



The bridge to possible

# Successful Managed Campus in the New Hybrid World

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@ekktor

# Cisco Webex App

## Questions?

Use Cisco Webex App to chat with the speaker after the session

## How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated until February 24, 2023.





# Agenda

- Customer issues
- Market evolution and challenges
- Managed campus solution overview
- Managed campus service description
- Next steps

# Customer issues

# End customer issues “post pandemic”

Before the COVID19 pandemic, Internet traffic grew at 30 percent annually. In fall of 2020, Internet traffic grew 20 percent.<sup>1</sup>

VPN connectivity increased by 200 percent, and campus traffic decreased by 55 percent.<sup>1</sup>

According to Deloitte<sup>2</sup>, cyber attacks increased more than 130 percent in 2020, with 47 percent more phishing scams at home and more than 500,000 attacks to video conference services.



<sup>1</sup> Feltmann, A. et al. "A Year in Lockdown: How the Waves of COVID-19 Impact Internet Traffic", Communications of the ACM (2021)

<sup>2</sup> Deloitte (2022). "Impact of COVID-19 on Cybersecurity"

# Digital transformation is driving new business priorities...



## Transform processes and business models

- Foster innovations
- Decrease time to market



## Empower the workforce with efficiency and innovation

- Increase productivity
- Boost retention



## Personalize customer experiences

- Gain greater insights
- Increase loyalty

## But new priorities raise IT and network complexity



### Mobility

5-7x growth in business mobile traffic through 2022<sup>1</sup>



### Cloud

71% of enterprises want consistent visibility and control across clouds<sup>2</sup>



### Internet of Things (IoT)

19% CAGR growth of M2M connections from 2018-2023<sup>1</sup>



### Security

US\$8.19 million was the average cost of a data breach in the U.S. in 2019<sup>1</sup>

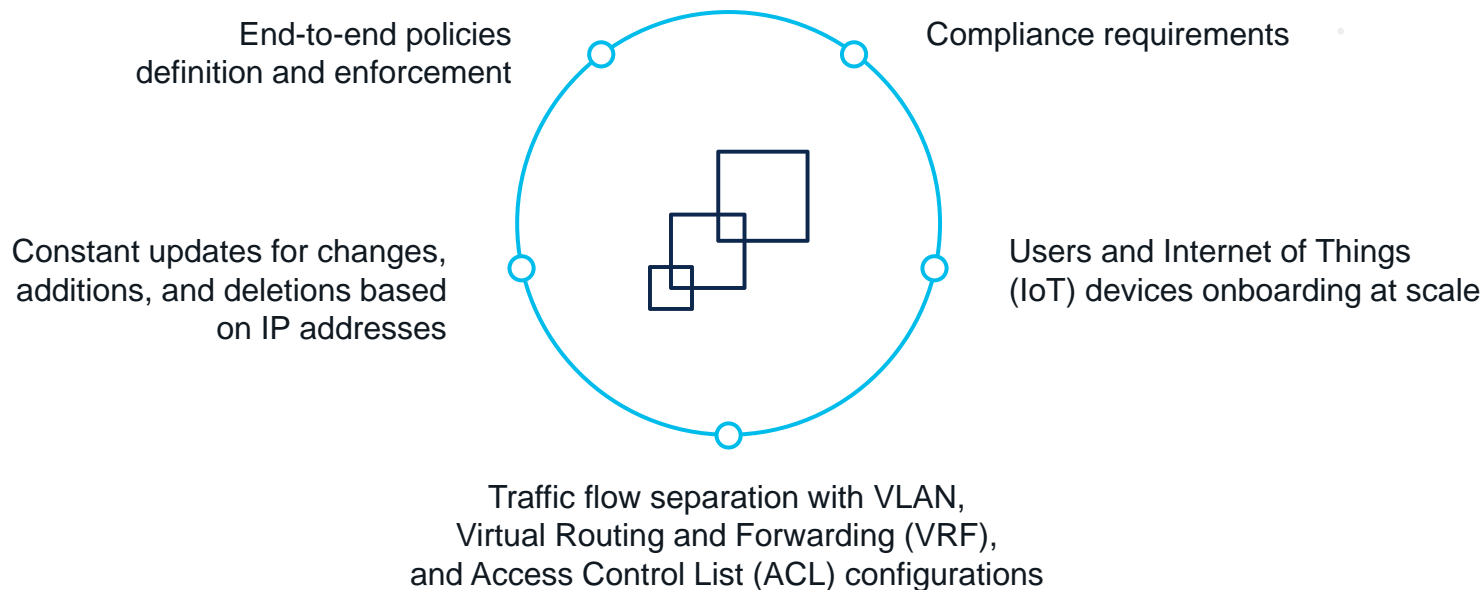
By 2023, 29 billion devices will access the internet. That's nearly 4 devices per person (Cisco® analysis) 98% of all meetings will include participants joining from home (Cisco analysis)

