

Cisco Secure Firewall Small Business Edition

*Simplified
Tailored for SMBs
Priced to Win*



Cisco Secure Firewall Small Business Edition (SBE)

Overview



Ideal solution for small business customers

Based on requests from partners like you...
the Cisco Firewall Small Business Edition delivers:

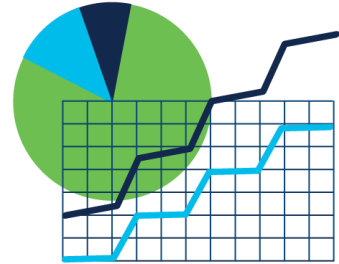
A complete solution,
that's easy to order.



The best value, to
make winning easier.



New cross-sell
revenue streams.



A complete solution that's easy to order

Turnkey, complete, meets small business needs

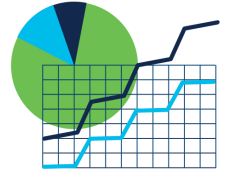


- Industry leading Cisco Secure Firewall – Threat Defense (Firepower)
- All threat licenses (AVC, AMP for Networks, NGIPS, URL Filtering)
- Simplified management (cloud manager and logging)
- Remote access VPN client software

And it's easy to order: a single software PID and one hardware PID

Provides additional revenue opportunities

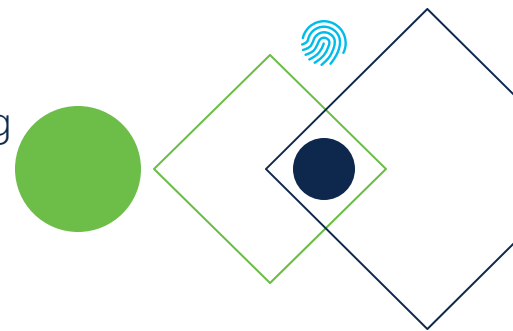
Additional Partner revenue streams



- New professional services opportunities
 - CDO set up
 - SAL set up
- Land-and-expand, with integrated security offerings
 - Duo
 - Umbrella
- Non-competitive, partner-led managed security services

End-customer benefits

- **Simplified management**
 - Cloud management & logging
 - Simplified management interface; automated enhancements and updates
 - Updates of firewall firmware with a single touch
 - Automation that prevents threats, and IDs shadow + overlapping security policies
- **Strong security**
 - Every firewall license included: AVC, AMP, NGIPS, URL Filtering
 - Daily Talos threat intelligence updates
- **Value**
 - Simplified management = lower operating costs
 - Low procurement cost



Configuration Details

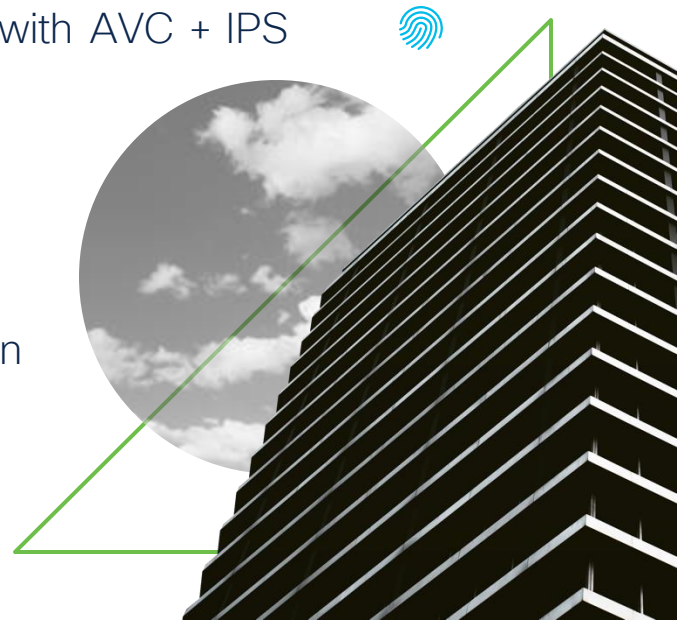
(It's a complete, turn-key, solution. So you can just focus on selling it.)

