

Cisco 500 Series Stackable Managed Switches

Advanced Features and Scalability at an Affordable Price

Why Should I Care About the Cisco® 500 Series Stackable Managed Switches?

As your small business customers grow, adding more employees, devices, applications, and services, a slow or unreliable network is simply not an option. They need an IT backbone designed for a larger operation—one that provides excellent performance, nonstop availability, and advanced security and management. But they also need network infrastructure at a price they can afford.

Delivered in conjunction with the Cisco Small Business Advantage program, Cisco 500 Series Stackable Managed Switches help you more easily target and sell to growing businesses that require advanced network features, but for whom capital costs remain a top priority. These stackable Fast Ethernet, Gigabit Ethernet, and optional 10 Gigabit Ethernet switches provide a solid foundation for your customers' current and future business applications, while remaining affordable and easy to deploy and manage.

Through these and other Cisco Small Business solutions, Cisco provides the right mix of small business products, services, support tools, and profitability programs that channel partners need to develop a profitable small business practice.

What Problems Need to Be Solved?

To succeed in today's competitive business environment, growing businesses must:

- Expand their network to support new requirements, without increasing management complexity
- Assure nonstop availability of business applications and devices as more customers and employees depend on them
- Connect small office devices such as computers, printers, and wireless access points to allow employees to access the business applications they need and share resources
- Achieve optimal network availability, performance, and capabilities with a limited budget



- Provide consistent network performance and bandwidth without delay to ensure an efficient workplace
- Maintain the strongest security to protect business assets and customer information

Elevator Pitch

When your business needs a higher level of performance and reliability, look to the Cisco 500 Series. Easy to set up and use, these switches provide the more advanced network management, security, and availability features needed at a price you can afford, and in a solution designed to grow with your business.

Features and Benefits

The Cisco 500 Series provides:

- **Easy deployment and use:** Intuitive graphical interfaces, remote management capabilities, Textview command-line interface, Cisco Configuration Assistant, and automated deployment tools simplify setup and configuration.
- **High reliability and resiliency:** Stacking capabilities, dual images, and advanced redundancy protocols keep your customers' networks running, even after a major failure.
- **True stacking:** Some switches claim to support stacking but in practice must be managed and configured individually. Cisco 500 Series switches allow you to manage and configure multiple switches in a stack as a single unit, with a single IP address. A true stack delivers a unified data and control plane, in addition to a management plane, providing flexibility, scalability, and ease of use since the stack of units operate as a single entity constituting all the ports of the stack members. This capability can radically reduce complexity in a growing network environment while improving the resiliency and availability of network applications. True stacking also provides other cost savings and administrative benefits through features such as cross-stack QoS, VLANs, and port mirroring, which clustered switches can't support.
- **Strong security:** Use access control lists (ACLs), guest virtual LANs (VLANs), encrypted management data, IEEE 802.1X security, and other advanced network defense features, such as ARP Inspection and DHCP Snooping, to safeguard customer networks.

- **Advanced IP telephony support:** Cisco 500 Series switches automatically configure connected IP phones with the right VLAN and quality-of-service (QoS) parameters to prioritize voice traffic, providing zero-touch telephony deployments.
- **Power over Ethernet (PoE) Plus:** The switches support the PoE + standard, providing up to 30 watts per port to power wireless access points, video cameras, IP phones, and more. PoE+ is backward-compatible with previous-generation PoE devices and protocols.
- **Advanced traffic management:** The Cisco 500 Series includes models that support static (500 models) and dynamic (500X models) Layer 3 routing capabilities, giving you more flexibility to organize and optimize your customers' networks.
- **IPv6:** Cisco 500 Series switches support your customers' transition to next-generation networking and operating systems with support for IPv6. The switches have completed rigorous IPv6 testing and have received the USGv6 and IPv6 Gold certification.
- **Power efficiency:** Low-power chipsets, fanless designs, and other "green" features reduce power consumption and enable quieter operation. Energy Efficient Ethernet (EEE) reduces power consumption.
- **Expandability:** The 500 models offer 1 Gigabit Ethernet (GE) or 5 GE expansion slots, and the 500X models offer 10 GE expansion slots.
- **More ports per switch:** The Cisco 500 Series includes 28- and 52-port Gigabit Ethernet switches (vs. 20 or 44 ports with four shared ports, as in traditional devices).
- **Customer peace of mind:** The switches have been rigorously tested to deliver the reliability customers expect from Cisco, and to easily integrate with other Cisco voice, video, security, and networking products.
- **Limited lifetime warranty:** The switches are backed by a limited lifetime warranty with next-business-day advance replacement (where available), software application updates for bug fixes for the warranty term, and telephone technical support at no charge for the first 12 months following the date of purchase.