<sup>1</sup>2020 Cisco VNI: Global Fixed and Mobile Internet Traffic Forecasts

<sup>2</sup>September 2020, IDC Survey Spotlight (Shared Cross-Cloud Management Control Planes Become Enterprise Priority)

# ...but also driving increased complexities

Provisioning, securing, and scaling are driving up operational costs



95 percent of network changes are still performed manually.

# Market evolution and challenges



# Digital transformation has been painful



Any company of any size and in any vertical or industry is required to support a flexible, secure and scalable hybrid work operation.



Employees are demanding flexibility, with 64 percent saying the ability to work from anywhere drives their decision to stay at a job.

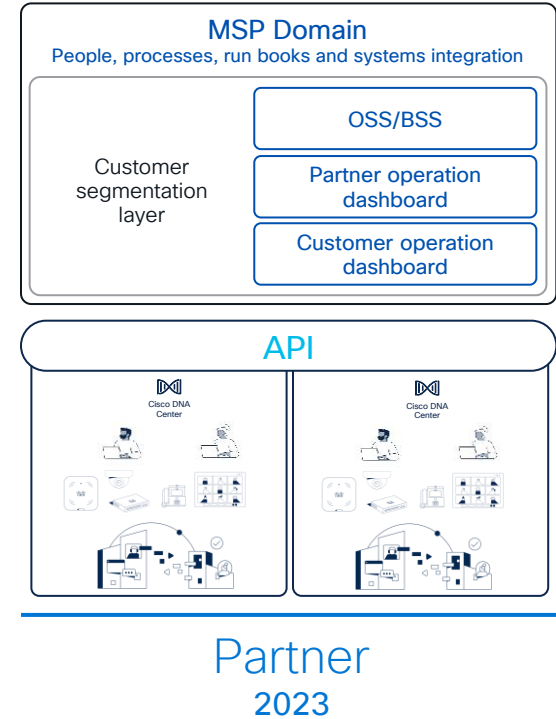


98 percent of all meetings will include at least one remote participant.

## Large enterprises face additional challenges

- Quicker and more precise responses
- Effectiveness to change requests
- Secured environments
- Lower deployment and operations costs