- **Firepower 1010:** strong security, silent and compact
 - All threat licenses (AVC, AMP for Networks, NGIPS, URL Filtering)
 - Fanless, desktop size, PoE, switchports
 - Hardware acceleration for up to 650Mbps throughput with AVC + IPS
- **Simplified cloud management** with Cisco Defense Orchestrator (CDO)
 - CDO also manages ASA, Meraki MX, AWS security groups, with more to come
 - Cloud logging (SAL) integration w/ seven-day retention (SAL may be deleted, if a customer requirement)
- **AnyConnect** remote access VPN (50 licenses)



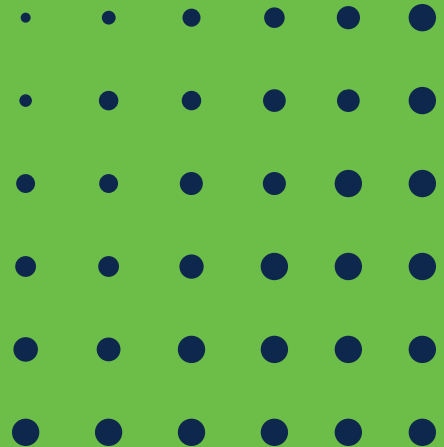
SECURE

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Cisco Secure Firewall Small Business Edition

FAQ



Solution FAQ

Tell me more about this offer.

- No set expiration date.
- No formal limits per customer; however it's expressly designed for small business.
- Today, exclusively with Firepower 1010

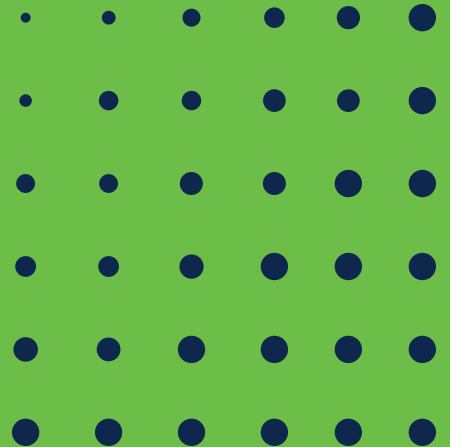
What if customers need more?

- Their existing firewalls (ASA, FTD, & MX) are manageable by CDO, by expanding its license.
- Customers may order additional standard AnyConnect licenses as required.

I need details about cloud logging.

