

## “How to Sell” Bulletin – Smart Gigabit Switches

### D-Link Web Smart Switches: A valuable choice for businesses that need switch manageability at a price close to unmanaged switch

D-Link's Web Smart Gigabit switches are designed for Small and Medium Enterprises that are looking into migrating their networks from Ethernet to Gigabit to take advantage of the Gigabit's exceptional speed, while at the same time want a cost-effective way to manage network performance.

#### Key features of D-Link's Smart Gigabit Switches include:

- Safeguard Engine for high availability
- Green Ethernet for power saving
- Static MAC, Asymmetric VLAN, 802.1X authentication for security
- IGMP Snooping for multicast application
- Smart Console with friendly GUI for manageability
- Built-in MIB browser for SNMP environment
- Two or four Combo SFP expansion slots for optional flexible connectivity to the network backbone

#### Why is the Market Moving to Gigabit Networks?

- Gigabit is becoming a standard on desktop PCs and laptops with new workstations now equipped with built-in Gigabit connectivity; adopting Smart Gigabit Switch at the edge therefore will offer better performance.
- Many businesses last upgraded their networks in 1999 to prepare for Y2K. Switches in these networks are now five years old and businesses are looking to upgrade their networks with new features and more bandwidth to get ready for the next generation of applications.
- More and more devices, like surveillance cameras and phones, are becoming "IP enabled" so in addition to data, your network will eventually need to support voice and video traffic. Future networks will need to address the need for more bandwidth and Gigabit Ethernet can meet this need.
- Over the past couple of years prices of Gigabit Ethernet components have dropped dramatically so cost is becoming less of a barrier when companies are looking to future-proof their networks.

#### Who Can Benefit From Installing D-Link's Web Smart Gigabit Switches?

If your customer...	Then Smart Gigabit switches provide this benefit:
Has installed or plans to install PCs and Servers with Gigabit adapters already on board	Major PC makers are already shipping Gigabit NICs as standard for their servers and higher end desktops. Why not take advantage of the benefits of Gigabit by buying a Gigabit Switch today and not have to worry about the cost and pain of replacing it down the road?
Needs to monitor and quickly troubleshoot any network issues	D-Link's Smart Gigabit Switches include network management features that add visibility into the type of traffic on your network to help diagnose problems, such like Cable Diagnostics or Statistics. This will help eliminate the costs associated with a network that is not operating at peak efficiency or is down all together
Plans to add video or other bandwidth-intensive applications to their network	In addition to data, Gigabit networks have the capacity to handle bandwidth intensive applications like video and ERP solutions or databases that can cause congestion on an Ethernet network.
Has a network that is made of solutions from several different vendors	Our standards based support ensures our switches will work and interoperate with other vendors - so if you customer is using D-Link to add on to their network they can count on their VLANs, priority queues and port trunks to be able to connect with minimal configuration and no hassles.

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### Selling the Value of Gigabit - 10x the Bandwidth for Less Than 3x the Price

Below is a pricing comparison of D-Link's Smart10/100 switches versus our Smart Gigabit switches (based on current D-Link SRP). You can see that a company doesn't have to spend 10 times the money to get 10 times the bandwidth. In fact, they get 10 times more bandwidth offered by Gigabit switches for much less....

Smart 10/100 Switches		Smart Gigabit Switches		Net Result
Model	Price	Model	Price	
DES-1228	R2,495.00	DGS-1224T	R3,625.00	10x the bandwidth for approx.2x price!
DES-1252	R4,299.00	DGS-1248T	R8,157.00	

### Key Questions to Ask:

- What does your current network set up look like?
- How many clients will connect to the network?
- Do you have any servers?
- Do you eventually plan to go to Gigabit on the desktop?
- Do you have plans to distribute voice or video over your network?

### D-Link Smart Ordering Information:

Model	Description
DGS-1216T	16-Port Copper Gigabit Smart Switch with 2-Port Combo SFP
DGS-1224T	24-Port Copper Gigabit Smart Switch with 2-Port Combo SFP
DGS-1248T	48-Port Copper Gigabit Smart Switch with 4-Port Combo SFP

**Additional Resource:** D-Link Partner Website: <http://dpartner.dlink-intl.com>

Test Drive a D-Link Switch. Obligation Free!

Remember that you can now install one of D-link's switches at your customer's premises to make sure it works perfectly before purchasing. It is the ideal way to make sure your customer is satisfied with what they get. Obligation Free! Visit <http://www.dlink.co.za> to find out more.

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