



Licensing for DNA

Software Switching Subscription Offer

Agenda

Digital Network Architecture

What is New

Offer Structure & Pricing

Migration & Ongoing Innovation

Technical Support

Resources

Digital Network Architecture

Digital Disruption

1 Million Devices
Online Every Hour

Mobile, IoT, Cloud, AI/ML

Explosion of Data,
Lack of Insights

Complexity

\$60B Spent of
Network Operations

95% Manual Operations

Customer Experience in a
Multi-cloud Environment

Security

Attack Surface

Threat Actors

Attack Sophistication

Network Challenges

Relevant Insights
at Scale

Slow and
Error Prone

Dynamic Threat
Landscape

Traditional Networks cannot meet the demands of a Digital Network



Setting Up
End-End **Security**

Enabling Seamless
Mobility

Users, Device and **IOT**
Segmentation

Secure Connectivity to
the **Cloud**

Network Requirements for the Digital Organization



Insights & Experiences

Drive Business
Innovations



Automation & Assurance

Speed, Simplicity
& Visibility

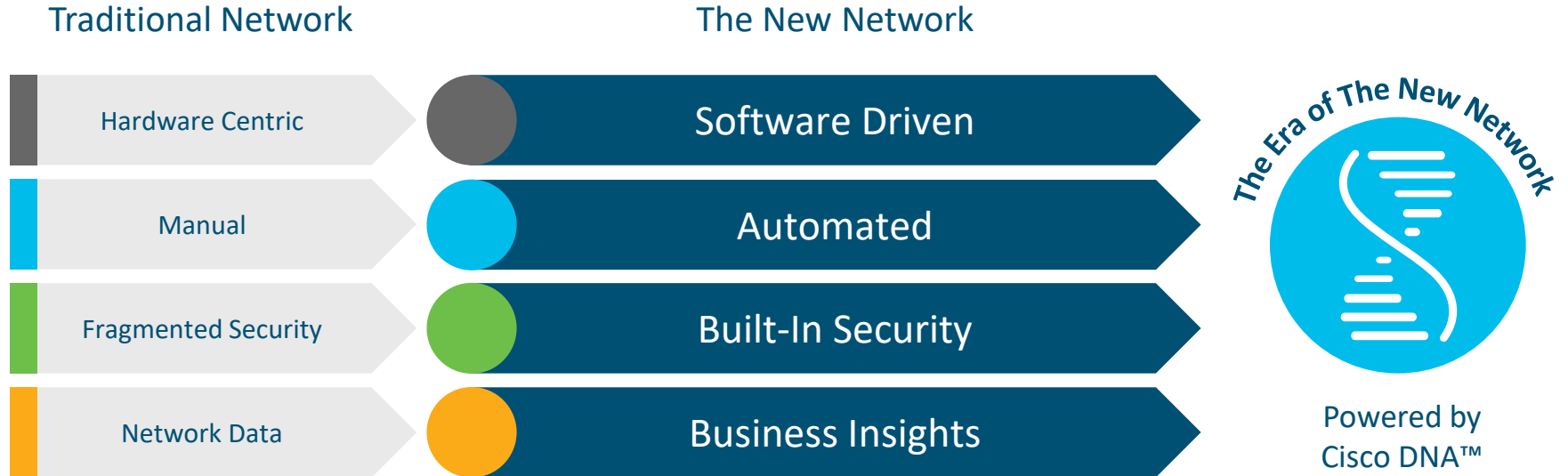


Security & Compliance

Real-time and Dynamic
Threat Defense

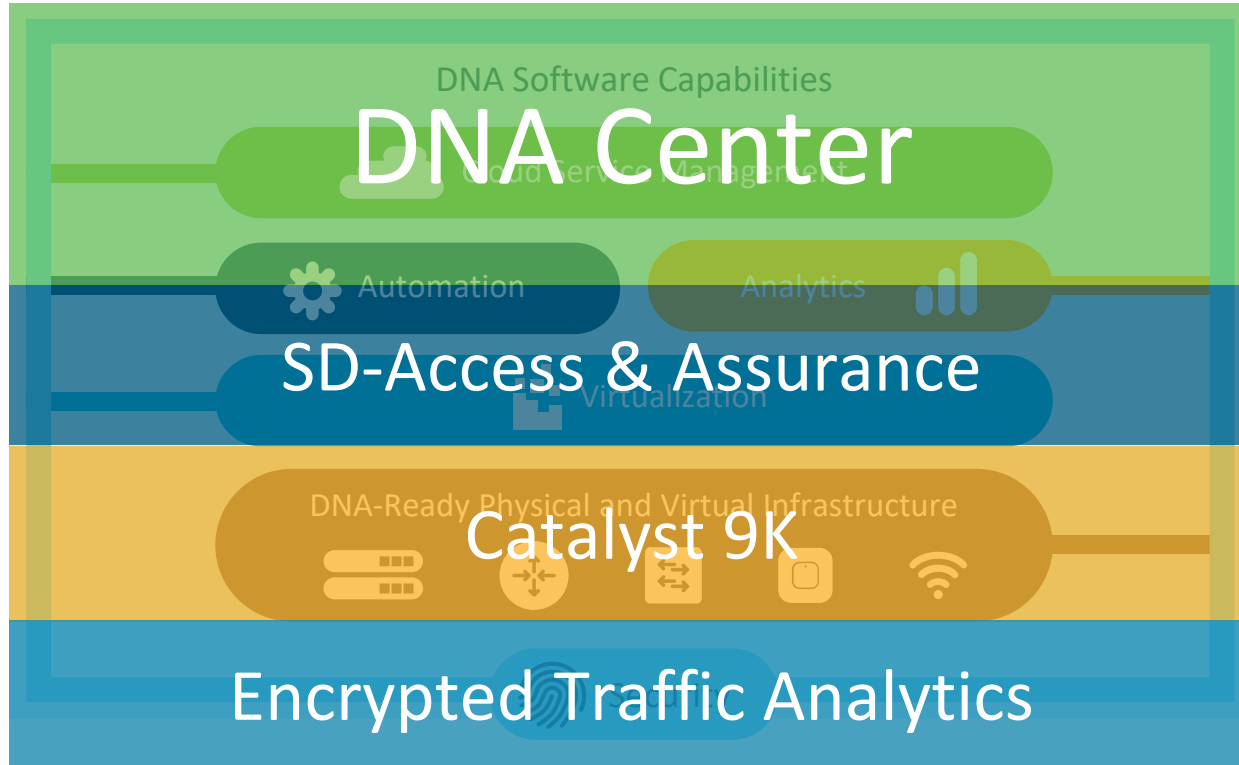
The Network Enables Digital Business

Cisco Is Rewriting the Network Playbook



What is New

Digital Network Architecture – What's New



Software-Defined Access



Identity-based Policy & Segmentation

Decoupled security policy definition from VLAN and IP Address to enable rapid policy updates



Workflow-based Automation

Workflows for Network Design, Provision, and Operations across Wired and Wireless provide consistency at scale



