Subscription Software for Routing
Software Licensing for DNA

Koushi Merchant
DNA Software Marketing
Nov 2018
Agenda

1. WAN Challenges
2. Introducing software subscription for Routing
3. Offer Details
4. Offer Evolution, Positioning, Investment Protection
5. Pricing and TCO
6. EA Perspective
7. Technical Support & Smart Account
Why your customer needs a new WAN architecture?
Addressing WAN Challenges

Security Requirements and Complexity Headline WAN Challenges

Q. Select the three most important WAN challenges (from the following) that best relate to your company?

- Security requirements relating to web and internet applications: 32.4%
- Complexity associated with interconnecting multiple transport types (MPLS, Ethernet, Internet, leased lines, DSL, LTE): 29.2%
- Need for better analytics and visibility into applications and resources delivered by the network: 28.2%
- Managing consistent user experience for on-site enterprise apps and off-prem cloud applications: 26.3%
- In-house management of enterprise WAN networks: 25.4%
- Cost-effectively delivering SaaS and other cloud services across the WAN: 24.0%
- Growing annual costs to provide additional bandwidth: 23.6%
- Audit and compliance related to the network: 22.1%
- Management of connectivity at remote branch offices: 21.9%
- Appliance sprawl at the WAN edge: 21.2%
- Time to provision a new service to a site: 18.8%

N = 1208
Notes: Managed by IDC’s Quantitative Research Group
Source: Software-Defined WAN (SD-WAN) Survey, IDC, August, 2017
Challenges Balancing Security and User Experience

How can IT maintain choice and control connecting a cloud first world?

1. Continue Backhauling
   - Pro: Security is simple
   - Con: Poor user experience

2. DIA via Cloud Security
   - Pro: Improves user experience
   - Con: Limited control

3. DIA via UTM
   - Pro: Improves user experience
   - Con: Complex to manage

4. Security Everywhere
   - Pro: Efficient traffic flows for experience
   - Con: Difficult to maintain policy
Introducing New Cisco SD-WAN Software

- **Full-Stack Security**: Integrated Firewall, IPS and URL-Filtering on SD-WAN platforms

- **Simplified Cloud Security**: Faster deployment and greater visibility with Cisco Umbrella

- **Up to 40% Faster Office 365 performance**: Increased reliability with utilization of best path using OnRamp

Aligned to Cisco Intent-based Networking Strategy | Availability begins Q4CY2018

One console for SD-WAN and network security simplifies management
Combining Best of Breed in Security and SD-WAN

**Cisco Security**
- Enterprise Firewall
  - +1400 layer 7 apps classified
- Intrusion Protection System
  - Most widely deployed IPS engine in the world
- URL-Filtering
  - Web reputation score using 82+ web categories
- Simplified Cloud Security
  - Easy Deployment for Cisco Umbrella

**Cisco SD-WAN**
- Hours instead of weeks and months
Right Security, Right Place. Simplified

SD-WAN + Security

Common security architecture across Cisco and Meraki powered by Talos
Journey to Intent-based Secured WAN

Centralized Management
Simplify the WAN for operational savings, better visibility and faster deployments.

Secure Connectivity
Lower WAN costs using hybrid or SD-WAN with integrated security and intelligent path control.

Policy-based Automation
Optimize user experience and cloud access with direct internet access and application aware policies.

Analytics and Assurance
Reduce operational costs and optimize application performance with predictive and self-healing capabilities.

Intent-based WAN
Securely connect any user, device or thing to any application, with the best user experience.

Constantly learning, adapting and protecting.

