



Possibilities

#CiscoLive

Everything you wanted to know about Cisco DNA Software Subscriptions but were afraid to ask

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#CiscoLive



A decorative background on the left side of the slide, featuring a dark blue field with a dense cluster of small, multi-colored squares (blue, green, yellow, orange, red) that form a diagonal shape pointing towards the top right.

Agenda

- Introduction
- Common Questions
- Associated Answers
- More Info

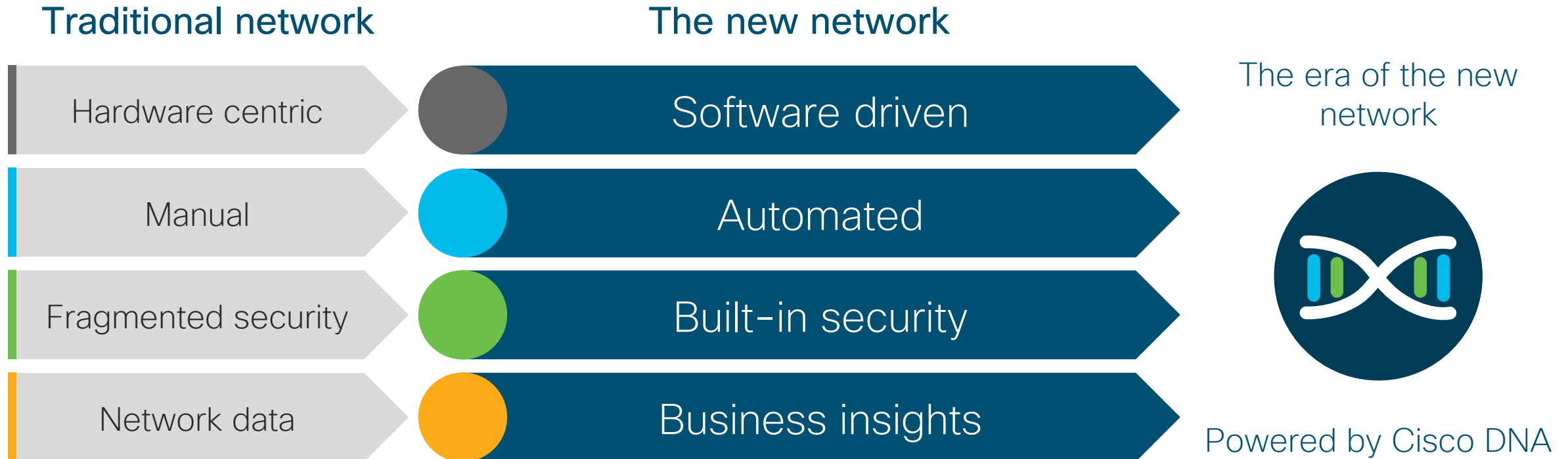
The background is a dark blue field filled with numerous small, semi-transparent squares and dots in various colors including light blue, green, yellow, orange, and red. These elements are scattered across the frame, with a higher concentration of yellow and orange squares forming a diagonal streak from the top right towards the bottom right.

What are Cisco DNA
Software subscriptions,
and why has Cisco
moved in this direction?

Cisco DNA = Cisco Digital Network Architecture



Cisco is rewriting the network playbook



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What benefits do I get from subscription-based Cisco DNA Software licensing?

Why subscription matters to customers

Continuous access to innovation

Keep your network savvy



Have the latest features at your fingertips



Enjoy evergreen security protection



Refresh software independently of hardware

Enhanced agility

Make IT nimble again



Renew and scale your network on demand



Port your licenses at will



Shorter planning cycles

Optimized financial planning

Sharpen your IT spending



Benefit from linear, predictable expenditures



Shift from CapEx to OpEx



Cost-effectively troubleshoot the network

Can I get a quick rundown
on the Cisco DNA
Subscription Software
terminology and structure?

Cisco DNA terminology and structure

Suites: Switching, Wireless, SD-WAN & Routing

Subscription Tiers: Cisco DNA Essentials, Cisco DNA Advantage, Cisco DNA Premier (Nested SKUs)

Term Length: 1/3/5/7 years

Perpetual Stack: Network Essentials, Network Advantage (Nested SKUs)

Consumption Models: Transactional/a-la-carte, EA (Enterprise Agreement)

SWSS: Software Support Service

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Do I have to get a
subscription
on my Cisco device?

Cisco DNA Subscription Attach

Switching

- All Catalyst 9000 family switches require a mandatory Cisco DNA software subscription attach




Wireless

- All Catalyst access points and wave 2 Aironet access points require a mandatory Cisco DNA software subscription attach
- Any access point connecting to a Catalyst 9800 series controller requires a mandatory Cisco DNA software subscription attach

SD-WAN & Routing

- Cisco DNA subscription is not mandatory but recommended for routers



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Do I get software
support with the
subscriptions?

Technical Support model

TS Product Level Support

Embedded Support
With Subscription
TAC, knowledge base access,
software downloads


SmartNet Total Care,
Solution Support,
– or –
Partner Support Service
(Optional)

Cisco DNA Premier

Cisco DNA Advantage

Cisco DNA Essentials

Hardware
(Catalyst 9000 switches, APs, Controllers, routers)
Network Essentials/Network
Advantage

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What is the difference
between Essentials,
Advantage and
Premier for Switching?

Switching: offer structure

Cisco DNA Essentials

Simplified management and base automation and monitoring for entry-level customers

Single SKU 3/5/7 Year Subscriptions

Centralized Management

Base Automation and Monitoring

▼

+

Network Essentials
(Layer 2 Routed Access)

Cisco DNA Advantage

SD-Access capable, with policy-based automation and assurance for small to midsize customers

Single SKU 3/5/7 Year Subscriptions

Flexible Network Segmentation

Assurance and Analytics

Cisco Prime Infrastructure

Cisco DNA Essentials

▼

+

Network Advantage
(Full Layer 3 Routing)

Cisco DNA Premier

SD-Access ready, with advanced security features bundled for midsize to large customers

Single SKU 3/5/7 Year Subscriptions

Stealthwatch

ISE Base + ISE Plus

Cisco DNA Advantage

Cisco DNA Essentials

▼

+

Network Advantage
(Full Layer 3 Routing)

