

Cheat Sheet for comprehensive Cisco Sales Expert (CSE) - Enterprise Networks

****1. Core Networking Concepts****

- **OSI Model Layers:**
 - **Layer 7:** Application (HTTP, FTP)
 - **Layer 6:** Presentation (SSL, TLS)
 - **Layer 5:** Session (NetBIOS)
 - **Layer 4:** Transport (TCP, UDP)
 - **Layer 3:** Network (IP, ICMP)
 - **Layer 2:** Data Link (Ethernet, MAC)
 - **Layer 1:** Physical (Cables, Connectors)
- **TCP/IP Model:**
 - **Application Layer:** HTTP, FTP, DNS
 - **Transport Layer:** TCP, UDP
 - **Internet Layer:** IP, ICMP
 - **Network Access Layer:** Ethernet, ARP
- **Networking Protocols:**
 - **HTTP/HTTPS:** Web traffic
 - **FTP/SFTP:** File transfer
 - **DNS:** Domain name resolution
 - **DHCP:** IP address allocation
 - **SNMP:** Network management

****2. Cisco Enterprise Networking Products****

- **Switches:**

- **Catalyst Series:**
 - **Catalyst 9000:** Modular, high-performance
 - **Catalyst 3850:** Stackable, PoE+
 - **Nexus Series:**
 - **Nexus 9000:** Data center, ACI
 - **Nexus 3000:** High-density, low-latency
 - **Routers:**
 - **ISR (Integrated Services Router):**
 - **ISR 4000 Series:** Branch office, SD-WAN
 - **ISR 1000 Series:** Small office, VPN
 - **ASR (Aggregation Services Router):**
 - **ASR 9000 Series:** Core, high-capacity
 - **ASR 1000 Series:** Edge, modular
 - **Wireless:**
 - **Access Points:**
 - **Catalyst 9100:** Wi-Fi 6, IoT
 - **Catalyst 9800 Series:** Wireless LAN Controller (WLC), centralized management
 - **Security:**
 - **Firewalls:**
 - **ASA (Adaptive Security Appliance):** VPN, IPS
 - **Firepower:** Next-gen firewall, NGIPS
 - **SD-Access:**
 - **ISE (Identity Services Engine):** Policy-based access control
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****3. Cisco DNA (Digital Network Architecture)****

- Core Components:

- **DNA Center:** Centralized management, automation
- **SD-Access:** Policy-based segmentation, zero-trust
- **SD-WAN:** Simplified WAN, cloud-on-ramp

- Benefits:

- **Automation:** Network provisioning, troubleshooting
- **Analytics:** Network insights, predictive maintenance
- **Security:** Integrated threat defense, visibility

- Use Cases:

- **Campus Networks:** Scalable, secure, and automated
 - **Branch Offices:** Simplified WAN, cloud connectivity
 - **Data Centers:** High-performance, low-latency
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****4. Cisco ACI (Application Centric Infrastructure)****

- Core Components:

- **APIC (Application Policy Infrastructure Controller):** Centralized management
- **Nexus 9000 Series:** ACI-capable switches
- **ACI Fabric:** Policy-driven, application-aware

- Benefits:

- **Policy-Driven:** Application-centric policies
- **Scalability:** Multi-site, multi-cloud
- **Automation:** Network provisioning, orchestration

- Use Cases:

- **Data Centers:** High-performance, low-latency
- **Multi-Cloud:** Hybrid cloud, consistent policies

- **Micro-Segmentation:** Enhanced security, compliance
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****5. Cisco SD-WAN (Software-Defined WAN)****

- Core Components:

- **vManage:** Centralized management, orchestration
- **vSmart:** Control plane, policy enforcement
- **vBond:** Orchestrator, secure connectivity

- Benefits:

- **Simplified WAN:** Reduced complexity, lower TCO
- **Cloud On-Ramp:** Optimized cloud connectivity
- **Application Awareness:** QoS, performance monitoring

- Use Cases:

- **Branch Offices:** Simplified connectivity, cloud access
 - **Hybrid WAN:** MPLS + Internet, cost-effective
 - **Multi-Cloud:** Consistent policies, optimized paths
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****6. Cisco Security Solutions****

- Firewalls:

- **ASA:** VPN, IPS, basic firewall
- **Firepower:** NGFW, NGIPS, URL filtering

- Advanced Threat Defense:

- **Stealthwatch:** Network visibility, threat detection
- **Umbrella:** Cloud-delivered security, DNS-based

- Identity and Access Management:

- **ISE:** Policy-based access control, posture assessment
- **Duo:** Multi-factor authentication, SSO

- **Zero Trust:**
 - **SD-Access:** Policy-based segmentation, micro-segmentation
 - **Cisco SecureX:** Integrated security platform
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****7. Cisco Collaboration Solutions****

- **Unified Communications:**
 - **Webex Teams:** Collaboration platform, messaging
 - **Webex Calling:** Cloud-based calling, PBX
 - **Video Conferencing:**
 - **Webex Meetings:** HD video, screen sharing
 - **Room Series:** Conference room solutions
 - **Contact Center:**
 - **Cisco Contact Center:** Omnichannel, AI-driven
 - **Finesse:** Agent desktop, unified interface
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****8. Cisco Cloud and Data Center Solutions****

- **HyperFlex:**
 - **Hyperconverged Infrastructure:** Simplified management, scalability
 - **Data Platform:** Integrated storage, compute, virtualization
 - **UCS (Unified Computing System):**
 - **B-Series:** Blade servers, high-density
 - **C-Series:** Rack servers, modular
 - **Cloud Services:**
 - **Cisco CloudCenter:** Multi-cloud management, orchestration
 - **AppDynamics:** Application performance monitoring
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****9. Cisco Services and Support****

- **Premier Support:**
 - **Smart Net Total Care:** Comprehensive support, proactive monitoring
 - **Technical Assistance Center (TAC):** 24/7 support, remote assistance
 - **Professional Services:**
 - **Consulting:** Network design, optimization
 - **Implementation:** Deployment, integration
 - **Training:** CCIE, CCNP, CCNA certifications
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****10. Sales Tips and Tricks****

- **Customer Needs Assessment:**
 - **Identify Pain Points:** Network performance, security, scalability
 - **Align Solutions:** Cisco DNA, SD-WAN, ACI
 - **Value Proposition:**
 - **ROI:** Cost savings, efficiency gains
 - **Differentiation:** Automation, security, cloud integration
 - **Demo and Proof of Concept:**
 - **Live Demo:** Showcase key features, benefits
 - **POC:** Validate solution in customer environment
 - **Post-Sale Support:**
 - **Implementation Services:** Professional services, training
 - **Ongoing Support:** Smart Net Total Care, TAC
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This cheat sheet provides a comprehensive overview of essential concepts, products, and strategies for the Cisco Sales Expert (CSE) - Enterprise Networks certification. Use it as a quick reference to enhance your understanding and sales effectiveness.

By Ahmed Baheeg Khorshid

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