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Product Positioning

The Cisco 500 Series is part of the Cisco Small Business line of networking and communications solutions. These stackable switches make it easy for customers to grow and manage their networks and offer advanced features at an affordable price. These switches are ideal for customers for whom network uptime and scalability is critical, but who still need an easy-to-use, affordable solution (Table 1).

Table 1. Cisco Small Business Switching Portfolio Positioning

Product	Positioning	Ports	Configuration and Management	Features	Warranty and Support
Cisco 100 Series Unmanaged Switches	Reliable, easy-to-use switches that are ready to work out of the box and deliver basic connectivity	5- to 24-port Fast and Gigabit Ethernet models with PoE options	<ul style="list-style-type: none"> No configuration or management required 	<ul style="list-style-type: none"> QoS on all models Energy-efficient design and Energy Efficient Ethernet (EEE) No fans, except for PoE models Desktop and rack-mount models 	<ul style="list-style-type: none"> Limited lifetime warranty Cisco Small Business Support Service
Cisco 200 Series Smart Switches	Entry-level features of a managed switch at a lower cost	24- and 48-port Fast Ethernet and 8- to 50-port Gigabit Ethernet models with PoE options	<ul style="list-style-type: none"> Simple, basic web-based device management tool Cisco Configuration Assistant (CCA) Cisco Discovery Protocol (CDP) and Smartports Cisco FindIT Network Discovery Utility 	<ul style="list-style-type: none"> Basic QoS and security IPv6 support Energy-efficient design Support for port mirroring Desktop and rack-mount models 	<ul style="list-style-type: none"> Limited lifetime warranty, unlimited software fixes, and one year technical support Cisco Small Business Support Service
Cisco 300 Series Managed Switches	Broad portfolio of switches with an optimal mix of features and performance at an affordable price	8- to 48-port Fast Ethernet and 10- to 52-port Gigabit Ethernet models with PoE options	<ul style="list-style-type: none"> Simple, basic web-based device management tool Simple Network Management Protocol (SNMP) support CCA CDP and Smartports Cisco Textview command-line interface (CLI) Cisco FindIT Network Discovery Utility 	<ul style="list-style-type: none"> Enhanced security, QoS, and availability Layer 3 switching IPv6 support Energy-efficient design and EEE Advanced voice capabilities using CDP, Link Layer Discovery Protocol – Media Endpoint Devices (LLDP-MED), and Auto Smartports for zero-touch deployments 	<ul style="list-style-type: none"> Limited lifetime warranty with next-business-day (NBD) advance replacement (where available), unlimited software fixes, and one year technical support Cisco Small Business Support Service
Cisco 500 Series Stackable Managed Switches	Stackable switches that combine advanced features for growing businesses with easy operation and an affordable price	24- and 48-port Fast Ethernet, 28- and 52-port Gigabit Ethernet, and 24- and 48-port Gigabit Ethernet with optional 10 Gigabit Ethernet models, and PoE+ options	<ul style="list-style-type: none"> Simple, basic web-based device management tool SNMP support CCA CDP and Smartports Cisco Textview CLI Cisco FindIT Network Discovery Utility 	<ul style="list-style-type: none"> True stacking Advanced security, QoS, and availability Layer 3 routing: static (500 models), dynamic (500X models) IPv6 support Energy-efficient design and EEE Advanced voice capabilities using Cisco Discovery Protocol, LLDP-MED, and Auto Smartports for zero-touch deployments 	<ul style="list-style-type: none"> Limited lifetime warranty with NBD advance replacement (where available), unlimited software fixes, and one year technical support Cisco Small Business Support Service
Cisco Catalyst® 2960 and 2960-S Series Switches with LAN Lite Software	Scalable network management and enhanced features deliver baseline services	8- to 48-port Fast and Gigabit Ethernet models with PoE options	Choice of management tools: <ul style="list-style-type: none"> Cisco Prime™ CLI Cisco Network Assistant 	<ul style="list-style-type: none"> Enhanced security, QoS, and availability Cisco EnergyWise Entry-level LAN Lite software for intelligent services Flexlink uplink options: Two Gigabit Ethernet 	<ul style="list-style-type: none"> Limited lifetime warranty with unlimited software updates Cisco SMARTnet®, Smart Care, and Smart Foundation service options
Cisco Catalyst 2960 and 2960-S Series Switches with LAN Base Software	Advanced network security, availability, scalability, and manageability for the most demanding business environments	8- to 48-port Fast and Gigabit Ethernet models with PoE and PoE+ options that include up to a full 30W per port	Choice of management tools: <ul style="list-style-type: none"> Cisco Prime CLI Cisco Network Assistant 	<ul style="list-style-type: none"> Enhanced LAN Base software for intelligent services Advanced QoS, security, and availability Cisco EnergyWise Flexlink uplink options: Four Gigabit Ethernet or two 10 Gigabit Ethernet Cisco FlexStack technology, enabling stacked switches for resiliency and simplified management 	<ul style="list-style-type: none"> Limited lifetime warranty with unlimited software updates Cisco SMARTnet, Smart Care, and Smart Foundation service options

