



Cisco Spam & Virus Blocker (For 50, 100 and 250 user licenses)

Powerful Protection Against Spam, Viruses, and Email Threats

At-A-Glance

The Cisco Spam & Virus Blocker

The Cisco® Spam & Virus Blocker is a dedicated antispam, antivirus, and antiphishing security appliance designed specifically for small businesses. It helps eliminate email threats right out of the box, effectively stopping spam. Requiring minimal administration to maintain accuracy, it is backed by SenderBase services, a network database of email security threats.

Why Sell Cisco Spam & Virus Blocker

The Cisco Spam & Virus Blocker solution helps Cisco partners by:

- Addressing the common spam problem that hurts productivity and often brings other threats into a business.
- Providing instant and noticeable relief to customers by solving the problem of spam.
- Delivering advanced capabilities in a simple appliance that installs quickly, updates threat knowledge automatically, and requires no further attention.
- Providing a product built just for small business with outstanding performance and technology all backed by Cisco.
- Reducing the selling process with an easy to pitch value proposition and single SKU ordering that includes subscription updates and support for ease of doing business.
- Promoting new customer acquisition and mine existing customer base with an easy to explain customer value proposition.
- Solidifying the partner's role as a strategic adviser who can align technology strategies with the unique needs of small business customers.
- Providing recurring revenue on software & support subscription.

Customer Business Benefits

The Cisco Spam & Virus Blocker:

- **Protects small business** with award winning technology to catch spam with very few false positives, the Cisco Spam & Virus Blocker virtually eliminates spam and other email threats, improving employee productivity.



- **Reduces operational costs** with simple setup in minutes and continuous automatic updates
- **Stops spam immediately**, unlike other products that require time-consuming manual administration to reach full effectiveness after installation
- **Improves employee productivity** by virtually eliminating spam
- **Enhances the performance of networks**, servers, and computers by helping eliminate unwanted email
- **Provides peace of mind** with a complete solution including hardware, software, updates, and product support in a single package

Why Cisco Spam & Virus Blocker?

Accuracy is crucial for email security. The Cisco Spam & Virus Blocker's accuracy ensures that email threats and spam are caught and business email is delivered. The Cisco Spam & Virus Blocker is also the only spam solution that receives continuous updates from the SenderBase security threat database, which is monitored by a dedicated team of security analysts 24 hours

a day. Other email security products often require businesses to "train" and often "retrain" a solution over time to achieve optimal results. But the Cisco Spam & Virus Blocker provides complete email threat protection from the moment it is installed, with no additional maintenance effort required to achieve optimal accuracy.

Target Customers

The Cisco Spam & Virus Blocker is designed for small businesses with up to 250 users. Any small business that relies on email is a potential customer. Target customers typically have their own mail server and have been using hosted or software-based antispam solutions that deliver marginal accuracy, update only periodically, and require significant time and effort to reach full effectiveness.

Initiating a Sale

The following questions can help initiate a sale:

- How much of your email traffic is spam?
- What percentage of the email that reaches your business is carrying viruses, malware, or other attacks?
- How much work time do you think your employees lose each year dealing with spam and email threats?
- How would your business be affected if your email servers went down as a result of a spam attack or an email virus?



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- How would your business be affected if a spam or virus attack was propagated through your network?
- How accurate is the antispam solution you are currently using?
- How much time do you have to devote to maintaining it?

Top Customer Concerns

Prospective customers for the Cisco Spam & Virus Blocker are concerned with:

- Eliminating the nuisance and productivity drain of spam
- Defending the business from email-based threats such as virus, malware, and phishing attacks that could compromise customer information and diminish customer trust
- Preserving access to essential business applications by preventing server and network crashes
- Protecting against legal liability resulting from a spam or virus attack propagated through the business network
- Solving the spam problem without adding new IT responsibilities or network complexity

How to Address Common Objections

Objection: I already have antispam services through software or my ISP.

Response: The Cisco Spam & Virus Blocker goes far beyond traditional hosted and software-based antispam services. It delivers unparalleled accuracy to deliver a very high spam catch rate with very few false positives. In addition, you typically have to devote ongoing time and effort to “train” other spam solutions to achieve optimal results. The Cisco Spam & Virus Blocker virtually eliminates spam right out of the box. Once installed,

it continually updates automatically and requires no ongoing maintenance from you or your staff to remain updated and highly accurate.

Objection: The Cisco Spam & Virus Blocker is too expensive.

Response: When you buy the Cisco Spam & Virus Blocker, you are not just buying an appliance. You are buying a continuous connection to the SenderBase network database of email security threats. SenderBase is further enhanced by the Threat Operations Center, staffed by dedicated email security experts 24 hours a day. It is also important to weigh the cost of your anti-spam and antivirus protection -- not just the up-front cost of less effective solutions, but the costs that your business would face as the result of an attack. What if it brought down your network? What would be the legal liability resulting from an attack that used your network to propagate spam and viruses to other businesses, customers, or partners?

What to Sell

Table 1. Product Ordering Information

Product SKU	Number of Users	Year(s) of Support and Software Updates
BLKR-SVB-50U-1Y	50	1 year
BLKR-SVB-50U-3Y	50	3 years
BLKR-SVB-100U-1Y	100	1 year
BLKR-SVB-100U-3Y	100	3 years
BLKR-SVB-250U-1Y	250	1 year
BLKR-SVB-250U-3Y	250	3 years

Service Offerings

The initial purchase of the Cisco Spam & Virus Blocker solution includes the hardware, software, licenses for 50, 100, or 250 users, and one or three years of the “Cisco Software and Support Subscription”. **It is not necessary to purchase support and subscription separately for this solution.** Renewal after expiration of the initial term is through the following service Product IDs (SKUs) that are for a period of one or more years.

Table 2. Support Renewal Ordering Information

Renewal Product Name	Product Description
CON-BLK-BLKR50U	SW + Supp Subscr NBD Blocker 50 user
CON-BLK-BLKR100U	SW + Supp Subscr NBD Blocker 100 user
CON-BLK-BLKR250U	SW + Supp Subscr NBD Blocker 250 user

For More Information

For additional channel resources for the Cisco Spam & Virus Blocker, please visit <http://www.cisco.com/go/blockerpartner>.

For customer oriented information about the Cisco Spam & Virus Blocker, please visit <http://www.cisco.com/go/blocker>.