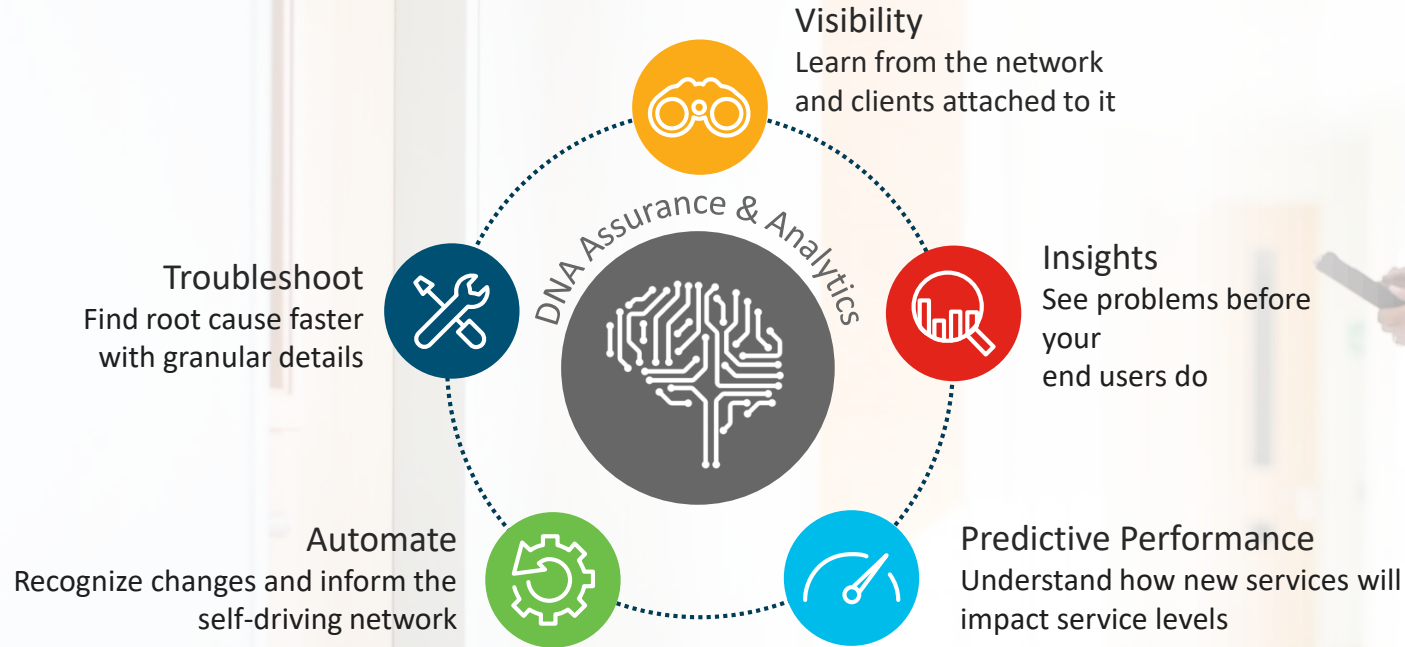
Insights & Telemetry

Analytics and insights into User and application behavior for proactive issue identification and resolution

Industry's first policy-based automation from the Access to the Cloud

Applied Intelligence with DNA Assurance

Converting Data to Business and IT Insights



Industry's First Self-Predicting Network Analytics Platform

Encrypted Traffic Analytics

Enhanced Network-as-a-Sensor

- Analyze netflow metadata without decrypting traffic flows
- Global-to-local knowledge correlation - 99.99% threat detection accuracy
- Encrypted traffic analytics from Cisco's newest switches and routers



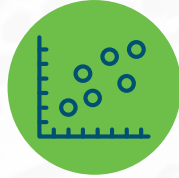
Security with Privacy

DNA Center: Design, Policy, Provision, Assurance

A better way to manage your network



Logical workflow to design, provision,
set policy
Respond to changes faster



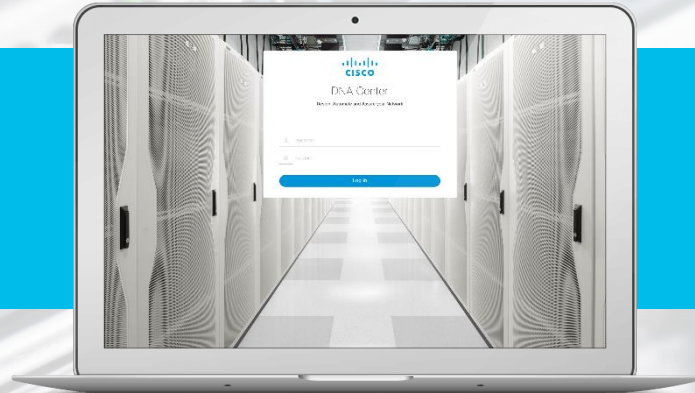
Monitor end-to-end
network performance
Predict and act on problems
before they happen



Pinpoint problems faster
Reduce downtime with an
end-to-end view instead of
hop by hop



Manage hardware and
software lifecycles
Keep up to date, meet
compliance and plan for refresh



DNA Center: Design, provision, automate
policy and assure services from one place