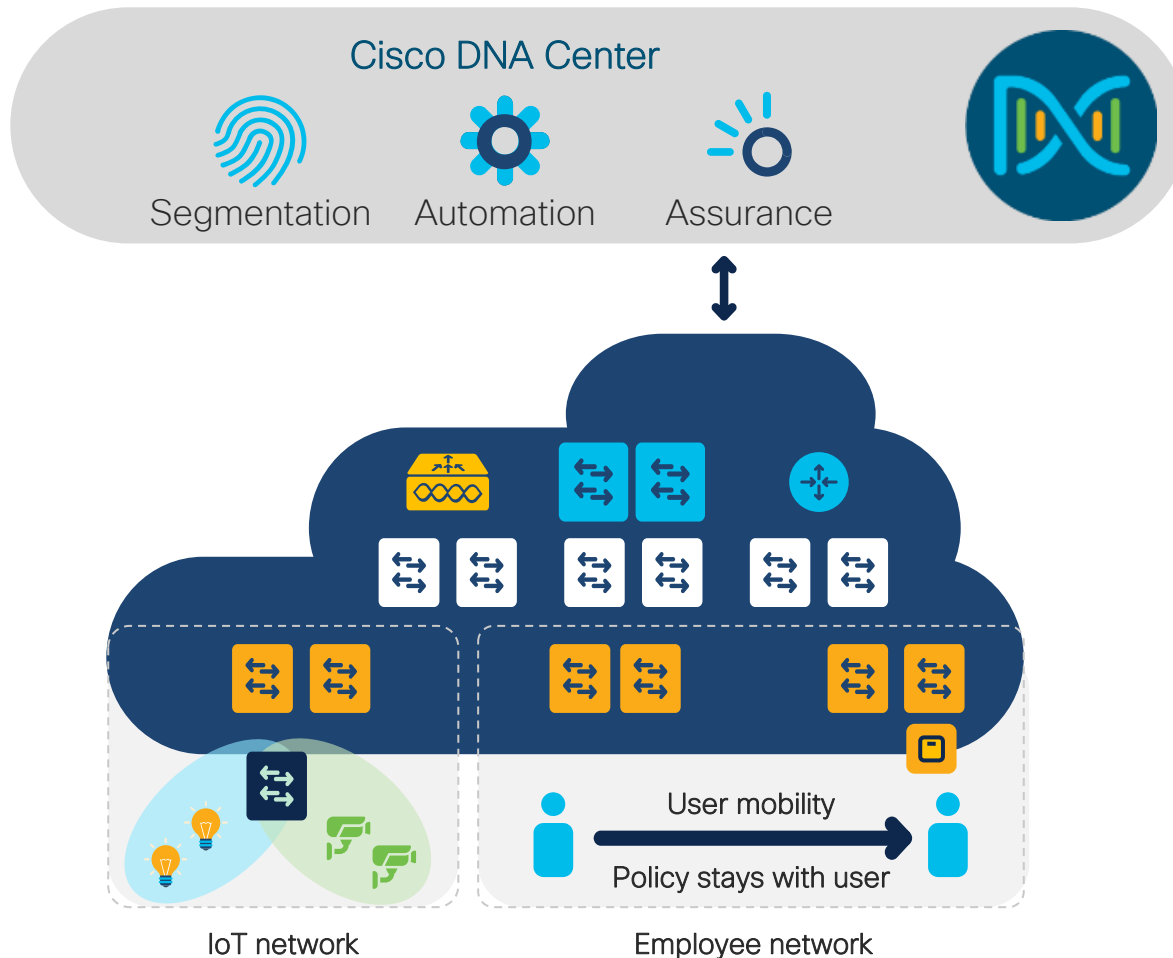
If you choose not to renew the subscription, the box will continue to function with the perpetual license features (Network Essentials/Advantage).

Cisco Software Support Service (SWSS) included in all subscriptions

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How do I buy SD-
Access?

Cisco Software-Defined Access (SD-Access)



Identity-based policy and segmentation

Security policy definition decoupled from VLAN and IP address



Automated network fabric


Single fabric for wired and wireless with workflow-based automation



Insights and telemetry

Analytics and insights into user and application behavior

*Requires Cisco DNA Premier or Cisco DNA Advantage

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What is the difference
between Essentials,
Advantage and
Premier for Wireless?

Cisco DNA Wireless Subscription Offer

Cisco DNA Essentials

Single SKU 3/5/7 Year Subscriptions


- Cisco Prime Infrastructure
- AP license
- Cisco DNA Essentials

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Base automation and basic assurance

Cisco DNA Advantage

Single SKU 3/5/7 Year Subscriptions


- Adaptive wireless IPS (aWIPS)
- Cisco Prime Infrastructure
- AP license
- Cisco DNA Spaces See
- Cisco DNA Spaces Extend* 
- Cisco DNA Advantage
- Cisco DNA Essentials

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Advanced automation, assurance, and location



Cisco DNA Premier

Single SKU 3/5/7 Year Subscriptions

- ISE Base + ISE Plus
- aWIPS
- Cisco Prime Infrastructure
- AP license
- Cisco DNA Spaces Extend 
- Cisco DNA Spaces Act*
- Cisco DNA Advantage
- Cisco DNA Essentials

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Automation, assurance, SD-Access, security, and location



APs: Cisco® Catalyst® 9100, Wave 2 APs, Wave 1 APs
Controllers: Cisco Catalyst 9800-80, 9800-40, and 9800-L, Cisco Catalyst embedded controllers, and AireOS controllers (3504, 5520, and 8540)

