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The Access Network for Wi-Fi 6

Partner Call Guide

The Transition to Hybrid Work

The future of work is continuously evolving, and many organizations are adopting a hybrid approach. Organizations are seeing changes in how the network is used, with more devices connected to the network, higher bandwidth applications, as well as a highly distributed workforce. These changes can impact business resources, both in budget and staffing, so the network must be designed for agility. This means providing wireless that puts your customers at the forefront of the Wi-Fi 6 standard, along with the wired infrastructure needed to deliver on user expectations. Help your customers prepare for the future with one network, one operating system, and simplicity at scale with Cisco networking solutions.

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Customer Challenges! The Reason to Call.

When it comes to the access network, the challenges customers face all stem from the difficulty in defining just where the edge of the workplace really is. The reality: today's workplace is wherever we are. We live in a mobile world where increasing numbers of users, devices, and things are connecting to the network, remote working has become the norm, and critical applications and services are served from the cloud instead of the campus.

This isn't just a matter of adapting to new preferences. It's about addressing the reality of growing IT complexity.

- According to the Cisco Annual Internet Report, there will be 29.3 billion networked devices by 2023, up from 18.4 billion in 2018.
- By 2023, nearly half (47%) of all devices and connections will be video capable and the average global fixed broadband speed will be 110 Mbps
- 5G devices and connections will be over 10 percent of global mobile devices and connections by 2023. The number of global mobile devices will grow from 5.1 billion in 2018 to 5.7 billion by 2023 – 1.4 billion of those will be 5G capable.
- Research from Global Workplace Analytics shows that about 70% of the workforce will work remotely at least five days a month by 2025.
- Research from Gartner shows that in 2019, 80% of workloads were estimated to be housed in on-premise environments, with 19% housed in public clouds, but by 2025, that will shift to only 30% on-premise, and 40% in public clouds.

Why Cisco?

The Cisco Catalyst 9000 portfolio of switches, access points, and wireless controllers give you more so you can do more, thanks to a common OS across platforms that provides the advanced automation and monitoring needed to centralize network management. By using Cisco wired and wireless networking together, you get seamless convergence and a network that is capable of handling complexities that may arise.

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Start the Conversation: How to Sell Cisco Catalyst Switches and Wi-Fi 6/6E Solutions

With this campaign:

- Understand your customer's business priorities and existing competitive environments and align the selling approach as appropriate

- Cross-sell Cisco Catalyst switching and wireless solutions with unique "better together" features

  - Target customers that have legacy switches, and upgrade them to Cisco Catalyst 9000 Series Switches and introduce Cisco Catalyst wireless solutions, if they are not already deployed

  - Target customers that have older generation wireless controllers that are not designed for today's networking environment. Introduce and recommend the Cisco Catalyst 9100 access points that support Wi-Fi 6 and the catalyst switches

  - Help customers make sure their network is ready for Wi-Fi 6E with access points and wireless controllers that support the new standard, and with switches that support a gigabit or more per downlink.

  - Help customers get the full performance from their wireless network with multigigabit switches. Without these, network admins are going to see a bottle neck further upstream and some of the Wi-Fi 6E features and functions that have been promised—low latency and faster speeds—won't be realized.

- Upsell to Cisco DNA Advantage licenses so that customers can take advantage of new Cisco ThousandEyes cloud and internet intelligence, Cisco Spaces location analytics and IoT management, and Cisco DNA Center for single-pane-of-glass network management.

- Tell your customers about limited time promotions, see them all here.

- Share upgrade guides with your customers to show the value of new solutions.

  - Benefits of upgrading to Cisco Wireless Access Points

  - Why upgrade to the Cisco Catalyst 9100 Access Points

  - Why upgrade to the Cisco Catalyst 9800 Wireless Controller

  - Why upgrade to the Cisco Catalyst 9200 Switch

  - Why upgrade to the Cisco Catalyst 9300 Switch

  - Why upgrade to the Cisco Catalyst 9400 Switch

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Solution Benefits

1

Easier to manage
One commons OS for wired and wireless means less complexity for a lean IT team. With Cisco IOS XE, customers have one less operating system to manage and secure.

2

Enhanced security
Deploy consistent security features across your access network, built into all Cisco Catalyst 9000 wired and wireless hardware.

3

Better performance
Optimize bandwidth for wireless traffic and maximize the performance of existing infrastructure with Wi-Fi 6/6E compatible access points, controllers, and multigigabit switches.

4

Higher availability
Easily configure your wireless to minimize downtime, with redundancy and reliability built into the hardware.

5

Better experience
With compatible hardware and software that all speak the same language, management is simpler. Add the groundbreaking visibility with Cisco ThousandEyes, management abilities with Cisco DNA Center, and it is easier than ever to optimize the network and deliver a better experience for both users and IT.

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Delivering Value with Cisco DNA Software Subscriptions

Benefit of subscriptions

One big question our customers have had in the last couple of years is why we have moved to selling our software under a subscription model. The answer is that we believe subscriptions are the best way to align our interests with those of our customers.

Technology is always evolving, and with our subscriptions we demonstrate to you our commitment to continuously innovate in our software and hardware. This means that you will be able to help your customers keep their network updated with the latest features and security protections, even between hardware refresh cycles.

Subscription licenses are designed to be flexible so your customers can adapt to evolving networking needs. Customers can renew and scale as needed and port licenses from one device to another, so they can stay agile and respond to changing demands faster.

Subscriptions also help smooth IT spending, making it more predictable for customers, and lets them move some of the investment from Capex to OpEx, providing financial benefits to the bottom line.