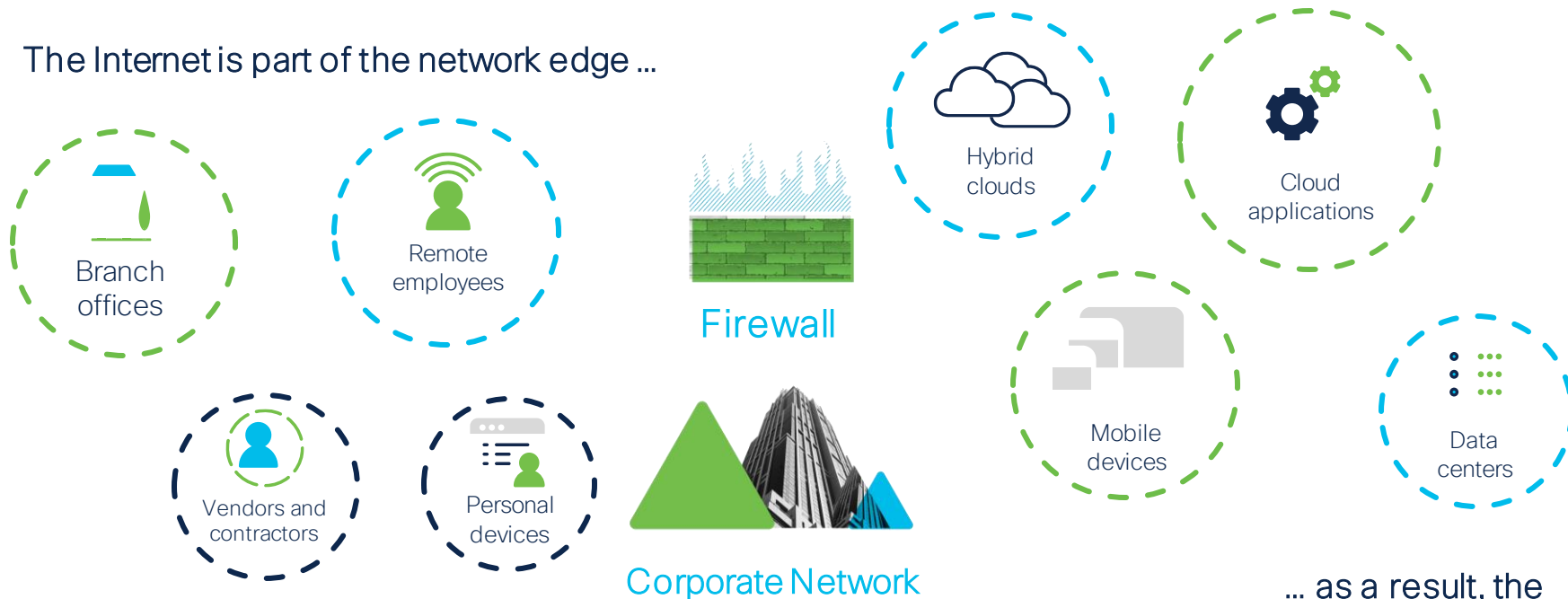
- Seven (7) day log retention.
- Customer can add cloud logging to their existing firewalls.
- Orderable w/o cloud logging, if needed

Cisco Firewall Vision



The world's changed

The Internet is part of the network edge ...

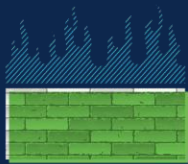


We've re-thought firewalling



Enforce policy, logging, and threat intelligence across all firewalling activities to simplify management and enhance security posture.

Traditional, virtual, cloud-delivered, & app firewalling



Physical
MX, Z3, ASA and
Firepower



Virtual:
vMX, NGFWv
and ASAv



SASE Cloud-Delivered:
**Cisco Umbrella
Firewall**



Workloads
and apps:
Cisco Tetration

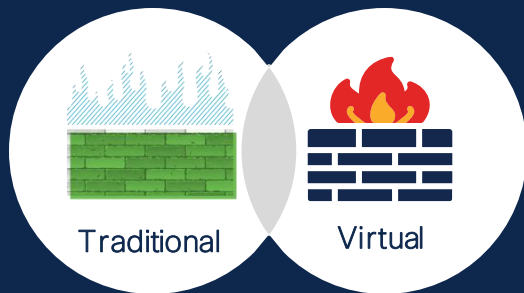
Small businesses grow. They are future-proofed with our portfolio approach.

Cisco Secure Firewall
Small Business Edition

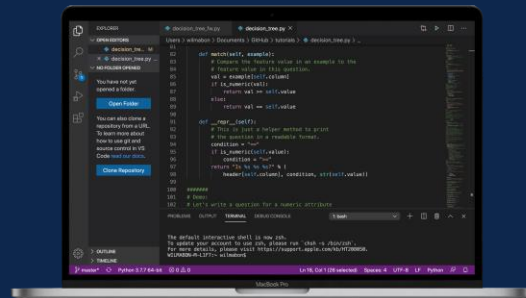
Positioning with
Meraki MX



Positioning of MX & Cisco Secure Firewall (FTD & ASA)



... like Apple iOS + OSX



Meraki

- Emphasis on a delightful, seamless, experience that just works!

FTD & ASA

- Emphasis on greater threat defense, customization and configuration, as required.

Optimized for simplicity, flexibility, and working together.



