

# Cisco Bundles – bringing the benefits of advanced technologies to you

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\*Note: any prices quoted in these slides are for guidance only and are subject to change at BT's discretion.



# Topics

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- Overview & Headlines
- Benefits to the customer
- Bundles available
- Cost savings
- Bundle descriptions
- Part numbers
- Pricing

# Overview & Headlines

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## Overview

- Multi-functional equipment with minimum footprint
- Cisco Integrated Services Routers (ISRs) provide the ability to combine multiple functions within one device
- Numerous customer benefits

## Headlines

- Powerful 1-box solutions to meet your office's ICT needs
- Lower maintenance costs
- Less space required
- Lower power consumption
- Lower in price too!!!

## Bundles available

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All these advanced technology options are available, giving you an:

- Integrated firewall
- Integrated firewall plus VPN
- Integrated voice gateway
- Integrated voice gateway plus call manager (PBX / IPT functionality)
- Integrated voice gateway, call manager and security
- Integrated voice gateway, call manager, security and voicemail

## Benefits for the customer

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- Cisco Integrated Services Router offers several **tangible benefits** when compared to overlay appliances:
- **Service coherency** - Cisco Integrated Services Routers are designed and built with multiple concurrent services in mind and provide a higher degree of service integration and consistency than multiple independent devices.
- **System support** – Integrated services routers approach the network as a whole. There is a single point of support and fewer maintenance contracts and software licenses.
- **Operational efficiency** - With an integrated device, there are fewer devices to manage, and fewer user interfaces to deal with. Troubleshooting faults and errors is easier with integrated technology as compared to overlay appliances.
- **Investment protection** - The integrated approach of an integrated services router provides flexibility to evolve through system modularity or to take advantage of the power of Cisco IOS® Software to deploy new features

# Cost Savings

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**Capex savings: 5-30%**

**Opex savings: up to 70%**

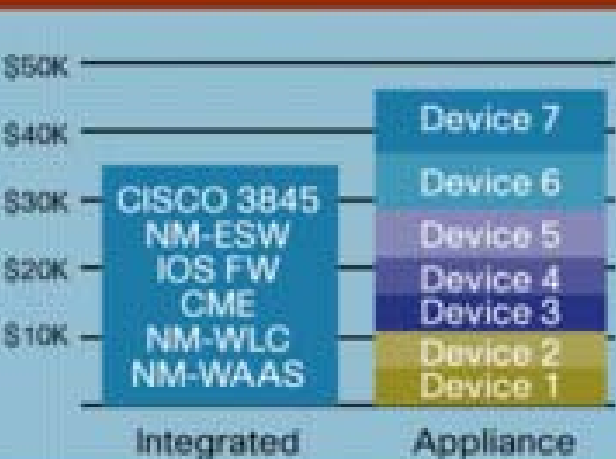
Customers save by:

- **one installation** for a multifunctional piece of equipment rather than multiple installations for single-function pieces of equipment
- **one hardware maintenance charge** rather than multiple
- **one software support and upgrades charge** rather than multiple
- **reduced facilities costs** – more environmentally friendly
- **improved onsite support**

# Total Cost of Ownership savings from using Cisco Integrated Services Routers



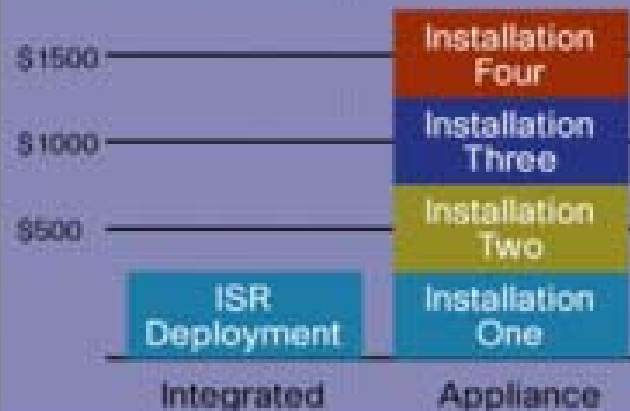
## 5-30% CAPEX Savings



Buying individual products drives up initial outlays by 5-30%

Multiple deployment costs for each additional technology

Lengthy recertification for new products



# Additional Benefits

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- *Environmental savings* in facilities, power, cooling and accommodation:
  - A Cisco Integrated Services Router consumes only one-fifth the resources when compared to six independent appliances.
  
- *Improved onsite support* for downtimes and outages:
  - It costs more than twice as much to own disparate devices daisy-chained together to operate in an integrated manner
  
- *Employee productivity and revenue-related activities:*
  - Cisco Integrated Services Routers are 4 times more available than disparate devices
  - Excellent savings and ROI due to minimal losses of productivity and revenue from downtime
  
- Simpler designs
  
- Maximised functionality with minimum footprint

# Bundle Descriptions

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## Description – Firewall integrated within a router

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- Integrated firewall with internet access router.
- Fulfils your need for security
- Scalable – 48 users: 2821 router, 120 users: 2851 router, all the way to the 73xx routers.

## Description – Firewall plus VPN integrated within a router

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As previous slide, plus:

- Designed for customers who want more than just protection from the internet
- Gives you an integrated firewall with your router plus the ability to have up to 10 VPN connections.
- Fulfils your need to have VPN communications with branch / remote offices / workers.
- Provides you with the functionality to enable IPSec tunnels to other sites via the VPN AIM module.
- Bundled list price of \$3595 including 10 licences and a memory upgrade versus \$7495 for the non-bundled price.
- Adding a VPN module retrospectively is expensive.

## Description – Voice Gateway

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- If you need a router to break out to the PSTN or other internal TDM phones
- Cost of the bundle is \$2695 versus \$4095 if you get the discrete components.
- Gives you the ability to talk to non-IPT users whether internal or external.
- Scalable: can be scaled up to meet the needs of however many users you have.

## Description – Voice Gateway plus Call Manager Express (CME)

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As previous slide plus:

- Call Manager (IP PBX functionality) without the need for a separate piece of hardware using Call Manager Express (CME)
- Saving of \$300 by buying the CME feature licence at the same time as buying the voice gateway.
- Bundle list price of just \$3095 for to 24 users.
- Internet access included
- IP Telephony (IPT) functionality without having to buy a separate Call Manager
- Perfect for trying out IPT in <50 people offices.
- Scalable - licences for CME are sold in blocks of 12 depending on the size of the router and its CPU. The 2801 will support 24 users, 2811 up to 36 users.
- Easy to add a voicemail card to the router for additional functionality.

# Voice Gateway, CME plus Security

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Previous two slides plus:

- BT provides 'everything'
- Merging the security bundle and the voice gateway and call manager express
- Gives you a firewall, access to the internet and IP Telephony
- List price of \$4695 for the bundle versus \$8345 to buy all parts discretely.
- Much cheaper maintenance – only one maintenance charge covering all components
- A helpful way of allowing you to experiment with Integrated Services Routers, Security and IPT from BT

## Next step

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- Talk to your Account Manager who will arrange a chat with one of our Specialist Sales team to perform a detailed assessment of your needs and how BT can meet them.

Thank you.