



Transform the Network—Product Offerings

The Transition to Next-Generation Switching Platforms Built For Today's Campus and Data Center Requirements

The Right Network Can Make All the Difference

Enterprises are more and more facing growing demands that their network infrastructures cannot support. Video and BYOD in the Campus, and Virtualization, Cloud and 10G in the Data Center are just a few examples.

The Cisco “[Transform the Network](#)” sales program offers the opportunity to accelerate the transition from the end-of-support Catalyst 6500 Non-E chassis to next-generation switching platforms purpose built to support Mobile/Cloud IT needs. This program enables Cisco and our partners to have a network modernization conversation with our customers to address market shifts and increasing end-customer demands.

By positioning these offers you can:

- **Up-sell/Cross-sell**—New Services and Product Offerings
- **Sell architectural benefits**—Increase Share of Revenue
- **Protect your installed base**

Position the Right Product to Meet Your Customer's Growing Needs

The positioning for the “Transform the Network” sales play is:

- Cisco Catalyst 6500E and 4500E Series Switches in the Campus
- Cisco Nexus 7000 and 5000/2000 Series Switches in the Data Center

Use the [Transform the Network Product Positioning Guide](#) for additional help with positioning questions.

Campus Positioning

For Campus networking opportunities position Cisco Catalyst Series Switches.

[Cisco Catalyst 6500 Series Switches](#)

Catalyst 6500 Series Switches with Supervisor Engine 2T deliver an unparalleled combination of rich network services, performance, and scalability for the campus backbone.

- Industry-leading Borderless Network Services
- 3x performance and 4x scalability of previous platforms
- Designed to support the next generation campus

Figure 1. Catalyst 6500



Positioning:

- Leading platform for campus core and distribution
- Integrated service modules to simplify management of wireless, security and network monitoring

[Catalyst 4500E Series Switches](#)

The Cisco Catalyst 4500E is the leading campus access platform and the industry's only switch with Cisco UPOE, 60W per port.

Positioning:

- Right sized solution for large-sized to small campus access deployments

Figure 2. Catalyst 4500 Series Switches



Data Center Positioning

For Data Center networking opportunities position Cisco Nexus Series Switches.

[Cisco Nexus 7000 Series Switches](#)

Create the network foundation you need for your next-generation Unified Fabric data center with Cisco Nexus 7000 Series Switches. Modular Cisco Nexus 7000 Series Switches deliver a comprehensive NX-OS feature set, with high-density 10, 40, and 100 Gigabit Ethernet for the data center.

- Industry leading performance and scale
- High-density 10, 40, and 100 Gigabit Ethernet

Figure 3. Nexus 7000 Series Switches



**Positioning:**

- Lead in DC core or aggregation, director class multi hop end-to-end FCoE

Use Cases:

- Virtualization, HPC, FCoE

[Cisco Nexus 5000 Series Switches](#)

Cisco Nexus 5000 Series Switches help transform your data center, with a standards-based, multipurpose, multiprotocol, Ethernet-based fabric.

Figure 4. Cisco Nexus 5000

**Positioning:**

- Lead in DC access, Fiber Channel SAN Switching alternative

Use Cases:

- Convergence-ready or separate LAN/SAN environments

[Cisco Nexus 2000 Series Fabric Extenders](#)

Cisco Nexus 2000 Series Fabric Extenders are designed to provide connectivity for rack and blade servers, as well as converged fabric deployments. You gain a consistent, unified server access platform that scales across a range of connectivity solutions providing a best-in-class architectural approach to simplify cabling and management.

Cisco Nexus 5000 and Nexus 7000 Series Switches act as parent switches for the fabric extenders. These switches provide a single point of management and fabric extensibility, up to the virtual machines in a rack.

Figure 5. Cisco Nexus 2000 Fabric Extenders

**Positioning:**

- Lead platform for data center access managed by Nexus 5000 or 7000

Use Cases:

- 100M/1G and 1/10G data center access and blade server environments

“Transform the Network” OIP/TIP Incremental Discount runs through January 26, 2013

Cisco is increasing the OIP and TIP discount for registered opportunities for 6 months through January 26, 2013, for specific product families.