Secure

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Selling to Small Business and Branch Offices

Lead with Cisco's cloud management:

- Message: *Cisco is the cloud-management leader*
 - Cloud management simplifies your operations and lowers costs
 - We've done it longer than any other major firewall vendor
 - Two options: Meraki and Cisco Defense Orchestrator, to meet different needs

MERAKI

- Simplest deployment & management
- Zero-touch provisioning
- Integrated firewall, switch, AP, and endpoint mgmt.
- Auto VPN
- Ideal for Lean IT
- Single-box SD-WAN
- Compliance-focused

BOTH

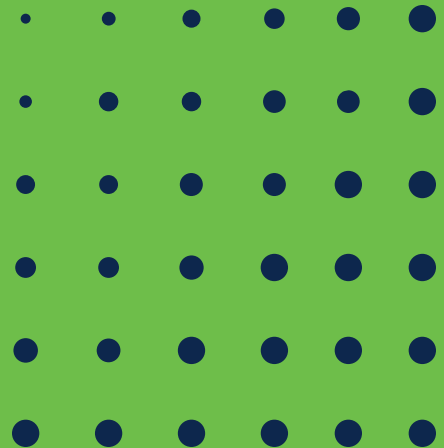
- Easily adopt new features
- Update appliances w/ one-touch
- Automatic security updates for manager

Defense Orchestrator (CDO)

- Advanced routing and VPN needs
- >4Gbps inspection is required
- Mixed-mode mgmt. (ASA, FTD, AWS, MX)
- Threat & compliance-focused

Cisco Secure Firewall Small Business Edition

Ordering



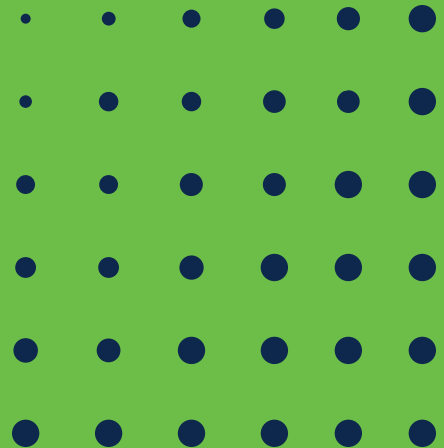
Cisco Secure Firewall SBE - PID Structure

NGFW FPR1010 HW SKU		
Product Number	Description	List Price
FPR1010-NGFW-K9 (existing FPR1010 SKU)	Cisco Firepower 1010 NGFW Appliance, Desktop	\$1,333.18*



Market Category SW SKU (2 Options)		
Product Number	Description	List Price
FPR1010-SBE-L	Cisco Secure Firewall FPR1010 Small Business Edition Lite Cisco Secure Firewall FPR1010 Small Business Edition Lite without Logging	\$910.17**
FPR1010-SBE	Cisco Secure Firewall FPR1010 Small Business Edition	\$1485.18**

Order Workflow



Step 1 – Select Hardware SKU – FPR1010-NGFW-K9

Product Validation

CCO User ID

anjakamb

Product Name

FPR1010-NGFW-K9

Run Date

6-OCT-2020 02:39 PM

Intended Use

Resale

Service To Country

UNITED STATES

Service To Country is required to attach Subscriptions

Click [here](#) for testing translation functionality

Is this a Solution (Advisor UI)?

☐ Yes ☒ No

Need Pricing?

☒ Yes ☐ No

Price List

Global Price List in US Dollars

Order Type

Select Order Type

Relax Validation Flag (XaaS/On-Prem SKUs)

☒ No

Configure Product

Estimate Validation

Search for Estimates

Step 1- Choose
FPR1010-NGFW-K9
PID

Configuration Summary

[View Full Summary](#)

Country Specification ⓘ

Select Country (Not Required) ▼

Category ⓘ

Qty

Extended List
Price (USD)

Subscriptions ▲

FPR1010T-TMC ⓘ 1 0.00

L-FPR1010T-TMC-3Y 36 Mth(s) 0.00

Power Cables ⓘ

Software Version ▲

SF-F1K-TD6.4-K9 ⓘ 1 0.00

Included Items ▲

FPR1000-ASA ⓘ 1 0.00

Subtotal 0.00

Estimated Lead Time 21 days

Reset Configuration

Cancel

Warnings (2): ▲

- Please note that the 3 Year FPR1010-TMC License has been added by default to the configuration. If needed, you may edit the configuration as required. (CE202093)
- FPR1010-NGFW-K9 quantity 1 requires a minimum quantity of 1 from [Power Cables](#) (CE100012)

i Cisco automatically added software subscriptions L-FPR1010T-TMC-3Y which may have associated costs

