

Stackable Smart Switching

WIIFM? What's in it for me?

SMB adoption of wireless networks through to IP camera surveillance, virtualization, and converged voice, video and data networking continues to rise. Combined with the growth of end devices, more data is being produced and consumed across the network. That drives the need for more bandwidth, storage capacity and backup security for protecting data and users. The resulting 'knock on effect' or 'chain of events' across a customers' network is evident – new technologies and ways of working cannot be viewed in isolation. Whilst the strategic importance and dependence on the LAN increases, the network can become more susceptible to additional design complexity and rising management costs. Deploying a switched platform that is easy to control without additional management overhead and complexity requires smart IT, not Big IT. This is where stackable smart switching can help. Stack and virtually manage up to 6 switches as one logical entity to support up to 288 Gigabit access ports for easy management and configuration as well as better scalability, redundancy and faster deployment. By partnering with NETGEAR, offer your customers a better way to manage the network. More importantly, with an array of complementary product solutions and expertise across the network from switching to security, wireless and storage, give your customers more choice with solutions designed to deliver reliable, affordable and easy to use IT networks.

Top 5 reasons to choose NETGEAR®

1. Switching and more

Don't stop at switching. For growing organizations, having a reliable LAN network dictates a design that it is flexible enough to scale—to meet changing needs—and be resilient and protected from unexpected disruptions or outages. NETGEAR Stackable smart switches deliver enterprise grade functionality for small to mid-sized organizations of up to 250 employees and provide a better way to deploy, configure and control growing networks. The chain effect of adopting BYOD can lead to the complete infrastructure network needing a review. More traffic could require 10/100 switch upgrades to Gigabit and additional access points may need Power Over Ethernet (PoE) to reduce the need for extra electrical sockets being installed. Increased network traffic could result in more storage capacity requirements whilst security firewalls may need to be upgraded to cope with increased Internet access where 60Mbps LAN to WAN speeds becomes a bottleneck. NETGEAR can help you address each and every one of these areas, where few other vendors can provide similar end to end solutions suited to the SMB segment.

2. Pre-Sales Support

Don't let guesswork or design issues get the better of you. Tap into our expertise and experience to win business. With thousands of end user wireless site surveys under our belt, we have a wealth of expertise and experience to assist you and your customers in getting the right design scoped. With a high conversion rate, you can access dedicated pre-sales resources to deliver **FREE remote site surveys**¹. Build customer confidence and meet expectations early on in the sales engagement process and beat competitors in the process. At the right time, lock potential customers into your proposals with Deal registrations². In so doing, leverage competitive prices and achieve margin protection.

3. Post-Sales support

Don't let installation and ongoing customer concerns become a hindrance to building customer loyalty. NETGEAR® ProSAFE® business products provide world-class reliability and are backed by the industry-leading ProSAFE Lifetime Hardware Warranty*, Lifetime chat and Lifetime Next Business Day³ replacement.

4. Strength in Verticals

Don't forget to leverage NETGEAR vertical strengths. Repeat business can come through customer loyalty, recommendation and reputation. It can also come from repeatable 'Cookie cutter' solution selling where the same solution model can be applied to countless similar customer types. Reduce sales cycles, become renowned for a particular field of expertise and leverage NETGEAR's strength in select verticals. Deliver repeatable propositions for customers in education, assisted living, hospitality through to warehousing sectors, museums and more.

5. Reliable, Affordable and Easy to use

Don't sell Big IT, sell Smart IT. Reliable connections, fast throughput, seamless connectivity through to precious bandwidth and device regulation warrant a solution that just works. NETGEAR ProSAFE Gigabit Stackable smart switches have been designed and built with SMB's in mind in include a simple intuitive web GUI to enable a quick and easy network set-up experience. Organisations with limited, but capable IT network resources will benefit from a range of product capabilities that work equally well in a small organization right through to multi-site enterprises.