Opportunities must meet the following criteria:

- Registered in OIP/TIP
- Includes the following Product Families: Catalyst 6500, Catalyst 4500, Nexus 5000/2000 or Nexus 7000

It does not apply to the components of the deal outside of the above identified product families. Those components would receive normal OIP/TIP discounting. For questions on this program see the “Transform the Network” OIP/TIP Incremental Offer At-a-Glance and FAQ at the [Cisco Transform the Network page](#).

Please note: Opportunities can stack with the [Trade-In Migration Program \(TMP\)](#) to increase profitability.

All “Transform the Network” deals need to be entered into SFDC. Select Keystone from the dropdown menu.

Product Bundles

As a key part of the “Transform the Network” sales program Cisco will be offering discounted product bundles to drive transition to next-generation networks. These flexible product bundles offer “built-in” savings—as much as a 46% savings over non-bundled product configurations. Standard discounts can be applied to these product bundles. For details see Tables 4 through 7 or Cisco’s Incentives and Promotions page at <http://www.cisco.com/go/incentives>

Non-Standard Pricing (DSA) and Transform the Network Bundles

To help protect partner margin the use of non-standard pricing is discouraged. When a OIP/TIP deal moves to non-standard pricing, or a DSA, the pricing differential for the OIP/TIP registered partner is reduced to 5 discount points, significantly less than what it was prior.



Table 1. Cisco Catalyst 6500E Sup2T Bundles

Bundle	Description	List Price	Bundle List Price	Saving
VS-C6503E-SUP2T	6503E Chassis, Sup2T, Fan Tray, IP Services Image	\$40,995	\$30,500	26%
VS-C6504E-SUP2T	6504E Chassis, Sup2T, Fan Tray, IP Services Image	\$41,000	\$31,000	24%
VS-C6506E-SUP2T	6506E Chassis, Sup2T, Fan Tray, IP Services Image	\$43,995	\$34,000	23%
VS-C6509E-SUP2T	6509E Chassis, Sup2T, Fan Tray, IP Services Image	\$47,995	\$38,000	21%
VS-C6509VE-SUP2T	6509VE Chassis, Sup2T, Fan Tray, Cable Chassis Management, IP Services Image	\$48,995	\$40,000	18%
VS-C6513E-SUP2T	6513E Chassis, Sup2T, Fan Tray, IP Services Image	\$55,400	\$44,000	21%

Table 2. Cisco Catalyst 6500E Integrated Service Modules

*Prices valid when purchased with Cisco Catalyst 6500E Sup2T chassis bundles (Table 1)

Bundle	Description	List Price	Bundle List Price+	Savings
WS-SVC-ASASM1B-K9	ASA Service Module for Catalyst 6500-E	\$115,000	\$97,750	15%
WS-SVC-NAM3KS2T-K9	Network Analysis Module: NAM-3 for Catalyst 6500 Sup2T	\$59,000	\$53,100	10%
WS-SVC-WISM2-K5-K9	Wireless Service Module: WiSM-2 (support for 500 APs)	\$84,995	\$80,745	5%
WS-SVC-WISM2-KK-K9	Wireless Service Module: WiSM-2 (support for 1000 APs)	\$167,995	\$159,595	5%

Table 3. Cisco Catalyst 4500E Bundles

Bundle	Description	List Price	Bundle List Price	Saving
WS-C4503E-S7L+48V+	4503-E Chassis; One WS-X4648-RJ45V+E, Sup7L-E, LAN Base	\$20,485	\$11,000	46%
WS-C4506E-S7L+96V+	4506-E Chassis; Two WS-X4648-RJ45V+E, Sup7L-E, LAN Base	\$31,900	\$18,000	44%
WS-C4507RE+96V+	WS-C4507R+E Chassis; Two WS-X4648-RJ45V+E, Sup7L-E, LAN Base	\$33,980	\$22,000	35%
WS-C45010RE-S7+96V+	4510R+E Chassis; Two WS-X4748-RJ45V+E, Sup7L-E	\$47,980	\$33,000	31%