*offered as a default add-on at a 50% discounted price

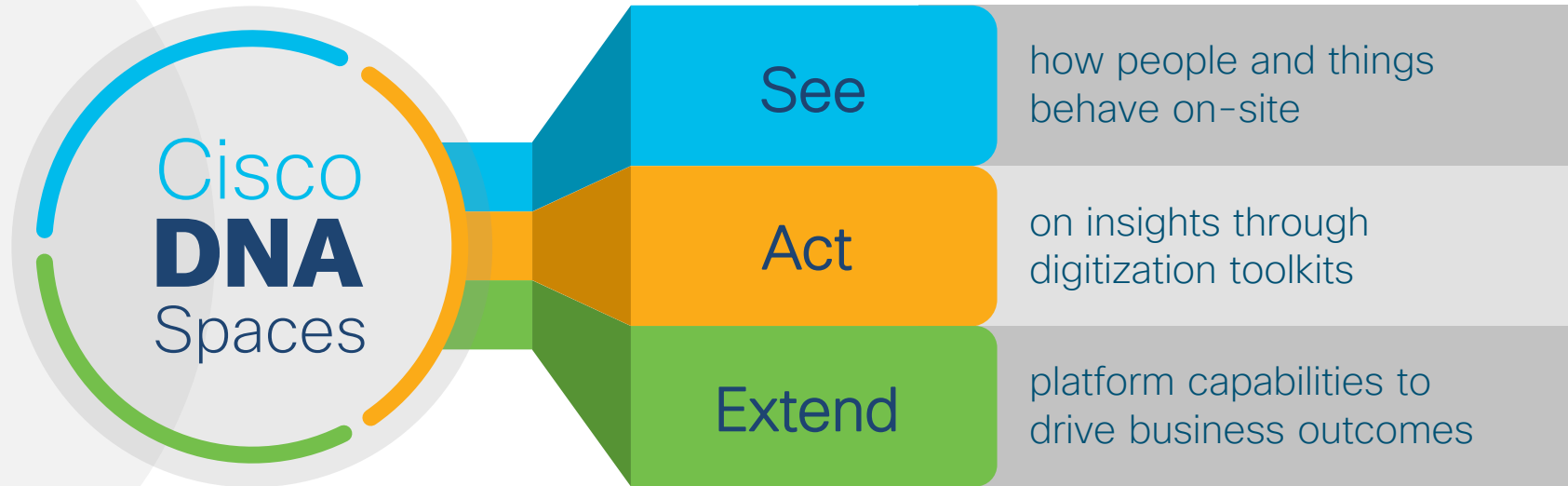
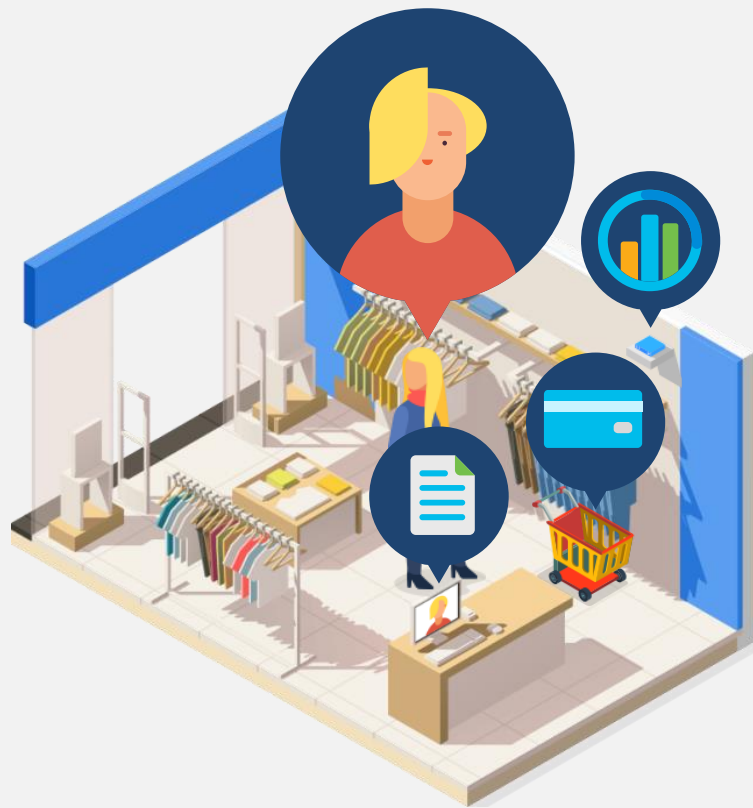
Software Support Service (SWSS) included in all subscriptions

AP Licenses are perpetual but require SWSS subscription for support

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What is Cisco DNA Spaces and what is included with the software subscriptions?

Unlock the physical space blind spot



Cisco® wireless delivers
connectivity + business insights

Digitizing physical spaces: People and things

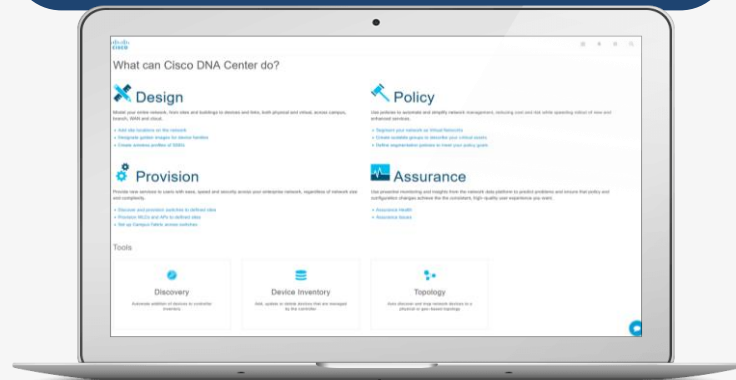
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Do I need a Cisco DNA
Center appliance
with my subscription?

Cisco DNA Center

Command and control center for intent-based networking

Cisco DNA Center



Cisco DNA Center Appliance



Physical and virtual infrastructure



Cisco and third party



Automation

Automate provisioning, device updates, and device lifecycle management.



