Vertiv™ Avocent® IPSL IP Serial Device - Sales FAQ

The Vertiv™ Avocent® IPSL is an innovative serial IP solution that scales from edge to enterprise and increases productivity by simplifying remote access and troubleshooting of IT devices.

This FAQ covers the following Topics:

- Product and Features
- Product Positioning
- Avocent® IPSL vs ACS804
- Competition
- Sales Collateral and Tools

Product and Features

1. What is the Avocent IPSL product?

- Avocent IPSL is part of the Vertiv™ Avocent® DSView™ Solution.
- It is hardware device which can provide serial connectivity for up to four devices.
- It is a small form factor serial device designed for remote management of serial devices.

2. How many serial ports does it have?

4 total. 2 are RJ45 and 2 are USB Type-A.

3. Can IPSL operate standalone?

Yes

4. Does it work with Avocent® DSView™ Solution?

Yes, it can work with Avocent® MP1000, or Avocent® RM1048P or a combination thereof.

5. Does this support Avocent and Cisco pinouts?

Yes

6. How is the IPSL powered?

- Power over Ethernet (PoE). Using PoE simplifies cabling and does not take up any outlets on Rack PDUs.
- External power adapter

7. What are some main features of the IPSL?

- **Serial:** Manage up to four serial targets simultaneously with SSH serial redirection.
- **HTML5:** HTML5 Web based user interface for simplified management.
- **Virtual Media:** Mount virtual drives remotely to transfer files such as firmware upgrades or other configuration files.
- **Security:** Secure Boot with hardware root of trust for tamper proof firmware, TLS1.3, AES256 bit encryption for all communication to and from the IP serial dongle.
- **Small Form Factor:** Portable size for easy deployment at edge locations.
- **IP Addressable:** Reachable from anywhere on the network to enable remote management of serial devices.

8. What serial protocols does IPSL support?

RS232

9. Is the product TAA compliant?

Yes

10. What is the manufacturing country?

Mexico

11. Is the IPSL a global product?

Yes

12. Does the product differ by region?

No

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Product Positioning

1. Who is the Target Persona?

IT Operations managing serial equipment (e.g., Network switches, routers, firewalls, etc.) at the edge.

2. What are the target verticals where this product can be sold:

Finance, Federal, Retail, Education, Healthcare, Telcom, any edge location where there is IT.

3. What kind of edge locations is this product suited to best serve:

- Wiring Closets, Branches, Retail Stores, Offices, Distributed Campus Locations, Manufacturing IT Closets.
- All of these locations typically have a small number of IT devices and are at remote locations where IT is unlikely to be onsite.

4. What jobs does this product address?

- **Initial Deployment:** Remotely provisioning network switches, routers, firewalls, or other serial equipment at edge locations.
- **Updating Firmware:** Firmware updates on networking devices can be initiated through by accessing the CLI of the target device.
- **Troubleshooting:** Often when there is network outage, out of band (OOB) serial access is the only way to gain access to equipment to troubleshoot.
- **Configuration Changes:** Backup / Restore, configuration changes, scripting to automate, rebooting, etc., are examples of day-to-day task which can be done remotely via serial.
- **Health Checks:** Perform manual or automated health checks by logging into systems to view status.

5. What is the value of the Avocent IPSL Serial Device?

- Reduce cost through reduction/elimination of on-site visits.
- Reduce time to provision new equipment.
- Improve visibility into health and status of equipment at remote locations.
- Simplify management of devices by facilitating automated processes.
- Manage simple to complex distributed environments with small teams.

6. How does the Avocent IPSL fit into the Vertiv™ Avocent® DSView™ Solution?

Besides using it standalone, it can be used with Vertiv™ Avocent® MP1000 or with the Rack Manager or a combination thereof.

7. When should I sell it as a standalone vs with Avocent MP1000 or Avocent RM1048P?

- **Sell Standalone:**
  - Customer has a small number of edge devices and only a few sites. May not want any additional software for aggregation.
- **Sell with Avocent MP1000:**
  - Customer has many sites and needs a single point of access.
  - Customer has a mixture of Servers and serial devices and wants to manage both.
- **Sell with Avocent RM1048P:**
  - Customer has a mixture of Servers and serial devices and wants to manage both.
  - Customer wants the security protection of Avocent RM1048P with its private network.
  - Customer wants to reduce IP costs by consolidating access.

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Avocent® IPSL vs Vertiv™ Avocent® ACS

1. **What are the hardware differences between Avocent IPSL and Avocent® ACS804?**

    - **Avocent IPSL Product:**
        - *Serial Ports:* Avocent IPSL can manage up to 4 serial devices (2 over RJ45 and 2 over USB Type A). Supports RS232.
        - *Power:* Supports PoE.
        - *Size:* Small form factor.
        - *Network:* Single LAN port.
        - *Console Port:* Web UI access over MicroUSB for initial config.