Software subscription is the foundation
Introducing Software Subscription for Routing
Driving DNA Subscriptions Across EN
DNA Subscriptions Available Across Entire EN Portfolio

- EN Switching: June 2017
  - DNA Premier
  - DNA Advantage
  - DNA Essentials

- EN Wireless: Aug 2017
  - DNA Premier
  - DNA Advantage
  - DNA Essentials

- EN Routing: March 2018
  - DNA Premier
  - DNA Advantage
  - DNA Essentials

Secured Routing: Nov 2018

Building DNA adoption momentum across EN
Benefits of Software Subscription for Routing

Latest innovations through simple subscription tiers

DNA Premier
DNA Advantage
DNA Essentials

Across ISR 1000 & 4000, ASR 1000, ENCS 5000, Viptela vEdge routers

Management flexibility

Cloud managed or on-prem managed
Offer Details
Routing Offer Structure

DNA Essentials

Centralized WAN management with security and hybrid WAN connectivity

DNA Advantage

SD-WAN with app-aware policies, segmentation and optimization for cloud connectivity

DNA Premier

Network and application assurance using real-time analytics and WAN optimization

Network Essentials* (Perpetual)

vEdge, ENCS 5000, ISR 1000, ISR 4000, ASR 1000

Network Advantage* (Perpetual)

vEdge, ENCS 5000, ISR 1000, ISR 4000, ASR 1000

*Network Essentials and Advantage are perpetual and not required for vEdge.

Software Support Service (SWSS) included in all subscriptions

Management flexibility: On-prem or cloud based
Routing Offer Details

Centralized Management
- On-prem or cloud managed
- Zero touch deployment
- Branch virtualization with Cisco VNF orchestration
- Day 0 and Day 2 provisioning
- Lifecycle management

Secure Connectivity
- Unlimited segmentation
- SD-WAN and advanced WAN topologies
- Limited segmentation
- Cloud connectivity
- All types of connectivity
- Secure VPN overlay
- L3-L4 firewall, App Aware FW
- IPS/IDS with Talos Signatures
- URL-Filtering
- Basic application visibility

Policy Based Automation
- Advanced network and application visibility
- WAN Optimization
- Application aware policies using path control, bandwidth optimization
- Cloud OnRamp
- Forwarding Error Correction
- Contextual insights with assurance
- Encrypted traffic analytics

Analytics and Assurance
- Network optimization analytics
- Application trending and forecasting

Network Essentials (IP Base + Sec)*
Network Advantage (IP Base + Sec+ App)*
Journey to Intent-based WAN

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DNA Essentials

DNA Advantage

DNA Premier
Capabilities for Cloud Managed Through vManage*

**DNA Essentials**
- **Connectivity**
  - VPN Overlay, Topology: Hub-n-spoke, NAT, Split tunnel,
  - 2 VPNs: 1 transport, 1 service side
  - VPN with L2 or L3
- **Security**
  - Encryption: AES-256
  - Zone Based FW, Application Aware FW, Snort IPS/IDS with Talos Signatures, URL-Filtering, DNS Monitoring
  - Policy support: Local ACL only, Data policy
- **Application Experience**
  - QoS (classification, policing, remarking, scheduling), App-aware routing (5 tuple only), DPI for visibility, App visibility (name, throughput)
- **Management**
  - Viptela vManage platform, Zero Touch Provisioning, Day 0, day 1, day N Changes

**DNA Advantage (Include DNA Essentials)**
- **Connectivity**
  - Service-side routing, Mesh topology, Multicast
  - VPNs: 5 (1 transport, 4 service side)
- **Security**
  - Control policy
  - Advanced policies: Service chaining, extranet
- **Application Experience**
  - DPI for app-aware routing and policies
  - SaaS on-ramp (was CloudExpress)
  - TCP Optimization
  - Forwarding Error Correction
- **Management & Orchestration**
  - End to end SD-WAN policy orchestration, network and application trouble shooting

**DNA Premier (Include DNA Essentials & DNA Advantage)**
- **Connectivity**: VPNs: Up to system scale
- **Advanced Application Experience**
  - WAN Full stack WAAS
- **Analytics**: VAnalytics platform

- Platforms Supported: vEdge, ISR1K, ISR 4K, ASR, ENCS

* vManage will continue to be available on-prem
## Capabilities for On-Prem Managed Through DNA Center