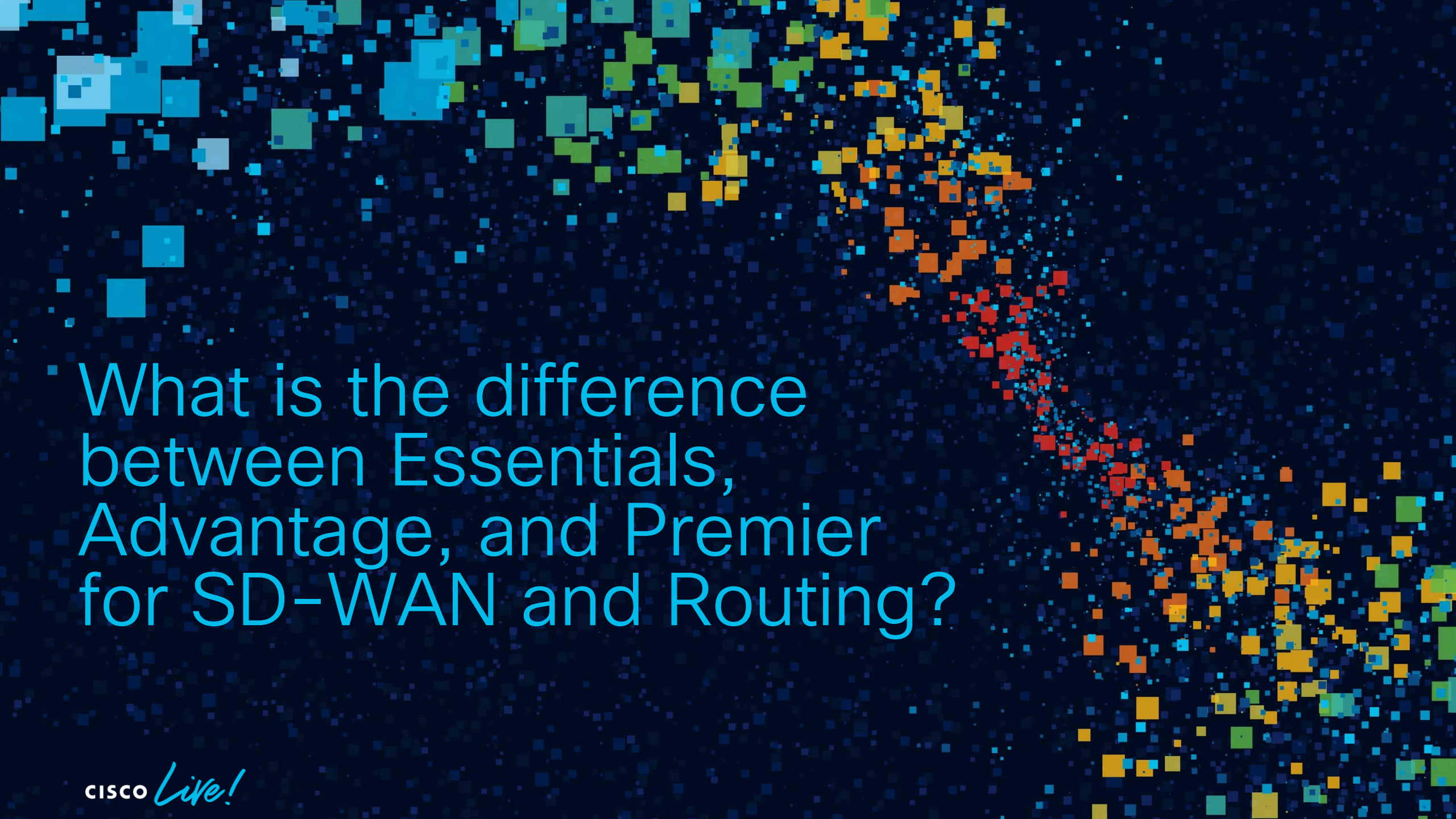
Analytics & Assurance AI/ML

Improve network performance and spend less time troubleshooting with AI and Machine Learning.



Security & Policy

Create user and group policies and increase security threat protection.



What is the difference
between Essentials,
Advantage, and Premier
for SD-WAN and Routing?

Cisco DNA SD-WAN Licensing

Capability Based Packaging

Cisco DNA Essentials

Simplified management & security protection for the cost-conscious customer

Enterprise firewall with Talos-powered IPS and app controls
Cisco Umbrella DNS Monitoring

Application-based SLA
Basic WAN & path optimizations

Single centralized management console in the cloud or on-prem

Forward Error Correction (FEC)
Packet duplication

Flexible topology & dynamic routing
(hub/spoke, partial/full mesh)

Up to 50 Device Overlay

Cisco DNA Advantage

Advanced SD-WAN with enhanced security for feature-rich & valued branch deployment models

Cisco AMP with SSL proxy
Basic URL filtering
Cisco Umbrella app discovery

Cloud OnRamp for IaaS, SaaS, and
Colo AppQoE & WAAS RTU

Integrated border plus orchestration
for campus, branch & DC

Integrated voice/UC gateways

vAnalytics

Cisco DNA Essentials

Cisco DNA Premier


Advanced SD-WAN security will mitigate the most sophisticated threats to your business

Cisco Umbrella SIG Essentials®
(Full URL Filtering | Granular App Control | File-type Controls | AMP | Threatgrid | L3 - L4 Cloud Firewall | Roaming User Protection With AnyConnect)

NEW 'Buy More'
DNA Premier SIG
Seats

Cisco DNA Advantage

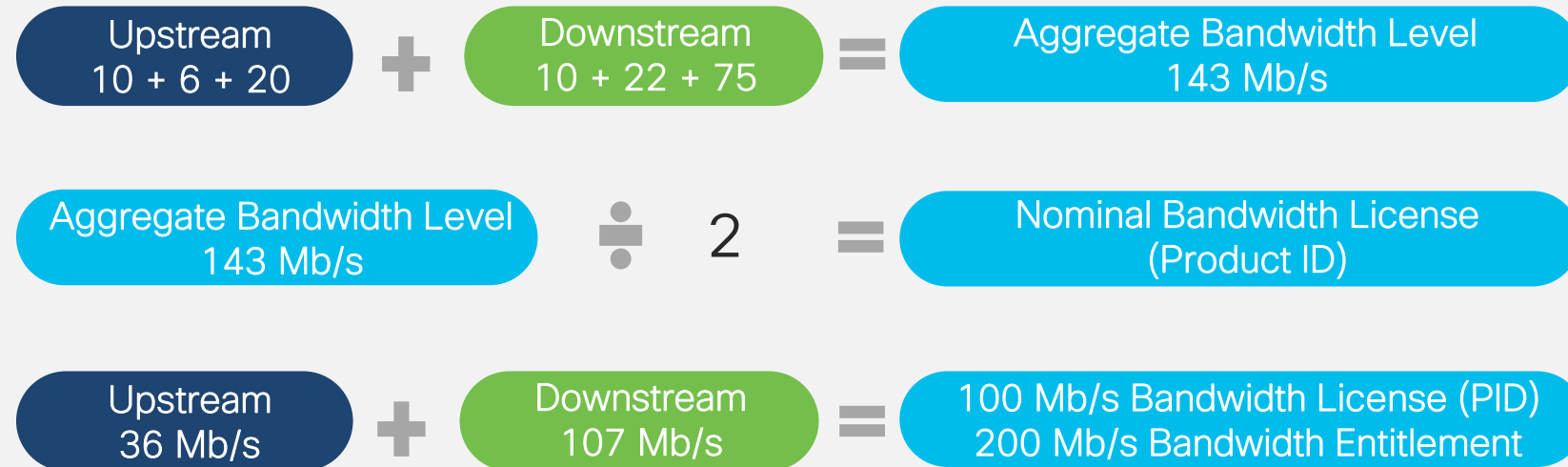
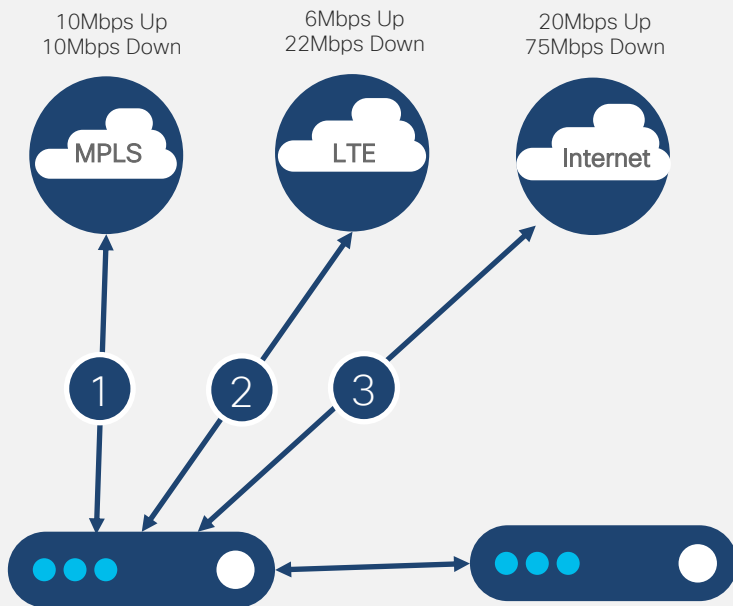
Cisco DNA Essentials



