

Cisco Designed Work Your Way

Competitive Battlecard



Quality User Experience + Full Cisco Security Fabric

Webex is a modern video-first experience, everyone can be seen no matter how they join.

Cisco offers a rich Guest User experience that Microsoft and Zoom can't match – enabling businesses to connect easier.

Simplify and strengthen with Cisco's End-to-End encryption and Multi Factor Authentication – today's best practice for meetings.

Full Suite of Collaboration Apps

Webex and Salesforce integration enables chat, calling and meeting, MSFT doesn't.

Webex allows you to work and meet within Salesforce, MSFT doesn't.

Webex allow access to recordings and transcription.

Webex App with widgets allows admins to customize the layouts based on business needs and user roles within Salesforce, MSFT doesn't.

Webex and ServiceNow integration has bi-directional notifications, MSFT doesn't.

Seamless Integration

Webex Calling is a complete PBX replacement service. Zoom Phone is a cloud calling service – it is not a PBX replacement.

Webex Calling is a complete phone system in the cloud, extending to existing on-premises infrastructure and devices – without the complexity of securing and managing it.

Microsoft struggles with the most basic of features: No Call Waiting, No Call Transfer (on mobile), No Call Forwarding Busy, No Customized Music-on-Hold, No Barge-in

Only Webex is fully business-ready today.

Analytics and Troubleshooting

Microsoft provides no centralized location for analytics and troubleshooting

Microsoft's "Call quality dashboard" is based on the outdated Skype portal and is not intended for troubleshooting

Zoom's analytics are narrow, user-based.

Zoom also struggles to help users experiencing issues. "Your internet connection is unstable" is Zoom's go to message for all connection issues. Not much help!

Cisco is an Operations staff's dream: full visibility from user through the application.

Which competitor...

**Only
Cisco!**

Can offer visibility across all devices, ports, and cloud services, anywhere, providing intelligence to uncover current and emerging threats like phishing, malware, and ransomware attacks?



Enables secure access to all apps, with a consistent user login experience to on-premises and cloud applications? And can verify the identity and provide detailed insight into users and devices accessing applications, across every platform?



Can Secure Microsoft 365 against advanced threats by providing complete visibility into inbound, outbound, and internal messages and detecting and blocking threats with superior threat intelligence? And do it in less than five minutes without changing the mail flow?



Delivers a world-class meeting experience, with highly secure integrated audio, video, and content sharing from the cloud? And provides Cognitive Collaboration features that use artificial intelligence to help automate meeting tasks?



✓ Cisco Umbrella

Cisco Umbrella extends protection to devices, remote users, and distributed locations anywhere.



Cisco Duo is a user-centric zero-trust security platform with multi factor authentication to protect access to sensitive data for all users, devices, and applications.

✓ Cloud Mailbox Defense

Cloud Mailbox Defense is fully integrated into Office 365 for complete visibility into inbound, outbound, and internal messages.



In-person or afar, Webex brings everyone together to do exceptional work.



Limited DNS Query Filters

Windows Only MFA

Microsoft Defender for Office 365
* Fox Guarding Henhouse Version

Microsoft Teams



Non-Existent

Non-Existent

Non-Existent

Video Meetings

Secure Gateway

Microsoft: Only offers limited, locally-configured DNS filter queries.

TIP **Tip:** Compare the depth and breadth of Cisco's security solutions with Microsoft, starting with Cisco Umbrella. Be sure and emphasize the role Cisco Talos plays in all of Cisco's security solutions.

Zoom: A Gateway, yes. Secure? Hardly.

TIP **Tip:** Press Cisco's advantage in providing a full-stack, multi-domain solution. Zoom has a single product base.

Cisco
Umbrella

Seamless Collaboration

Microsoft: Microsoft Teams provides basic VoIP and call back functionality.

TIP **Tip:** Security issues are real in Microsoft Teams. Example: potential data leaks, since admins cannot prevent unauthorized sharing.

Zoom: Has a simple, easy-to-use interface and is riding a wave of popularity.

TIP **Tip:** There is a difference between consumer-grade products and enterprise-grade solutions. Customers should look hard at how well – or poorly – Zoom integrates with other technologies in their environment, especially security. single product base.

Cisco
webex

Secure



Remote Worker

Microsoft: Microsoft offers Multi-factor Authentication but it is limited to Windows machines.

TIP **Tip:** Ask about MFA for Apple Macs, Samsung devices, or general IoT machines. Today's networks are heterogeneous and demand the same high level of security for all users and devices.

Zoom: No offering. Has been plagued by user trust issues.

TIP **Tip:** Contrast Zoom's recent effort to shore up security holes with Webex's built-in security.

Duo

Cisco
Cloud Mailbox
Defense

Microsoft: Sells Defender for Office 365... but it requires an expensive E5 license.