Just as there's no 'one-size-fits-all' switch, there's no way to make one license that will fit all customers' needs. For that reason, we have three levels of Cisco DNA subscription licenses. The choice of license level is partly related to the size of a customer's business, but it also depends a great deal on the technical requirements of the network.

Learn more: https://www.cisco.com/c/en/us/products/software/dna-software/index.html

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Discovery Questions

Question	Response
Are your users complaining about poor network performance that is impacting productivity? What type of applications are you running across your network?	User expectations are higher than ever. Upgrading to a modern network infrastructure is critical to employee productivity and customer satisfaction.
	Only Cisco delivers the highest density wired and wireless solutions. Cisco Catalyst Wi-Fi 6/6E APs can drastically improve employee productivity, provide greater performance, increase bandwidth, and improve client density support. Cisco Wi-Fi 6E access points come with built-in environmental conscious sensors that measures temperature, air quality and humidity and Smart AP feature that automatically change access point power consumption reflecting the device load the network currently has.
	Cisco Multigigabit Technology on Cisco Catalyst switches delivers speeds beyond 1 Gigabit on existing Category 5e/6 cables, so your switches don't become a bottleneck.
	The Catalyst 9800 Wireless Controller is based on over 15 years of refining wireless solutions – and combines it with the world's most secure, scalable, and resilient network device operating system.
	With the growth of SaaS applications and cloud-hosted services, it can be challenging to identify whether problems are happening within your network or on the Internet. Cisco ThousandEyes network tests are now included with Cisco DNA Advantage licenses for Catalyst 9300 switches, so you gain hop-by-hop performance data from campus to the cloud and ensure superior application experience.

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Discovery Questions

Question	Response
Would you like a way to get regular, real- time access to the latest features without upgrading your hardware? Do you need an easier way to buy and manage your software licenses?	New features are being released faster than ever. Cisco DNA Software for switching and wireless is a complete software solution that lets you access ongoing innovations and get an always-available network that scales with growth in applications, users, and devices. Our software-based model also allows continuous innovation via IOS XE to qualify and deploy new services faster.
Can you update your network without impacting access for your users?	Nearly all the Catalyst 9000 series products support hot patching, so you can install critical updates without affecting user access; the Catalyst 9800 Wireless Controller will even manage rolling access point updates, so no part of an installation is ever without a serviceable wireless signal. Our Catalyst 9200, 9300 and 9400 switches also support Perpetual Power Over Ethernet to make sure that even if a switch is rebooted, all devices relying on it for electrical power will stay up.
Are you worried about the security of your existing network?	With increased mobility and a proliferation of IoT devices on your network, expectations for security have never been higher. Cisco Digital Network Architecture security innovations allow you to use your network as a powerful sensor and enforcer to protect from threats both inside and outside the network perimeter. When it comes to building a secure network, the hardware matters. Cisco Catalyst 9000 switches and access points include embedded defenses, rigorous supply-chain controls, and a secure development lifecycle to protect device integrity.

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Discovery Questions

Question	Response
Are you unsure about how to get started or about which solutions are the perfect fit for your organization's needs?	Cisco offers a variety of options with Services for Enterprise Networks – depending where you are on your network transformation journey. The Cisco DNA Advisory Service helps you create a strategic plan to achieve business objectives through technology while maintaining a stable, secure network during your transition. We can also offer Cisco Solution Support, which combines Cisco product support – Cisco Smart Net Total Care or Software Support – with solution-level support into one service.

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Objection handling

Objection	Response
I don't have the budget to upgrade my network.	Your network is one of your organization's biggest strategic assets. If your network is spotty, or access is difficult, you're going to lose customers and employees. You may need more than what your current solution offers. We have limited time offers that will make your network upgrade (or expansion) more affordable: • Get a free Cisco DNA Center Appliance when purchasing Cisco DNA Subscriptions • Cisco Capital® can help lower TOC with flexible payment solutions to support new business opportunities and challenges
My network is working fine. I don't need to add bandwidth.	That may have been true a few years ago when people weren't using multiple mobile devices and using bandwidth-intensive applications, but today it's a top concern as the number of connected users, devices, and things continue to grow at unprecedented rate.

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Offers and Incentives

Customer buyer stage	Customer needs	Customer offer name
Awareness	Establish relationship Customer wants to learn about the technology trends and Cisco's wireless products and mobility solutions	Access Networking Infographic Cisco Catalyst and Cisco DNA Software for Switching and Wireless Infographic Cisco ThousandEyes Joins Forces with Catalyst 9000 Switches Moor Insights: Secure Access for the Hybrid Workplace Wi-Fi 6E At-A-Glance Cisco Catalyst 9000 Infographic Cisco DNA Center Solution Overview Wi-Fi 6 Checklist
Consideration	Provide needs analysis and demonstrate value Customer needs to better understand the details of Cisco's wireless products and mobility solutions	Cisco ThousandEyes Campus Service Assurance with Cisco Catalyst 9000 Switches Cisco Catalyst 9000 AAG Cisco Catalyst 9000 FAQ Cisco DNA Center FAQ Wireless Controller Upgrade Guides
Design	Provide design resources Customer needs to understand what resources are available to help with design and deployment	Campus Wired and Wireless LAN Design Zone

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Offers and Incentives

Customer buyer stage	Customer needs	Customer offer name
Purchase	Close sale Customer is ready to trial or purchase our solution	• Embrace hybrid workspaces with Cisco Spaces with a 30-day full-feature free trial. • For more details on limited time offers, please visit the Cisco Networking Promotions and Free Trials page.

Thank you for reading The Access Network for Wi-Fi 6 call guide.