

Cisco ONE Software



Benefits

Cisco ONE Software provides customers with four main benefits:

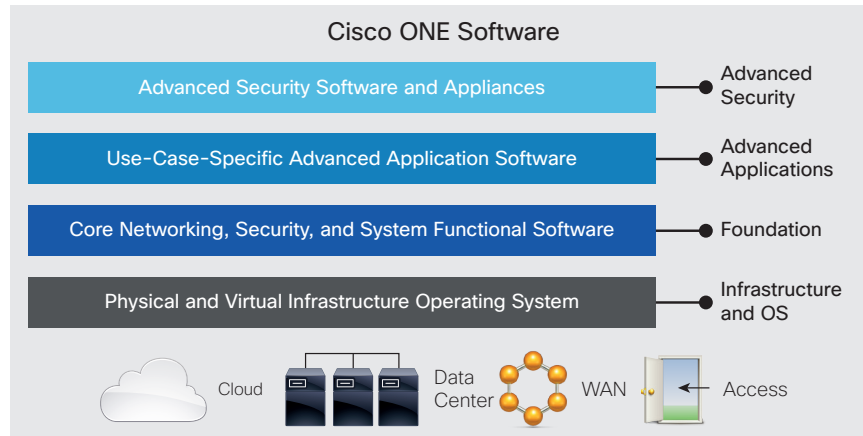
- Access to updates, upgrades, and new technology from Cisco through Cisco® Software Support Service (SWSS)
- Investment protection for software purchases through software services-enabled license portability
- Software suites that address typical customer use-case scenarios at an attractive price
- Flexible licensing models to smoothly distribute customers' software spending over time

Introduction

Cisco ONE™ Software helps customers purchase the right software capabilities to address their business needs. These products offer a greater value to customers with more features at “better together” pricing. They offer reduced complexity, simplified buying, and the peace of mind that software investments today will last into the future. Cisco ONE Software is organized by domains (Data Center and Cloud, WAN, and Access) and feature sets Foundation, Advanced Applications, and Advanced Security, shown in Figure 1.

Cisco ONE Data Center and Cloud provides functions for physical and virtualized data centers across network and computing resources and provides secure, scalable support for private and hybrid clouds. **Cisco ONE for WAN** provides a comprehensive feature set for the branch office and network edge. **Cisco ONE for Access** offers a comprehensive feature set for wired and wireless access. **Cisco ONE Advanced Security** provides robust threat defense and central policy management capabilities. Rather than requiring you to piece together the features you need, these products provide cross-functional, use-case-based software sets to enable the performance, scale, and security needed in today's IT environments.

Figure 1. Cisco ONE Software Includes Three Product Types: Foundation, Advanced Applications, and Advanced Security



Addressing Your Business Challenges

Customers have told us that they want more value for their money, protection for their investments, access to the latest technology, and predictable technology spending. As budgets continue to shrink, IT needs to deliver more capabilities at a lower cost. Companies are tired of “throwing money away” every time they refresh their network, by having to repurchase the software necessary to operate their environment. At the same time, only a small portion of companies are able to adopt the latest technology, because of either budget limitations or the fear of investing in unproven technology. In addition, CFOs are demanding that IT becomes more predictable and consistent with technology spending.

Cisco ONE Data Center and Cloud

Cisco ONE Data Center and Cloud enables automated, policy-based cloud computing. Reduce cost and increase IT agility by securing private and hybrid cloud deployments for both physical and virtual environments.

- **Service Management:** Provide your customers with an exceptional user experience and reduce portal sprawl with a unified portal that simplifies consumption and lifecycle management of technical and business services.

- **Cloud Management:** Model your application and supporting infrastructure one time and then deploy it in approximately 20 data center, private, and public cloud platforms.
- **Big Data Automation:** Implement single-touch deployment of Hadoop clusters residing on Cisco UCS® Common Platform Architectures (CPA). Deliver a system-wide perspective and correlation of Hadoop, network, and computing activity on individual Hadoop nodes.
- **Infrastructure Automation:** Deliver all-inclusive provisioning and management of physical and virtual resources across computing, network, and storage layers. Support Cisco and third-party hardware such as products from HP, IBM, Dell, Citrix, Brocade, and F5 and all major storage vendors.

