Overview
The Just Switch It program provides you with sales enablement and demand-generation resources to start new customer conversations. Just Switch It you promotes migration and up-sell to the newest Cisco® switches and wireless solutions in the campus and to the Cisco Nexus® portfolio in the data center. It addresses competitive threats with solutions, services, and financing to help customers successfully move to the next generation of technologies. The Cisco Catalyst® and Nexus switching portfolios have been refreshed across every platform, and the Nexus portfolio continues to lead as the switching platform of choice for the data center, creating a once-in-a-lifetime sales opportunity. Partners can capitalize on this huge switching and wireless migration, opportunity.

Why do your customers need to upgrade their campus infrastructure?
There are three key reasons why your customers should upgrade:

• Support bring your own device (BYOD) and mobility: Three out of four employees use multiple devices for work, according to our recent survey.
• Maintain security policies for data and applications as they move between physical and virtual infrastructure components and to comply with regulatory requirements.
• Simplify the network for business agility: Cisco network solutions are designed to simplify management and operations, to reduce costs and increase business agility.

Why do your customers need to upgrade their data center network?
Your customers’ data centers need to address three key challenges:

• Scale to support virtualization: By 2017, the number of workloads per server in traditional data centers will grow 35% to 2.3 (from 1.7 in 2012.) The number of workloads per server in cloud data centers will grow 157% to 16.7 (from 6.5 in 2012.) Source: Cisco Cloud Index, October 2013.
• Adapt to the cloud: By 2017, nearly two-thirds of total data center traffic will be processed in the cloud. Source: Cisco Cloud Index, October 2013.
• Meet the demands of enterprise and big data applications: Distributed applications (for example, big data and Hadoop) and database applications (such as Oracle and SAP) that run on bare metal require assured I/O performance, measured by latency, bandwidth, and scale, for optimal performance.

Cisco provides unique competitive differentiators to address these migration drivers.

Partner Call to Action
Why now? Today the network is more critical than ever before, as innovation in the network helps create business growth and provides your customers a sustainable competitive advantage.

These are the top four reasons your customers should upgrade to new switches and access points now.

Speed of change and stakes are high—embrace the change: The stakes for business innovation are high, with rapidly changing technology trends and a competitive landscape and business environment. This makes the network more critical to businesses than ever before. IT needs to upgrade their switches and access points now to remain competitive and promote business transformation.

Trends are happening now—do not get left behind: Many of the switches and wireless access points that are currently deployed were not designed for capabilities such as BYOD, mobility, advanced security, software defined networking (SDN), physical, virtual, and cloud data center environments, and more. The network has to evolve to better adapt to these major technology transitions. Your customers’ competitors are already riding these trends.

End of product lifecycle—refresh before it ends: Many of the deployed switches and access points have reached end of support or end of sale. Switches and access points that have reached or are close to end of support (such as the Cisco Catalyst 6500 non-E-Series, 3750G, and 2950, and the Aironet® 340 and 1500 Series) should be upgraded now for business continuity and lower TCO. End-of-sale switches and access points should also be upgraded now, as they may not have a robust roadmap to support new trends such as BYOD, 802.11ac, advanced security, the needs of distributed applications such as big data and Hadoop or database applications such as Oracle/SAP, SDN, and more.

Be proactive—don’t wait until it’s too late: It takes time to roll out new capabilities, so you need to start now for imminent deployments of 802.11ac, SDN, and the creation of a more application-aware network.
Services = Why & How To Migrate

Migration Services help customers align business requirements with their infrastructure migration strategy, successfully migrate with minimal risk, and leverage mobility, security and SDN technologies to achieve the business outcomes they need. Services are your profit engine, and when sold into solution opportunities, increase the total opportunity size, help insure customer satisfaction and provide long-term visibility in the account so you can continue to deliver value to the customer over the lifetime of the solution. Cisco products and solutions are the “what”; Services provide the “Why” and “How.” Cisco provides you with Services, tools and programs so you can deliver the best IT solutions for your customers to excel at their business.

