Subscription Software for Routing
Software Licensing for Cisco DNA

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Cisco DNA Software Marketing
2019
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%

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Notes: Managed by IDC’s Quantitative Research Group.
Challenges Balancing Security and User Experience

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

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

- Devices & Things
- Campus & Branch Users
- Mobile Users
- Data Center/Private Cloud
- SaaS
- IaaS

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 polices.

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 Cisco DNA Subscriptions Across EN
Cisco DNA Subscriptions Available Across Entire EN Portfolio

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

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

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

- Secured Routing
  - Nov 2018

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

Latest innovations through simple subscription tiers

Across the routing portfolio

Management flexibility

Cisco DNA Premier
Cisco DNA Advantage
Cisco DNA Essentials

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

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

Cisco DNA Essentials
- Single SKU
- 3/5 Year Subscription
- Centralized WAN management with security and hybrid WAN connectivity

Cisco DNA Advantage
- Single SKU
- 3/5 Year Subscription
- Cisco DNA Advantage
- Cisco DNA Essentials
- SD-WAN with app-aware policies, segmentation and optimization for cloud connectivity

Cisco DNA Premier
- 3/5 Year Subscription
- Enterprise Agreement (EA) Eligible
- WAN Optimization
- Analytics
- Cisco DNA Advantage
- Cisco DNA Essentials
- 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

Software Support Service (SWSS) included in all subscriptions

Management flexibility: On-prem or cloud based

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

Cisco DNA Premier
Cisco DNA Advantage
Cisco DNA Essentials

Network Essentials (IP Base + Sec)*
Network Advantage (IP Base + Sec+ App)*

*Network Essentials and Network Advantage are perpetual and not required for vEdge or ENCS
Journey to Intent-based WAN

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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.

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

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Constantly learning, adapting and protecting.

Cisco DNA Essentials

Cisco DNA Advantage

Cisco DNA Premier
Capabilities for Cloud Managed Through vManage*

Cisco 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

Cisco DNA Advantage (Include Cisco 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

Cisco DNA Premier (Include Cisco DNA Essentials & Cisco 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 Cisco DNA Center

**Cisco DNA Essentials**
- **Router Deployment**: Day 0 and Day 2 Changes
- **Branch Virtualization**: NFV provisioning on ENCS and UCS-E, Cisco VNF orchestration (ISRv, vEdge, vASA, NGFW, and vWAAS)
- **Application Visibility**: name, throughput
- **Assurance**: Router Monitoring (Basic), VNF monitoring (ISRv, vWAAS**), ENFV (ENCS, UCSE), Dashboards (Overall Health, Network Health, Client Health), topology, pre-canned Reports, custom Thresholds
- **Automation**: Inventory, Discovery, Topology, Software Image Management, Site Automation, Network Settings, Device Credential Update, Integrity Verification, Template Programmer, Canned Reports, PhP Application
- **Advanced Telemetry & Visibility**: Full Flexible Netflow, EEM

**Network Essentials**
- **Essential Routing Capabilities**: OSPF, EIGRP
- **Router Management**: TACACS+, NETCONF, AAA, DNS, DHCP, DPI Visibility (Full FNF), Basic QoS (classification, Policing, Remarketing, scheduling)
- **Security**: PKI, MacSec

**Cisco DNA Advantage**
- **Cisco DNA Advantage (Include Cisco DNA Essentials)**
- **IWAN**: IWAN Application
- **Branch Virtualization**: 3rd party VNF orchestration
- **Assurance**: Router 360, ENFV 360*, Router underlay insights, ENFV Insights*, 360 pages, Health score, Time Travel, Correlated Insights, Neighbor topology, Path trace, KPIs, Baseline, Trends, Application Experience and Performance, SDA, Wifi KPIs etc.
- **Automation**: Application Policy, Policy based QoS Automation, SWIM (Patching), SD Bonjour, Reporting (Tableau)
- **Optimized Telemetry & Visibility**: AVC(NBAR2)