<table>
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<th><strong>DNA Essentials</strong></th>
<th><strong>DNA Advantage (Include DNA Essentials)</strong></th>
<th><strong>DNA Premier (Include DNA Essentials &amp; DNA Advantage)</strong></th>
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<td><strong>Router Deployment</strong></td>
<td>IWAN IWAN Application</td>
<td>Advance application experience</td>
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<td><strong>Branch Virtualization</strong></td>
<td>Branch Virtualization</td>
<td>AppNav, WAN Full stack WAAS (managed by WCM- WAAS Central Manager)</td>
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<td><strong>Perpetual</strong></td>
<td>Assurance: Router 360, ENFV 360*, Router underlay insights, ENFV Insights*, 360 pages, Health score, Time Travel, Correlated Insights, Neighbor topology, Path trace, KPIs, Baselining, Trends, Application Experience and Performance, SDA, Wifi KPIs etc.)</td>
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<td><strong>3.5 Year Terms</strong></td>
<td>Automation: Application Policy, Policy based QoS Automation, SWIM (Patching), SD Bonjour, Reporting (Tableau)</td>
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<td><strong>Networking Essentials</strong></td>
<td>Optimized Telemetry &amp; Visibility: AVC(NBAR2)</td>
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<td>Essential Routing Capabilities</td>
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<td>OSPF, EIGRP</td>
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<td>Router Management</td>
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<td>TACACS+, NETCONF, AAA, DNS, DHCP, DPI Visibility (Full FNF), Basic Qos (classification, Policing, Remarketing, scheduling)</td>
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<td>Security: PKI, MacSec</td>
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<td>IWAN</td>
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<td>Branch Virtualization</td>
<td>3rd party VNF orchestration</td>
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<td>Assuranc: Router Monitoring (Basic)</td>
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<td>VNF monitoring (ISRv, vWAAS**), ENFV (ENCS, UCSE), Dashboards (Overall Health, Network Health, Client Health), topology, pre- canned Reports, custom Thresholds</td>
<td>Assurance: Router Monitoring, ENFV Monitoring, ENFV Insights, 360 pages, Health score, Time Travel, Correlated Insights, Neighbor topology, Path trace, KPIs, Baselining, Trends, Application Experience and Performance, SDA, Wifi KPIs etc.)</td>
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<tr>
<td>Automation: Inventory, Discovery, Topology, Software Image Management, Site Automation, Network Settings, Device Credential Update, Integrity Verification, Template Programmer, Canned Reports, PrP Application</td>
<td>Automation: Application Policy, Policy based QoS Automation, SWIM (Patching), SD Bonjour, Reporting (Tableau)</td>
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<td>Advanced Telemetry &amp; Visibility: Full Flexible Netflow, EEM</td>
<td>Optimized Telemetry &amp; Visibility: AVC(NBAR2)</td>
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**Network Advantages**

- **Segmentation**: Trustsec (SGT, SGACL), SDA Border, SDA Ctrl plane, VRF Segmentation
- **VPNs**: LISP

**Platforms Supported**: ISR, ASR, ENCS
Offer Evolution, Positioning, Portability, and Investment Protection
Investment Protection for Cisco ONE Routing Customers
More Value with DNA

FY18
Perpetual SW + SWSS
- Cisco ONE Advanced
- Cisco ONE Foundation

FY19
Hybrid SW + DNA
- Cisco ONE Advanced
- Cisco ONE Foundation

At New Purchase or SWSS Renewal

DNA subscription will include C1 SWSS benefits
Customer retains perpetual software

Get DNA and software support for the price of SWSS
Cisco ONE Offer Evolution
Enterprise Networking (Routing, Switching, Wireless)

**FY18**

- Perpetual
  - Cisco ONE Advanced
  - Cisco ONE Foundation

- Subscription
  - Cisco ONE Advantage
  - DNA Advantage
  - DNA Essentials

**FY19**

- Perpetual
  - Cisco ONE Advanced
  - Cisco ONE Foundation

- Subscription
  - DNA Premier
  - DNA Advantage
  - DNA Essentials

*300K List in DNA SW purchase required

DNA Attach with C1 Purchase | Free DNA Center appliance*
What Can You Sell Today?