What are the “gotchas”
in Cisco DNA
subscription licenses for
SD-WAN and Routing?

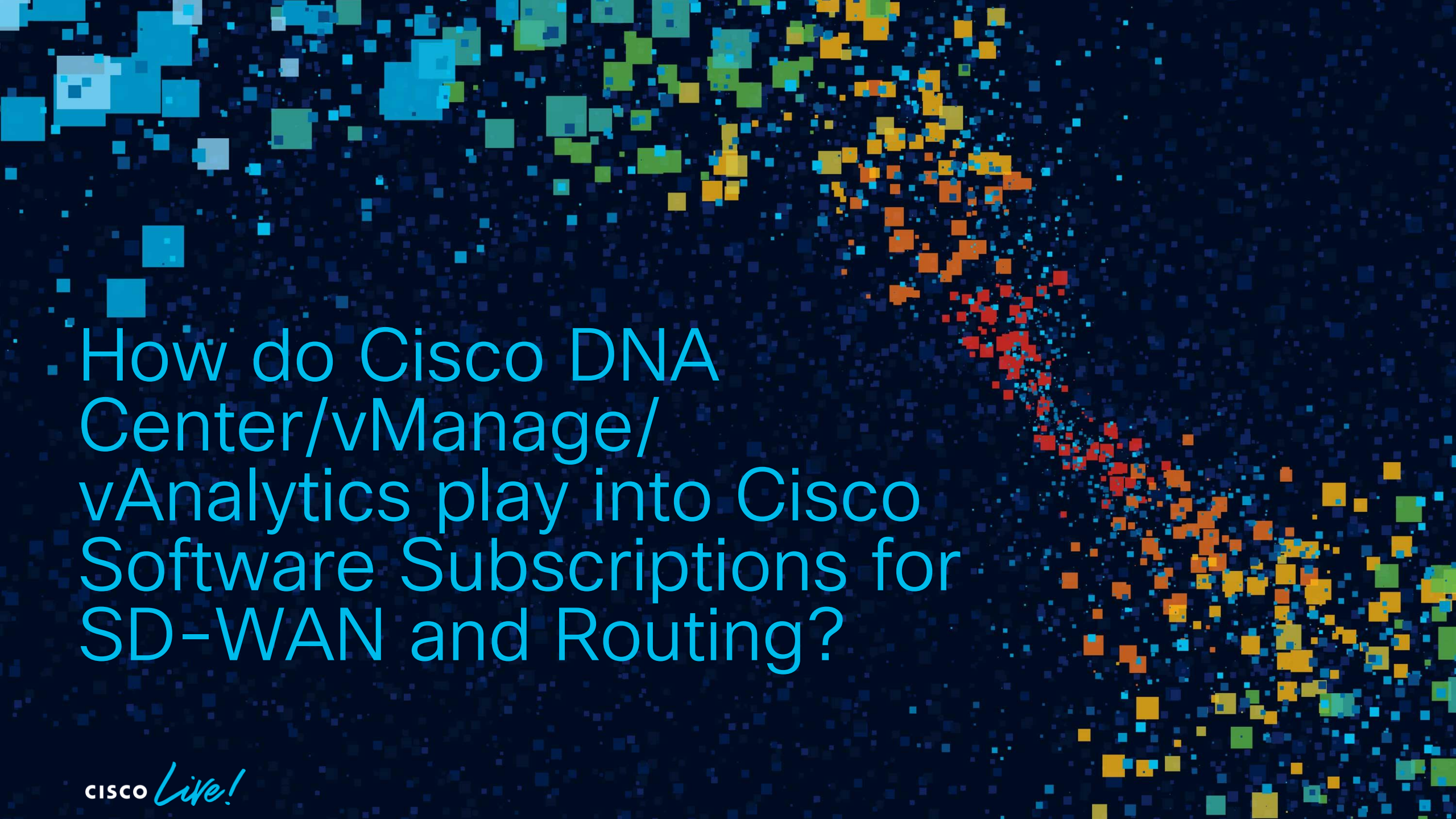
Bandwidth Metering

Cisco DNA Subscriptions



Aligned with how service providers sell WAN bandwidth

With a Cisco DNA subscription, Bandwidth Entitlement on a device can be utilized in any upstream/downstream ratio across all WAN circuits

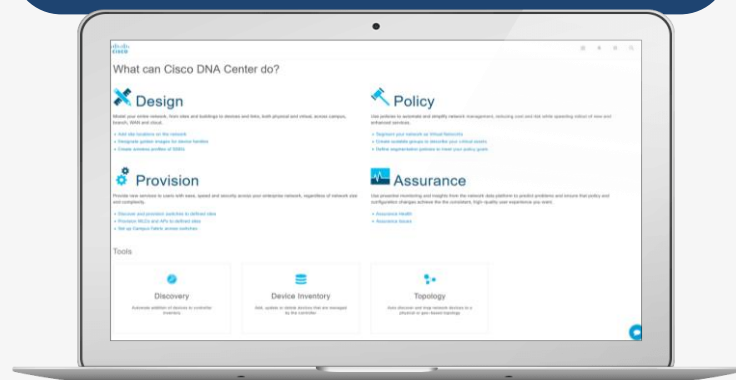


How do Cisco DNA
Center/vManage/
vAnalytics play into Cisco
Software Subscriptions for
SD-WAN and Routing?