# Market evolution



# Practical realities of digital transformation

It can be hard and expensive

**70%** of policy violations  
due to human error



**75%** of OpEx spent on changes  
and troubleshooting



**95%** of network changes  
performed manually



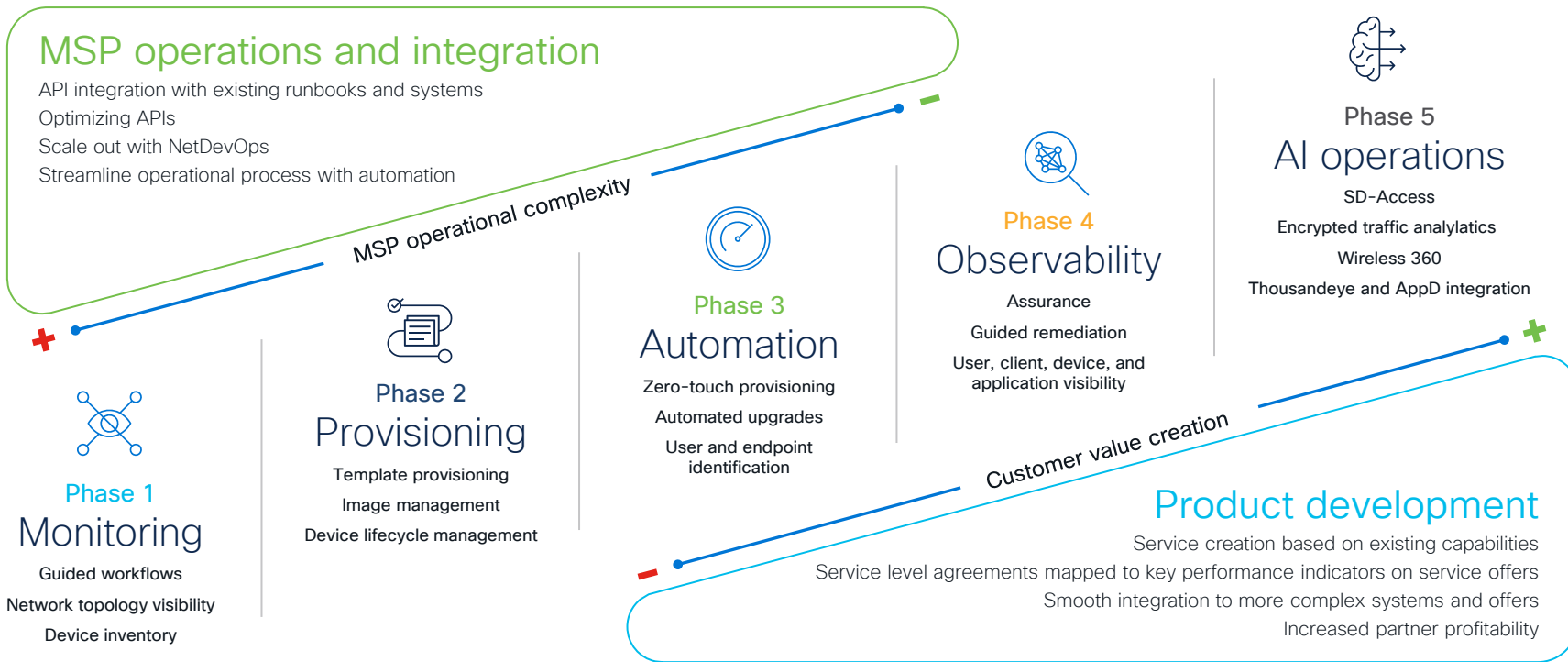
**US\$60B**

Annually spent on network  
operations, labor, and tools<sup>1</sup>

<sup>1</sup>Cisco McKinsey Study

# The managed campus MSP opportunity

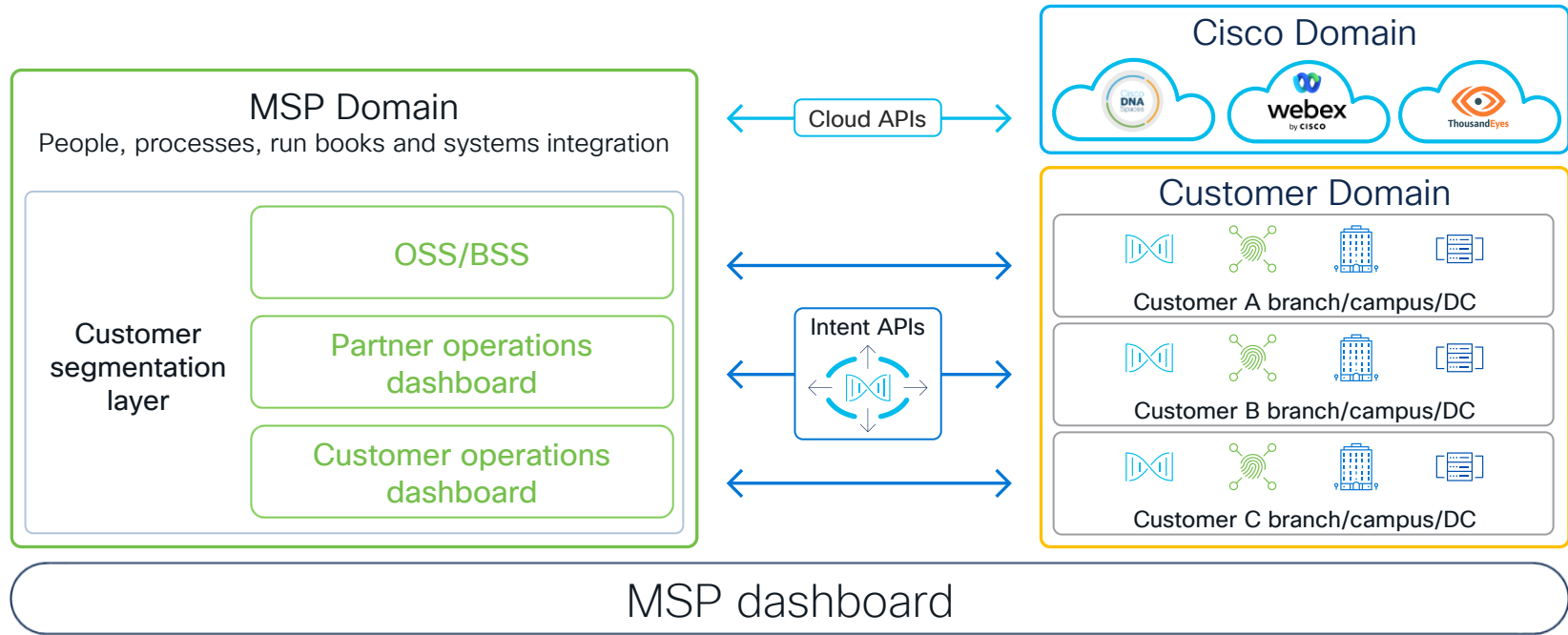
Driving MSP operational value and customer outcome value



# Managed campus solution overview

# Managed campus: scaling to multiple customers

Enabling MSPs to create and support Cisco DNA Center services at scale



# Introducing Cisco DNA Center for managed services



## Enables extensive network control for MSPs

Onboard and monitor network devices through automation provisioning and management capabilities