**Cisco DNA Premier (Include Cisco DNA Essentials & Cisco DNA Advantage)**
- **Advance application experience**: AppNav, WAN Full stack WAAS (managed by WCM - WAAS Central Manager)

**Cisco DNA Premier (Include Cisco DNA Essentials & Cisco DNA Advantage)**
- **Routing Capabilities**: Multicast, MPLS
- **App based policy**: PFR, PBR, App Aware QoS Policy, App performance troubleshooting (co-related insights)
- **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 Cisco DNA

FY18
Perpetual SW + SWSS
- Cisco ONE Advanced + C1 SWSS Required
- Cisco ONE Foundation + C1 SWSS Required

At New Purchase or SWSS Renewal

Cisco DNA subscription will include C1 SWSS benefits
Customer retains perpetual software

FY19
Hybrid SW + Cisco DNA
- Cisco ONE Advanced + Cisco DNA Essentials (C1 SWSS Benefits Included)
- Cisco ONE Foundation + Cisco DNA Essentials (C1 SWSS Benefits Included)

Cisco ONE Foundation or Advanced with

<table>
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<tr>
<th>Cisco ONE Foundation or Advanced with</th>
<th>You get Cisco DNA Essentials with bandwidth</th>
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<tbody>
<tr>
<td>ISR 1100/4220</td>
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<td>ISR 4400</td>
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Get Cisco DNA and software support for the price of SWSS
## Cisco ONE Offer Evolution

Enterprise Networking (Routing, Switching, Wireless)

### FY18

<table>
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<tr>
<th>Perpetual</th>
<th>Subscription</th>
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<tbody>
<tr>
<td>Cisco ONE Advanced</td>
<td>Cisco ONE Advantage</td>
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<td>Cisco ONE Foundation</td>
<td>Cisco DNA Advantage</td>
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<td>Cisco DNA Essentials</td>
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**C1 SWSS Required**

### FY19

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<th>Perpetual</th>
<th>Subscription</th>
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<tbody>
<tr>
<td>Cisco ONE Advanced</td>
<td>Cisco DNA Premier</td>
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<tr>
<td>Cisco ONE Foundation</td>
<td>Cisco DNA Advantage</td>
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<tr>
<td></td>
<td>Cisco DNA Essentials</td>
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**Cisco DNA (C1 swss Benefits Included)**

### Notes

- *300K List in Cisco DNA SW purchase required*

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

Cloud Management
vManage*

On-prem Management
Cisco DNA center

Any routing Platform:
ISR, ASR, ENCS, vEdge

Platforms: ISR, ASR, ENCS

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

Cisco vManage

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

vManage merges with Cisco DNA Center in CY19

Cisco DNA Center

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

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

Cisco DNA Premier

Cisco DNA Advantage

Cisco 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 (Cisco DNA Center vs vManage), physical vs. virtual seamlessly

Subscription Tiers
Upgrade from Cisco 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

- AX/AXV/Cisco ONE Foundation licenses purchased within the last 4 years (purchased after July 28, 2014) are eligible for a promotional credit towards Cisco DNA subscription on WAN.
- Credit applicable only towards 3/5 year Cisco DNA Advantage/Cisco 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.

<table>
<thead>
<tr>
<th>Platform Family</th>
<th>Credit</th>
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<tr>
<td>ISR 1K, ISR 4221, ISR 4321</td>
<td>$1,000</td>
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<tr>
<td>ISR 4351, ISR 4331</td>
<td>$2,000</td>
</tr>
<tr>
<td>ISR 4431, ISR 4451</td>
<td>$5,000</td>
</tr>
<tr>
<td>ASR 1K</td>
<td>$12,000</td>
</tr>
</tbody>
</table>
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 Cisco DNA subscription on WAN
- Promotional Credit available only till July 26, 2019
- Holds good with any valid services contract (SWSS/PSS* )

