

# Sophos Switch Calling Guide

## How to start the conversation

### Key Reasons to Buy a Sophos Switch

#### Firewall Prospect – Network Technology Refresh

If a firewall is already being refreshed, other network infrastructure may also be up for replacement at the same time (or in a subsequent phase of the project).

**Ask about switches in every firewall project.**

#### Connectivity and Power For Wi-Fi and IoT Devices – Wireless Prospect

A switch with integrated Power over Ethernet (PoE) can be used to provide both connectivity and power to access points and many other devices such as security cameras, IP phones, and a myriad of smart devices.

Customers planning to deploy Wi-Fi 6 access points need switches with 2.5 GE ports to get the full performance benefits (1 GE\* ports would create a bottleneck).

**Ask about switches and 2.5 GE connectivity in every wireless project.**

#### Vendor Consolidation – Single Pane of Glass

Having a single vendor for the full network stack greatly simplifies purchasing, management, and monitoring.

Sophos Central provides a single console to manage firewalls, switches, wireless, and much more.

**Ask how network switches are currently managed and what else is managed from the same console.**

#### Branch Office Connectivity – SD-WAN Deployments

Many branch offices don't have the same level of security and connectivity as the main office. Switches can provide scalable connectivity and power and fully integrate in any SD-WAN deployment using Sophos Firewall.

**Ask how connectivity for network devices and clients is handled.**

### Discovery Questions for Sophos Switch

#### Discovery Questions - Technology Refresh

- › Are you planning to replace or expand your access layer switches along with your firewall renewal?
- › How are you managing your firewall, network, and wireless infrastructure today?
- › How are you planning to provide connectivity for your network devices and clients?

#### Discovery Questions – Power over Ethernet/Connectivity

- › Are you planning to adopt Wi-Fi 6 or 6E access points?
- › Wi-Fi 6 and workstation class PCs will drive 2.5 Gbps connectivity. Are you planning for 2.5 Gbps connectivity?
- › How do you intend to power your Wireless Access Points or other IoT devices?
- › How many clients/devices do you have that need ethernet connectivity?

#### Discovery Questions – Vendor Consolidation

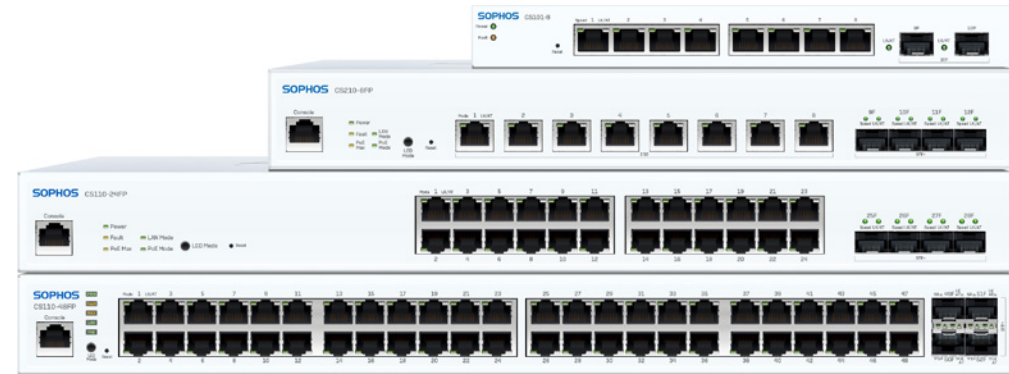
- › What solutions do you manage in Sophos Central today?
- › Have you considered the benefits of vendor consolidation from a hardware, management, and support perspective?
- › How are you currently deploying and managing network switches today? How is that management experience for you?
- › How many different consoles do you use to manage your security solutions?

\* Gigabit Ethernet

# Why Sophos Switch?

The following table shows the benefits of using a Sophos Switch for different customer/partner scenarios.

Existing/New Firewall Customer	Existing/New Wireless Customer	Existing/New Sophos Central Customer	Sophos Partner
<ul style="list-style-type: none"> <li>Find out what access layer switches they currently have and how old they are</li> </ul>	<ul style="list-style-type: none"> <li>Find out how they power and connect their current or planned APs</li> </ul>	<ul style="list-style-type: none"> <li>Find out how many different management interfaces they currently have</li> </ul>	<ul style="list-style-type: none"> <li>Addressing your biggest pain-points with multi-vendor deployments</li> </ul>
Benefits	Benefits	Benefits	Benefits
<ul style="list-style-type: none"> <li>Perfect addition to a new or existing firewall deployment with other Sophos products</li> <li>Manage (or have your partner of choice manage) multiple products from a single console</li> <li>Covers an additional layer in your network management and monitoring from Sophos</li> <li>Benefit from future potential for product integration</li> </ul>	<ul style="list-style-type: none"> <li>A single switch can provide power for numerous devices, not just APs</li> <li>Get connectivity and power via the switch rather than draining cost-intensive firewall resources or having to purchase additional power supplies</li> <li>Switch models with 2.5 GE ports are ready for your (future) Wi-Fi 6 deployment</li> <li>Full remote management and monitoring for multi-site deployments</li> </ul>	<ul style="list-style-type: none"> <li>Management in Sophos Central alongside your other Sophos solutions</li> <li>Easy to add into an existing account</li> <li>Benefit from the ease of use you know from our other solutions</li> <li>Benefit from future potential for product integration</li> </ul>	<ul style="list-style-type: none"> <li>Ideal solution as a managed service with monthly billing and management for the full network stack in Sophos Central</li> <li>Broadens your Sophos network portfolio with an additional layer</li> <li>Enhances the pitch you're already using today and is an easy cross-sell opportunity for many of your existing deals</li> </ul>



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