## Proactive insights and analytics

Keep customers informed through automated, customisable reports and data analytics



## OSS API integration ready

Easily integrate Cisco solutions with your portfolio and management systems



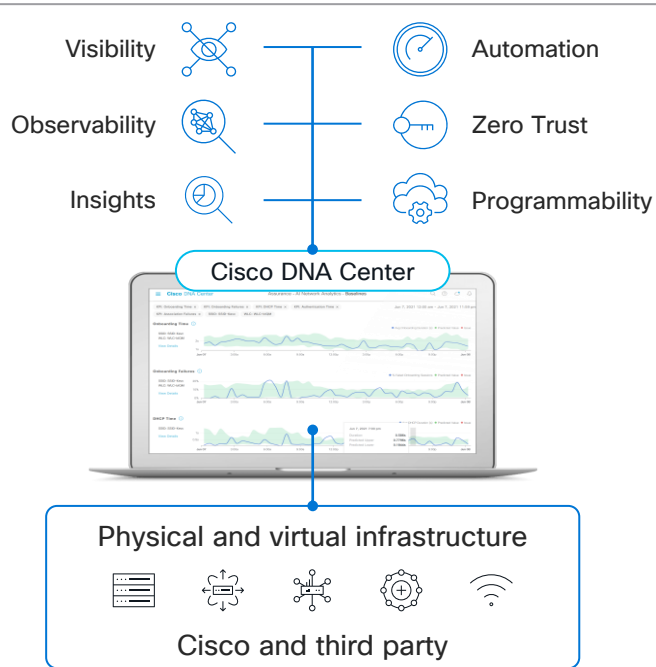
## Simplified service creation

Quickly deploy utilizing Cisco® developer resources



# Cisco DNA Center delivers MSP operational value

Enabling MSPs to deliver business outcomes, smarter and faster at scale



## NetOps Increase scale

- Providing customers with business resiliency, continuity, and quick time to value
- Enabling customers to achieve compliance of network with configuration policies
- MSP automation to simplify the creation and maintenance of customers' networks