ProSAFE S3300 Gigabit Stackable Smart Switch Elevator pitch

"You back up your storage, but what about your switched network?" With data doubling every two years, maintaining and providing continuous access to the network necessitates your customers have a clearly defined data backup and recovery strategy in place. With more data being consumed and produced, expedient storage backup and recovery planning is critical to restore services quickly from unexpected scenarios. But how well is their switching infrastructure integrated into those plans? Building 'backup' for the vital traffic lanes to that data as provided by the switching infrastructure are just as essential. Choose a platform that is ready for the unexpected. Optimise customer IT network backup strategies with a secure, resilient design using the ProSAFE S3300 Gigabit Stackable Smart series.

Designed as an advanced, resilient access solution with scope to also be used at the centre of a small organisation, customers can stack and virtually manage up to 6 switches as one logical entity. This will provide up to 288 Gigabit access ports for easy management and configuration as well as better scalability, redundancy and faster deployment. The inclusion of 10GBase-T uplink capability as standard ensures an affordable way to leverage existing copper installations. If Gigabit speeds and link aggregation meets current requirements, simply migrate to 10GbE connectivity at a pace and time to suit your needs. If your customers require an easier way to deploy, configure and manage their switched infrastructure, the ProSAFE S3300 Gigabit Stackable Smart series range delivers a blueprint for future proof networks

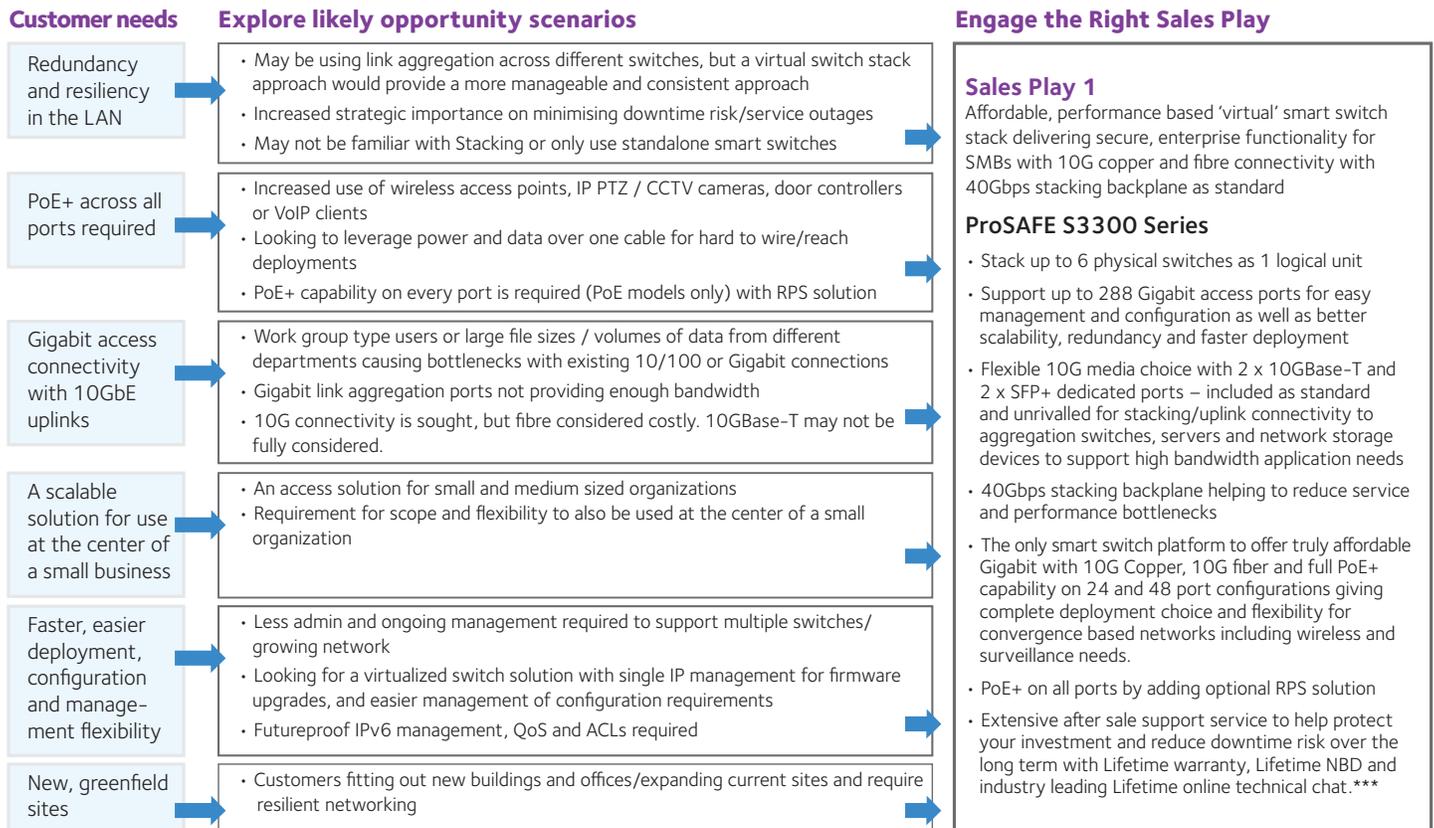
Selecting the right market to target Gigabit Stackable smart switches