Cloud Management
vManage*

Any routing Platform:
ISR, ASR, ENCS, vEdge

On-prem Management
DNA center

Platforms: ISR, ASR, ENCS

* vManage will continue to be available on-prem
vManage vs DNA Center

Cisco vManage
Cisco Routing customers who want Cloud management and SD-WAN and are on the journey to the Intent-based WAN

Cisco DNA Center
Cisco’s on-prem management platform for customers who have Cisco Switching and Wireless

vManage merges with DNA Center in CY19

Lead with vManage for Intent-based WAN
How to Choose?

DNA Premier

DNA Advantage

DNA Essentials

1. Identify license tier
2. Select bandwidth
3. Pick license term
4. Choose on premises or cloud managed
5. Determine platform for future scale
WAN Solutions that Grows with Your Business

- **License Portability**: Move across management platforms (DNA-C vs vManage), physical vs. virtual seamlessly.
- **Subscription Tiers**: Upgrade from DNA Essentials to Advantage and Premier tiers.
- **Term**: Term flexibility: 3/5 years.
- **Bandwidth**: Bandwidth choice: 10M - 10G.

Respond to Business Needs Faster
Investment Protection for Existing WAN Customers

Purchased within the last 4 years

- AX Bundle
- AXV Bundle
- C1 Foundation

ISR 1K, ISR 4K, ASR 1K

- AX/AXV/Cisco ONE Foundation licenses purchased within the last 4 years (purchased after July 28, 2014) are eligible for a promotional credit towards DNA subscription on WAN
- Credit applicable only towards 3/5 year DNA Advantage/DNA Premier offers
- Promotional Credit available only till July 26, 2019
- Customers with active SWSS/SNTC are entitled to the credit
- Investment Protection credit also applies to Cisco Enterprise Agreement customers

Credit

DNA Premier (3/5 year)
DNA Advantage (3/5 year)

Platform Family | Credit
---|---
ISR 1K, ISR 4221, ISR 4321 | $1,000
ISR4351, ISR 4331 | $2,000
ISR 4431, ISR 4451 | $5,000
ASR 1K | $12,000
Migration Credit For C1/AX/AXV Licenses Offer

- AX/AXV/Cisco ONE Foundation licenses purchased within the last 4 years (purchased after July 28, 2014) are eligible for a promotional credit towards DNA subscription on WAN
- Promotional Credit available only till July 26, 2019
- Holds good with any valid services contract (SWSS/PSS* )

**Customer Has Perpetual Licenses**

- **Customer has ISR1K/ISR4221/4321 with AX/AXV/C1Fnd Bundle**
  - $1,000 credit towards purchase of DNA Advantage (3Y/5Y) or DNA Premier (3Y/5Y)

- **Customer has ISR4331/4351 with AX/AXV/C1Fnd Bundle**
  - $2,000 credit towards purchase of DNA Advantage (3Y/5Y) or DNA Premier (3Y/5Y)

- **Customer has ISR4431/4451 with AX/AXV/C1Fnd Bundle**
  - $5,000 credit towards purchase of DNA Advantage (3Y/5Y) or DNA Premier (3Y/5Y)

- **Customer has ASR1K with C1Fnd Bundle**
  - $12,000 credit towards purchase of DNA Advantage (3Y/5Y) or DNA Premier (3Y/5Y)

* New addition
DNA Upgrade: To Higher Level DNA Tier

Transactional Method

DNA Essentials → DNA Advantage → DNA Premier

Residual value: 50% DNA Essentials for remaining term

DNA Advantage → DNA Premier

Residual value: 100% DNA Advantage value for remaining term

Upgrade only to the same or longer term
Promotional Credit for Mid Term Upgrade (Non Std Deal)