## SecOps Improved security

- AI-driven security to classify endpoints and enforce security policies for a complete zero trust workplace solution
- Automate end point visibility, classification, and grouping

## DevOps Improved service delivery

- Mature APIs, SDKs, and closed-loop integrations to simplify and streamline ecosystem integration
- Faster service delivery using API-based automation workflows
- Early issue detection and integration with third party platforms through enhanced notification channels

## AIOps Improved performance insights

- Reduced proactive problem resolution through faster Root Cause Analysis (RCA)
- AI-driven visibility, observability, insights, and troubleshooting to ensure the health of your customers applications, infrastructure and user experience



# Cisco DNA Center: powered for MSP integration

## Event notifications

- Assurance issues
- AI/ML insights
- System health
- Integration connectivity
- License management
- Webhooks
- PagerDuty
- Email
- Syslog
- SNMP

## Northbound REST APIs

- Network inventory
- Network topology
- Network design
- Provisioning
- Software Image Management (SWIM)
- Plug and Play (PnP)
- Path trace
- Assurance
- SDA
- Templates
- Return Material Authorization (RMA)
- Configuration archive
- Sensors

## IT ecosystem integrations

- IT Service Management (ITSM)
- IP Address Management (IPAM)
- Reporting
- Wireless planning
- Alerting
- Security Information and Event Management (SIEM)

## Developer resources

- Sample code, videos
- Python SDK, Ansible, Terraform
- Cisco Developer Network (DevNet)
  - Sandboxes, learning labs
  - Developer guides
  - Sample code



# Closed-Loop ITSM integration example for MSPs



Cisco DNA Center detects devices with non-compliant images



Cisco DNA Center closes the ticket in ServiceNow



NetOps update the software for the devices using Cisco DNA Center

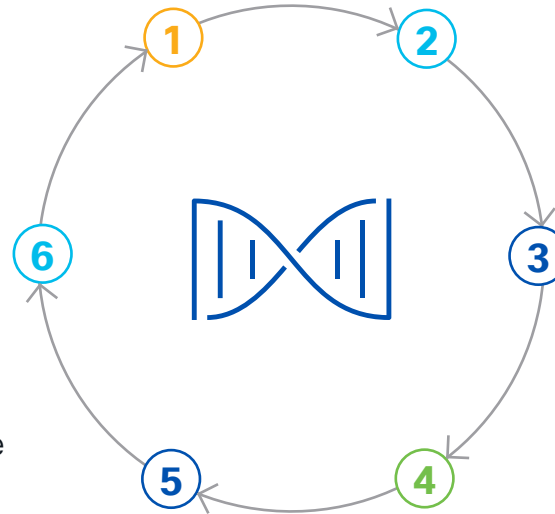
Cisco DNA Center creates a service ticket in ServiceNow