New generations of network switches operate with greater cost-efficiency, deliver better performance and availability, maintain end-to-end security, and have the intelligence to take action to maintain service levels. Brief customers on the capabilities of the latest generation of switches and help them determine how they will transition their infrastructure to handle these new business needs.

• Make their network infrastructure ready for the future
• Reduce their operating expenses
• Make IT a competitive differentiator for their organization
• Avoid risk associated with reaching end of support on infrastructure components
• Take advantage of special incentives, summarized in “Sales Resources”

Target Audience

The Just Switch It program targets new and current midmarket (100 to 999 employees), enterprise (1000+ employees), and public sector customers. The ideal target organization has some or all of the following attributes:

• Current plans to securely enable BYOD, collaboration, or video throughout the organization
• Current plans to expand their business operations, with the need for greater network capability and capacity

• Resilient access network infrastructure is mission-critical for their business, for example, in healthcare, financial services, and retail
• Current customers with fully depreciated, end-of-service, or end-of-life Cisco Catalyst switches that require migration
• Customers nearing last day of support (LDOS)
• Is actively pursuing a public, private, or hybrid cloud solution
• Is investigating or deploying big data applications such as Hadoop or MapR
• Is investigating or deploying SDN

Solutions

This program contains sales resources for campus and data center switching solutions.

Campus Solutions

For the campus, Cisco provides two types of switching solutions: Cisco Catalyst switches for on-premises management and Cisco Meraki access switches for cloud management. Cisco solutions scale to work with networks of all sizes, and you can tailor a solution to meet your customer’s specific needs. Sell the value of Cisco campus/branch and switching solutions by discussing unique competitive differentiators in BYOD and supporting mobility growth and 802.11ac, optimizing security, and delivering IT simplicity and innovation—with a highly secure, resilient network infrastructure.

Data Center Solutions: Enabling IT Innovation

In the data center, Cisco offers the Nexus switching portfolio, part of Cisco’s Unified Fabric, to create a simpler, smarter, more scalable, and resilient data center network. Data center transformation remains a key customer investment area being driven by evolving applications, changing traffic patterns, and the need or desire to move to different IT consumption models, including managed, hosted, and cloud. Cisco Nexus offers a broad switching portfolio, delivering architectural flexibility and innovations that allow you to offer your customers a solution to build a more simplified network for existing tiered designs or for those evolving to a fabric-based data center network architecture.

With Cisco Nexus switches, customers can build a data center network that enables them to take advantage of innovations that help create a network that is easier and faster to deploy and manage through open networking. These innovations include SDN, automation, and orchestration, as well as the revolutionary approach of the Cisco Application Centric Infrastructure, where network behavior is driven by the applications themselves. With the Nexus family, regardless of which approach is taken, customers can benefit from simplified operations and management, as well as a closer alignment between the network and the applications it transports.

Made for Midmarket: Campus Solution

With Cisco Unified Access™ solutions, the midsize business network architecture can deploy competitive services quickly and provide highly secure, pervasive connectivity for employees and customers. The program will help you expand your Cisco footprint with Catalyst 2960-X, 3650, or 4500 E-Series switches and Aironet 1600 or 3700 Series access points. Cisco’s range of midmarket switches and wireless products are targeted specifically for networks with up to 999 users. Simplify with the Catalyst 3650, or create an economical midmarket network with the Catalyst 2960-X, while optimizing wireless network performance with the 802.11ac Aironet 3700 Series access points or creating a pervasive yet economical wireless network with the Aironet 1600 Series access points. Meet your customers’ network and budget needs with Cisco’s Made for Midmarket network infrastructure solutions.