    - **Avocent ACS804 Product**
        - *Serial Ports:* ACS804 can manage up to 8 serial devices (4 over RJ45 and 4 USB Type A), Supports RS232, RS485/RS422.
        - *Power:* External Power Adapter.
        - *Size:* Appliance size.
        - *Network:* Dual LAN for failover.
        - *Console Port:* Console port for configuration.
        - *Other Ports:* Digital input and output and a dedicated port for sensors.

2. **What are the firmware feature differences between these products?**

    - **Avocent IPSL goal is to provide serial access to devices.**
        - *Serial:* HTML5 based serial sessions, Serial over SSH, session sharing.
        - *Authentication:* Local, AD/LDAP.
        - *Security:* Auto pin out discovery (Avocent, Cisco), Secure Boot, Hardware Root of Trust, Support 4096-bit certificates.
        - *Automation:* Replaceable SSL certs via Web UI and scripts.
        - *Network Configuration:* Static or DHCP.

    - Avocent ACS804 uses the same firmware as the other Avocent ACS appliances so it supports all of the same features.
        - *Serial:* HTML5 based serial sessions, Serial over SSH, Port Aliasing, configurable session sharing, Data Logging with Alerting.
        - *Authentication:* TACACS, RADIUS, AD/LDAP, Kerberos, Local, and Vertiv™ Avocent® DSView™, One time Password (OTP).
        - *Security:* IPSEC VPN, Built In firewall, Support 2048-bit certificates.
        - *Automation:* Auto pin out discovery (Avocent, Cisco), Auto Baud Rate detection, Hostname discovery, ACME based cert management, Zero Touch Provisioning (ZTP), Python Scripts optionally triggered based on Alerts.
        - *Network Configuration:* Advanced IP Routing, LLDP, Network Failover.
        - *Device Management:* Vertiv plus 3rd Party Rack PDUs, Rack UPS.
        - *Auxiliary Connection*: Analog Modem.

3. **When should I sell Avocent IPSL vs Avocent ACS?**

    - **When do you position Avocent IPSL vs Avocent ACS804?**
        - *Basic Customer Needs:* Position Avocent IPSL if the customer has basic serial needs with low number of devices at the Edge. Price is factor.
        - *Advanced Customer Needs:* Position Avocent ACS804 if the customer has advanced serial and management needs (e.g., requires VPN, network failover).

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Competition

1. Who are the primary competitors?
(For more information, please refer to the Avocent IPSL Serial Device Battlecard)

Opengear

2. Who are the secondary competitors?

Lantronix, Perle

3. What is the competitive advantage?
(See Avocent IPSL Serial Device Battlecard for more information - all against Opengear ACM7004-2)

- **Better Performance:**
  - Avocent IPSL uses a more power processor for faster performance. It is a dual core 1.2GHZ processor with 1G DDR4 memory. Additionally, IPSL Serial speed supports up to 930,000bps.
  - The Opengear ACM7004-2 uses a single core 800MHz processor and only 256MB DDR3 memory. Serial speed is about 230,400bps.

- **Virtual Media:**
  - Unique to Avocent IPSL is the ability to mount virtual media remotely to a serial device.
  - Use case: Firmware files can be mounted remotely to network switch using out of band capability. Normally this is done separately on the production network, however if that network is down, then this would not be possible. With Avocent IPSL using virtual media is an advantage over other products.

- **Security:**
  - Secure boot. Avocent IPSL uses digitally signed firmware to ensure the firmware is tamperproof.
  - Avocent IPSL provides for a hardware root of trust to ensure private security keys are encrypted and kept safe on the device.

- **Power:**
  - The Avocent IPSL can be power over Power over Ethernet (PoE) or an external power adapter. The part # IPPS can power up to 4 Avocent IPSL devices.

- **How does Avocent IPSL integrate with other products?**
  - This device can operate in standalone mode, or it can work with Vertiv™ Avocent® MP1000, or Avocent® RM1048P and be part of a larger solution to manage IT equipment including servers and not restricted to just serial only.

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Sales Collateral and Tools

1. Where can I find more resources?

- Vlink
- Sales Attaché
- Partner Portal
- Avocent.com and Vertiv.com

2. What marketing efforts are being done to promote this new release?

- These efforts have been and will continue to be used in the promotion of the Vertiv™ Avocent® DSView™ Solution.
- Social Media
- White Paper

3. Will it be sold through the channel?

Yes

4. Is there an online demo capability?

Engage with your Application Engineering Team to arrange demonstrations.

5. What sales and marketing resources are available? (Check list)

Here is a current list of additional resources/collateral. Please keep in mind, this list will constantly be updated along with the content based on new product introductions for the Avocent® DSView™ Solution:

- Data Sheet
- Vertiv™ Avocent® IPSL Serial Device presentation for your customers
- Battle Card
- Training Deck
- Extension to the Vertiv™ Avocent® DSView™ Solution Brochure

6. Do we have diagrams on how the Avocent® IPSL Serial Device fits into the Avocent DSView Solution?

Yes, diagrams of the various solutions can be found in the Vertiv™ Avocent® DSView™ Solution brochure.

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