Sales Play 1

ProSAFE S3300 Gigabit Stackable Smart Series: An affordable, performance based "virtual" smart switch stack delivering secure, enterprise class functionality for SMBs with 10G copper and fibre connectivity as well as 40Gbps stacking backplane performance as standard

The ProSAFE® S3300 Series is a new generation of Gigabit Stackable Smart Switches which include 4 10G ports. The 10G ports (2 x ports 10GBase-T and 2 x SFP+) can be used to stack with other S3300 switches for easy single switch management or standalone network ports for 10G uplink connectivity or a combination of both for flexibility. With a choice of 24 or 48 port models, these switches can deliver on demanding tasks such as data replication and backup, video on demand and high volume transaction processing. Add in the ability to deliver PoE+ to every port in either a 24 or 48 port variant with supplemental RPS and you're ready to support application diversity from PTZ IP camera surveillance solutions through to high powered wireless access points and VoIP phones.

The ProSAFE S3300 is suited to those organizations seeking high performance, resilient access switching, or for use at the centre of a small to medium sized organisation with the most cost-effective 10G connections between the access and aggregation layers of the network.



Sales Play 2

ProSAFE Gigabit Stackable Smart Series GS7xxTS/TPS: An Affordable, "virtual" smart switch stack series delivering secure, enterprise class functionality for SMBs, with fiber GbE uplinks/stacking and 10Gbps stacking backplane performance

GS7xxTS/TPS models offer a choice of 24 or 48 port models, including non-PoE and PoE variants with an ability to stack up to 6 switches across like products for a total of 288 network ports, with 10Gbps stacking bandwidth and full redundancy for unsurpassed reliability. Add in the ability to deliver PoE+ to 8 ports on each model and you have a flexible solution to readily support small scale deployments of PTZ IP camera surveillance solutions through to high powered wireless access points and VoIP phones.

With 10Gbps stacking backplane, these models are suited to those organizations seeking performance based, resilient Gigabit access switching.