Introducing DNA Software Subscription for Switching

Why Subscription Matters to Customers

Faster Access to Innovation

Be More Competitive



Frequent Access to Latest Features



Up-to-date Security Protection



Software Refresh Independent of Hardware

Enhanced Agility

Respond to the Market Faster



Renew & Scale What You Want



Better License Portability



Shorter Planning Cycles

Better Financial Planning

Optimize your IT Spend



Linear, Predictable Budget Spend



CapEx to OpEx Shift



Keep Vendors on Their Toes

Why Subscription Matters to Partners

Grow Your Business Profitability

Predictable & Higher Revenue Streams



Higher Customer Life Time Value & Revenue Per Deal



Continuous Value Delivery = Continuous Revenue Opportunity



Free Up Time to Expand & Drive Adoption Through Services



New SaaS VIP & Life Cycle Incentives

Strategic Relevance

Through Customer Lifecycle Management



Align with Mega Trends of Cloud & SaaS

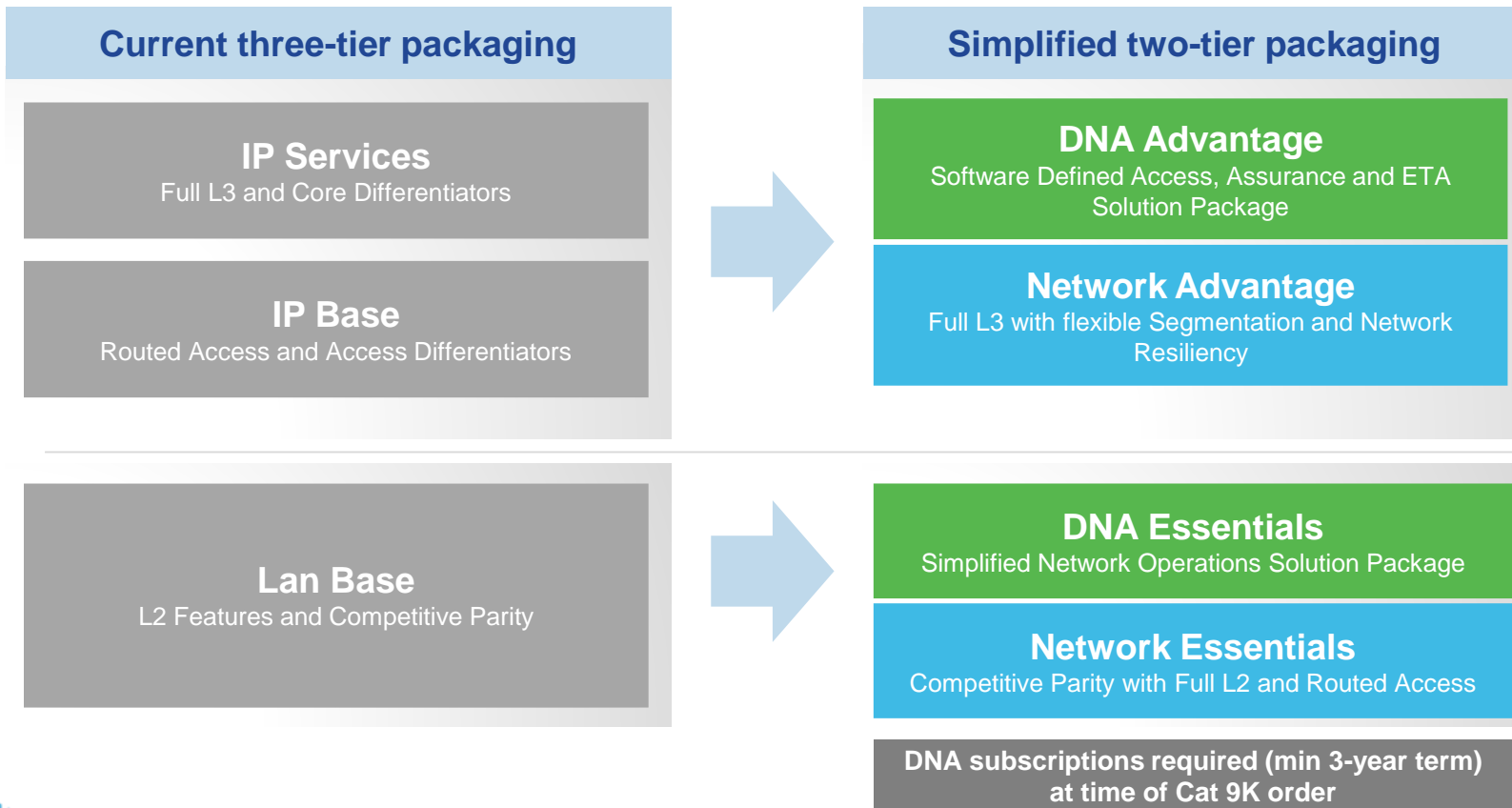


Land Deals Faster & Easier Entry Point



Tap into Move to OpEx & LoB Buying Centers

Catalyst 9K: Simplified packaging



Switching: Offer Structure



Cisco ONE Advantage

Single SKU

3/5/7 Year Subscriptions

Stealthwatch

ISE Base + ISE Plus

DNA Advantage

DNA Essentials

DNA Advantage

Single SKU

3/5/7 Year Subscriptions

DNA Advantage

DNA Essentials

DNA Essentials

Single SKU

3/5/7 Year Subscriptions

DNA Essentials

Catalyst 9K with Network Advantage
(Full Layer 3 Routing)



Catalyst 9K with Network Essentials
(Layer 2 Routed Access)



Software Support included in all subscriptions

Must Attach Cisco ONE Advantage, DNA Advantage or DNA Essentials as Subscription with 9K

Cisco ONE Advantage Offer Details

StealthWatch - 25 flows

ISE Base+ ISE Plus – 25 EP

DNA Advantage (Inclusive of DNA Essentials)

Software-defined Access

Policy-based Automation and Assurance, Fabric Enabled Wireless

Assurance & Analytics

Network insights from analytics and machine learning, clients and applications covering on-boarding, connectivity and performance

Security & IoT

Encrypted Traffic Analytics, mDNS GW, NAT/PAT

Telemetry & Visibility

ERSPAN, AVC, NBAR2

Network Advantage (Inclusive of Network Essentials)

Enhanced Security Controls

MACSEC-256, IPsec*

Flexible Network Segmentation

VRF, VXLAN, LISP, Trustsec, FEW, MPLS L3VPN

IoT & Mobility

AVB*, PTP*, CoAP

Optimize Bandwidth

Utilization with Multicast

MSDP, mVPN, AutoRP, PIM-BIDIR

Full Routing Functionality

BGP, HSRP, OSPF, ISIS

* Not available at launch

Single SKU

Cisco ONE Advantage

3 / 5 / 7 year subscription

Stealthwatch – 25 flows

ISE Base + ISE Plus – 25 EP

DNA Advantage
(inclusive of DNA Essentials)



Catalyst 9K with Network Advantage

Catalyst 9300/9500 includes 25 flows/endpoints for Stealthwatch/ISE

Catalyst 9400 includes 100 flows/endpoints for Stealthwatch/ISE

Customer can purchase additional flows/end points in the increments of 25 (maximum of 3)

Enables all DNA Use Cases including SDA & ETA

DNA Advantage Offer Details

DNA Advantage (Inclusive of DNA Essentials)

Software-defined Access

Policy-based Automation and Assurance, Fabric Enabled Wireless

Assurance & Analytics

Network insights from analytics and machine learning, clients and applications covering on-boarding, connectivity and performance

Security & IoT

Encrypted Traffic Analytics, mDNS GW, NAT/PAT

Telemetry & Visibility

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Network Advantage (Inclusive of Network Essentials)

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DNA Advantage

3 / 5 / 7 year subscription

DNA Advantage
(Inclusive of DNA Essentials)



Catalyst 9K with
Network Advantage

Customer need to buy ISE & Stealthwatch to Enable Full DNA Capability

DNA Essentials Offer Details

Single SKU

DNA Essentials

3 / 5 / 7 year subscription



DNA Essentials



Catalyst 9K with
Network Essentials

DNA Essentials

Competitive Differentiators

Containers, Python, EEM, ANI, Flexible NetFlow, Wireshark

Basic Automation

Plug and Play, EasyQOS Configuration *

Basic Monitoring Capabilities

EasyQOS Monitoring *, Client and Device 360, PSIRT Compliance *

Element Management

Image and Patch Management, Topology and Discovery

Network Essentials

Essential Switch Capabilities

Layer 2, Routed Access, PBR, CDP, QoS, FHS, 802.1x, Macsec-128, CoPP, Trustsec SXP, IP SLA Responder, SSO

DevOps Integration

Programmability with Open Models and Netconf/Restconf, PnP Agent, ZTP

Telemetry & Visibility

Sampled NetFlow, Streaming Telemetry*, SPAN, RSPAN

* Not available at launch

Enable Base Automation & Monitoring in DNA Center

Advantage vs. Essentials – Offer Details

Advantage



DNA Advantage (Inclusive of DNA Essentials)

3,5,7 Year Terms

Software-defined Access
 Policy-based Automation and Assurance, Fabric Enabled Wireless
 Security & IoT
 Encrypted Traffic Analytics, mDNS GW, NAT/PAT
 Assurance & Analytics
 Network insights from analytics and machine learning, clients and applications covering on-boarding, connectivity and performance
 Telemetry & Visibility
 ERSPAN, AVC, NBAR2

Network Advantage (Inclusive of Network Essentials)

Perpetual

Enhanced Security Controls MACSEC-256	Flexible Network Segmentation VRF, VXLAN, LISP, Trustsec,
IoT & Mobility CoAP	FEW, MPLS L3VPN
Full Routing Functionality BGP, HSRP, OSPF, ISIS, HSRP, GLBP	High Availability & Resiliency NSF, GIR, Stackwise Virtual, ISSU, Patching
	Optimize Bandwidth Utilization with Multicast MSDP, mVPN, AutoRP, PIM-BIDIR

Essentials

DNA Essentials

3,5,7 Year Terms

Cisco Differentiators
 Containers, Python, EEM, ANI, Flexible NetFlow, Wireshark
 Basic Monitoring Capabilities
 EasyQOS Monitoring *, Client and Device 360, PSIRT Compliance *
 Basic Automation
 Plug and Play, EasyQOS Configuration *
 Element Management
 Image and Patch Management, Topology and Discovery

