



# Cisco Wireless Solutions

## Positioning Document

### Learn How to Sell the Right Wireless Solutions to the Right Wireless Customers

Virtually every company relies on wireless technology to operate its business. But the solutions they deploy are vastly different. To meet your customers' diverse needs, particularly for small and medium-sized businesses, you'll need a broad portfolio of wireless solutions. Fortunately, Cisco has just what you need.

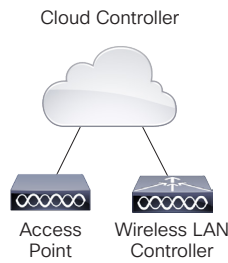
### Three Approaches for a Range of Customers

Selling is easier when you offer appliance-free, appliance-based, and cloud-based solutions.



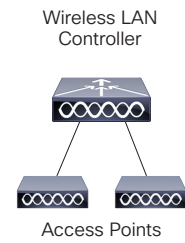
#### On Premises and Appliance-Free

With these solutions, the access points handle the wireless management. So no additional hardware is necessary. They are easy to use, affordable, and work well in environments with up to 25 access points.



#### Off Premise and Cloud Based

These Cisco® Meraki® cloud-managed solutions are ideal for deployments with access points in multiple remote locations. They are highly scalable, are license based, and require little or no IT staff on site.



#### On Premises and Appliance-Based

When a company needs 25 to 250 access points in one location, these are the solutions to sell. Network administrators manage the numerous access points with a centralized, wireless LAN controller.

### Three Common Network Models

Most customers have small wireless networks, distributed branch locations, or large campuses.

#### Small Business Local Networks

These customers generally have one location with 25 access points or fewer. They need wireless solutions that are easy to install, easier to manage, and completely reliable. And they want competitive features and performance for an affordable price.

#### Branch Office Networks

This category of customers requires 25 or more access points in distributed locations. They want wireless solutions that can be licensed, secured, and managed by remote staff, and that will scale up or down quickly to meet changing demand.

#### Central Campus Networks

This enterprise customer group uses up to 250 access points in a centralized complex. They need broader services, premium performance, bulletproof security, greater network traffic visibility, and simple, centralized control of the many access points.

Cisco Wireless Solutions							
	Small Campus or Branch (Number of Access Points)					Large Campus (Number of Access Points)	
Deployment Model	Cisco Product Portfolio	1 to 10 Access Points	1 to 25 Access Points	25 to 50 Access Points	50 to 500 Access Points	500 to 1000 Access Points	More Than 1000 Access Points
Off-premises	Cisco Meraki cloud-based portfolio	Cisco Meraki MR18	Cisco Meraki MR32 and MR34	MR32 and MR34	MR32 and MR34	MR32 and MR34	MR32 and MR34
On-premises	Purpose-built, non Cisco IOS® Software	Cisco WAP131 and WAP551/WAP561 Access Points	Cisco WAP371 Access Point	-	-	-	-
On-premises	• Classic Cisco IOS Software solutions	• Cisco Mobility Express Applianceless Controller, • Cisco Aironet® 1850/1830 Series Access Points	• Cisco Mobility Express Applianceless Controller, • 1850/1830 Series Access Points	• Cisco 2500 Series Wireless Controllers • Cisco Catalyst® 3850/3650 Series Switches • 1850/1830 Series Access Points • Cisco Aironet 3700/2700/1700 Series Access Points	• Cisco 5520 Series Wireless Controller • Cisco 5760 Wireless LAN Controller, Cisco Catalyst 4500-E Supervisor Engine • 1850/1830 Series Access Points • 3700/2700/1700 Series Access Points	• 5520 Series Wireless Controller, Cisco Wireless Services Module 2 • 5760 wireless LAN Controller, 4500-E Supervisor • 1850/1830 Series Access Points • 3700/2700/1700 Series Access Points	• Cisco 8540 Series Wireless Controllers • 5760 wireless LAN Controller, 4500-E-supervisor • 1850/1830 Series Access Points • 3700/2700/1700 Series Access Points

### Why Cisco Is the Right Choice

More small and midsize businesses are going wireless with Cisco.

- Customers prefer Cisco's architectural approach to mobility over solutions based on multiple vendors.
- The June 2014 Gartner Magic Quadrant report showed Cisco as the clear leader for wireless networking.
- With Cisco, you can be sure that all of your products work together, reliably and securely.
- Cisco offers Cisco Meraki cloud deployment for customers with lean IT resources who want the simplicity of cloud management.
- Cisco Meraki is the leader in cloud-controlled Wi-Fi, routing, scalability, and security.

### A Solution for Every Situation

Whether your customer maintains a small office, several branches, or a bustling campus, we have just the right wireless solution. Our appliance-free, appliance-based, and Cisco Meraki cloud-based offerings help you present more solutions to more customers than ever before. Refer to the table above for specific examples.

### Cover Your Bases with a Broad Portfolio

With Cisco, you'll sell more wireless solutions to more wireless customers. And you'll deliver big-business performance at a small-business price. For more information, contact your Cisco account manager or visit [Distribution Central](#).