1. Customers/Partners can request Credit on their non-std deal by contacting the AM.
2. AM will review the request and raise a case by sending an email.
3. CPS performs eligibility check.
4. CPS calculates the Total credit amount for:
   - Remaining Term of existing license
   - Source SO#'
5. CPS calculates the Total credit amount for:
   - Remaining Term of existing license
6. CPS re-opens the deal and adds the estimated credit amount as purchase adjustment on the Deal and re-submits it.
7. AM approves the Deal. Deal goes through Non-Standard approval process.
8. Customer gets upfront credits as part of the approved Non-Standard deal (Credit is adjusted off of list price similar to discount).
9. CPS Terminates the old subscription.

Case Elements:
AM sends email to mailer alias
AMER: star-support@cisco.com
EMEAR: star-supportemear@cisco.com
APJC: star-supportapjc@cisco.com 
with subject "EN Mid Term Upgrade Credit", providing details of the deal:
- Current Deal ID
- Quantity and types of licenses to upgrade
- Source SO#'

Eligibility Requirements:

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<th>From</th>
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<td>50% of remaining term</td>
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<td>DNA-P</td>
<td>100% of remaining term</td>
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<tr>
<td>DNA-A</td>
<td>DNA-P</td>
<td>100% of remaining term</td>
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</table>

Upgrade allowed only to the same or longer term.
Promotional Credit for IWAN Migration
(Non Std Deal)

Case Elements:
AM sends email to below mailer alias with subject "IWAN Migration Credit", providing details of the deal: SWSS contract number, the Original Sales order number and serial number
AMER: startsupport@cisco.com
APJC: star-supportapjc@cisco.com
EMEAR: star-supportemear@cisco.com

Eligibility Requirements:
- AX or AXV or C1 Foundation purchased in the last 4 years
- Holds an active SWSS contract
- Credit applicable only towards 3/5 year DNA Advantage/DNA Premier offers

CPS is alerted of the CSC case

CPS performs eligibility check

CPS calculates the credit amount for:
- AX/AXV or C1 Foundation using the Credit Estimation spreadsheet calculator

CPS re-opens the deal and adds the estimated credit amount as purchase adjustment on the Deal and re-submits it

Customer gets upfront credits as part of the approved Non-Standard deal (Credit is adjusted off of list price similar to discount)

AM approves the Deal.
Deal goes through Non-Standard approval process

Terminate existing SWSS for perpetual License

External:
- Customers/Partners can request Credit on their non-std deal by contacting the AM
- AM will review the request and raise a case with CPS by sending an email for estimating and updating the portability credits on the non-std Deal

Internal:
- AMER:
  - startsupport@cisco.com
- APJC:
  - star-supportapjc@cisco.com
- EMEAR:
  - star-supportemear@cisco.com
Pricing and TCO
Bandwidth Metering for DNA Routing Subscriptions

With DNA subscription, bandwidth entitlement is the sum of total bandwidth utilization (either upstream or downstream) across all WAN circuits.

Examples:

For a 100 Mbps license, utilization can be up to 100 Mbps upstream and 100 Mbps downstream.

In the example, bandwidth utilization adds to 3+15+75= 93 Mbps (downstream) and to 3+6+20= 29 Mbps (upstream).

Considering the maximum utilization, you will need a 100 Mbps license.

Aligned with how service providers sell WAN bandwidth.