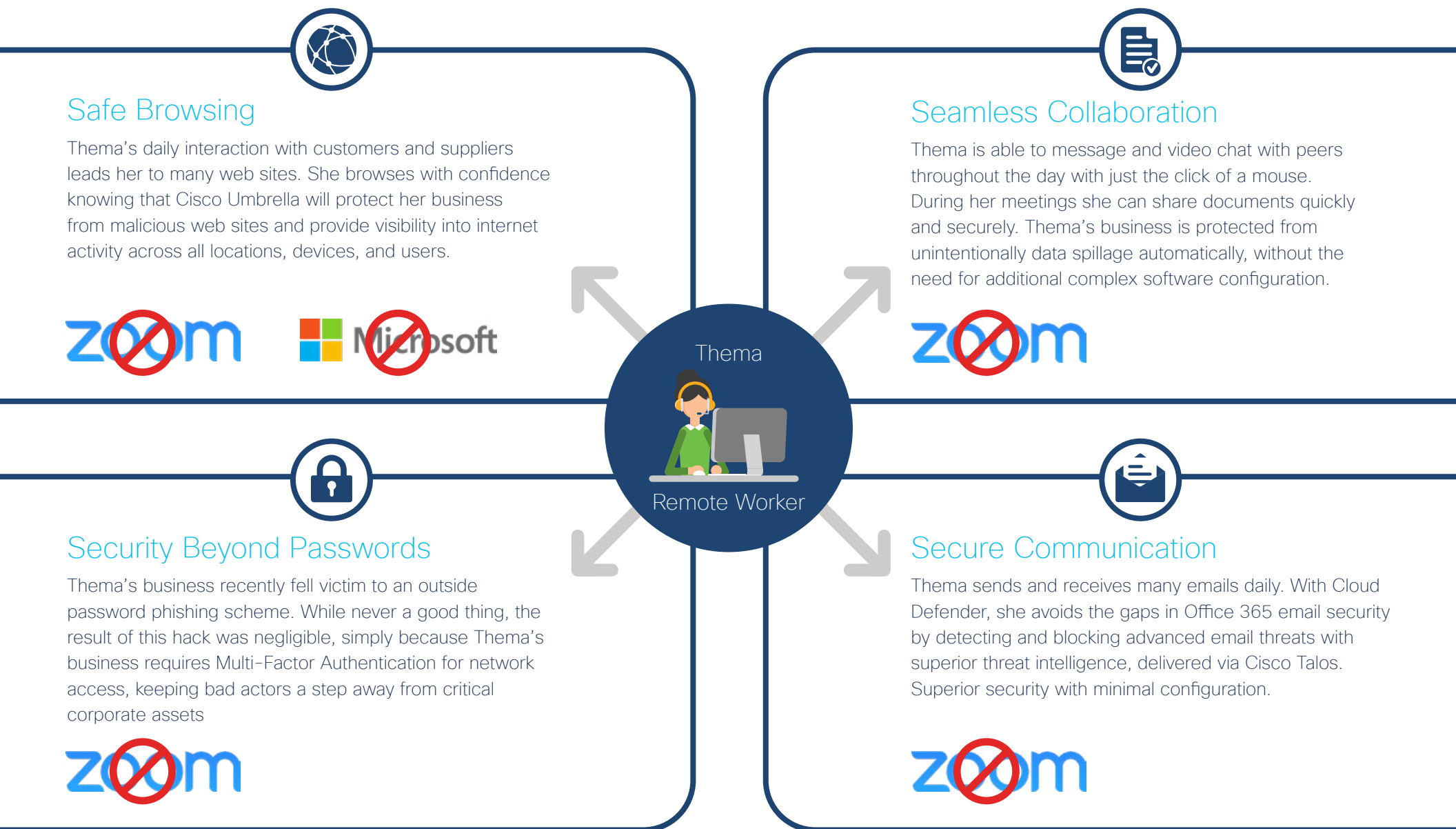
TIP **Tip:** Yet another security offering from Microsoft that is not integrated with other Microsoft products. Remind customers of the operation nightmare that comes with partially visibility.

Zoom: No offering, still working on secure meetings!

Zero Trust Environment

Secure Communication

Tell the Story the Competition Can't!



Cisco Work Your Way

Competitive positioning – networking

Cisco Work Your Way Networking Products

Cisco networking pricing and licensing structures are simple and straightforward without hidden costs. Choose the option that best meets your customer needs.

Option One: Cisco Business portfolio. Value-priced yet built on many of the same technologies as our enterprise-class equipment, just tailored for smaller companies.

Option Two: Cisco Meraki. Offering premium subscription-based features such as cloud-management, automatic software patches and upgrades for greater resiliency, and advanced cybersecurity features such as built-in firewalls, content filtering, and intrusion detection.

Competitor

Ubiquiti

High level competitive positioning

- Optional cloud-based security capability with Cisco Umbrella®
- Mix and match Cisco Business access points and mesh extenders.
- Setup in minutes with Cisco Business Mobile app.
- Manage small deployments via FindIT Network Management System (NMS).
- Technical support: Cisco offers free 24/7 technical support and one-year free phone support. Ubiquiti does not provide free 24X7 support for its portfolio; they do offer one-year free phone support.
- Even though Ubiquiti products are designed keeping small and midsize business (SMB) in mind, the products are not built with a security mindset compared to Cisco products.
- Application visibility and control: Differentiate between nonencrypted and encrypted apps to help ensure appropriate treatment of business-critical traffic. Ubiquiti provides some kind of visibility of some apps. However, it doesn't provide control of those apps (blocking a specific app for example) like Cisco does

Additional competitive resources

[Meraki SalesConnect Page \(with Competitive Insights and Battlecards\)](#)