Maintenance window is selected in Cisco DNA Center for the image upgrade



ServiceNow ticket is updated with the planned date and time

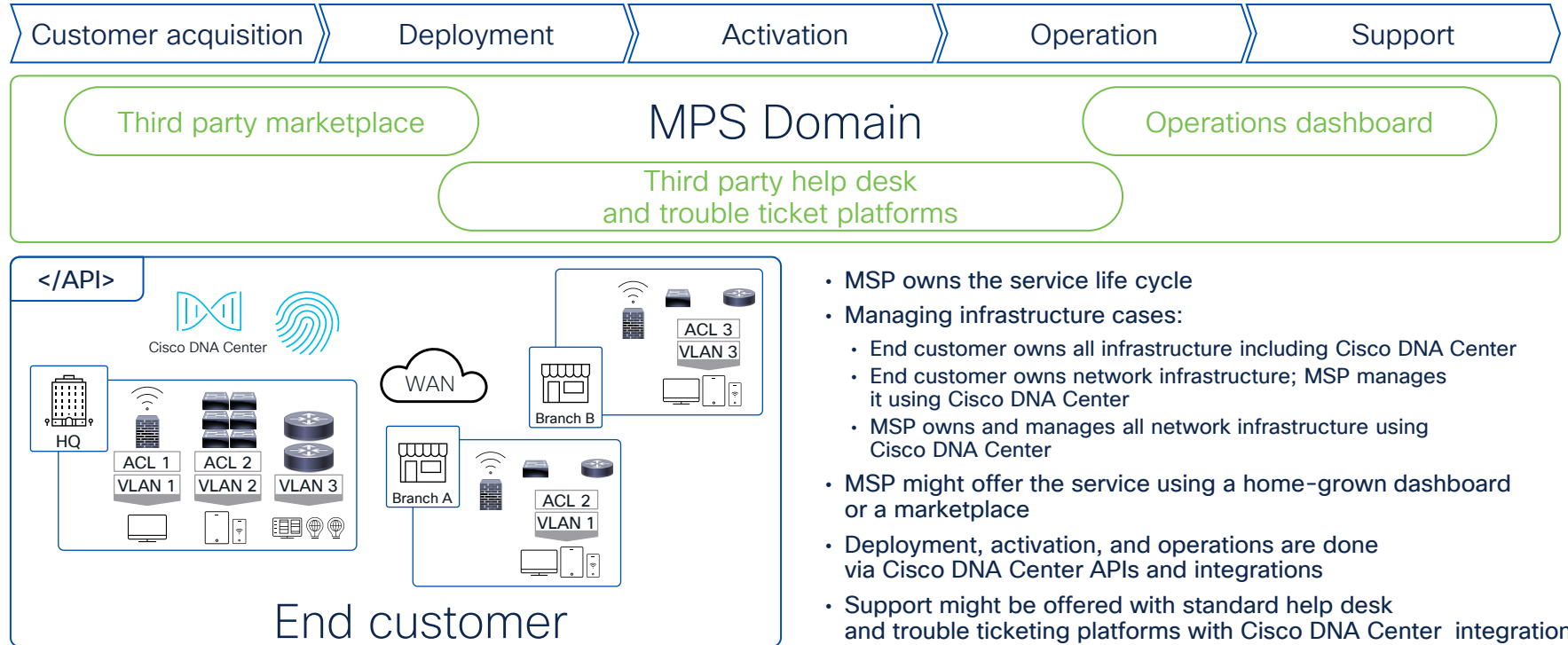


Integration APIs

# Managed campus service description

# Managed campus services life cycle

## MSP operations for direct managed Cisco DNA Center



# Use case capabilities

— Base automation — Assurance — SD access —

Use cases	Network device onboarding	Software image management	Network assurance	Network segmentation	Network policy
Capabilities	Discovery, onboarding, and provisioning devices using Plug and Play (PnP)	Upgrading and patching network device software images	Monitoring health scores (network, application, client, etc.)	Configuring segmentation for users, guests, and network devices	Configuring security policies and maintaining compliance
	Managing network inventory and topology	Identifying security vulnerabilities	Troubleshooting and guided remediation	Configuring segmentation for Internet of Things (IoT) devices	Host onboarding and enforcing end point authentication policies
	Applying configuration templates and network Move Add Change Disconnect (MACD)		Managing network analytics and gaining visibility	Enabling unified NetOps and user mobility across wired and wireless	