Customer has

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

Customer has

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

Customer has

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

Customer has

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

* New addition
Cisco DNA Upgrade: To Higher Level Cisco DNA Tier

Transactional Method

Residual value: 50% Cisco DNA Essentials for remaining term

Residual value: 100% Cisco 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 (“Customer and Partner Services”) is alerted of the case and assigns an agent

4. CPS performs eligibility check

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

Eligibility Requirements:

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco DNA Essentials</td>
<td>Cisco DNA Advantage or Cisco DNA Premier</td>
<td>50% of remaining term</td>
</tr>
<tr>
<td>Cisco DNA Advantage</td>
<td>Cisco DNA Premier</td>
<td>100% of remaining term</td>
</tr>
</tbody>
</table>

Upgrade allowed only to the same or longer term

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#’s
Promotional Credit for IWAN Migration
(Non Std Deal)

1. External
   - Customers/Partners can request Credit on their non-std deal by contacting the AM

2. External
   - 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

3. Internal
   - CPS is alerted of the CSC case

4. Internal
   - CPS performs eligibility check

5. Internal
   - CPS calculates the credit amount for:
     - AX/AXV or C1 Foundation purchased in the last 4 years
     - Holds an active SWSS contract
     - Credit applicable only towards 3/5 year Cisco DNA Advantage/Cisco DNA Premier offers

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

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

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

9. External
   - Terminate existing SWSS for perpetual License

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: starsupport@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 Cisco DNA Advantage/Cisco DNA Premier offers
Pricing and TCO
Bandwidth Metering for Cisco DNA Routing Subscriptions

With Cisco 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.
**Cisco DNA Applicability Matrix**

<table>
<thead>
<tr>
<th>Cisco C11XX ISR Family</th>
<th>4221 ISR</th>
<th>4321 ISR</th>
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## SD-WAN Applicability Matrix

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* Use LIC-Cisco DNA-ADD for Cisco DNA subscription with the platform, as no Cisco 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

**Lead with new PID’s for key product families**

**Easy attach of Cisco DNA offers**

**Better Pricing**

To get Cisco DNA subscription for existing ISR/ ASR/ vEdge, use PID: LIC-DNA-ADD

<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 Cisco DNA Support</td>
</tr>
<tr>
<td>ISR 4000 Series</td>
<td>ISR4321-DNA</td>
<td>Cisco ISR 4321 (2GE, 2 NIM) with Cisco DNA Support</td>
</tr>
<tr>
<td>ISR 4000 Series</td>
<td>ISR 4351-DNA</td>
<td>Cisco ISR 4351 (3GE, 3NIM, 2SM) with Cisco DNA Support</td>
</tr>
<tr>
<td>ISR 4000 Series</td>
<td>ISR4451-DNA</td>
<td>Cisco ISR 4451 (4 GE, 3 NIM, 2 SM) with Cisco DNA Support</td>
</tr>
<tr>
<td>ISR 1000 Series</td>
<td>C1111-8P-DNA</td>
<td>ISR 1100 8 Ports Dual GE WAN with Cisco DNA Support</td>
</tr>
<tr>
<td>ISR 1000 Series</td>
<td>C1111-8PLTEEA-DNA</td>
<td>ISR 1100 8 Port Dual GE LTE EA with Cisco DNA Support</td>
</tr>
<tr>
<td>ISR 1000 Series</td>
<td>C1111-8PLTELA-DNA</td>
<td>ISR 1100 8 Port Dual GE LTE LA with Cisco 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 Cisco 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 Cisco 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 (going EOS)</td>
<td>Cisco DNA subscription software for any IoS-XE/vEdge platform</td>
</tr>
<tr>
<td>Any IoS-XE/vEdge platform</td>
<td>L-LIC-DNA-ADD</td>
<td>Ex: for ISR 4221, order ISR4221/K9 for HW And LIC-Cisco DNA-ADD for subscription software</td>
</tr>
</tbody>
</table>
Selling ISR4331 with Cisco DNA subscription