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Monthly bandwidth utilization is calculated at the 95th percentile.
## DNA Applicability Matrix

<table>
<thead>
<tr>
<th>DNA Applicability Matrix</th>
<th>DNA Premier</th>
<th>Advantage</th>
<th>Essentials</th>
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</table>

* Use LIC-DNA-ADD for DNA subscription with the platform, as no DNA HW. Subscription bundle available today.
** ENCS 54XX supports both XE-SDWAN and vEdge cloud. 51XX supports only vEdge cloud today.
New Easy to Order PID’s

<table>
<thead>
<tr>
<th>Product Family*</th>
<th>NEW PIDs</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISR 4000 Series</td>
<td>ISR4331-DNA</td>
<td>Cisco ISR 4331 (3 GE, 2 NIM, 1 SM) with DNA Support</td>
</tr>
<tr>
<td></td>
<td>ISR4321-DNA</td>
<td>Cisco ISR 4321 (2GE, 2 NIM) with DNA Support</td>
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<tr>
<td></td>
<td>ISR 4351-DNA</td>
<td>Cisco ISR 4351 (3GE, 3NIM, 2SM) with DNA Support</td>
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<tr>
<td>ISR 4000 Series</td>
<td>ISR4451-DNA</td>
<td>Cisco ISR 4451 (4 GE, 3 NIM, 2 SM) with DNA Support</td>
</tr>
<tr>
<td>ISR 1000 Series</td>
<td>C1111-8P-DNA</td>
<td>ISR 1100 8 Ports Dual GE WAN with DNA Support</td>
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<tr>
<td>ISR 1000 Series</td>
<td>C1111-8PLTEEA-DNA</td>
<td>ISR 1100 8 Port Dual GE LTE EA with DNA Support</td>
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<tr>
<td>ISR 1000 Series</td>
<td>C1111-8PLTELA-DNA</td>
<td>ISR 1100 8 Port Dual GE LTE LA with DNA Support</td>
</tr>
<tr>
<td>ASR 1000 Series</td>
<td>ASR1001-X-DNA</td>
<td>Cisco ASR 1001-X Crypto,6GE, Dual-PS with DNA Support</td>
</tr>
<tr>
<td>ASR 1000 Series</td>
<td>ASR1002-HX-DNA</td>
<td>Cisco ASR 1002-HX, 4x10GE+4x1GE, Dual PS with DNA Support</td>
</tr>
<tr>
<td>VEDGE 100 Series</td>
<td>VEDGE-100B-AC-K9</td>
<td>vEdge-100 AC chassis with 5 Ethernet ports, rack mount kit and cables</td>
</tr>
<tr>
<td>VEDGE 100 Series</td>
<td>VEDGE-100M-AC-K9*</td>
<td>vEdge-100 AC chassis with single 4G/LTE SIM, integrated power supply, 5 Ethernet ports</td>
</tr>
<tr>
<td>VEDGE 100 Series</td>
<td>VEDGE-100WM-AC-K9*</td>
<td>vEdge-100 AC chassis with single 802.11 radio and single 4G/LTE SIM, integrated power supply, 5 Ethernet ports and cables</td>
</tr>
<tr>
<td>VEDGE 1000 Series</td>
<td>VEDGE-1000-AC-K9</td>
<td>vEdge-1000 AC base chassis with 8x1GE fixed ports, dual AC power adapters and cables</td>
</tr>
<tr>
<td>VEDGE 2000 Series</td>
<td>VEDGE-2000-AC-K9</td>
<td>vEdge-2000 AC base chassis with 4x1GE fixed ports and dual Pluggable Interface Module</td>
</tr>
<tr>
<td>VEDGE 5000 Series</td>
<td>VEDGE-5000-AC-K9</td>
<td>vEdge-5000 AC router base chassis with 4x10G, 8x1G copper, 8x1G fiber modular NIMS</td>
</tr>
<tr>
<td>Any IoS-XE/vEdge platform</td>
<td>LIC-DNA-ADD</td>
<td>DNA subscription software for any IoS-XE/vEdge platform</td>
</tr>
</tbody>
</table>

Ex: for ISR 4221, order ISR4221/K9 for HW And LIC-DNA-ADD for subscription software

To get DNA subscription for existing ISR/ ASR/ vEdge, use PID: LIC-DNA-ADD
Selling ISR4331 with DNA subscription
Medium branch