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When Do I Sell the Cisco 500 Series Versus the Cisco Catalyst Switches?

The Cisco 500 Series is targeted for businesses that need more advanced security, availability, traffic management, and stacking features than a typical layer 2 switch can provide, but for whom cost is a critical purchase factor. These products deliver the performance, features, and management that growing businesses require, at an affordable price.

Cisco Catalyst switches offer advanced LAN switching with the highest level of security, availability, and scalability to meet the network needs of demanding business environments. These switches offer a choice of management tools and allow partners to use a common management interface across the entire network.

Partner Benefits

Delivered in conjunction with the Cisco Small Business Advantage program, Cisco 500 Series Switches make it easy to target and sell to your customers, and to sustain a profitable small business practice. The switches:

- **Provide a stackable switch option for growing businesses**, as well as an advanced set of security, availability, and management features, at an affordable price
- **Reduce the cost and effort** needed to deploy and manage customer networks
- **Solidify your role as a strategic adviser** delivering industry-leading Cisco innovation and reliability
- **Increase cross-selling and up-selling** opportunities with products that are lab-tested to easily integrate with Cisco products and solutions for voice, security, wireless, and more
- **Create recurring revenue streams** with the ability to attach services to product sales

How Do I Qualify Customers for the Cisco 500 Series Switches?

The Cisco 500 Series is designed for:

- Customers that have outgrown their existing network and want a more advanced and sustainable technology platform that can grow with their business
- Customers for whom network uptime is critical to business operations

- Businesses planning a move, expansion, or application rollout or upgrade
- Businesses currently using unmanaged or smart switches that now require a scalable, managed network foundation
- Small businesses that would benefit from standardizing all IP applications on a single network platform
- Businesses deploying IP communications, wireless, or other advanced applications and that want a solution lab-tested to integrate with other Cisco products
- Customers that could benefit from improved network performance, reliability, and security, and want a cost-effective solution

What Questions Should I Ask to Initiate Sales?

- How important is network uptime to the success of your business? How is your business affected when important applications are performing poorly or are offline altogether because of a network outage?
- How confident are you that your network can support your business's growth as you add more employees and applications?
- How safe is your business and customer information from network attacks, whether they originate from inside or outside your network? How confident are you in the level of security provided by your current unmanaged or smart switch?
- How much more productive could your employees be if the network applications they use had more bandwidth and better performance? How confident are you that your network will provide the bandwidth and performance you will need over the next few years?
- Are you using unmanaged or smart switches? Would having more insight into and control over the way data travels across the network improve the stability and performance of your applications?
- Are you planning to deploy IP telephony or unified communication solutions? How would you benefit from an infrastructure designed to easily support and integrate these technologies?
- Are you in a retail environment that requires Payment Card Industry (PCI) compliance?

Next Generation Stackable Managed Switches

Table 2 outlines important enhancements added to the Cisco 500 Series.

Table 2. Cisco 500 Series Switch Enhancements

Feature	Cisco SFE/SGE Switches	Cisco 500 Series Switches
Energy-efficient technology and EEE	No	Yes
Performance	1 Gbps Stacking	1/5/10 Gbps Stacking
Additional Gigabit Ethernet ports	Standard	4 additional on Gigabit Ethernet models
10 Gigabit Ethernet	No	Yes (500X models)
Layer 3	Static	Static (500); Dynamic (500X)
IPv6	Yes	Gold IPv6 and USGv6
PoE	802.3af	802.3af and 802.3at
Management and configuration	GUI, SNMP, and menu-based CLI	GUI, SNMP, Textview CLI, Cisco Configuration Assistant, Cisco Discovery Protocol, Smartports, and FindIT
Warranty	5 years	Limited lifetime with next-business-day support
Localization and globalization	English only	Product, user interface, technical documentation, and support available in seven languages

Ordering and Model Information

Table 3 provides ordering information for the Cisco 500 Series Switches.

