

# Spring into Summer

## Competitive Cheat Sheet

How to sell Cisco Catalyst 35xx and 37xx Series Switching against the competition.



Technology	Business Benefit	Cisco Catalyst 3560-X and 3750-X Series (NOTE: certain functionalities are supported in specific software licences and/or models)	HP A5500-EI	HP E3500yl	Juniper EX4200	Extreme Summit X460
<b>High Availability</b>						
Redundant and hot-swappable power supplies and fans	An industry first that eliminates downtime due to power supply or fan failures. Enable non-disruptive component replacement	✓	✗	✗	Limited. (EX3200 doesn't support redundant internal PS.)	✓
StackWise Plus® (3750-x). Build resilient and self-healing stacking	Ensures network service even in the face of common network failures. Add new switches, delete switches, perform software updates or autoconfigure an entire stack, all without service interruption	✓ <b>StackWise Plus:</b> Up to 9 Switches in a stack and 64Gbps. Sub-second convergence	IRF	Clustering (not stacking)		✓
StackPower. Resilient and self-healing power management technology	Ensures network service even in the face of common network failures	✓ (C3750-X Series with IP BASE & IP SERVICES)	✗	✗	✗	✗
<b>Security</b>						
Media Access Control Security (MACsec) hardware-based encryption. All packets are encrypted right at the source using Cisco® + C16 MACsec	Ensure network data confidentiality. Prevent eavesdropping and man-in-the-middle attacks. Ensure compliance	✓	✗	✗	✗	✗
Flexible Netflow	Monitor internal/external attacks in real-time	✓*	✗	✗	✗	✗
Role-based access control with SGT (Security Group TAG support)	Enable secure collaboration with contractors, partners, customers. Implement authentication policies based on device types, user IDs and their organisational roles via security groups	✓	✗	✗	✗	✗
802.1x monitor mode	Enable phased and scalable deployments of 802.1x with ZERO operational impact	✓	✗	✗	✗	✗
Cisco Integrated Security Toolkit	Safeguard information, communications and transactions against DoS and man-in-the-middle attacks	✓	✗	✗	✗	✗
Device profiling* (ISE 1.1) and switch-sensor	Ensure that every network-connected device behaves as per its signature	✓*	✗	✗	UAC	✗
<b>Video and Rich Media Applications</b>						
Auto-Configuration. Simplify Video deployments	Automatically configure and optimise the network for video, depending on the application type: Cisco TelePresence™ conferencing, video surveillance, desktop collaboration, streaming media	✓	✗	✗	✗	✗
Location awareness. Automate content mapping		✓	✗	✗	✗	✗
Mediatrace. Monitor and troubleshoot video calls		✓	✗	✗	✗	✗
Medianet Readiness Assessment. Ensure network readiness for HD video		✓	✗	✗	✗	✗
Network calibration. Run traffic simulations to ensure QoS		✓	✗	✗	✗	✗
<b>PoE Leadership and Improved Energy Efficiency</b>						
Power 48 devices in 1RU. Full PoE support (on ALL 48 ports)	Full PoE support in 1 RU	✓	✗	✗	✗	✗
Provide power for next-gen devices PoE+	Support for PoE+ devices	✓	✗	Requires different HW	✗	✓
Power 48 next-gen devices in 1 RU. Full PoE+ support (on ALL 48 ports). C35	Full PoE+ support in 1 RU	✓	✗	✗	✗	✗
Upgradeable power supplies	Ensure power flexibility and investment protection	✓	✗	✗	✗	✓
StackPower. Resilient and self-healing power management technology	Enable better power and space utilisation and HA with power pooling. Minimise the number of power supplies required per switch and eliminate the need for an external redundant power supply. In a simple three-member, non-PoE stack this could result in savings of up to \$4000 compared to a stack designed for full power supply redundancy (Network World, June 2010)	✓	✗	✗	✗	✗
Off-line PS's when devices are sleeping	Off-line PS's when devices are sleeping	✓	✗	✗	✗	✗
EnergyWise	It brings services, devices and the network under a single set of policies for measuring power consumption, allowing IT teams to better understand, maximise and control power across the entire infrastructure	✓	✗	✗	✗	✗
Intelligent and more granular power management capabilities	Fine-tune the amount of power needed	✓	✗	✗	✗	✗

\*Roadmap