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Why Your Business Deserves Cisco Designed

Wherever Your Business Takes You, We're Here to Help

Every day, around the world, small businesses like yours are making a big impact.

Businesses like yours account for half of the global GDP and employ two-thirds of the global workforce. But the pace of change is greater than ever. How can you use the right technology to stay relevant, compete for customers, and manage efficiencies? Cisco and [Partner Name] are here to help.

Meet Cisco Designed, a new technology portfolio designed specifically for small businesses. We'll help you connect, compute, and collaborate securely, so you can focus on what matters most – growing your business.

Introduction

Small Business is Personal

Simple IT

Secure IT

Innovations

Connected

Meet Cisco Designed IT

Take the Next Step

Small Business is Personal

When you run a small business, you take risks and lead with passion. You create jobs and community. You make big bets and care about customers. And if all goes well, your small business won't stay small for very long.

Cisco Designed is a technology portfolio curated for small businesses like yours. This means you can get the same technology that powers the world's largest enterprises, but sized – and priced – right for your business. It's technology that's innovative and tested, tried and true, and now, designed just for you.

Empowering Small Business			
Simple IT	**Secure IT**	**Trusted Innovation**	**Connected Globally**
Embrace a simpler approach to business technology	Get the latest tech for a strong, secure business	Count on innovative IT that works as hard as you do	Connect to experts globally and locally for better support

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Keep IT Simple

When you're running a small business, you've got to be savvy. You don't have the time to add more complexity to your already busy days.

We believe that you don't have to be an expert in technology to transform your business. You just need a partner who puts you first. We've made it easier to buy, install, and manage your tech in a way that works for you.

Consider these simple IT solutions, designed for small business:

- **Cisco Meraki and Meraki Go** for a fast, safe, and reliable network. Everything runs in the cloud, and you can easily manage the entire network from one dashboard (that is, an intuitive mobile app).
- **Cisco Business** wireless solutions and **Cisco Catalyst 1000 Series** switches for enterprise-grade connectivity, backed by free support and lifetime warranties. **Cisco FindIT** also let you discover and manage your network on the go.
- **Cisco Capital** for customizing your deployment. Get the right technology for your business, and pay for it in the way that best suits your requirements.

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Secure Your Business

Small businesses are a tempting target for cyber criminals. In fact, the latest studies show that 43% of all cyber breaches involved small businesses like yours.[1]

Cisco Security solutions protect your digital business with continuous threat protection – from one of the largest security research teams in the world. We'll keep your business secure with the same expansive safety net used by much larger organizations.

Protect your customer, business, and financial data with:

- **Cloud-based security solutions** that improve your ability to detect and respond to threats – and better protect your users with millions of cyber infractions swatted away daily.
- **Cisco Talos threat intelligence**, provided by Cisco's team of cyber security analysts, who constantly protect you against the latest threats.
- **Next-gen security**, where security patches and updates happen automatically to help keep your business safe – and mitigate risk.

Innovations for All

Businesses of all sizes need access to the latest technology. It's the way to open doors to new customers, streamline operations, and drive growth and expansion.

Cisco technology is already used by companies and governments all over the world. And now, that same best-in-class technology can help you run and grow your small business. It's technology that's innovative, trusted, and sized for you.

By choosing Cisco Designed solutions, you can:

- Turn Cisco's enterprise experience into your greatest advantage.
- Exploit Cisco's expansive research and intelligence capabilities.
- Get reliable technology that you don't have think about.