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Table 3. Cisco 500 Series Switches Ordering Information

Model Name	Product Order ID	Description
Fast Ethernet		
SF500-24	SF500-24-K9	• 24 10/100 ports • 4 Gigabit Ethernet (GE) (2 combo* GE plus 2 1GE/5GE Small Form-Factor Pluggable [SFP])
SF500-24P	SF500-24P-K9	• 24 10/100 PoE ports • 4 GE (2 combo GE plus 2 1GE/5GE SFP)
SF500-48	SF500-48-K9	• 48 10/100 ports • 4 GE (2 combo GE plus 2 1GE/5GE SFP)
SF500-48P	SF500-48P-K9	• 48 10/100 PoE ports • 4 GE (2 combo GE plus 2 1GE/5GE SFP)
Gigabit Ethernet		
SG500-28	SG500-28-K9	• 24 10/100/1000 ports • 4 GE (2 combo GE plus 2 1GE/5GE SFP)
SG500-28P	SG500-28P-K9	• 24 10/100/1000 PoE ports • 4 GE (2 combo GE plus 2 1GE/5GE SFP)
SG500-52	SG500-52-K9	• 48 10/100/1000 ports • 4 GE (2 combo GE plus 2 1GE/5GE SFP)
SG500-52P	SG500-52P-K9	• 48 10/100/1000 PoE ports • 4 GE (2 combo GE plus 2 1GE/5GE SFP)
Gigabit Ethernet with 10 Gigabit Uplinks		
SG500X-24	SG500X-24-K9	• 24 10/100/1000 ports • 4 10GE enhanced SFP (SFP+) (1GE/5GE/10GE SFP+ modules)
SG500X-24P	SG500X-24P-K9	• 24 10/100/1000 PoE ports • 4 10GE SFP+ (1GE/5GE/10GE SFP+ modules)
SG500X-48	SG500X-48-K9	• 48 10/100/1000 ports • 4 10GE SFP+ (1GE/5GE/10GE SFP+ modules)
SG500X-48P	SG500X-48P-K9	• 48 10/100/1000 PoE ports • 4 10GE SFP+ (1GE/5GE/10GE SFP+ modules)

*Each combo mini-GBIC port has one 10/100/1000 copper Ethernet port and one mini-GBIC/SFP Gigabit Ethernet slot, with one port active at a time.

Warranty and Support

- **Cisco limited lifetime hardware warranty:** Cisco 500 Series Stackable Managed Switches offer a limited lifetime hardware warranty with next-business-day advance replacement (where available; otherwise same day ship) and a limited lifetime warranty for fans and power supplies. In addition, Cisco offers software application updates for bug fixes for the warranty term, and telephone technical support at no charge for the first 12 months following the date of purchase. To download software updates, go to www.cisco.com/cisco/software/navigator.html. Product warranty terms and other information applicable to Cisco products are available at www.cisco.com/go/warranty.
- **Cisco Small Business Support Center:** Your time is valuable, especially when you have a problem affecting your customers. That's why Cisco 500 Series switches are supported by the Cisco Small Business Support Center, a dedicated resource for small business customers and networks. Unlike most call centers, the Cisco Small Business Support Center connects you directly with a Cisco CCNA® certified professional who can give you the expert help you need right away. You also have access to extensive technical and product information through the Cisco Small Business Support Community.

Comparing Cisco with the Competition

Cisco stands apart from the competition in the small business networking market as the only vendor that can provide comprehensive networking solutions, including switching, routing, unified communications, security, and wireless—all designed and rigorously tested to work together, deploy easily, and deliver top performance. Other vendors can offer point products or partial solutions that fulfill a specific, limited role in the small business network. Only Cisco can integrate multiple technologies and services that customers need into a single, powerful solution for small businesses.