Option Search ⓘ

Multiple Options Search ⓘ ▼

FPR1010-NGFW-K9 > Subscriptions

[Key ▼](#)

Subscriptions

SKU	Qty	Estimated Lead Time ⓘ	Unit List Price (USD)
<input type="radio"/> FPR1010T-SBE ⓘ Cisco Secure Firewall FPR1010 Small Business Edition	<input type="text" value="Qty"/>	--	0.00
<input type="radio"/> FPR1010T-SBE-L ⓘ Cisco Secure Firewall FPR1010 Small Business Edition Lite More	<input type="text" value="Qty"/>	--	0.00
<input checked="" type="radio"/> FPR1010T-TMC ⓘ SA Cisco FPR1010 Threat Defense Threat, Malware and URL License	<input type="text" value="1"/>	21 days	0.00

- FPR TD Low-End

Duration			
<input type="radio"/> L-FPR1010T-TMC-1Y ⓘ	<input type="text" value="12"/> Month(s)		0.00
	Range 1 to 35		
<input checked="" type="radio"/> L-FPR1010T-TMC-3Y ⓘ	<input type="text" value="36"/> Month(s)		0.00
	Range 36 to 59		
	Requested Start/End Date		
<input type="radio"/> L-FPR1010T-TMC-5Y ⓘ	<input type="text" value="60"/> Month(s)		0.00
	Range 60 to 60		

<input type="radio"/> FPR1010T-TC ⓘ SA Cisco FPR1010 Threat Defense Threat and URL License	<input type="text" value="Qty"/>	21 days	0.00
---	----------------------------------	---------	------

Step 2- Choose
SBE/SBE-L offer.

Configuration Summary

[View Full Summary](#)

Country Specification ⓘ

UNITED KINGDOM

Category ⓘ

Qty

Extended List
Price (USD)

Subscriptions

FPR1010T-SBE	1	0.00
FPR1010T-SBE-3Y 36 Mth(s)		1,485.18
Power Cables ⓘ		
Software Version		
SF-F1K-TD6.4-K9	1	0.00
Included Items		
FPR1000-ASA	1	0.00
F1010T-TMC	1	0.00
F1010T-TMC-3Y 36 Mth(s)		0.00

Subtotal 2,684.36

Estimated Lead Time 21 days

[Reset Configuration](#)

Cancel

Done

Warning (1):

- FPR1010-NGFW-K9 quantity 1 requires a minimum quantity of 1 from Power Cables (CE100012)

Cisco automatically added software subscriptions FPR1010T-SBE-3Y which may have associated costs

Cisco automatically added software subscriptions F1010T-SAL-C-LT-3Y which may have associated costs

Option Search ⓘ

Multiple Options Search ⓘ

FPR1010-NGFW-K9 > Subscriptions

[Key ▾](#)

Subscriptions

	SKU	Qty	Estimated Lead Time ⓘ	Unit List Price (USD)
	FPR1010T-SBE ⓘ Cisco Secure Firewall FPR1010 Small Business Edition	<input type="text" value="1"/>	--	0.00
	Firepower SMB Subs			
	Duration			
	FPR1010T-SBE-3Y ⓘ Cisco Secure Firewall FPR1010 Small Business Edition 3Y	<input type="text" value="36"/> Month(s) Range 36 to 38 Requested Start/End Date		1,485.18
	FPR1010T-SBE-L ⓘ Cisco Secure Firewall FPR1010 Small Business Edition Lite More	<input type="text" value="Qty"/>	--	0.00
	FPR1010T-TMC ⓘ Cisco FPR1010 Threat Defense Threat, Malware and URL License	<input type="text" value="Qty"/>	21 days	0.00
	FPR1010T-TC ⓘ Cisco FPR1010 Threat Defense Threat and URL License	<input type="text" value="Qty"/>	21 days	0.00
	FPR1010T-TM ⓘ Cisco FPR1010 Threat Defense Threat and Malware License	<input type="text" value="Qty"/>	21 days	0.00
	FPR1010T-T ⓘ Cisco FPR1010 Threat Defense Threat Protection License	<input type="text" value="Qty"/>	21 days	0.00
	FPR1K-EXCLUDE-SUBS Cisco Firepower 1000 Series - Exclude Subscriptions	<input type="text" value="Qty"/>	21 days	0.00

