An Introduction to 3Com Networks

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Project

3Com's Global Reseller Training Program wanted a comprehensive overview of the company and its extensive product line. Goals included communicating to new resellers 3Com's position as a leader in the global data networking market and explaining a variety of technologies and products.

Media

This material was developed in a number of formats and media, including a multimedia Web site with streaming video, a 30-minute video tape, and an interactive CD-ROM.

Audience

Resellers of 3Com's networking products around the world, ranging from knowledgeable system integrators to inexperienced sales people.

Challenges

- Developing a cohesive overview of a growing company with hundreds of products and dozens of significant technologies

- Gathering information from many sources throughout the company

Skills

- Understanding and succinctly explaining dozens of networking technologies, products, and business practices

- Working collaboratively with a variety of company employees to identify – *and keep the focus on* – primary and key messaging

Outcome & Awards

The project won multiple awards, including a *Business Week* ICON and a Business Marketing Association Pro-Comm.

Client Testimonial

"The project does a good job of introducing 3Com to resellers, and the response has been quite overwhelming. Some of our past projects had a tendency to be dry, but this project is interesting with a good pace." – Frances Garcia, 3Com Channel Marketing Program Manager

1. Why 3Com?

3Com became a driving force at the dawn of the computer networking industry more than 17 years ago. Today, with 160 offices in 45 countries serving 100 million users, 3Com continues to be a leader and an innovator, providing a wealth of network solutions.

To succeed in today's extremely competitive marketplace, network resellers need a dependable business partner. With 3Com by your side, you'll stay at the forefront of market changes and have solutions for all your customers' networking needs.

With offices in over 45 countries, you can find 3Com all over the world.

3Com puts a great deal of emphasis on backing their resellers. With a track record of reliable solutions, resellers are confident offering 3Com products.

3Com is a pioneer in creating networking technologies of the future.

When a customer demands the highest available performance, 3Com's technical leadership delivers with the latest innovations, including groundbreaking technologies such as DynamicAccess, FAST IP, custom ASIC chips, Smart Agents, Boundary Routing, and SuperStack design.

3Com has connected over 100 million computers.

Why 3Com? We're a multi-billion-dollar, *Fortune 500* company that has connected well over 100 million computers around the world. That makes us *very* well connected.

We have the experience, talent, and key technologies to deliver end-to-end connectivity solutions for home users, small businesses, large enterprises, and public network carriers. We are a leader in developing networks that empower individuals and their organizations. And to show you how 3Com gets the job done, this program focuses on six basic networking areas: network management, small offices, workgroups, the backbone, wide area intranets, and remote access.

From the simplest LAN to the most advanced networks, 3Com builds networks that go the distance.

2. Network Management

Transcend Network Management software both solves and prevents network problems, exemplifying 3Com's focus on solutions and delivering the pervasive policy management and control needed for universal visibility and control.

On one level, **Transcend Network Management** is an intelligence gathering system. Built into each 3Com device – from the simplest cards to the most complicated switches – are sensors called **Smart Agents**. These intelligent agents process data and take corrective action locally.

Smart Agents are just one element of 3Com's dRMON, or distributed RMON solution. Agents and probes communicate with high-level management applications, such as **Transcend Traffix Manager** and **Transcend Enterprise Manager**, providing a network-wide view of traffic and

proactive fine-tuning of network configuration and performance.

Transcend products are based on industry standards and support all the top platforms for UNIX *and* Windows, including HP Open View, IBM NetView, and SunNet Manager.

VLANs
Transcend can create what is called a virtual LAN. A virtual LAN, or VLAN, is a group of stations not necessarily on the same physical segment that communicate as if they were on a common LAN. VLANs can drastically simplify initial network design and also substantially reduce the time and cost of moves, adds, and changes. With **Transcend's VLAN Policy Services,** a network manager can relocate electronic addresses with a simple "click and drag" procedure – without ever leaving the data center. The 3Com VLAN solution makes enterprise networking easier *today*.

Offering a new generation of tools – like distributed RMON, Web-based management, and service level agreement reporting – Transcend is the most complete network management solution available today. Transcend's intelligence enhances network control by managing traffic flow, optimizing performance, automating administrative tasks, and ensuring that the network meets the needs of the customer's organization.

3. Small Business

"3Com has always been good with products for enterprise networks. Now they've moved into the small office market with a complete line of entry-level products, the OfficeConnect line." – Debbie Boscoe, Channel Marketing

OfficeConnect products bring the advantage of networking to every office, no matter how small. Designed to relieve customers of any worries about building and running small networks, OfficeConnect combines simplicity of design and operation with advanced functionality and outstanding speed.