Cisco DNA Center

Command and control center for intent-based networking

Cisco DNA Center



Cisco DNA Center Appliance



Physical and virtual infrastructure



Cisco and third party



Automation

Automate provisioning, device updates, and device lifecycle management.



Analytics & Assurance

AI/ML

Improve network performance and spend less time troubleshooting with AI and Machine Learning.



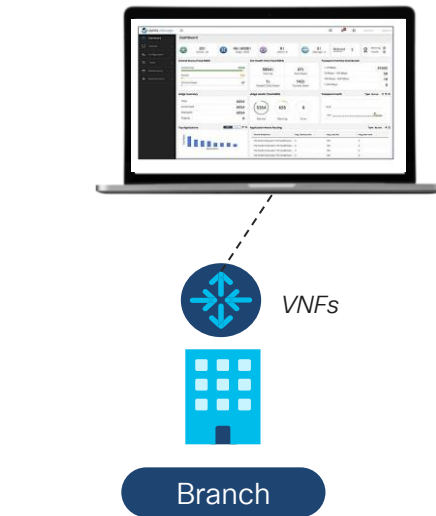
Security & Policy

Create user and group policies and increase security threat protection.

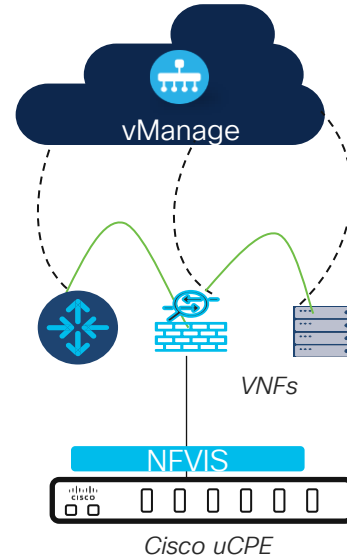
vManage

Command and control center for SD-WAN

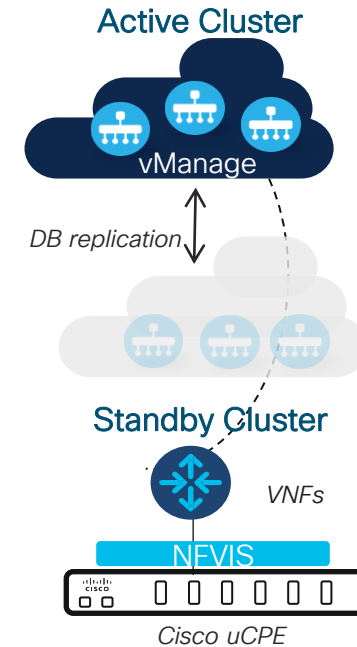
Central Orchestration



1
Intuitive GUI driven operations for troubleshooting



2
Service Chain provisioning through templates



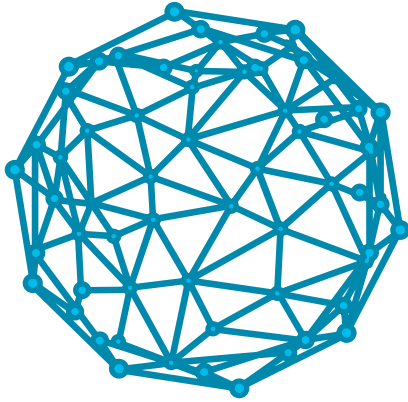
3
Clustering for scale and high availability

Simplified management through service chaining, monitoring and troubleshooting

vAnalytics

Offering insights into your SD-WAN

Network Performance

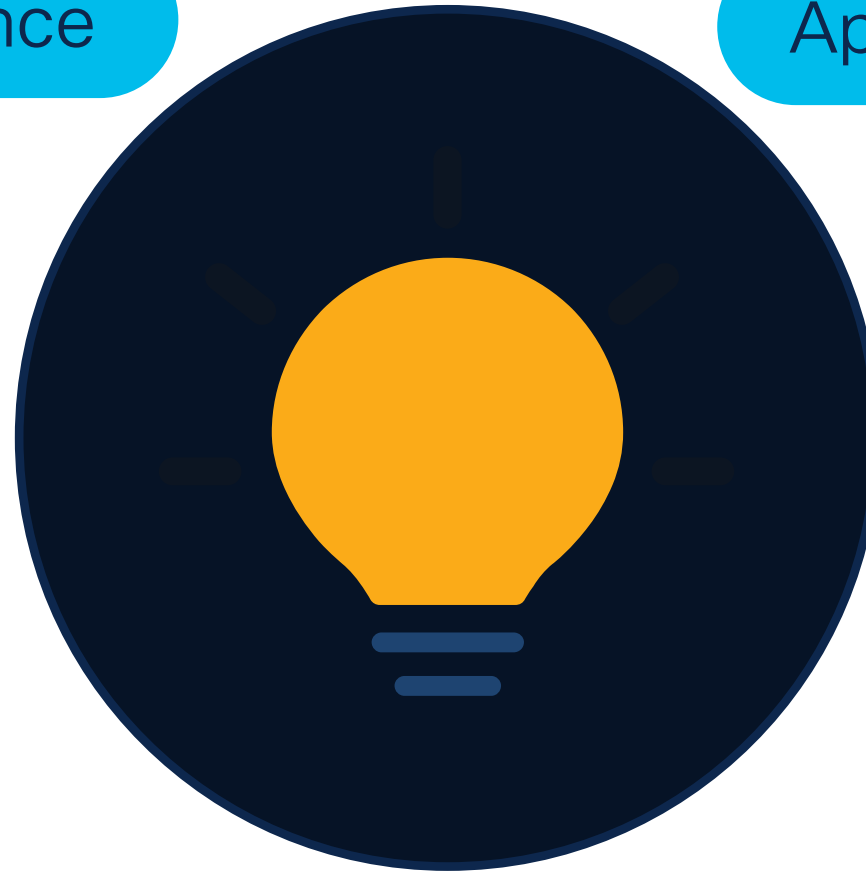


- Device Availability
- Circuit Availability
- Tunnel Performance (Loss, Latency, Jitter)

Application Performance



- Top Applications
- Bandwidth Utilization
- Application QoE (Quality of Experience)



Data Collection for an Extended Time Period

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What are the different
ways to purchase Cisco
DNA subscriptions?