Table 4. Cisco Nexus 7000 Bundles

Bundle	Description	List Price	Bundle List Price	Savings
N7K-C7009-BUN2-P2	Nexus 7009 (Chassis, 1xSUP2, 3xFAB2), No Power Supplies	\$81,000	\$48,000	41%
N7K-C7009-BUN2-P2E	Nexus 7009 (Chassis, 1xSUP2E, 3xFAB2), No Power Supplies	\$96,000	\$63,000	34%
N7K-C7009-BUN2-P1	Nexus 7009 (Chassis, 1xSUP1, 3xFAB2), 2x AC 6KW Power Supplies	\$93,000	\$60,000	35%
N7K-C7009-B2S2	Nexus 7009 Bundle (Chassis, 1xSUP2, 5xFAB2), No Power Supplies	\$105,000	\$60,000	43%
N7K-C7009-B2S2-R	Nexus 7009 Bundle (Chassis, 2xSUP2, 5xFAB2), No Power Supplies	\$130,000	\$85,000	35%
N7K-C7009-B2S2E	Nexus 7009 Bundle (Chassis, 1xSUP2E, 5xFAB2), No Power Supplies	\$120,000	\$72,000	40%
N7K-C7009-B2S2E-R	Nexus 7009 Bundle (Chassis, 2xSUP2E, 5xFAB2), No Power Supplies	\$160,000	\$112,000	30%



Bundle	Description	List Price	Bundle List Price	Savings
N7K-C7010-B2S2	Nexus 7010 Bundle (Chassis, 1xSUP2, 5xFAB2), No Power Supplies	\$105,000	\$78,000	26%
N7K-C7010-B2S2-R	Nexus 7010 Bundle (Chassis, 2xSUP2, 5xFAB2), No Power Supplies	\$135,000	\$103,000	24%
N7K-C7010-B2S2E	Nexus 7010 Bundle (Chassis, 1xSUP2E, 5xFAB2), No Power Supplies	\$120,000	\$90,000	25%
N7K-C7010-B2S2E-R	Nexus 7010 Bundle (Chassis, 2xSUP2E, 5xFAB2), No Power Supplies	\$160,000	\$130,000	19%
N7K-C7009-BUN2	Nexus 7009 Bundle (Chassis, 1xSUP1, 5xFAB2, 2xAC-6KW PSU)	\$116,000	\$72,000	38%
N7K-C7009-BUN2-R	Nexus 7009 Bundle (Chassis, 2xSUP1, 5xFAB2, 2xAC-6KW PSU)	\$143,000	\$97,000	32%
N7K-C7010-BUN2	Nexus 7010 Bundle (Chassis, 1xSUP1, 5xFAB2, 2xAC-6KW PSU)	\$117,000	\$90,000	23%
N7K-C7010-BUN2-R	Nexus 7010 Bundle (Chassis, 2xSUP1, 5xFAB2, 3xAC-6KW PSU)	\$147,000	\$121,000	18%
N7K-C7010-BUN	Nexus 7010 Bundle (Chassis, 1xSUP1, 3xFAB1, 2xAC-6KW PSU)	\$75,000	\$48,000	36%
N7K-C7010-BUN-R	Nexus 7010 Bundle (Chassis, 2xSUP1, 3xFAB1, 3xAC-6KW PSU)	\$105,000	\$79,000	25%

Table 5. Cisco Nexus 5000/2000 Product Bundles

Migration PIN	Max Ports	Bundle	Description	List Price	Bundle List Price	Savings
1/10G SFP+	128	N5548UPM-4N2232PF	Nexus 5548UP/Expansion Module/4xN2232PP/64xFET	\$92,800	\$74,000	20%
1/10G SFP+	128	N5596UP-4N2232PF	Nexus 5596UP/4xN2232PP/64xFET	\$92,800	\$74,000	20%
1/10G RJ45	128	N5548UP-4N2232TF	Nexus 5548UP/4xN2232TM/64xFET	\$87,600	\$78,000	11%
1/10G RJ45	192	N5596UP-6N2232TF	Nexus 5596UP/6xN2232TM/96xFET	\$129,800	\$110,000	16%
100M/1G RJ45	192	N5548UP-4N2248TF	Nexus 5548UP/4xN2248TP/32xFET	\$69,600	\$56,000	20%
100M/1G RJ45	288	N5596UP-6N2248TF	Nexus 5596UP/6xN2248TP/48xFET	\$102,800	\$81,000	21%
Storage Bundle	96	N5K-C5596UPM-B-S96	Nexus 5596UP Storage Solutions Bundle, 96 port	\$86,400	\$56,000	35%

Additional Resources

Please refer to the following sites for further information on Transform the Network.

Channel Partners Go To:

<http://www.cisco.com/go/transformthenetwork>