Network Essentials

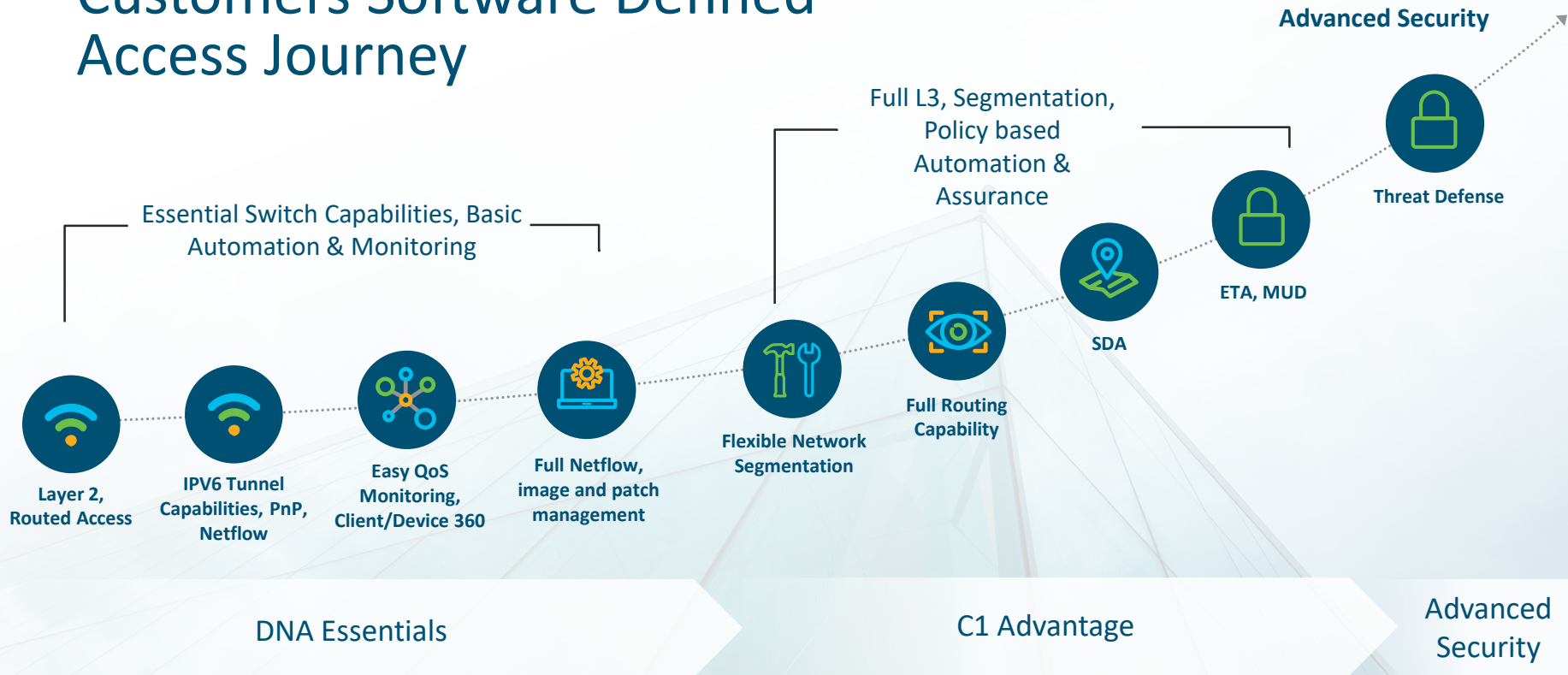
Perpetual

Essential Switch Capabilities
 Layer 2, Routed Access, PVLAN, VRRP, PBR, CDP, QoS, FHS, 802.1x, Macsec-128,
 CoPP, Trustsec SXP, IP SLA Responder, SSO
 Telemetry & Visibility
 Sampled NetFlow, SPAN, RSPAN
 DevOps Integration
 Programmability with Open Models and Netconf/Restconf,
 PnP Agent, ZTP

* Future

Inclusive of Switch and DNA Center Capabilities

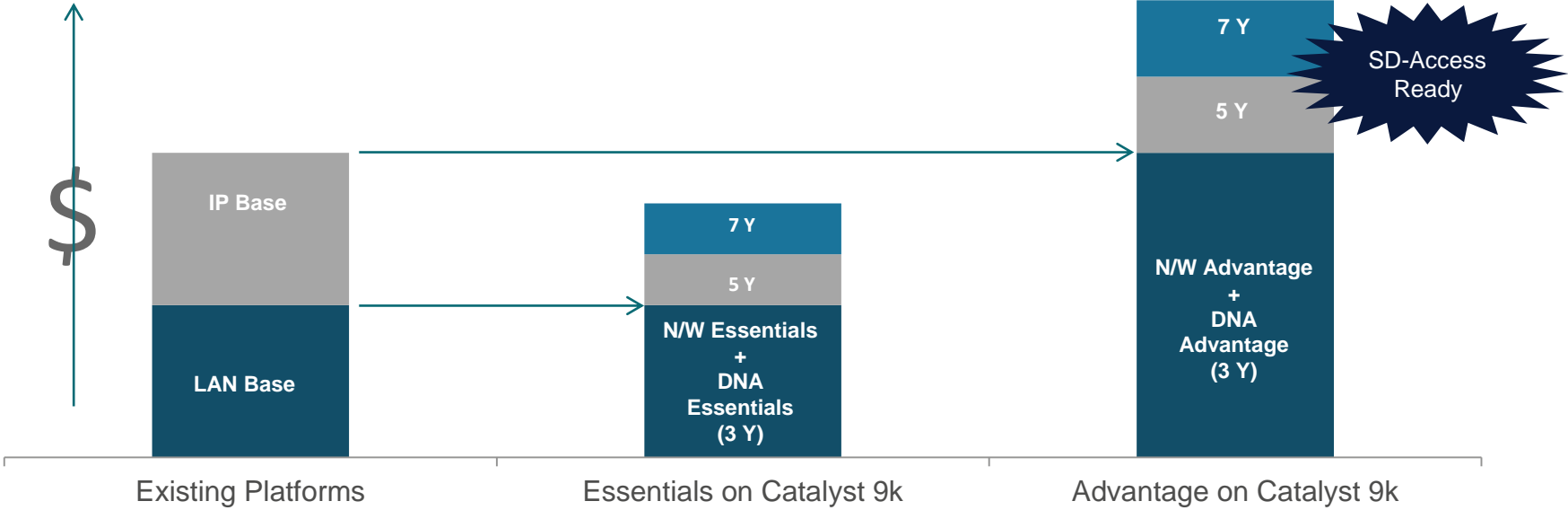
Customers Software Defined Access Journey



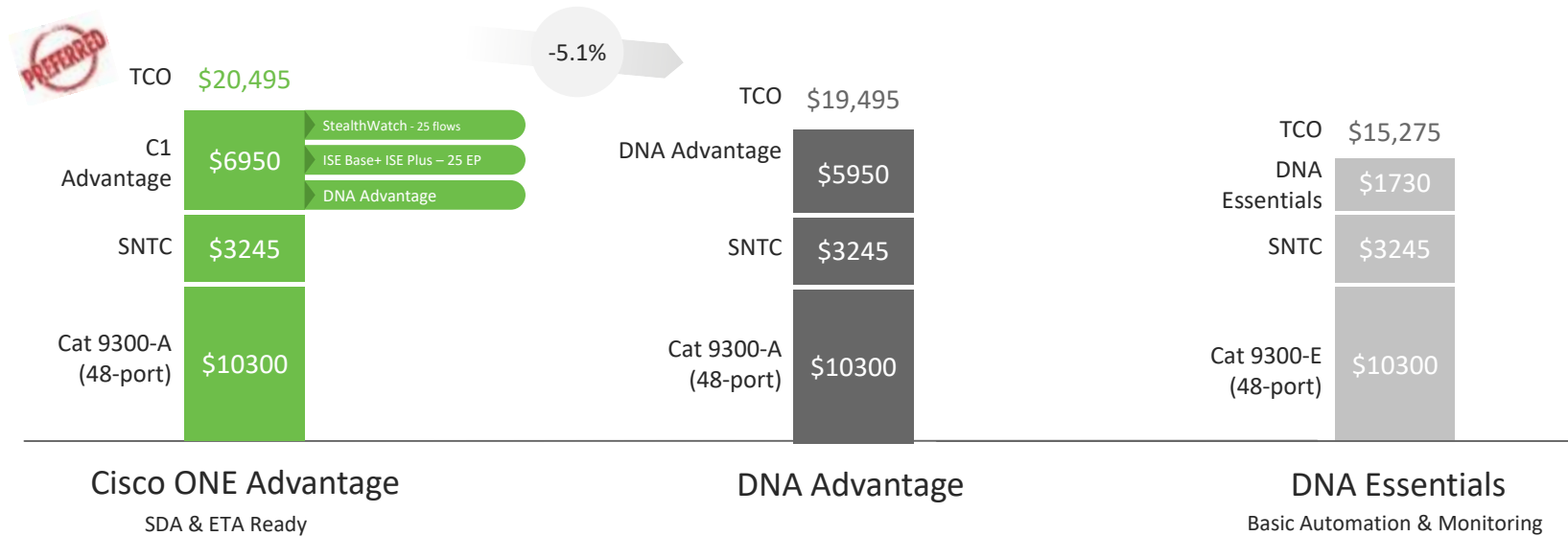
Partner Value Add Opportunity at Every Step