Purchase options

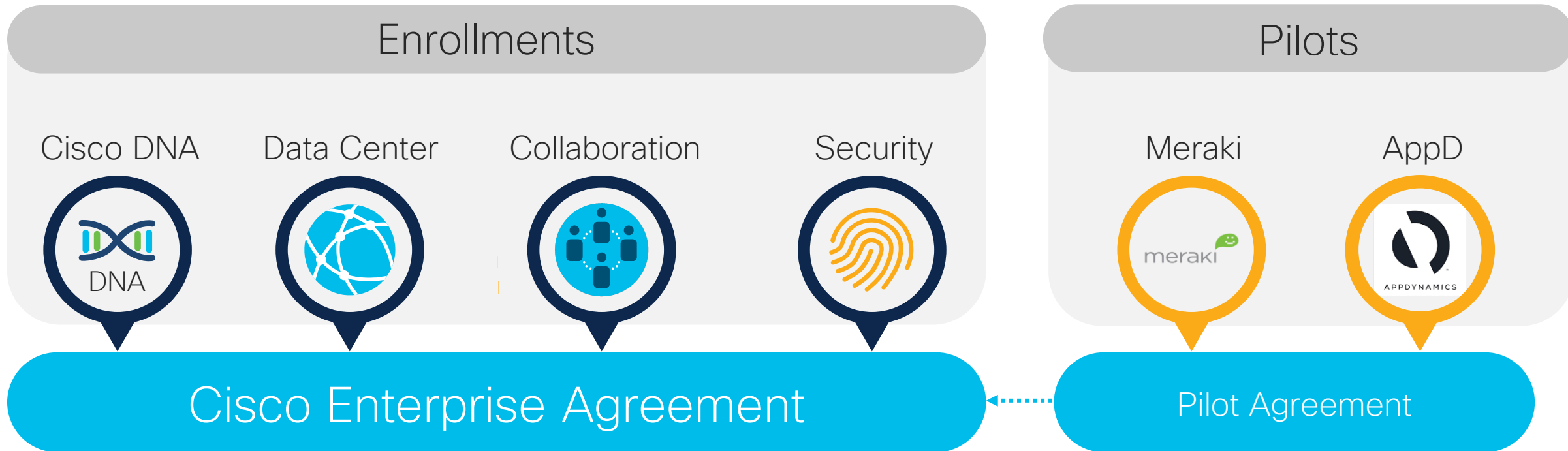
Transactional / a la carte

Enterprise Agreement

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What is an Enterprise Agreement?

The power of platform selling: Cisco Enterprise Agreement



Platform for Customer Lifecycle Management

Cisco Enterprise Agreement



Cisco DNA



Data Center



Collaboration



Security



Companies using multiple technology partners require more work to manage and optimize

Cisco Enterprise Agreement



Cisco DNA



Data Center



Collaboration



Security



Cisco is the **ONLY** End to End Solution with Hardware, Software, and Services

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What are the benefits
of an EA?

Cisco Enterprise Agreement

Cross-portfolio buying program

Easy to buy

Easy to consume

Easy to manage

Transactional/a la carte vs Enterprise Agreement

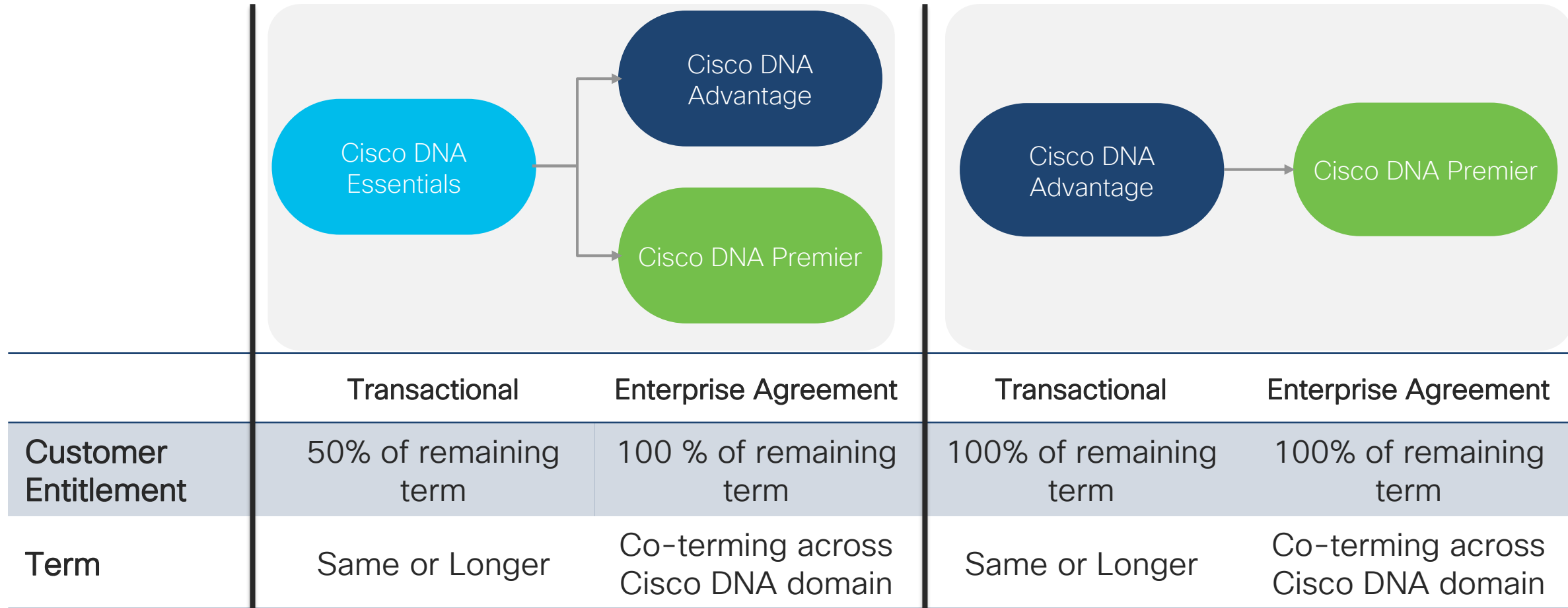
	Transactional/a la carte	Enterprise Agreement
Terms	Multiple agreements, all subscriptions start and expire at different times	Single, Co-Termed Agreement
Pricing	Negotiated pricing	Fixed pricing
License Management	Difficult to manage	Easy to Manage – EA Workspace
License Fulfilment	Requires purchase	Anytime access via EA Workspace
Requirements	None	Coverage, TCV
Cost Analysis	Use now, pay now	Use now, pay later
Routing Bandwidth Costs	Higher Priced	Lower Priced
Promotions	Few, one currently	Plenty

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What can you tell me
about upgrades and
renewals?