# Managed campus packaging

Three primary offers plus SD-Access add-on



Managed infrastructure



Fully managed campus



Managed automation



















Identity Services Engine (ISE)  
policy control (SD-Access)\*



\*Optional add-on offer for access infrastructure

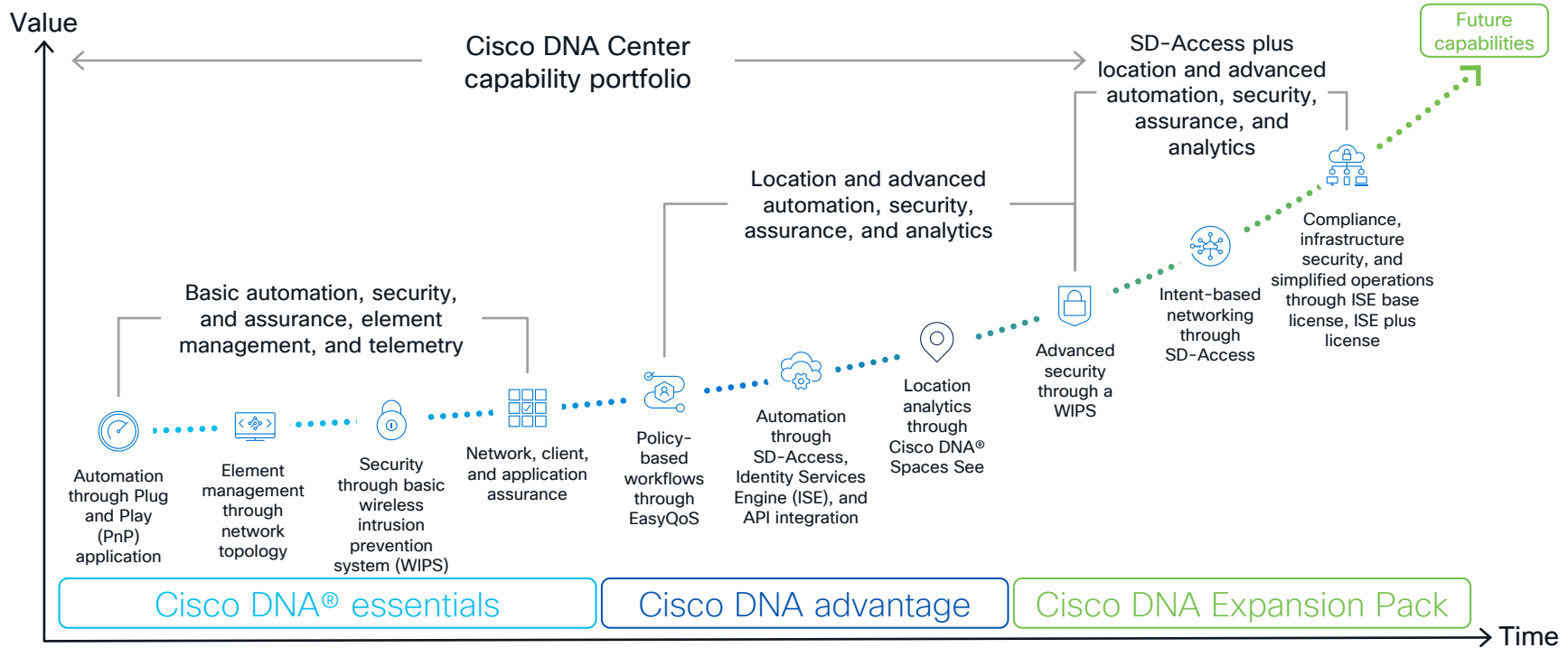
# Comprehensive managed campus offers

Model based on customer technology ownership

If customer has				They need
Cisco DNA Center capabilities	Campus Network Infrastructure	Campus management capabilities	 Identity Services Engine (ISE) policy control (SD-Access)*	Offers
				Managed infrastructure 
				Managed automation 
				Fully managed campus 

\*Optional add-on offer for access infrastructure

# Increasing customer value and MSP profitability





# Next steps

# First step into Cisco managed campus journey

There's a model to fit each customer's mixed environment.

Your journey is unique.  
**Do managed campus your way**

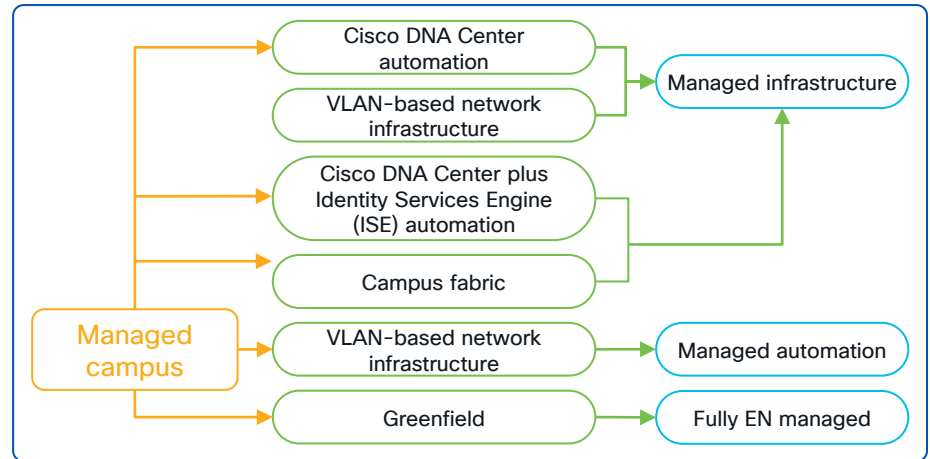
Every organization has different:

Investments (technology investment)

Architectures (technology mix)

Managed requirements (managed class)

Digital transformation plans



# Resources

## Cisco partners

New to managed services? Learn more about [Cisco Partner Managed Services](#).

We're here to help! Browse additional content to learn more about the [Cisco Managed Campus offer](#).

Ready to get started or need more information?  
Contact us at: [PartnerManagedServices@cisco.com](mailto:PartnerManagedServices@cisco.com)



# Continue your education

Visit the Cisco Showcase  
for related demos



Book your one-on-one  
“Meet the Engineer” meeting



Attend interactive education  
provided by [Developer Network](#)  
([DevNet](#)), [Capture the Flag](#),  
and walk-in labs



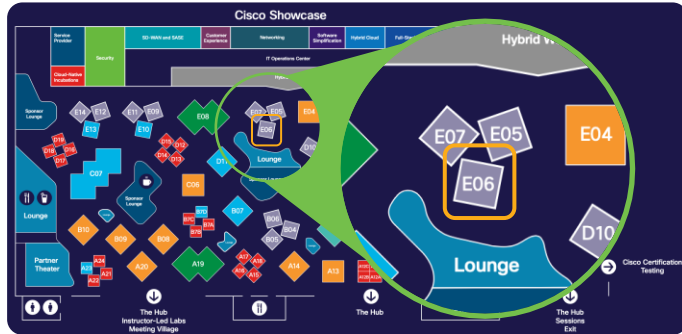
Visit the [On-Demand Library](#)  
to view more sessions



# Next steps

## Want to learn more?

Visit our partner managed services booth (E06)  
in the World of Solutions



Ready to get started or have  
additional questions?

Reach out to us at  
[PartnerManagedServices@cisco.com](mailto:PartnerManagedServices@cisco.com)

**Mon. 6<sup>th</sup> Feb**  
**14:20 - 14:50**

Successful Managed  
Campus in the New  
Hybrid World

**Tue. 7<sup>th</sup> Feb**  
**13:00 - 13:30**

The Journey into the  
Next Artificial  
Intelligence for IT  
Operations (AIOPs)

**Wed. 8<sup>th</sup> Feb**  
**9:40 - 10:10**

**Making Hybrid  
Work...Work:** Learn  
How Managed Services  
Make it Easier to  
Optimize the Hybrid  
Work Environment

**Thur. 9<sup>th</sup> Feb**  
**14:15 - 15:15**

Cisco Sovereign Cloud

**Thur. 9<sup>th</sup> Feb**  
**16:00 - 16:30**

Elevate your Managed  
Services Practices with  
the Fast and Furious  
Velocity Managed  
Services Offers from  
Cisco (For SPs)

**Fri 10<sup>th</sup> Feb**  
**11:00 - 12:00**

How to Supercharge  
your Next-Gen Network  
with AIOPs and  
Managed Services

# Complete your Session Survey

- Please complete your session survey after each session. Your feedback is important.
- All surveys can be taken in the Cisco Events Mobile App or by logging in to the Session Catalog and clicking the "Attendee Dashboard" at <https://www.ciscolive.com/emea/learn/sessions/session-catalog.html>



# Continue Your Education



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The bridge to possible

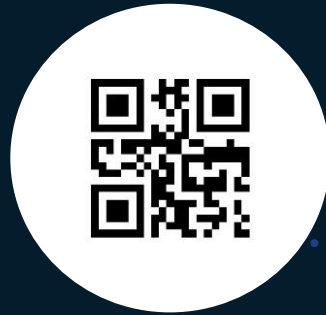
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