Pricing

Catalyst 9K Priced Right Delivering More Value



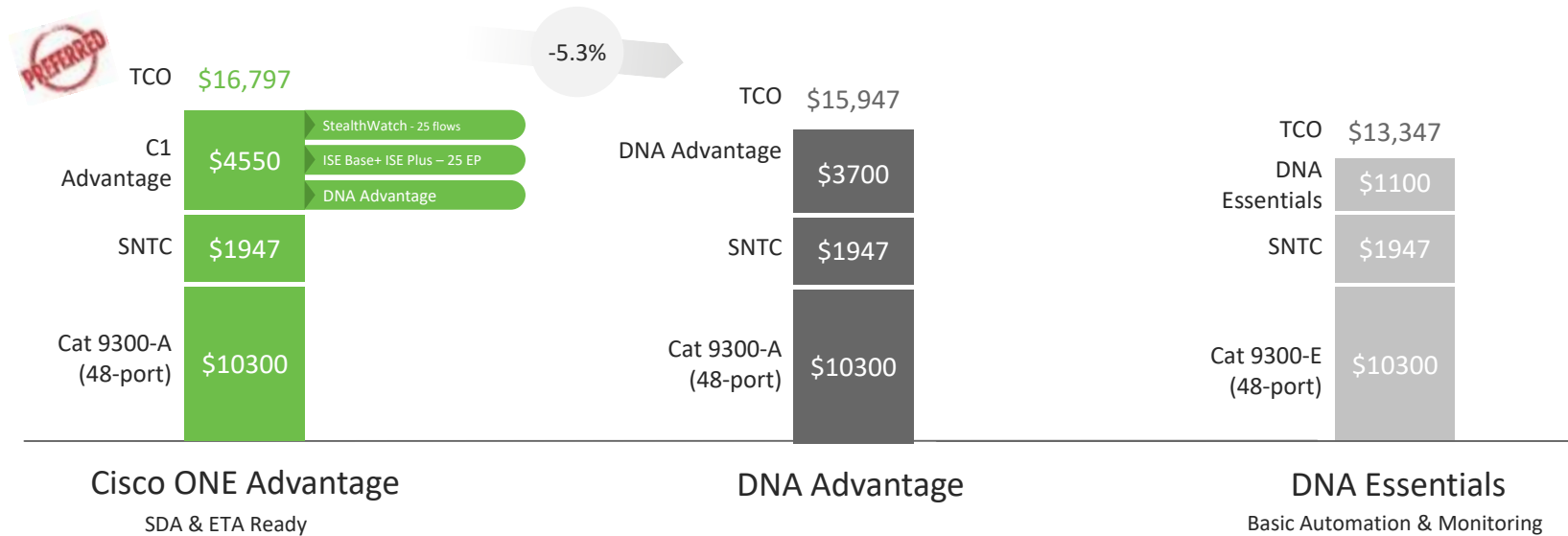
5-Year Hardware & Software TCO Comparison



Additional flows in the increment of 25 can be purchased

Deploy SDA, Assurance and ETA with Cisco ONE for a 5% Price Premium

3-Year Hardware & Software TCO Comparison



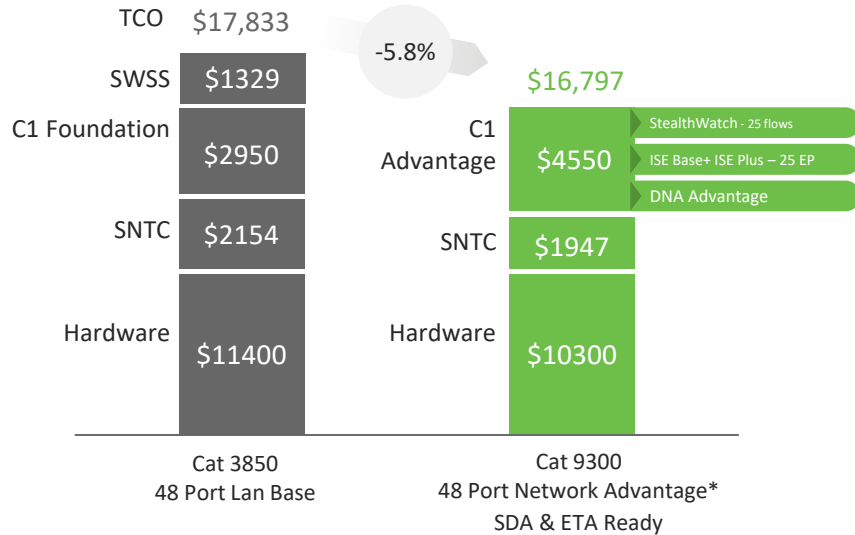
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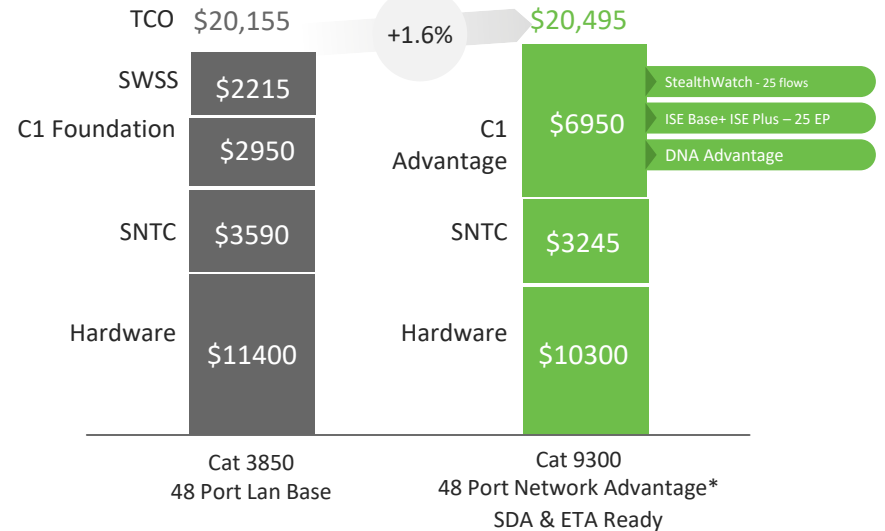
Cisco ONE on Catalyst 3850 vs. 9300

Hardware & Software TCO comparison

3 Year



5 Year

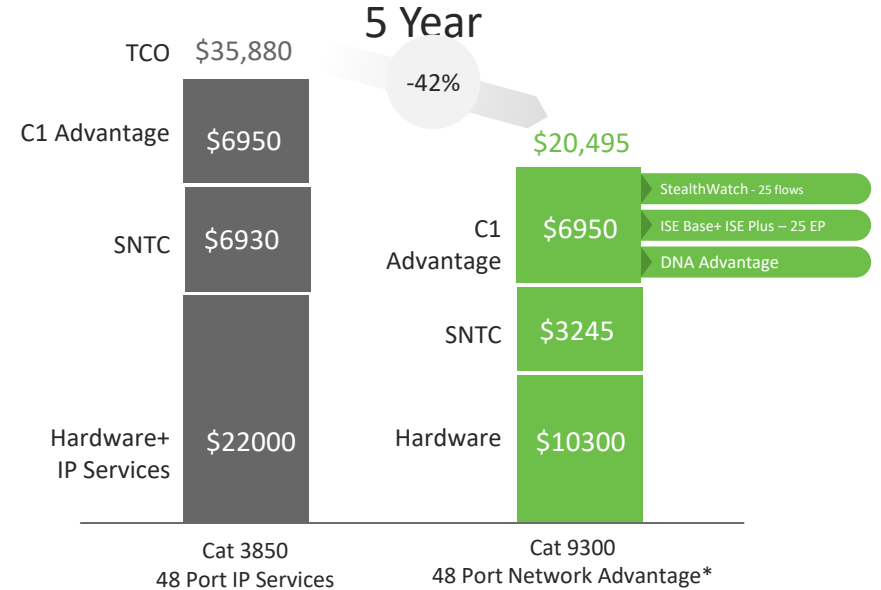
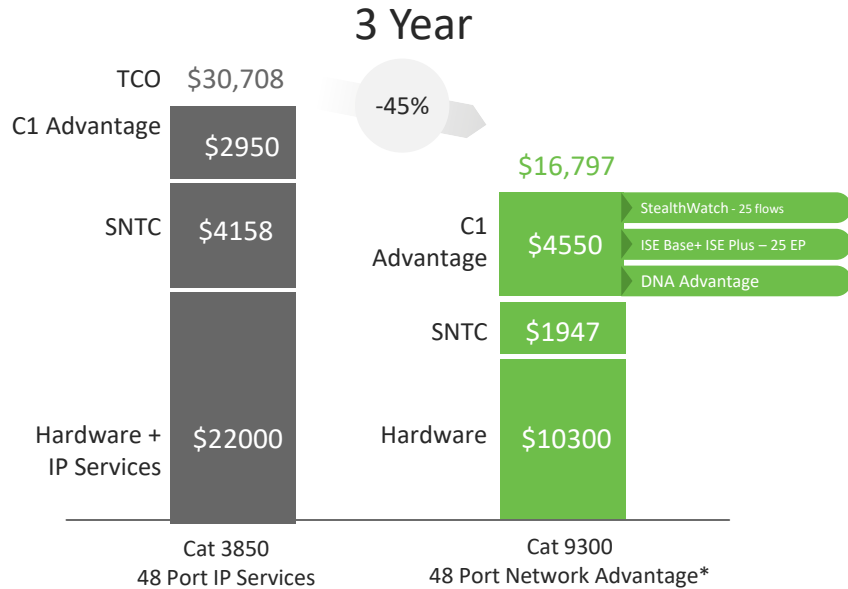