Cisco ONE for WAN

Cisco ONE for WAN provides functions for the branch office and network edge. If you want to implement new branch-office initiatives and secure IP WAN connections, look no further.

- The **Foundation for WAN** product manages, secures, and optimizes your WAN to:
 - Provide excellent user experiences with application and network performance monitoring
 - Help ensure video and other media-rich application performance with application acceleration and WAN optimization
 - Enhance security with network access control and encryption
 - Gain energy cost savings and power management with Cisco EnergyWise® energy management
 - Save IT time with zero-touch deployment and protocol visibility
- The **WAN Advanced Applications** products provide sophisticated capabilities for remote branch facilities to:
 - Quickly automate and secure your branch offices with audit tracking
 - Expand highly available unified communications across your branch locations and beyond—even to your service provider network
 - Extend multimedia capabilities with secure video

- Stay secure with encryption and VPN support
- Enhance application performance by choosing the best path for critical applications
- **Cisco Digital Network Architecture (DNA) offer** for on-premises Cisco ONE Software deployment:
 - Sell Cisco ONE Foundation with Cisco 4000 Series Integrated Services Routers (ISRs) and receive a 1-year license for Cisco Umbrella Branch (OpenDNS) Akamai Connect with Cisco Wide Area Application Services (WAAS) Central Manager and more flash memory and DRAM—an approximately 134 percent value-plus Easy Pay and DNA Quick Start vouchers.

Cisco ONE for Access

Cisco ONE for Access provides performance, control, and security for wired and wireless access.

- The **Access Foundation** products provide a central policy engine and single management console for converged infrastructure, so you can:
 - Simplify management with a single controller for both wired and wireless converged architecture
 - Safeguard your network with sophisticated access control
 - Improve performance and network analytics with quality-of-service (QoS) tools
 - Improve the user experience with video compression and session management
 - Gain deeper levels of application visibility and control with context-aware, secure access
- The **Access Advanced Applications** products provide guest access identity and advanced intrusion protection, allowing you to:
 - Expand business mobility and create unique customer experiences with advanced location services and Cisco Connected Mobile Experience (CMX)
 - Enhance security and protect intellectual property with separate virtual networks across your entire infrastructure
 - Scale routing and other protocols to meet the needs of even the largest enterprise networks

- **DNA offer** for on-premises Cisco ONE Software deployment:
 - Sell Cisco ONE Foundation with Cisco Catalyst® 3000 Series Switches and Cisco wireless LAN controller (WLCs) and access points and receive a 1-year Cisco Stealthwatch® license and a 1-year Cisco Beacon Center license (CMX), for 29 percent more value in WLCs with 100 access points, up to 27 percent more value in switches, plus Easy Pay and DNA Quick Start vouchers.

Advanced Security for Cisco ONE Software

Cisco ONE Advanced Security makes it easier to add advanced security for your data center, WAN and edge, and access layer.

You gain the following benefits:

- Simplicity of a predefined offer with all key products and services
- Flexibility to choose the domain for which you want to fortify security
- Access to latest threat intelligence and features, so you can defend against new threats
- Subscription-based model for investment predictability
- Investment protection for midterm upgrades to newer platforms by crediting the unused portion of the current subscription to the new subscription

Cisco ONE Advanced Security for Data Center

Protect your data center with Cisco Advanced Malware Protection (AMP) for your network along with the Cisco Next-Generation Intrusion Prevention System (NGIPS), URL filtering, virtualized firewall, and services. The solution is simple and comprehensive.

Cisco ONE Advanced Security for WAN and Edge

Experience the same functions and benefits offered by the data center suite (except virtualized firewall services). In addition, you get our highly secure VPN client: Cisco AnyConnect® Plus.

Cisco ONE Advanced Security for Access

The Cisco ONE Advanced Security Policy and Threat Defense for Access provides solutions to help ensure appropriate levels access for your users while also increasing visibility and security.

DNA offer for on-premises Cisco ONE Software deployment:

Sell Next Gen Firewall Cisco ONE Advanced Security with ASA and FirePOWER and receive ASA Refresh SEC6K Bundles, which is up to 15 percent more value, plus Easy Pay and DNA QuickStart Vouchers.

Cisco Software Support Service

SWSS provides the technical support expertise you need to successfully navigate the robust features and functions of Cisco ONE Software.

