HPE OfficeConnect 1950 Switch Series

The HPE OfficeConnect 1950 Switch Series are advanced smart Web-managed switches that deliver a fast, secure, and redundant 10-Gigabit network solution for demanding small business network environments. The switches reduce bottlenecks and help smaller organizations keep pace with today's bandwidth-demanding applications. The cost-effective series builds on the price/performance leadership of the OfficeConnect 1920 Switch Series and offers "out-of-the-box" simplicity of configuration, deployment, and management.

Elevator pitch

The HPE OfficeConnect 1950 Switch Series features a complete and cost effective 10-Gigabit network solution for advanced small businesses looking for superior performance, security, and network redundancy. The series supports increasing traffic loads and rich-media applications. New to the series is a sixteen port 10-Gigabit aggregation switch with twelve 10GBASE-T and four SPF+ ports, which is ideal at the core of a high performance small business network. Four additional smart-managed access switches offer Gigabit ports with 10-Gigabit uplinks. The series offers stacking capabilities to keep the network up and running and advanced features for more granular control of the network in an easy-to-manage solution. The switches are backed by a HPE Limited Lifetime Warranty that includes 24x7 phone support for 90 days.

HPE value proposition and differentiation

The OfficeConnect 1950 Switch Series offers choice and flexibility for advanced small business organizations the require simplicity and lower TCO, while delivering faster 10-Gigabit performance, security and network redundancy.

- **Simplicity:** These smart-managed switches simplify deployment and management with an intuitive Web-management interface and stacking capabilities that allow you to manage up to two 1950 aggregation switches or up to four 1950 access devices as a single unit.

- **Flexibility and performance:** The switches offer a cost-effective next-gen 10G network to reduce bottlenecks and keep pace with today's bandwidth-demanding applications. PoE+ options power IP devices without the cost of additional cabling. Both fiber and copper options allow for flexibility.

- **Security and reliability:** The OfficeConnect 1950 switches offer enhanced security and redundancy to ensure your business stays up and running and are backed by the Limited Lifetime Warranty that includes 24x7 phone support for 90 days.

- **TCO:** The OfficeConnect 1950 Switch Series delivers better price/performance and their energy-efficient design reduces the cost of ownership.

Solution positioning in the OfficeConnect small business portfolio

- The HPE OfficeConnect network offers a series of unmanaged and smart-managed Fast Ethernet Gigabit and 10-Gigabit switches, meeting the needs of smaller businesses.

- The OfficeConnect 1950 Switch Series offers a complete smart managed 10-Gigabit solution designed to future proof the small-business network and reduce bottlenecks with 10G network connectivity to servers and storage. The series also offers flexibility with a combination of 10GBASE-T ports for a cost-effective solution and SFP+ TX ports that allow longer connectivity via fiber connections.

- The OfficeConnect 1950 series offers true stacking that allows management of two aggregation switches or up to four access switches as a single unit. This simplifies administration and provides network redundancy to ensure your network stays up and running. Please note that stacking uses two of the 10G uplink ports.

What do I sell?

Model	SKU	Ports	Gig	10GBASE-T	SFP+	PoE+*+
HPE OfficeConnect 1950 12XGT 4SFP+ Switch	JH295A	12 10GBASE-T + 4 SPF+	NA	12	4	NA
HPE OfficeConnect 1950-24G-2SFP+-2XGT Switch	JG960A	24G + 2 SFP+ + 2XGT	24	2	2	NA
HPE OfficeConnect 1950-48G-2SFP+-2XGT Switch	JG961A	48G + 2 SFP+ + 2XGT	48	2	2	NA
HPE OfficeConnect 1950-24G-2SFP+-2XGT-PoE+ (370W) Switch	JG962A	24G + 2 SFP+ + 2XGT	24	2	2	370W
HPE OfficeConnect 1950-48G-2SFP+-2XGT-PoE+ (370W) Switch	JG963A	48G + 2 SFP+ + 2XGT	48	2	2	370W

Qualifying/discovery questions

Q: Has your organization experienced an enormous growth of network traffic and network storage in recent years? Are you experiencing slow response times from your current network?

A: The OfficeConnect 1950 Switch Series offers a cost effective and complete smart-managed 10-Gigabit solution for faster connections to servers and storage to reduce bottlenecks and help organizations keep pace with today's bandwidth-demanding applications.

The OfficeConnect 1950 features an intuitive Web-managed interface for simple customization of network operation. With stacking, organizations can manage two aggregation switches or four access devices as a single unit, saving time and minimizing the potential for human error. The stacking feature delivers redundancy that enables businesses to stay up and running.

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Q: Are you planning to deploy Big Data and/or rich media solutions to enable better employee collaboration, improve customer service, and engage potential customers?

A: If you have an older network, you may experience performance issues as you deploy bandwidth-demanding applications and technologies. An upgrade to the OfficeConnect 1950 switches will help ensure that your network can address the demand for real time video and multimedia applications, even with significant IT budget and personnel constraints. With 10GbE speeds your network will be prepared to meet the demands of rich media application with enterprise-like features including QoS traffic prioritization.

The OfficeConnect 1950 Switch Series drives down costs with low upfront capital investments, a power efficient design for lower power consumption and operating costs, and are backed by Limited Lifetime Warranty that includes 24x7 phone access for 90 days. With PoE+ options, the switches can support IP devices powered by PoE+ without the expense of additional cabling.

Q: Are you concerned about your network security given the growing number of attacks on small businesses?

A: The OfficeConnect 1950 Switch Series delivers enhanced security with advanced features such as 802.1X and access control lists (ACLs). ACL rules allow you to granularly define who has access to what areas of your network.

Customer pain points and solution benefits

Pain point: Small businesses need a high-performance network for today's demanding applications. But they need to focus on their business, not the network.

HPE solution: These smart-managed switches simplify deployment and management with an intuitive

Web-management interface. These plug-and-play switches can be used right out-of-the-box without any additional configuration. The Web-managed interface provides more granular control where needed.

Pain point: Small organizations are dealing with significant IT and budget constraints.

HPE solution: The OfficeConnect 1950 Switch Series drives down cost with low upfront capital investments, an energy-efficient design for lower power consumption and operating costs and are backed by the Limited Lifetime Warranty to significantly reduce TCO. PoE+ options power IP devices without the cost of additional cabling for the best price/performance in the category.

Pain point: Small organizations need technology to work to keep their businesses up and running.

HPE solution: The OfficeConnect 1950 switch features an intuitive Web-managed interface for simple customization of network operation. The stacking feature delivers increased redundancy to help businesses stay up and running. Customers can stack 2 aggregation switches or up to four access switches and manage them as a single unit, saving time while minimizing the potential for human error.

Enhanced security features such as ACLs, IEEE 802.1x, and SNMP help enable business continuity, while the Limited Lifetime Warranty with 24x7 phone support for 90 days delivers the right support to meet business needs.

Learn more at
hpe.com/networking

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