*Network Advantage is equivalent to IP Services
Additional flows in the increment of 25 can be purchased

Cisco ONE on Catalyst 9K Offers More Value

SDA on Catalyst 3850 vs. 9300 with Cisco ONE

Hardware & Software TCO comparison

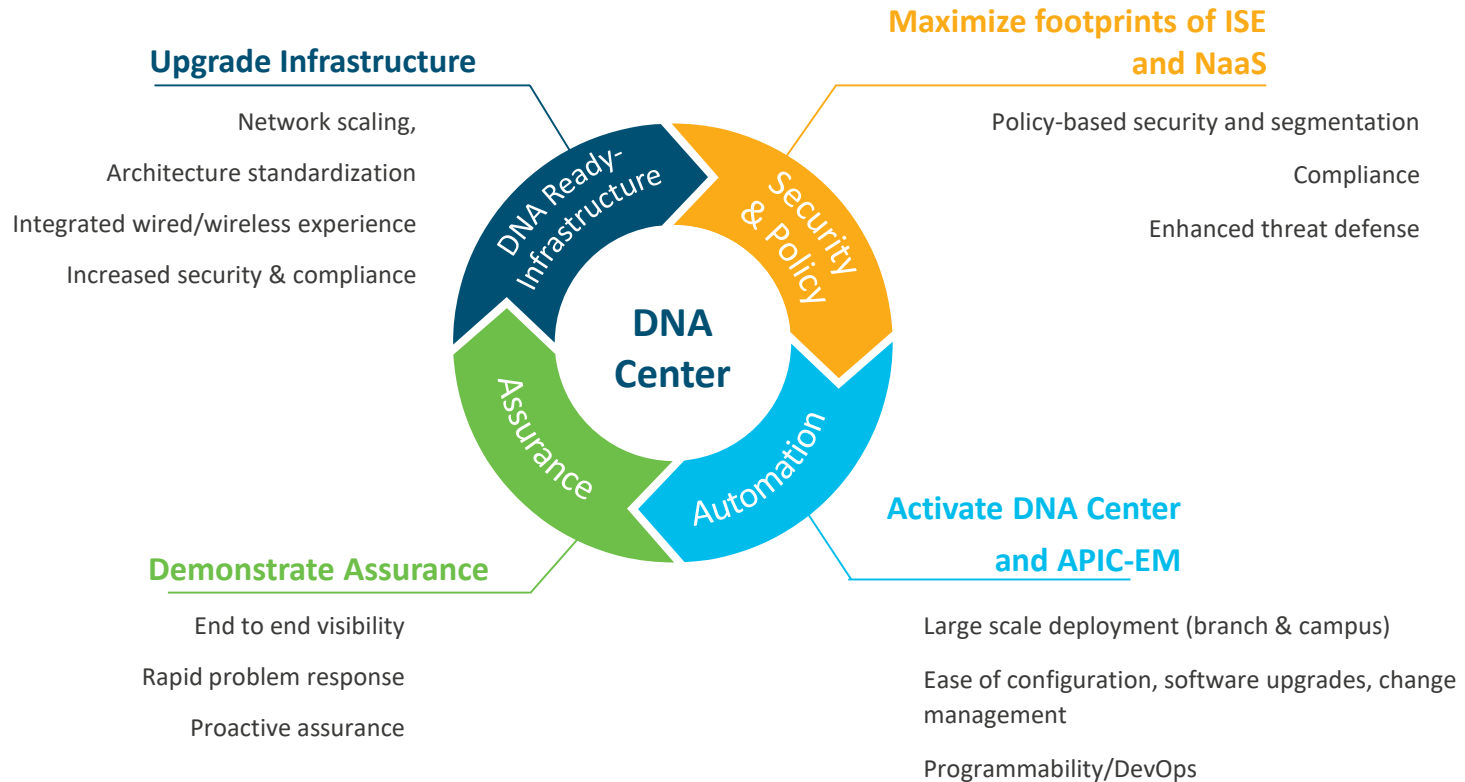


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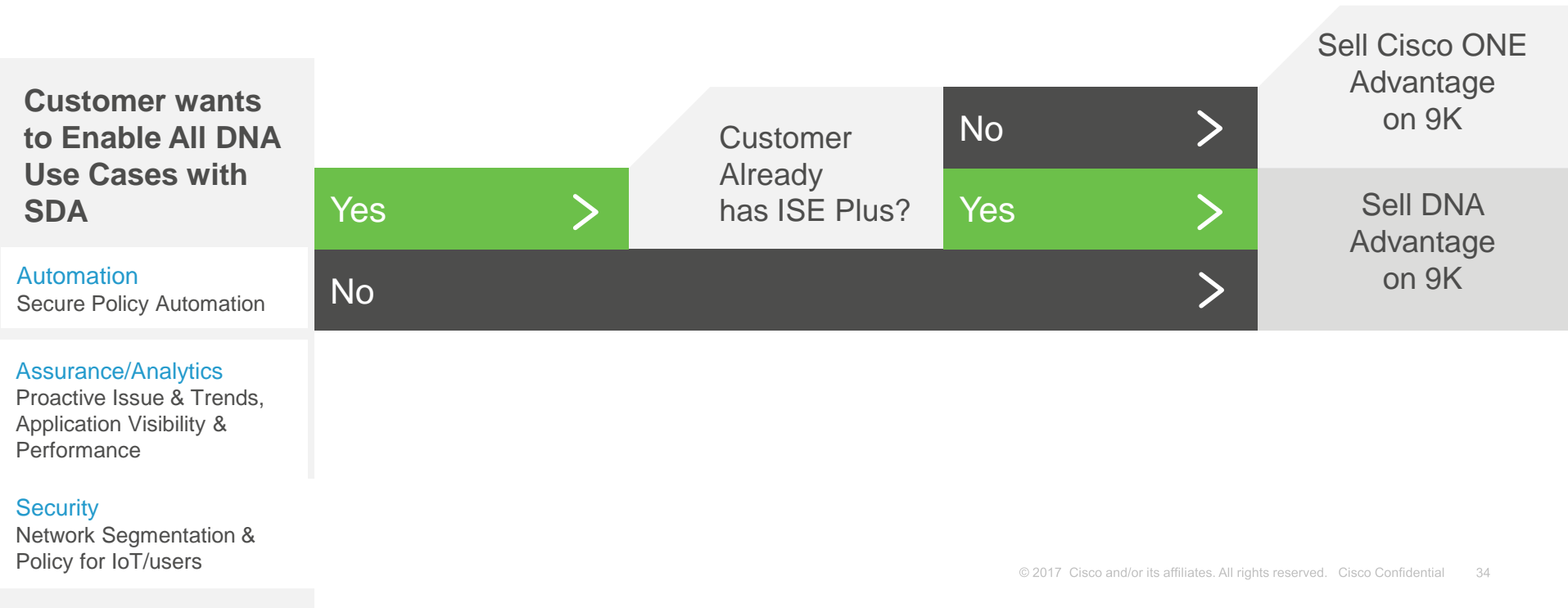
Cisco ONE on Catalyst 9K Offers 40%+ Savings

Positioning, Cisco ONE Migration & Ongoing Innovation

The Sales Journey – Align to Customer Priorities



Greenfield Scenario



Brownfield Scenarios: Key Migration Questions

- **Ongoing Innovation:** What are Cisco ONE customers on existing Catalyst purchases entitled to as part of ongoing innovation?
- **Portability:** What are Cisco ONE customers on existing Catalyst purchases entitled to as part of portability when they refresh to Cat9k?
- **Offer Evolution:** How do the Cisco ONE perpetual offers on existing Catalyst switches evolve going forward?
- **Enterprise Agreement:** Is Cisco ONE Subscription offer be part of Enterprise Agreement?