Cisco ONE Software Foundation and Advanced Applications suites both use SWSS for ongoing support and maintenance. Your SWSS contract provides:

- Access to the Cisco Technical Assistance Center (TAC) for software issues 24 hours a day, 7 days a week
- Major upgrades, minor updates, and maintenance for licensed software applications
- Entitlement to software license portability
- Access to updates, upgrades, and new capabilities
- Access to online resources

SWSS is required for Cisco ONE Software suites at the point of sale and for continued access to updates, upgrades, new capabilities, and license portability beyond year one.

Cisco Smart Net Total Care

To help ensure coverage for your Cisco base OS software and hardware, we highly recommend Cisco Smart Net Total Care™, which provides 24-hours-a-day global support for the underlying hardware platforms on which Cisco ONE Software is deployed.

Cisco Smart Net Total Care includes:

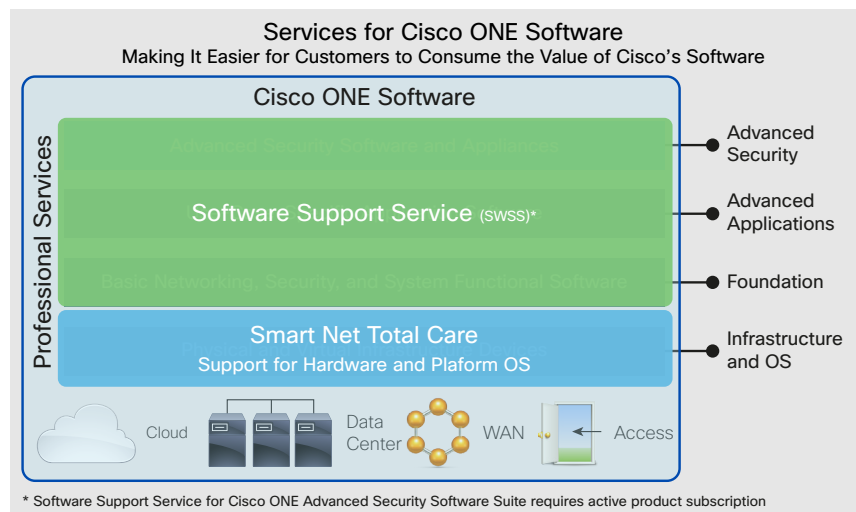
- Access to the TAC for hardware and base OS software issues 24 hours a day, 7 days a week
- Software updates for base OS software
- Access to online resources

- Advance hardware replacement
- Entitlement to smart capabilities

Cisco Professional Services

Our professional services can be easily attached with Cisco ONE Software. These services are designed to accelerate innovation to your IT environment. To plan and design new IT initiatives, take a look at our Cisco Quick Start Services. For the best value, Cisco Optimization Services are also available for all data center, WAN, and access capabilities included with Cisco ONE Software (Figure 2).

Figure 2. Services for Cisco ONE Software



Benefits for Your Organization

With Cisco ONE Software, your organization gains:

- The software necessary to enable key business solutions at an attractive price
- New capabilities through major release upgrades and minor updates to help ensure that your software operates smoothly and is always up-to-date

- Investment protection with services-enabled software license portability across hardware refresh cycles
- Flexibility of license migration from physical devices to virtual machines
- Better budget control with flexible subscriptions or perpetual buying options
- Faster access to new Cisco software features and products

Why Cisco?

The need for Fast IT is changing the way that your organization builds, operates, and runs its networks. Only Cisco ONE Software combines a powerful portfolio that provides data center, WAN, and access domains with a unified strategy for delivering secure, application-centric policy across data center, cloud, and desktop environments. We make it easier for IT to respond to the ever-evolving demands of the business. Cisco is the only company with the breadth, depth, and intellectual property to fully enable any telecommunication need now and into the future.

Why Cisco Services?

Achieve the full business value of your investments with smart, personalized services from Cisco and our partners. Whether you want to seize new opportunities, meet business demand, improve operational efficiency, lower costs, mitigate risk, or accelerate growth, we can help. For more information about Cisco Services, visit <http://www.cisco.com/go/services>.

Next Steps

To learn more about how Cisco ONE Software can help your organization on its journey, visit the Cisco ONE Software site: <http://www.cisco.com/go/one>.

To learn more about DNA offer details, see <http://go2.cisco.com.com/selldna>.