OfficeConnect is so easy to install that users can be up and running in minutes. Products clip together to form one desktop LAN/WAN system that includes a flexible combination of routers, an Internet gateway, Ethernet hubs and switches, and print and fax servers.

Customers can easily add users, enhance functionality, or network with additional offices. Add to that OfficeConnect's quiet operation and compact size and you have the ideal networking solution for small locations.

When a small office network is ready to connect to other networks and online services, you can add OfficeConnect desktop routers to your stack. **OfficeConnect Remote** and **OfficeConnect NETBuilder** routers bring the full range of remote office solutions to the small business.

With OfficeConnect, 3Com supplies small businesses with all the information and resource-sharing power they need in a single, integrated, low-cost solution.

4. Workgroups

Every networked computer needs a network interface card, and 3Com's are simply the best and fastest in the business. *LAN TIMES* readers have voted 3Com "Ethernet Network Interface Card Vendor of the Year" for the past six years. 3Com provides cards for Ethernet, Fast Ethernet, Token Ring, FDDI, and ATM networks.

3Com's **DynamicAccess** software transforms the network interface card into an active network component that can analyze network traffic, support real-time applications, improve network management, and communicate with other system components to tune network performance.

Network interface cards, hubs, and switches are the basic building blocks of workgroups. 3Com's line of **Superstack II** stackable hubs and switches fills all the basic or advanced networking needs for any size of Ethernet or Token Ring workgroups. With 3Com's SuperStack II architecture, you can combine diverse technologies and network services in one stacked system, strengthen it with redundant power and other fault-tolerant features, and manage it all with 3Com's **Transcend Management** software.

The trend toward multimedia and real-time applications demands more bandwidth at the desktop. The **SuperStack II Desktop Switch** gives end users an instant, cost-effective bandwidth boost by providing each user with a dedicated 10 Mbps connection. And with DyamicAccess software, you're insured real-time delivery of multimedia to the desktop.

For smaller workgroups that require the introduction of Fast Ethernet on a per-user basis, the **SuperStack II Dual Speed Hub** uses auto-sensing ports to transparently combine Ethernet and Fast Ethernet devices on the same segment.

As bandwidth demands increase, you can continue to scale performance by connecting your desktop switches, hubs, and high-speed servers to a Fast Ethernet Switch – such as 3Com's **Superstack II Switch 3000**. An optional high-speed port connects the Switch 3000 to a backbone running Fast Ethernet, ATM, or Gigabit Ethernet, so you'll never have bottleneck problems no matter how fast your LAN grows.

From the desktop to the network edge, 3Com supplies a complete line of workgroup products that offer integrated solutions for every networking environment. They're available in stackable and chassis platforms, all optimized for the workgroup.

5. The Network Backbone

"Control and more bandwidth without layers of complexity – that's what customers want from their network backbones." – Doug Thiele, National Account Manager

Until recently, routing was the only available technology for backbones. Routers support multiple network protocols and select the optimal path to route traffic. Routers' intelligence still makes them best for connecting networks to WAN circuits.

Switching creates new opportunities for networks. Switches are protocol independent, simpler to configure and manage than routers, and offer tremendous performance improvements. The

flexibility of switches makes them ideal for connecting LANs across building and campus backbones.

The **CoreBuilder** family of switches is purpose built for scaling the performance of the core network backbone. CoreBuilder switches provide the advanced traffic control and management capabilities required to meet the needs of today's mission-critical environments.

CoreBuilder 5000 is a powerful high-function switch that supports network migration from shared to switched infrastructures with a highly scalable fault-tolerant architecture. The CoreBuilder 5000 supports Ethernet, Fast Ethernet, ATM, Token Ring, FDDI, and Gigabit Ethernet.

3Com's **CoreBuilder 6000** is a modular high-function switch that is ideal for high-density Fast Ethernet networks requiring routing or for migrating existing FDDI networks to switched FDDI and Fast Ethernet. The **CoreBuilder 2500** is the industry's most compact yet powerful switch, providing unique Layer 2 and 3 capabilities that are usually found only in more expensive routers.

For a customer wishing to implement ATM, 3Com's **CoreBuilder 7000** products provide Ethernet LAN/ATM switching and comply with ATM Forum standards. For networks with a mixture of LAN technologies, 3Com's CoreBuilder 7000 switch combined with a CoreBuilder 6000 switch can "collapse" the different technologies onto the backbone, providing optimal performance and flexibility.

Using sophisticated ASICs to deliver maximum control and maximum bandwidth, 3Com switches lead the industry in price and performance. 3Com's high-function switching architecture includes **TranscendWare FAST IP**, a technology that combines the performance of switching with the control of routing – meeting the needs of tomorrow's next-generation networks and allowing customers to evolve their corporate networks into intranets.