SHOP

Introduction

Small Business is Personal

Simple IT

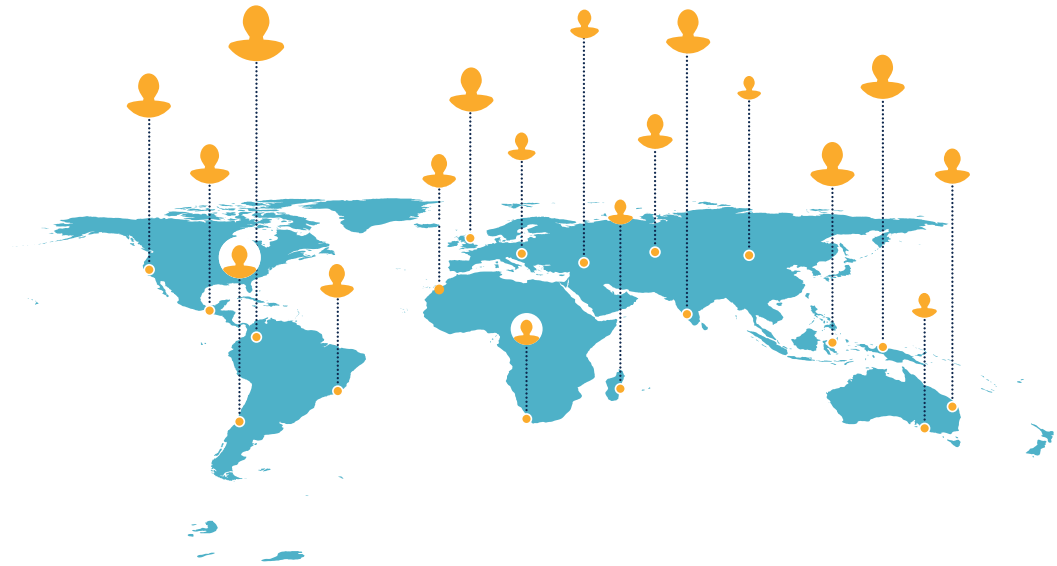## Secure IT

Innovations

Connected

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Connected to Experts, Worldwide

As your small business grows, we can keep you connected and secure. From faster response times to immediate access to expertise, Cisco has you covered.

We don't just connect you to better technology, we connect you experts who can help. We'll help expand your network by tapping into global and local communities, helping you and your business thrive. We're also here to listen and learn from you.

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Meet Cisco Designed IT

Cisco Designed solutions are curated to help you build connectivity, security, and collaboration. Get the right products at the right price for:

On-premise networking
With the new Cisco Business wireless solutions, you can connect employees and customers with ease. Cisco's new Catalyst 1000 Series switches are also simple, secure, and reliable – so you can grow your network with confidence. Plus, Cisco's FindIT Network Manager enables simple configuration and management, with 24/7 support.

Cloud-based networking
Secure and scalable, Cisco Meraki networks simply work. For truly small deployments, Meraki Go offers Indoor and Outdoor Wireless Access Points and switches, configured and managed from a mobile device app with no technical know-how required.

Collaboration
Cisco Webex lets you give everyone, everywhere, the ability to easily communicate and collaborate using the same, secure interface. Empower your teams – and engage your customers – in multiple modes (voice, video, web, messaging), all in one place. And get more from your small meeting spaces with Webex Huddle Space Solutions.

Security
Protect your business with industry-leading security. Block the latest web-based threats with Cisco Umbrella. Instead of passwords, authenticate users attempting to access your network using Cisco Duo. Prevent cyber-attacks with Cisco Advanced Malware Protection (AMP), the world's largest security intelligence platform. And guard network entry points with the Cisco Next-Generation Firewalls (NGFWs): Firepower.

Compute
Meet changing demands with a right-sized infrastructure – and get the most out of new applications, lower costs, and easier management. Cisco UCS offers standalone compute capability, while Cisco Hyperflex Edge offers a converged solution of Compute and Storage; both can be managed from anywhere with Cisco Intersight. With AppDynamics, assess application performance to gain valuable insights for growing your business.

Take the Next Step

The time is right to achieve big things with your small business. We're ready to help you every step of the way, keeping you strong, smart, and safe, so you can seize every business opportunity.

Think about it: Who better to help ensure your connectivity than a company that's been in business since the beginning of the internet. And who better to secure your small business against cyber threats than a cybersecurity leader?

We are here to help you put the power of Cisco Designed technology to work for your business.

See what's possible

Contact us today to learn more about Cisco Designed solutions, and how to put it to work for you.
CPJ Technologies, LLC
http://www.cpjtech.com

Source:
[1] "2019 Data Breach Investigations Report: Executive Summary," Verizon, May 2019.
https://enterprise.verizon.com/resources/executivebriefs/2019-dbir-executive-brief.pdf