Step 3- Choose Done
and Checkout

Disti Order Workflow



Estimate Validation Tool

Product Validation

CCO User ID

anjakamb

Product Name

FPR-sec-term

Run Date

5-OCT-2020 01:14 PM



Intended Use

Resale



Service To Country

UNITED STATES

Service To Country is required to attach Subscriptions

Click [here](#) for testing translation functionality

Is this a Solution (Advisor UI)?



Yes



No

Need Pricing?



Yes



No

Order Type

Select Order Type



Relax Validation Flag (XaaS/On-Prem SKUs)



Yes



No

Configure Product

Step 1 - Choose FPR-
sec-term

Configuration Summary

[View Full Summary](#)

Category ⓘ

Qty

Extended List
Price (USD)

Firepower 1000

Subscription



FPR-SEC-TERM-3Y 36 Mth(s)

0.00

Subtotal

0.00

Estimated Lead Time

--

Reset Configuration

Cancel

Done

Option Search ⓘ

Multiple Options Search ⓘ



FPR-SEC-TERM > Firepower 1000

Key ✓

FPR1010

	SKU	Qty	Estimated Lead Time ⓘ	Unit List Price (USD)
<input type="checkbox"/>	FPR1010T-SBE Cisco Secure Firewall FPR1010 Small Business Edition	<input type="text" value="Qty"/>	--	0.00
<input type="checkbox"/>	FPR1010T-SBE-L Cisco Secure Firewall FPR1010 Small Business Edition Lite More	<input type="text" value="Qty"/>	--	0.00

[Show Incompatible](#)

Step 2- Choose
SBE/SBE-L offer.

OPTION SELECTION FPR-SEC-TERM

Global Price List in US Dollars (USD)

Configuration Summary View Full Summary		
Category ⓘ	Qty	Extended List Price (USD)
Firepower 1000		
FPR1010T-SBE	1	0.00
FPR1010T-SBE-3Y 36 Mth(s)		1,485.18
F1010T-AC-PLS IC	50	0.00
F1010T-AC-P-3Y-S1 36 Mth(s)		0.00
F1010T-CDO IC	1	0.00
F1010T-CDO-3Y 36 Mth(s)		0.00
F1010T-SAL-C-LT IC	1	0.00
F1010T-SAL-C-LT-3Y 36 Mth(s)		0.00
Subtotal		1,485.18
Estimated Lead Time		--
Reset Configuration Cancel Done		

Option Search ⓘ Multiple Options Search ⓘ v			
FPR-SEC-TERM > Firepower 1000 Key v			
FPR1010			
SKU	Qty	Estimated Lead Time ⓘ	Unit List Price (USD)
<input checked="" type="checkbox"/> FPR1010T-SBE IC v Cisco Secure Firewall FPR1010 Small Business Edition	<input type="text" value="1"/>	--	0.00
<input type="checkbox"/> FPR1010T-SBE-L IC v Cisco Secure Firewall FPR1010 Small Business Edition Lite More	<input type="text" value="Qty"/>	--	0.00

[Show Incompatible SKUs](#)

Step 3- Choose Done

Cisco Secure Firewall
Small Business Edition

Additional Resources





Support

- SalesConnect: <https://salesconnect.cisco.com/#/program/PAGE-14270>
- Package Ordering and Questions: sbe-firewall@cisco.com
- CDO-specific questions: cdo.support@cisco.com

Cisco Secure Firewall Small Business Edition

Questions?