With 3Com you can give your customers exactly what they want for their backbone solution – more resilience, more control, and more bandwidth.

6. WANs/Intranet

"One of the biggest opportunities for network resellers today is WAN connections. Network managers are linking remote sites, mobile users, and the campus backbone to each other and other networks. With the growth and decentralization of companies and the demand for the web and intranets, the WAN market is a significant opportunity." – Debbie Boscoe, Channel Marketing

Leading the evolution in wide area networks, 3Com products extend fast, cost-effective connections to more people in more places.

Organizations linking multiprotocol LANs can benefit from 3Com's **NETBuilder** routers. These routers integrate WAN technologies such as Frame Relay, ISDN, leased lines, and LAN connections with feature-rich multiprotocol software and scalable growth. For central or large sites needing to support multiple LAN and WAN connections, **NETBuilder II** routers are a great solution. Their flexible modular design and multiprocessor RISC architecture provides unsurpassed performance and scalability.

For remote offices, full-featured **Superstack II NetBuilder** routers provide scalable, multiprotocol links to locations of any size. They support Ethernet and Token Ring LANs, analog and ISDN lines, and SNA applications. For smaller offices, OfficeConnect NETBuilder routers provide reliable intranet links to the central office.

Remote sites with legacy terminal-based SNA networks can also connect seamlessly with the central network by using SNA-to-LAN converters, such as 3Com's **SuperStack II LinkConverter II**.

Security

To secure your network, the **NETBuilder IP Firewall** protects a trusted network from attacks by unknown networks or users. Your customers can further control the cost of ownership with features such as bandwidth grooming and dial on demand.

Whether your customers are upgrading their current WAN, planning a strategy for more effective WAN management, or building an intranet, you can rely on 3Com. We have the broadest range of enterprise network solutions in the industry.

7. Remote Access

"Networking is becoming more important, not only to our businesses, but to our homes and our families, to the ways we interact, educate, and play – it's becoming an integrated part of our lives." – Dee Moore, Global Training Manager

For users with laptop computers, 3Com's **EtherLink LAN Plus** modem PC cards deliver the fastest direct and dial-up analog network links on the market. Easy to install and operate, these cards are so reliable 3Com backs them with a lifetime warranty. Users can connect from mobile locations – whether they're on the road, at home, or on vacation – as well as direct into the LAN when at the office.

For remote access users, such as a company employee working from a home office, high-speed digital connections like ISDN are now a viable option. ISDN delivers faster, reliable connections and lets you make phone and fax calls at the same time you surf the web or check your email. **3Com Impact IQ** ISDN modems are the easiest-to-use ISDN modems on the market. You'll have lightning fast access to corporate networks, online services, and the Internet, from virtually anywhere.

For high-speed access from a remote Ethernet LAN, 3Com offers the **AccessBuilder Remote Office** family of ISDN bridge routers. For the small business, the **OfficeConnect Remote Access Server** keeps your employees connected to the network, even when they're not in the office. For high-performance, multiprotocol access to the full range of enterprise network resources, 3Com **AccessBuilder** products provide secure simultaneous ISDN and analog connectivity in a single chassis.

3Com remote access products scale from the home office to large service providers. With flexible end-to-end systems, powerful security management, cutting-edge technology, and global customer support, 3Com gives you the best in remote networking solutions.

8. Resources and Support

"Dealers want to do business with 3Com because we have a highly developed channel strategy that relies on our relationships with our networking partners to integrate a solution for our end customers. 3Com offers a wealth of reseller resources and is committed to providing a foundation for your development." – Debbie Boscoe, 3Com Channel Marketing

netWorking Partners
netWorking Partners is a scalable program of partner benefits, including training and support for 3Com sales partners. netWorking Partners provides you with practical support for your business. You can participate as a networking partner, a solutions partner, or an advanced solutions partner.

3STAR
3STAR is the industry's first personal sales certification program and offers a flexible range of network technology and solutions training for sales professionals.   Classes are free and have incentives for completion.

This program, **An Introduction to 3Com Networks**, is part of the introductory level of 3STAR.

"For my money, it's the best program in the industry. New hires can learn 3Com top to bottom at their own speed – everything from basic network configurations to system design." – Marco Evans, Networking Consultant

3Com is completely committed to the success of our partners. With over 90% of our business flowing through channels worldwide, your success is our success. Take a minute to contact your local channel sales manager – your link to 3Com and the resources available to you.

Thanks for spending time with us. If you have any questions, visit the 3Com web site at www.3com.com, or give your channel sales manager a call. We look forward to working with you.

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