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CISCO

A Network That Knows What You Want and Does It

THE NETWORK.
INTUITIVE.

Ushering in a new era in networking, built on Cisco® Digital Network Architecture (Cisco DNA™).

Intent-based networking is the difference between a network that needs continuous attention and one that simply understands what you need and makes it happen. It's the difference between doing thousands of tasks manually and having an automated system that helps you focus on business goals.

Cisco DNA is the open, software-driven platform that turns vision into reality. Virtualization, automation, analytics, and cloud, all in one architecture.

Constantly learning

Speed, simplicity, and visibility
Reduced cost and complexity

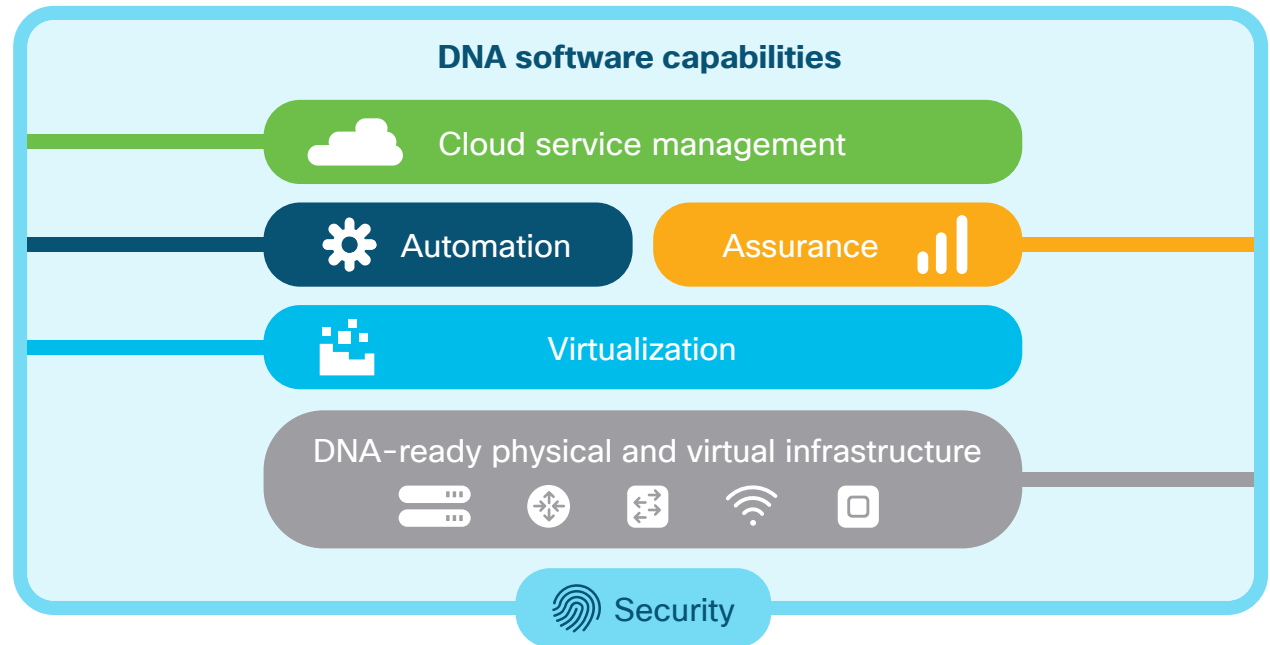**Constantly adapting**

New business models
Faster innovation

Constantly protecting

Real-time and
dynamic threat defense
Lower risk

Cisco DNA guiding principles

· **Security everywhere**, turning the network into a sensor and enforcer for an extensive vantage point to identify and contain risk and threats, even in encrypted traffic

· **Cloud service managed** to design, provision, enable policy, and assure network services through centralized management

· **Designed for automation** to simplify operations and accelerate policy enforcement consistently and reliably across all devices in access, campus, and WAN networks

· **Delivering assurance** to proactively predict performance through machine learning and correlations for actionable business and operational insights for users, devices, and applications

· **Virtualizing everything** to connect users to applications with one seamless network and deploy and scale network services in minutes on any platform

· **Cisco DNA-ready infrastructure** to make sure all your switches, routers, and access points can support the software innovations today and into the future

Intent-based networking delivered by Cisco DNA

DNA software capabilities

Cloud service management

Automation | Assurance

Virtualization

DNA-ready physical and virtual infrastructure

Security

Cisco DNA products and solutions

Software-Defined Access (SD-Access)

Enable network access in minutes for any user or device to any application without compromising security.

· **End-to-end segmentation:** Secure users, devices, and applications with identity-based policy, regardless of location

· **User policy workflows:** Design, provision, and manage your wired and wireless networks

· **Intelligent network fabric:** Enable a consistent user experience anywhere with insights and analytics into user and application behavior

Cisco Services

No matter where you are in your journey, Cisco and our partners offer services expertise to help accelerate your digital network transformation, from readiness assessments and scalable designs to automation tools and award-winning support. Our services help speed deployments, reduce risk and complexity, and provide business continuity as you refresh your network.

For more information about Cisco Services for DNA, visit cisco.com/c/en/us/solutions/ enterprisenetworks/service-listing.html

Next steps

For more information about Cisco DNA, visit: www.cisco.com/go/dna

Software-Defined WAN (SD-WAN)

- **Simplify:** Deploy and optimize your WAN and cloud connectivity for branch offices with just 10 clicks
- **Virtualize:** Deploy branch offices quickly with Cisco Enterprise Network Functions Virtualization (Enterprise NFV)
- **Reduce cost:** Select any type of WAN connectivity to help lower costs without compromising security

Cisco DNA Center

Centralized management platform acts as the dashboard and intuitive control panel for delivering intent-based networking through controller-based automation and networkwide assurance.

Automation

Automate the design, provisioning, and configuration management of your network. Profile your topology, plan your network services, and feature configurations; then automatically provision and manage configuration compliance with Cisco's zero-touch Network Plug and Play app.

Assurance

Get rich contextual visibility into the user-to-application experience with historical, real-time, and predictive insights across users, devices, applications, and the network. Be notified of any service-impacting network issues that require proactive attention by network operations before users notice themselves.

Enterprise network security

These innovations enable you to use your network as a powerful security sensor and enforcer:

- **Encrypted Traffic Analytics (ETA):** Enables the network to serve as an even more advanced security sensor capable of detecting threats even in encrypted traffic
- **Cisco Stealthwatch®:** Provides network visibility and security analytics to rapidly detect and contain threats
- **Cisco TrustSec® and Cisco Identity Services Engine (ISE):** Software-defined segmentation to control network access, enforce security policies, and help meet compliance requirements
- **Cisco Umbrella™:** Cloud security platform that provides the first line of defense against threats on the Internet, wherever users go

Cisco DNA-ready products

Cisco DNA-ready infrastructure products include a portfolio of current and new products, including the Cisco Catalyst® 9000 family of switches.

Cisco Services for networking

Gain high-quality external services to support your business in each step.

Click here for the full list of Cisco DNA-ready products.