Ongoing Innovation for C1 customers

Current-gen switches

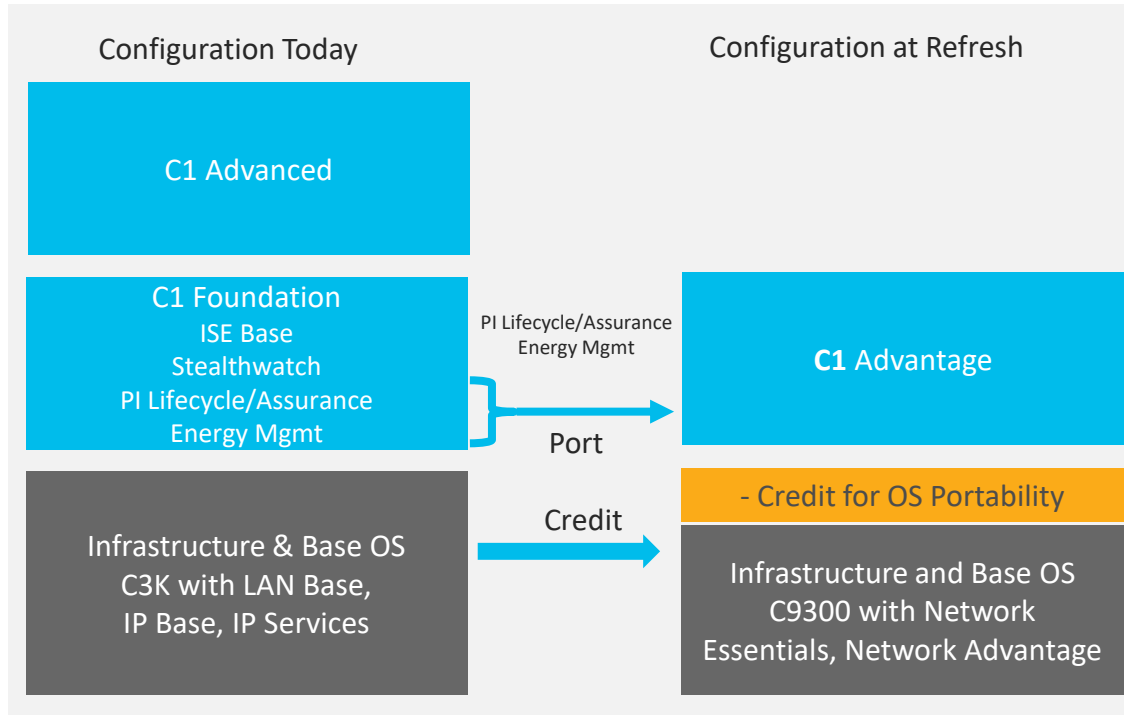
Purchases Prior to July 30, 2017



Active SWSS is required through the duration of DNA subscription

Software Portability for C1 Customers

Current-gen Switches



Portability Credit:

- Customers with active SWSS are entitled to a portability credit at time of refresh
- Credit value would be equal to value of NW Essentials / NW Advantage
- The credit is determined by the # ports on the existing C1 switch that the customer purchased

Example:

- Existing C1 C3850 24 port Foundation/Advanced customer transitioning to C9300 (to either 24p or 48p) will receive a one time portability credit of \$1,250 list price
- Existing C1 C3850 48 port Foundation or Advanced customer transitioning to C9300 (to either 24p or 48p) will receive a one time portability credit of \$2,300 list price

License Portability:

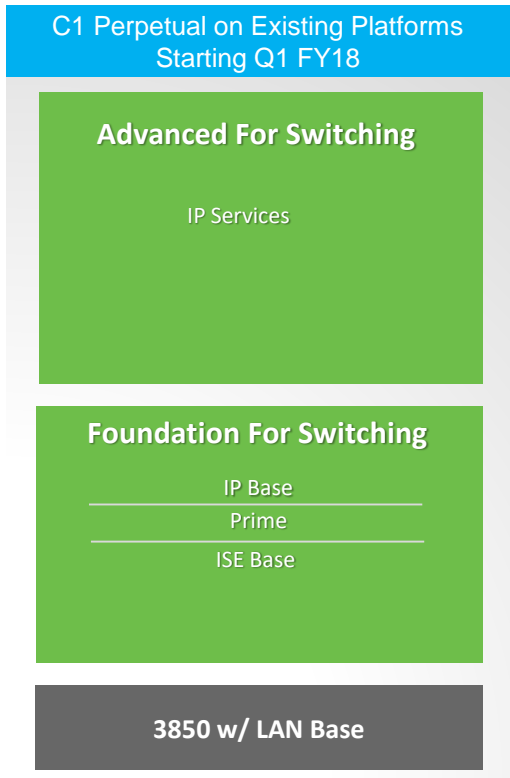
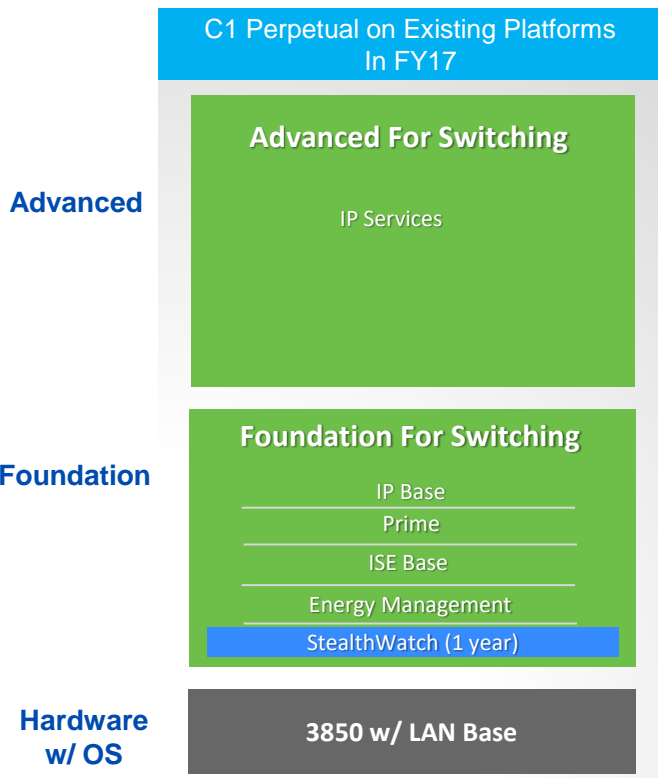
- C1 Foundation licenses such as Prime, Energy Mgmt, ISE Base can be ported to C9K
- Unused SWSS can be credited towards SNTC purchase on next-gen platform

How does Cisco ONE evolve for existing Catalyst Platforms?