Just Switch It: Partner Opportunity

With the Just Switch It program, you can:

• Accelerate business growth and innovation by providing your customers with a competitive advantage with a refreshed, highly differentiated, converged unified access infrastructure that is ready to support BYOD, SDN, 802.11ac, and new IT consumption models, including managed, hosted, and cloud-based architectures.
• Maximize your profitability with aggressive and holistic promotions that are designed to maximize your margins and help you seamlessly migrate your customers’ installed base. You can increase customers’ savings by
• Create cross-sell and up-sell opportunities in the campus by combining Cisco switching and wireless solutions with Cisco Identity Services Engine, Cisco Prime®, and services to offer converged, highly differentiated solutions that competitors can’t match. In the data center, the Nexus portfolio opens up opportunities to cross-sell storage networking, Cisco Unified Computing System®, and Cisco Unified Management.

• Cross-Sell Services: Cisco products and solutions are the “what”; Services provide the “why” and “how”. Cisco provides you with Services, tools and programs so you can deliver the best IT solutions for your customers to excel at their business.

• Take advantage of an aggressive yet super-simplified program that has been greatly streamlined to enable broader adoption with a clear path for migration, consistent two-level discount structure, and revamped TMP program structure.

• Target new buying centers with the new Cisco Nexus portfolio to deliver a more compelling value proposition to application architects and storage and server virtualization administrators.

• Increase profitability and customer loyalty through better integration between the network and application environments.

• Increase revenue opportunities by upgrading from 10 Gigabit Ethernet (GbE) to 40 GbE at the data center access, with further opportunity to migrate from 10 GbE to 40 GbE at the aggregation of the data center network.

Sales Resources
Take advantage of new and enhanced promotions to maximize profitability; they are available for only a limited time, so don’t delay. Partners can combine several different promotions to save even more:

• Unified Access Breakaway: Unified Access Breakaway is now including additional incentives on technology upsell that deepens your discount.

• Technology Migration Program: TMP has been simplified, making it very easy to get credit for returned products, and includes up to a 15 percent discount on eligible products and services. That’s 18 percent if we migrate competitor to Cisco, and 12 percent if we migrate Cisco to Cisco.

• Value Incentive Program: VIP provides extra discounts for selling newer technologies.

• Teaming Incentive Program: TIP provides a 50 percent discount with account manager approval (North America, Europe, Asia Pacific, Africa, Latin America, Middle East).

• Arista to Nexus Competitive Migration Program: Receive up to a 15 percent discount when migrating from Arista to Cisco Nexus switching on select trade-in and trade-to combinations.

For a detailed competitive analysis, visit the Competitive Information portal on Partner Central.

Competitive
With the largest installed base of customers, Cisco is a clear leader in both campus and data center switching solutions. Cisco has also been named the leader in the Gartner Magic Quadrant for Wired and Wireless LAN Access Infrastructure. Unlike other vendors:

• Cisco offers investment protection by providing migration strategies to evolve existing infrastructure to meet new business requirements.

• Cisco is continually innovating to increase the value of network infrastructure.

• Cisco provides proven, pretested design and deployment guides.

• Cisco provides substantial opportunities for partners to provide high value professional and collaborative technical support services to increase your profitability.

For more information on Just Switch it Program, please visit: www.cisco.com/go/migratenow

Installed Base Lifecycle Management (IBLM) Just Switch It data provides information on your customers who are ready for migration.

Cisco Capital can be a differentiator for your business because it provides competitive and flexible financing to help your customers acquire Cisco technologies. Our flexible Payment Deferral program lets your customers defer an initial finance payment for up to six months.

Partner and Cisco Branded Services
Increase your margins and build recurring revenue streams. Services to support customer planning and design, plus support services, help ensure that customers achieve the business outcomes they need, whether transforming their network, migrating or refreshing technology, or optimizing the performance of their network.

• Selling Services

• Collaborative Routing and Switching Assessment Service

• Collaborative Network Development Service

• Network Migration Service

• Data Center Optimization Services

• Nexus Planning & Design Service

• Partner Support Service

• Smart Care

• Cisco SMARTnet® Service

• Smart Net Total Care

For more information on Just Switch it Program, please visit: www.cisco.com/go/migratenow