✓ 4K VLANs versus 1K
- ✓ 8K Routes versus 128
- ✓ 3K ACLs versus 1K
- ✓ 4K multicast groups versus 2K
- ✓ 8 unit Stack versus 4
- Stackable advantages
 - ✓ Stack up to 8 units versus 4
 - ✓ Stacks with 500XG & 500X platforms – Netgear only stacks with itself
- IPv6
 - ✓ First Hop Security
 - ✓ USGv6 and IPv6 Gold Logo certification
 - ✓ Comprehensive support includes Multicast, Security, Qos, Transition mechanisms, application support, IPv6 Routing
- Superior usability with better UI, discovery, consistency
- Auto Smartports and Network-wide Auto Voice (patent pending)
- Additional Security advantages – SSD, CoPP, FHS

SG500XG Product Details

- **SG500XG-8F8T**
 - 8x10GBase-T Copper
 - 8x10 Gigabit SFP+ slots
 - 1x Gigabit Ethernet Management port
- List Price - \$5,499
- 32MB Flash; 512 MB RAM
- Switching Capacity – 320 Gbps; 238.1 mpps

Ordering Number	Country availability	Box dimensions	Box weight	Unit dimensions	Unit weight
SG500XG-8F8T-K9-AR	Argentina	542x470x105	6.64kg	440 x 44 x 350 mm	5.25kg
SG500XG-8F8T-K9-AU	Australia/New Zealand	542x470x105	6.64kg	440 x 44 x 350 mm	5.25kg
SG500XG-8F8T-K9-CN	China	542x470x105	6.64kg	440 x 44 x 350 mm	5.25kg
SG500XG-8F8T-K9-G5	European Union, UK, Singapore, India, Thailand, Philippines, Indonesia, Vietnam, Malaysia, Hong Kong, Korea	542x470x105	6.64kg	440 x 44 x 350 mm	5.25kg
SG500XG-8F8T-K9-NA	Americas	542x470x105	6.64kg	440 x 44 x 350 mm	5.25kg