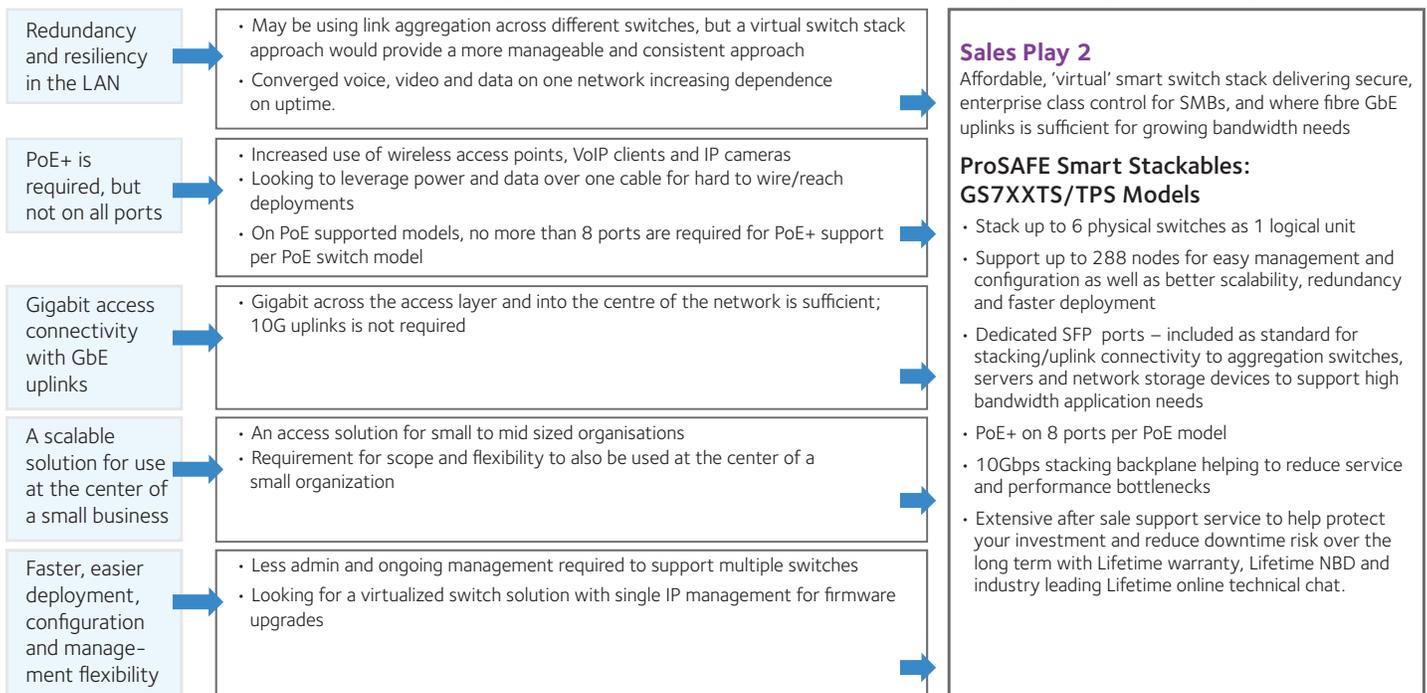
ProSAFE S3300 Gigabit Stackable Smart switch market opportunities

- Organizations back up their storage, why not their switches? Highlight importance of backing up the network as a whole to remove weak links in the LAN design.
- Explore upgrade requirements for existing NETGEAR legacy smart stackable solutions looking to upgrade to 10G uplinks/40Gbps stacking for faster backplane performance
- Approach greenfield/new build office installations looking for a resilient/redundant solution
- Generate interest with customers deploying wireless, surveillance, VoIP or other PoE enabled solutions where a resilient solution is required
- Engage organizations looking for resiliency across different sites for single management of multiple switches across multiple sites
- Sell peace of mind networking with Lifetime warranty, lifetime technical support via chat and lifetime NBD support. Check for regional variances that may apply.

Customer needs

Explore likely opportunity scenarios

Engage the Right Sales Play



¹ Check availability of this service in-country and variances may apply

² Check in-country for applicable deal registration support entitlements.

³ Wireless and general networking site survey availability varies by country. Free surveys may apply locally, so check availability of this service in-country for variances that may apply.

**Check in-country for applicable deal registration support entitlements.

*** For purchases from 1st June 2014

*The Lifetime Limited Warranty covers hardware, fans, and internal power supplies – not software or external power supplies. Warranty is only valid for the original purchaser, and modifications to product may void the warranty. See <http://www.netgear.com/about/warranty/> for details. Basic phone support for 90 days from purchase date and lifetime online chat support when purchased from a NETGEAR authorized reseller.

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