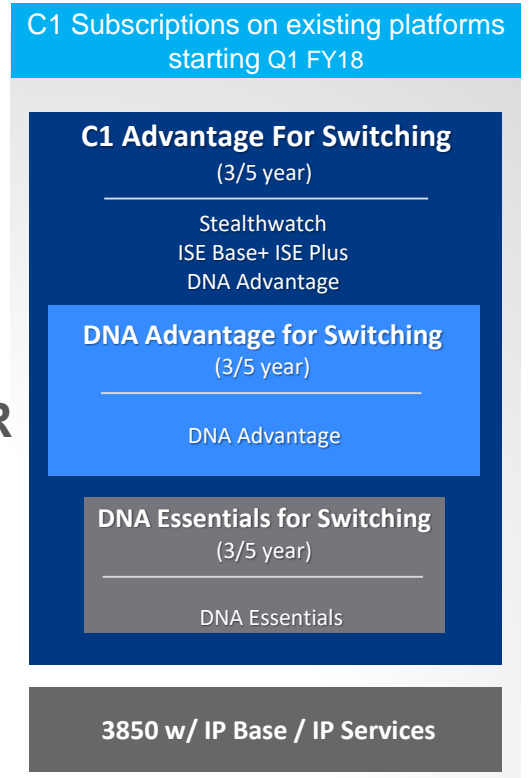
■ Term
■ Perpetual

Old Model

Current Model



OR



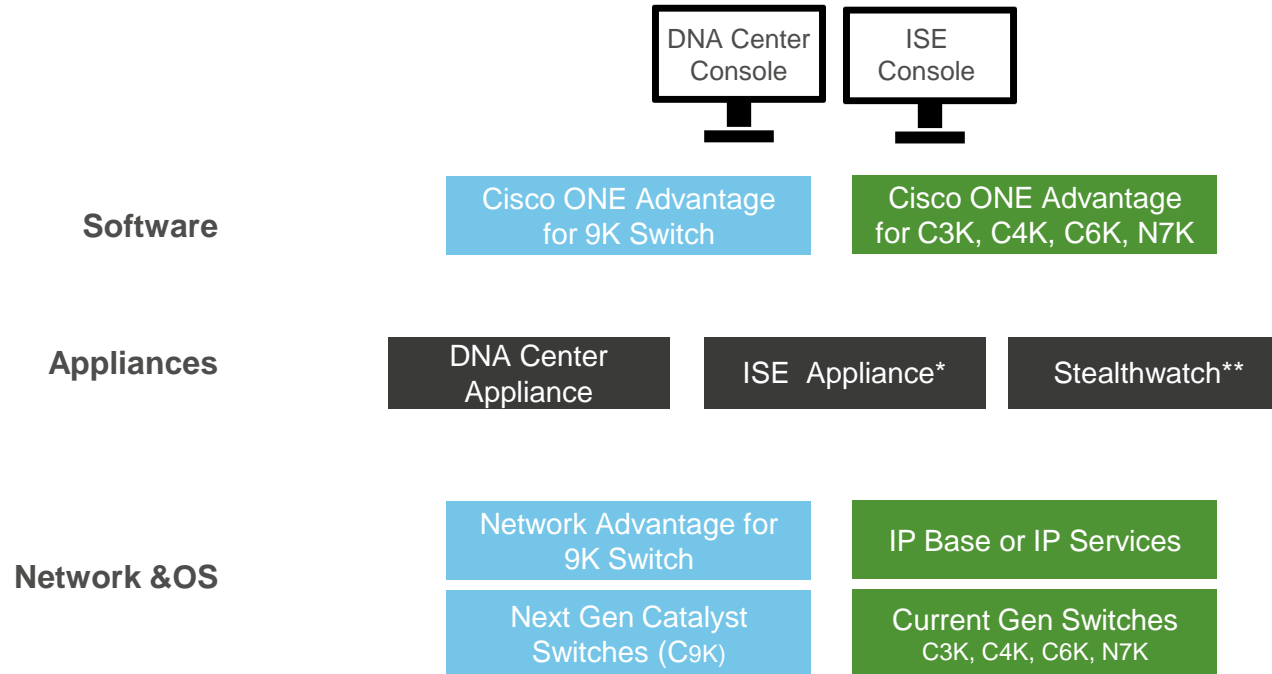
- Stealthwatch & Energy management is no longer part of the suite

Cisco and

- Similar model to Cat9k
- No SWSS portability & No OS portability.

What do Customers Buy?

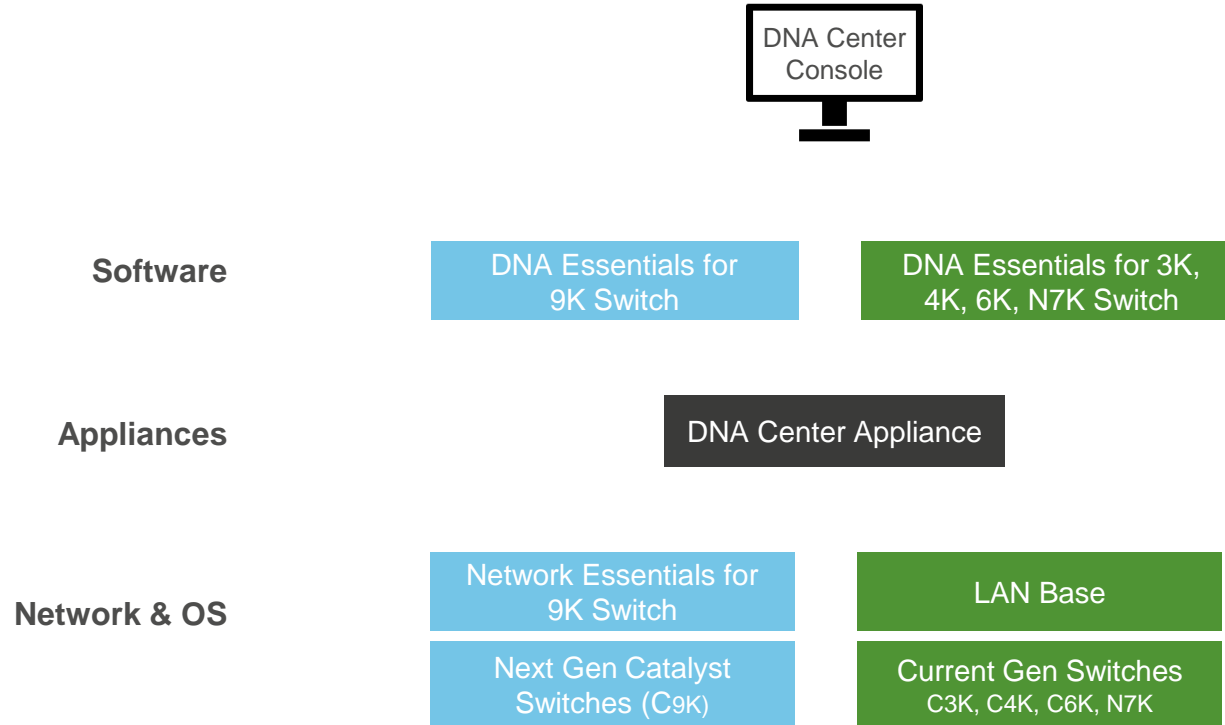
What You Need for SDA or Assurance



* ISE Appliance & Stealthwatch can be a physical or virtual appliance

**Stealthwatch management console and flow collector virtual edition is included in Cisco ONE Advantage

What You Need for Base Automation & Monitoring



* ISE Appliance can be a physical or virtual appliance

Technical Support Model

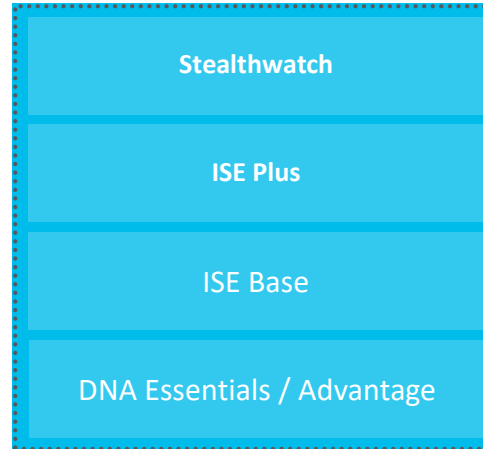
Technical Support Model

TS Product Level Support

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

**Solution Support*,
Smart Net Total Care
- or -
Partner Support Service
(Optional)**

Cisco ONE Advantage



**Hardware with Network Essentials
/ Advantage
(Catalyst 9k)**

DNA Essentials/Advantage

Embedded support also included for ISE / Stealthwatch licenses purchased A la Carte

DNA Essentials / Advantage

**Hardware with Network Essentials
/ Advantage
(Catalyst 9k)**

Ordering Experience

Single Hardware SKU for Cisco ONE & DNA simplifies Disti stocking