The Cisco 500 Series supports your ability to target and sell to small businesses, with affordable and feature-rich stackable switches. These easy-to-manage and reliable switches help you create a robust network foundation that easily grows with your customers' needs, and allows for cross-selling of other small business products and services from Cisco, a trusted industry leader. For Cisco partners, these switches mean lower costs for sales, network deployment, and support. They also mean more opportunities to create ongoing customer relationships and the ability to recommend and sell additional technologies and applications that readily plug into your customers' networks.

Table 4 lists competitors and their products.

Table 4. Competitors and Comparable Competitor Products

Competitor	SKU	Cisco Advantage	Cisco Silver Bullets
HP ProCurve	2620	<ul style="list-style-type: none"> • True stacking • Additional ports on the Gigabit Ethernet models • Enhanced features: IPv6, Layer 3, MVR, VLAN Mirroring, and security • Easily add voice services to the network with minimal configuration 	<ul style="list-style-type: none"> • Feature-rich stackable switches to meet the needs of demanding environments at an affordable price • Priced lower than the competition, with more features • Part of a complete network portfolio that includes routing, switching, wireless, unified communications, and security all designed to work together • Investment protection with limited lifetime warranty
	2810		
NETGEAR	2910al (500X)	<ul style="list-style-type: none"> • Cisco quality and reliability • Energy-efficient technology and EEE on all models • Localization of GUIs, technical documentation, and support 	
	GSM-72xxS GSM-73xxS		
D-Link	DGS-3620-xx DGS-34xx DGS-3120-xx	<ul style="list-style-type: none"> • Cisco Small Business Support Center, staffed by CCNA certified professionals • Cisco Small Business online support community for self-help 	

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How Should I Address Common Objections?

Objection: The switch I already have installed provides the connectivity I need.

Response: Although your switch provides basic connectivity, it may not include the advanced features you need to create a secure, reliable network. You might be leaving your network vulnerable to a damaging security breach that can cause network downtime, lost opportunities, and loss of customer trust. In addition, it may not provide the flexibility or manageability needed to support your business as it grows. The Cisco 500 Series provides the business-class security, reliability, performance, and manageability to support your small business network. Cisco 500 Series switches have been rigorously tested to help ensure optimal network uptime to keep employees connected to critical resources and productive.

Objection: I was planning to use HP ProCurve switches because of their lower prices and warranty.

Response: The Cisco 500 Series offers more features and a lower price, as well as a warranty comparable to that offered by HP. At the same time, Cisco switches have a well-earned reputation for reliability, superior features, strong investment protection, and strong support through the Small Business Support Center. Unlike HP products, Cisco 500 Series Switches are part of a comprehensive network portfolio that includes wireless, routing, switching, unified communications and security all designed to work together. Cisco 500 Series Switches have been rigorously tested to meet the integration, reliability, and performance requirements of a network foundation.

Objection: I was planning to use a smart switch because it has many features of the managed switch and a lower price.

Response: Depending on your environment and plans for your network and business, you can decide which switch is a better fit. Smart switches provide basic QoS, security, and management features. In an environment where you need more intelligence from the network (such as the ability to closely control users, applications, and access), managed switches are the only option. Managed switches also deliver better scalability and more security, QoS, and management options.

Objection: I am not planning to add more applications or advanced technologies and will not need stackable switches.

Response: Building a network using stackable switches allows you to build a foundation for the future. You may not be planning to add any additional applications, technologies, or people in the short term, but by building a network using stackable switches you will be prepared for long-term growth. You can easily accommodate new applications, technologies, and devices by adding a switch to the stack. The stack is easy to manage, since it is managed as a single unit.

Objection: I do not need 10 Gigabit Ethernet connectivity; Gigabit Ethernet meets all my bandwidth needs.

Response: Today there are many new applications that require more bandwidth, such as video, cloud applications, and transfers of large data files. By deploying switches with 10 Gigabit Ethernet connectivity you provide the performance necessary to run multiple applications simultaneously, with multiple users, without fear of bottlenecks slowing down your application performance. In addition, a 10 Gigabit Ethernet network can grow with your business as you add employees and applications, and will help you make the most of your technology investment.

Additional Resources and URLs

Cisco 500 Series Switches:

<http://www.cisco.com/go/500switches>

Cisco Small Business Advantage:

http://www.cisco.com/web/partners/downloads/partner/WWChannels/sales_marketing_resources/smb/resources/downloads/revise_one_page_flyer_v5.pdf

Cisco Small Business Service:

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

Cisco Small Business Support Community:

<https://www.myciscocommunity.com/community/smallbizsupport>