RTM Positioning and Partner Value

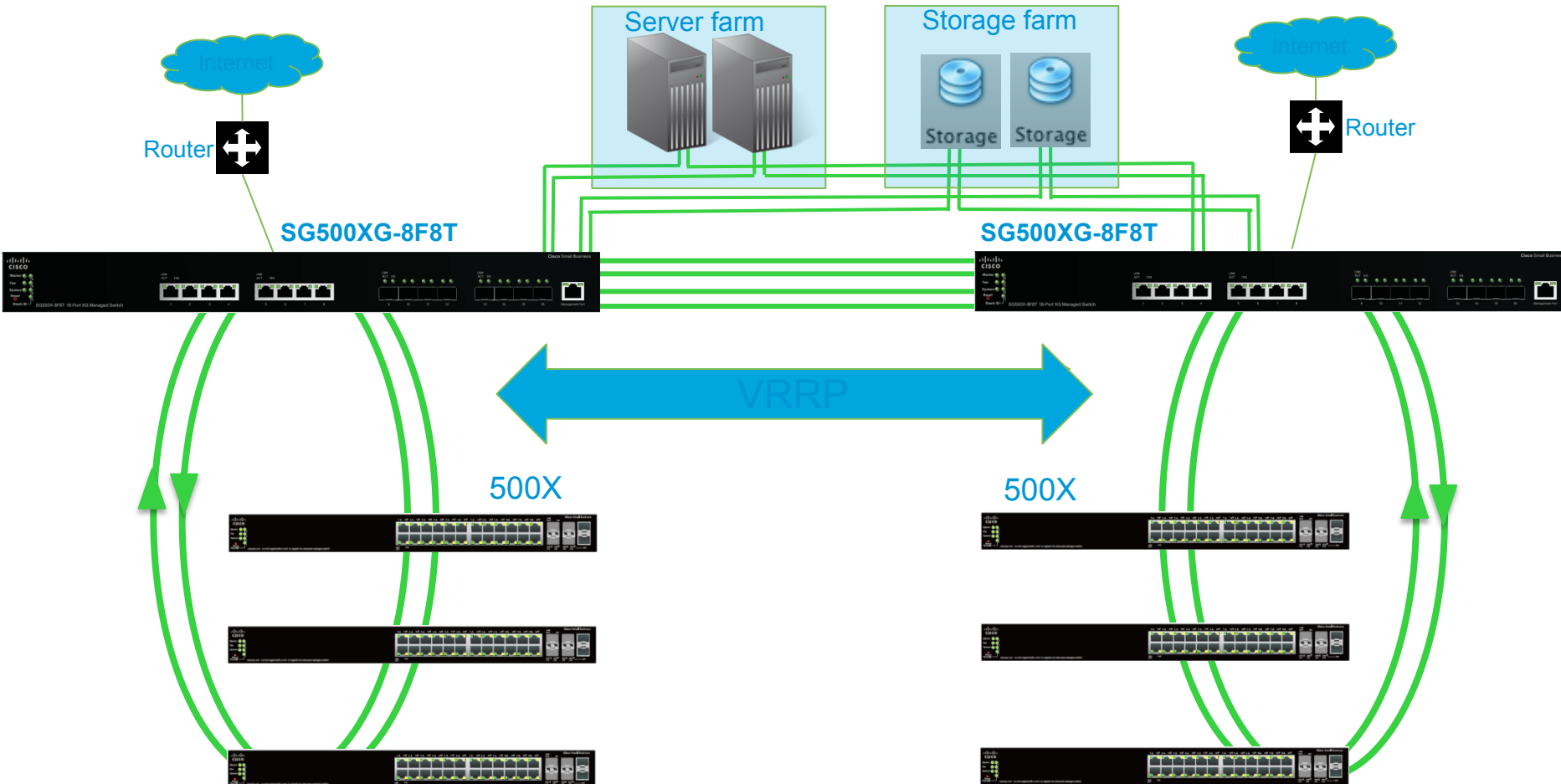
Product Value for Partner	Competitive Differentiation	Cisco Positioning
<ul style="list-style-type: none"> - Simple config tools reduces set-up time - Rich features plus price <ul style="list-style-type: none"> - easier to sell - Optional mgmt services enable additional revenue opportunities - Unique Cisco capabilities make solution sell easier - SB Service option offers peace-of-mind 	<ul style="list-style-type: none"> - Designed for SMB and SME– feature rich without complexity - Solution tested and Smart Design Guides - First product to provide EEE for Energy saving - Unique – VSDP Auto voice and Smartports - zero touch deployments 	<ul style="list-style-type: none"> - Cisco entry level product for SMB Server, storage, & core - Best for SMBs with 250 or less employees - Catalyst switches - Cisco Architectures, run IOS, advanced certs for Telcos (NEBS), TAC support, offer adv services. Lower TCO - Main RTM is URP or Disti-managed partners

Target Customers – Key Benefits & Value

Customer Product Value	Competitive Differentiation	Cisco Positioning
<ul style="list-style-type: none"> - Easier configuration reduces set-up time - Best value: rich feature set and affordable price - Better network visibility & control with optional management services - Peace-of-mind - Cisco world class service & support 	<ul style="list-style-type: none"> - Designed for small business apps - feature rich w/o complexity - Solution tested to simplify network integration - First product to provide EEE for Energy saving - Unique – VSDP Auto voice and Smartports - zero touch deployments 	<ul style="list-style-type: none"> - Cisco entry level product for SMB Server, storage, & core - Best for SMBs with 250 or less employees - Most affordable Cisco 10 Gig switch - Catalyst switches - Cisco Architectures, run IOS, advanced certs for Telcos (NEBS), TAC support, offer adv services. Lower TCO



Stacking/Resiliency Application



Stack link resiliency
Stack Master/Backup failure resiliency
VRRP L3 resiliency / availability