

# Purpose Built

Developing products with small and medium-sized businesses in mind.

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Today, leading technology vendors are increasingly developing products designed specifically with small and medium-sized businesses (SMBs) in mind.



Organizations of all sizes can now take advantage of networked business solutions in order to improve communications, streamline operations, and better address business challenges and opportunities. For SMBs, however, these solutions need to be both cost-effective and simple to use.

In general, SMBs are more budget-conscious than their enterprise counterparts. As a result, products integrating multiple functions into an easy-to-use solution are economically appealing to smaller businesses.

## Intelligent Systems

Investing in one system that can handle many tasks, such as managing voice and data communications, wireless mobility, and integrated network security, allow SMBs to lower capital expenditures. Moreover, consolidation eases operational expenses due to fewer network devices to install, configure, maintain, and update. Smaller companies are also less likely to have a dedicated IT staff to stay up to date with complex products or to train others. Additionally, SMB business leaders are usually most passionate about the core focus of their business, and don't have the time or interest to learn about the inner workings of networked systems. That's why ease of installation, use, and management are absolutely essential for SMBs.

Unlike many large organizations that often prefer the ability to substantially customize network solutions themselves, Cisco believes SMBs benefit from a solution in which much of the complexity is absorbed by the intelligence built into the system. The goal is to make it as quick and easy as possible to get from installation to operation so SMBs can focus on their core business objectives.

## Channels to Success

The vast majority of Cisco products reach end customers through our worldwide ecosystem of channel partners, such as service providers and value-added resellers. These partners don't simply *resell* our products—we have a reciprocal relationship with them.

