A Smarter Way to Switch

Subscription-based software designed to make networking simple.

The Problem
Unprecedented demands on the network

- Digital disruption
- Complexity
- Security

- 83 million new devices online every second²
- 3X more spending on network operations than on the network³
- 6 months to detect breach⁴

Lack of business and IT insights
Slow and error-prone operations
Unconstrained attack surface

The Solution
Cisco’s intent-based networking

Made real with Cisco DNA software subscriptions

Three ways to buy

1. Cisco DNA Essentials
   - 3/5/7 Year Subscriptions
   - Basic automation & monitoring in Cisco DNA Center
   - Software-Defined Access
   - Flexible network segmentation
   - Analytics and Assurance
   - Encrypted Traffic Analytics

2. Cisco DNA Advantage
   - 3/5/7 Year Subscriptions
   - Cisco DNA Essentials
   - Policy-based automation with Software-Defined Access, monitoring, and Cisco DNA Assurance
   - Software-Defined Access
   - Flexible network segmentation
   - Analytics and Assurance
   - Encrypted Traffic Analytics

3. Cisco DNA Premier
   - 3/5/7 Year Subscriptions
   - Stealthwatch
   - ISE Base + ISE Plus
   - Cisco DNA Essentials
   - Enhanced security with Encrypted Traffic Analytics
   - Software-Defined Access
   - Flexible network segmentation
   - Analytics and Assurance
   - Encrypted Traffic Analytics

Cisco DNA for Switching Software Subscriptions usher in:

- Software-Defined Access for policy-based automation
- Encrypted Traffic Analytics for security with privacy
- Analytics and Assurance for 360-degree contextual insights

Simplicity
Better Together Pricing
Smarter Network
Software Subscription Flexibility
Investment Protection

What’s in it for you?

- Improved issue resolution
- Reduced security breach impact
- Reduced operating expenses

Savings in network provisioning time
- 67%
- 80%
- 48%
- 61%

63 million new devices online every second²
3X more spending on network operations than on the network³
6 months to detect breach⁴

What's in it for you?

- Policy-based automation & monitoring in Cisco DNA Center
- Software-Defined Access
- Flexible network segmentation
- Analytics and Assurance
- Encrypted Traffic Analytics

* Additional purchase of ISE & Stealthwatch required to enable full Cisco DNA capability

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Digital disruption
Lack of business and IT insights
Slow and error-prone operations
Unconstrained attack surface


1 Gartner report - Gartner’s 2017 Strategic Roadmap for Networking
2 McKinsey study of network operations for Cisco – 2016
3 Ponemon Research Institute Study on Malware Detection, Mar 2016
4 6 months to detect breach
5 3X more spending on network operations than on the network
6 63 million new devices online every second
7 50% of key networks experiencing a breach
8 67% savings in network provisioning time
9 80% improved issue resolution
10 48% reduced security breach impact
11 61% reduced operating expenses

* Source: Internal TCO analysis with large enterprise customer (actual results may vary)
** CapEx reduction based on converging IoT networks