3 Year Essentials 100 Mbps

- ISR4331 Essentials: $7050
- ISR4331 Perpetual a la carte: $3750

5 Year Essentials 100 Mbps

- ISR4331 Essentials: $8000
- ISR4331 Perpetual a la carte: $4700

*Mesh topology not included in Essentials
All pricing shown is GPL, SNTC not included

Attach subscription with every ISR router
Selling ISR4331 with DNA subscription

Medium branch

For SD-WAN use cases, position Advantage

ISR value proposition with Viptela price parity

*All pricing shown is GPL, SNTC not included
Selling ISR1100 with DNA subscription

10 M DNA subscription license allows 10 Mbps ingress and 10 Mbps egress

Attach subscription with every ISR router
Selling ASR1001-X with DNA subscription

Attach subscription with every ASR router

2.5 G DNA subscription license allows 2.5 Gbps ingress and 2.5 Gbps egress

*All pricing shown is GPL. SNTC not included*
Routing EA Perspective
Cisco Enterprise Agreement

Driving Accelerated Value Realization

Easy to Buy

- Financial Predictability
  - Includes flexible payment terms
- Cross-portfolio Buying Platform
  + access to add-ons
- Unique Value within each enrollment.

Easy to Consume

- True Forward: No retroactive billing
- Access to New Software Capabilities
- On Demand Deployment

Easy to Manage

- Know Where You Stand with EA Workspace
- Co-termination of SW Subscriptions
- Service Level Assurance

Includes flexible payment terms
Cisco EA: Customer Qualifications

New or Existing Customers Looking For...

1. Standardization
   Cross-Architecture Standardization

2. Full Coverage
   100% Organization Coverage

3. Management
   Centralized License Management

4. Predictability
   Predictable Budget & Pricing

5. Relationship
   Strategic Multi-Year Relationship

6. Maximum Value
   Ready for DNA Journey, Best Value for Money

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DNA EA–SDWAN: Value Proposition

3 Simple, Flat-rate pricing Tiers
Flexibility of bandwidth consumption within tier over EA term
1 simple SKU/price per tier

Promotion: FREE 3 DNA-C Appliances with $500K TCCV EA
Promo valid till July 26th, 2019

True forward, NTE, Co-terming

A simplified install base assessment
Brownfield SKU

Cloud or On-premise

Cross domain EA

Promotion: ‘Ramp’ schedule pricing*
(1st 6 months free in EA)
*Ramp promotion only applicable to brownfield devices
Promo valid till July 26th, 2019

Promotion:
- 2 DNA Accelerators and
- 2 DNA “Ask-the-Expert” sessions (with each free DNA-C Appliance)
Promo valid till July 26th, 2019

Propagation type: DNA EA–SDWAN

Cisco Enterprise Agreement for Routing

Requirements:

• **Minimum TCV**: $250K across all DNA (Switching, Wireless, and Routing)
• **Coverage**: Enterprise-wide coverage for DNA Advantage. DNA Premier optional upgrade.
• **Usage**: One Subscription per device

Benefits:

• **Annual True Forward**:  
  • Device and Bandwidth (BW when telemetry in place)
• **NTE Pricing**
• **Co-Terming**
• **EA offer Promotion**:  
  • 6 months ramp discount (15% for 3-year; 10% for 5-year)
• **Advanced Services Promos—Accelerators & Ask the Experts Sessions**

### Bandwidth Tiers

<table>
<thead>
<tr>
<th>Tier</th>
<th>DNA Advantage 3Y</th>
<th>DNA Advantage 5Y</th>
<th>DNA Premier 3Y</th>
<th>DNA Premier 5Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Up to 100M)</td>
<td>$8,500</td>
<td>$11,500</td>
<td>$17,000</td>
<td>$23,000</td>
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<tr>
<td>2 (101M up to 1G)</td>
<td>$11,500</td>
<td>$14,500</td>
<td>$23,000</td>
<td>$29,000</td>
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<tr>
<td>3 (1.001G up to 10G)</td>
<td>$42,500</td>
<td>$53,500</td>
<td>$85,000</td>
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### Supported Platforms