Cisco DNA tier upgrades

by Agreement type



Cisco DNA Software at term's end

Renewals

- All Cisco DNA subscriptions previously purchased can be renewed for a minimum of a 1 year term

Non-Renewal

- Subscription software functionality ceases
 - Cisco SIG Essentials, vAnalytics, DNA Spaces, Cisco AMP, SD-WAN functionality
- Perpetual software functionality persists
 - Network Essentials
 - Network Advantage

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What is Smart Licensing and why should I care?

Recreating Cisco licensing for a software world

Smart Software Licensing is not just a new licensing tool. It transforms how you think about Cisco and the Software Lifecycle Management.

Limited view

Customers do not know what they own.

PAK registration

Manually register each device. Unlock with license key.

Device specific

Licenses specific to only one device.

Node-locked

You can't use more than what you paid for.

Complete view

Software, services, devices in one easy to use portal.

Easy registration


No PAKs. Easy activation. Device is ready to use.

Company specific

Flexible licensing, use across devices.

Pooled

Add users and licenses as needed.

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What is a Smart
Account and why
should I care?

Smart Accounts overview

What is a Smart Account?

- A central location where users can view, store, and manage licenses across the entire organization
- Leveraged by multiple portals to enable experience

Customer Smart Account

- Account where software licenses are deposited and managed
- Managed by a customer directly or their designated VAR or other authorized party

Partner Holding Account

- Account where smart-enabled order/line can be held temporarily by partners and resellers to facilitate entitlement delivery to end customer
- Licenses can't be used while the order/line is in holding accounts

Smart Accounts enable easy access & control



Central, transparent
& secure

Real-time visibility
Easy & secure delivery



Low-touch
keyless license

Customer defined controls



User access control

Licenses belong to a single
account, not individual users

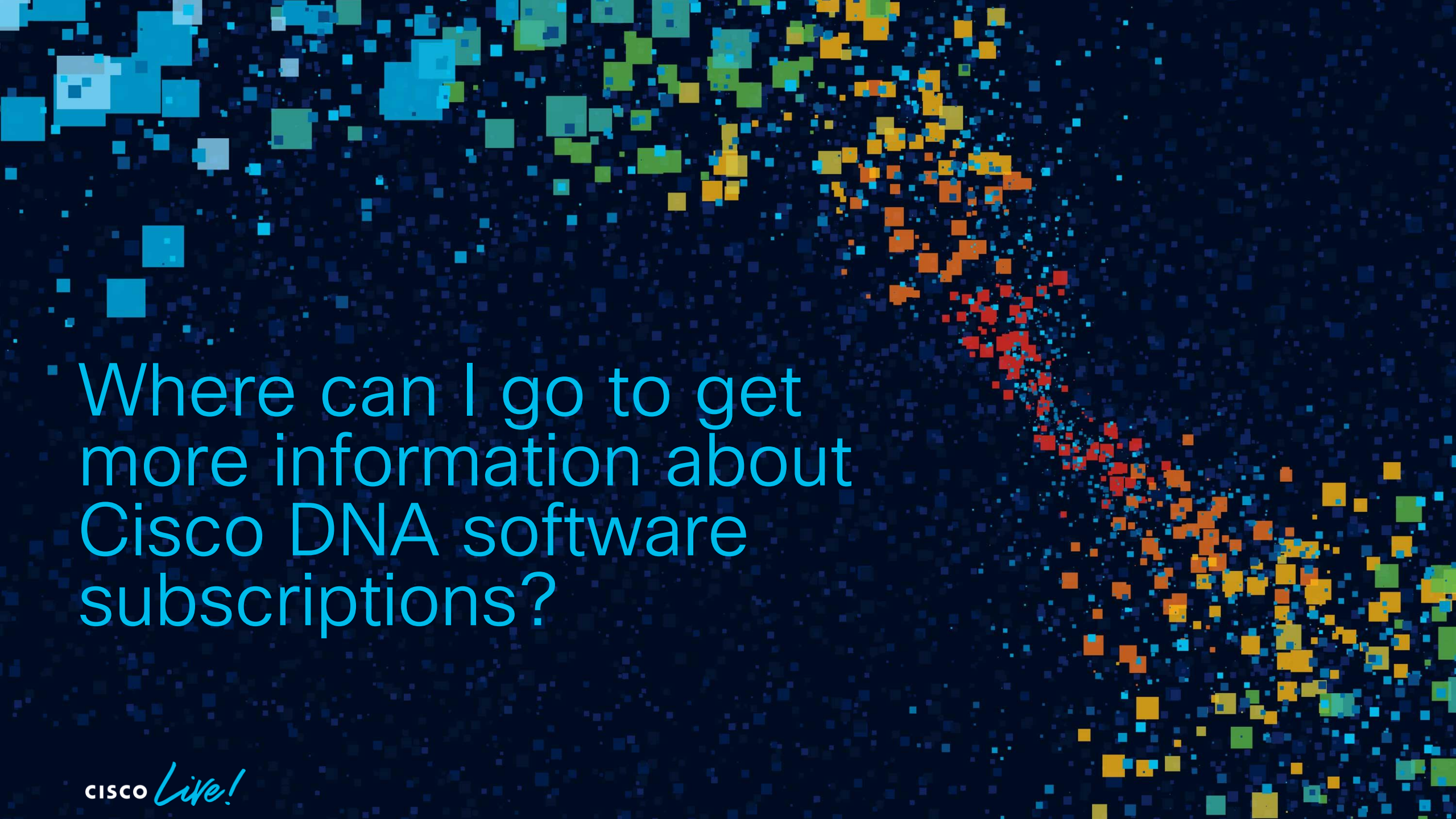
Flexible license allocation
through pooling



Proactive coverage with
automated notifications of
additions & expirations

Full visibility & insights to
inform purchasing & renewal
decisions

Foundational to Smart License and Enterprise Workspace

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Where can I go to get
more information about
Cisco DNA software
subscriptions?

Further Information

Cisco DNA Subscription Software

www.cisco.com/go/dnasoftware

Cisco DNA Subscriptions for Wireless

www.cisco.com/go/dnawireless

Cisco DNA Subscriptions for Switching

www.cisco.com/go/dnaswitching

Cisco DNA Subscriptions for SD-WAN and Routing

www.cisco.com/go/dnawan

Thank you



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