<table>
<thead>
<tr>
<th>ISR 1100</th>
<th>ISR 4451</th>
<th>vEdge 2000</th>
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<tbody>
<tr>
<td>ISR 4221</td>
<td>ENCS</td>
<td>vEdge 5000</td>
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<tr>
<td>ISR 4331</td>
<td>vEdge 1000</td>
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<tr>
<td>vEdge 100</td>
<td>ASR 1K</td>
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</table>
WAN Migration—Value Comparison:
Customer Owns 200 Site Cisco ONE Foundation on an ISR WAN with SWSS Expiring, Wants to Move to SDWAN

3Y EA Price = $1,445,000

Existing investment in ISR (100M)

Promo: 6 Free DNA Accelerator & 6 "Ask-the-Expert" sessions
Promo (Ramp): 1st 6 months Free

3Y DNA Advantage

$16,700

$1,445,000

3Y Transaction Price = $2,568,000

2 free DNA Accelerator & 2 "Ask-the-Expert" sessions
3Y DNA Advantage
Free 3Y DNA Essentials
3Y SWSS renewal

$5,400

$2,325,000

$750,000

$243,000

Existing investment in ISR (100M)

$1,123,000 Savings with EA
DNA Upgrade: To Higher Level DNA Tier
Enterprise Agreement (EA) Method

- 100% residual value for existing DNA subscriptions (any tier)
- Co-terming across DNA domain
- Install base assessment for the EA quote will cover any existing DNA subscriptions.
- DNA subscription residual value based on expected EA booking date (adjusted to actual booking date).
# Cisco EA: Pricing Process

## As Simple as 1, 2, 3...

### Step 1

**Size**

Complete the End User Information Form (EUIF) to Determine:

- Organization Boundaries
- EA Suites
- User and / or Device Count
- EA Term Length
- Capital Involvement
- Partner of Choice

### Step 2

**Price**

- Determine List Price per Suite
- Apply Installed Base Adjustment per Suite
- Apply Discount to Generate EA Price
- Start DSA Process

### Step 3

**Propose**

Propose EA Price to a Partner
Technical Support Model
Routing technical support model

**TS Product Level Support**

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

SmartNet Total Care,
- Solution Support,
- or -
- Partner Support Service
  (Optional)

**DNA Premier**

**DNA Advantage**

**DNA Essentials**

**Hardware**
- (ISR, ASR, vEdge* routers)

*3 year hardware support included for vEdge.

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Ordering Experience
Single Hardware SKU for DNA simplifies Disti stocking

3/5 year term

- DNA Premier
- DNA Advantage
- DNA Essentials

ISR, ASR with Universal Image (Network Essentials, Network Advantage)

Disti Motion
Direct Ship
Stocked
Smart Accounts
Smart Accounts Enable Easy Access & Control

Central, transparent & secure
Real-time visibility
Easy & secure delivery

Low-touch keyless license
Customer defined controls

User access control
Licenses belong to a single account, not individual users
Flexible license allocation through pooling

Proactive coverage with automated notifications of additions & expirations
Full visibility & insights to inform purchasing & renewal decisions

Foundational to Smart License and Enterprise Workspace
Smart Account Structure

Customer Smart Account
Account where devices leveraging PAK licenses, Smart Licenses, and licenses generated from EAs are stored and managed by a customer, channel partner, or authorized party.

Partner Holding Account
Account where partners / distributors can temporarily deposit orders until the end customer Smart Account is identified. Also provide company-wide access to orders associated with the Partner Holding Account.

Virtual Accounts
- Admissions
- Physics
- Science

Create sub-accounts to reflect organization’s construct.

Share devices and licenses across Virtual Accounts easily.

Users & Roles
Licenses
Devices
Agreements
bigu.edu
Call to action

Sell today, lead with SD-WAN and DNA Premier

Learn more about DNA offers for Routing

Additional Resources: www.cisco.com/go/sdwan

Contact your channel partner or Cisco sales team for more information