Medium branch

Attach subscription with every ISR router
Selling ISR4331 with Cisco DNA subscription

Medium branch

3 Year Advantage 100 Mbps

vEdge1000 with Advantage: $16,495
ISR4331 with Advantage: $16,800

5 Year Advantage 100 Mbps

vEdge1000 with Advantage: $20,195
ISR4331 with Advantage: $20,500

For SD-WAN use cases, position Advantage

ISR value proposition with Viptela price parity

*All pricing shown is GPL. SN TC not included
Selling ISR1100 with Cisco DNA subscription

Attach subscription with every ISR router

10 M Cisco DNA subscription license allows 10 Mbps ingress and 10 Mbps egress
Selling ASR1001-X with Cisco DNA subscription

Attach subscription with every ASR router

2.5 G Cisco 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**
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 Cisco DNA Journey, Best Value for Money

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Cisco 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

Cloud or On-premise

A simplified install base assessment
Brownfield SKU

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

Ramp Promotion:
• New EA & brownfield IB are eligible
• Customer gets 42 months for the price of 36 months (15% price adjustment)
• Customer gets 60 months for the price of 54 months (10% price adjustment)

True forward, NTE, Co-terming

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

Promotion:
• 2 Cisco DNA Accelerators and
• 2 Cisco DNA “Ask-the-Expert” sessions (with each free Cisco DNA Center Appliance)

Promotion:
2 Cisco DNA Accelerators and
2 Cisco DNA “Ask-the-Expert” sessions (with each free Cisco DNA Center Appliance)
# Cisco Enterprise Agreement for Routing

## Requirements:
- **Minimum TCV:** $250K across all Cisco DNA (Switching, Wireless, and Routing)
- **Coverage:** Enterprise-wide coverage for Cisco DNA Advantage. Cisco 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**

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

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<th>Supported Platforms</th>
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<tbody>
<tr>
<td>ISR 1100</td>
<td>ISR 4451</td>
<td>vEdge 2000</td>
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<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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WAN Migration—Value Comparison:
Customer Owns 200 Site Cisco ONE Foundation on an ISR WAN with SWSS Expiring, Wants to Move to SDWAN

- $1,123,000 Savings with EA

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

3Y Transaction Price = $2,568,000

- 3Y EA Price = $1,445,000

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

Existing investment in ISR (100M) $1,445,000

$1,445,000

$2,325,000

$750,000

$243,000

$5,400
Cisco DNA Upgrade: To Higher Level Cisco DNA Tier
Enterprise Agreement (EA) Method

- 100% residual value for existing Cisco DNA subscriptions (any tier)
- Co-terming across Cisco DNA domain
- Install base assessment for the EA quote will cover any existing Cisco DNA subscriptions.
- Cisco 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
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
- Determine List Price per Suite
- Apply Installed Base Adjustment per Suite
- Apply Discount to Generate EA Price
- Start DSA Process

Step 3
Propose EA Price to a Partner
Technical Support Model
Routing technical support model

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<th>TS Product Level Support</th>
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<tr>
<td><strong>Embedded Support</strong></td>
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<tr>
<td>With Subscription</td>
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<tr>
<td>TAC, knowledge base access, software downloads</td>
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<tr>
<td><strong>SmartNet Total Care, Solution Support,</strong></td>
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<tr>
<td>- or -</td>
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<tr>
<td><strong>Partner Support Service (Optional)</strong></td>
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<tr>
<th>Hardware</th>
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<td>(ISR, ASR, vEdge* routers)</td>
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</table>

*3 year hardware support included for vEdge.
Ordering Experience
Single Hardware SKU for Cisco DNA simplifies Disti stocking

- 3/5 year term
  - Cisco DNA Premier
  - Cisco DNA Advantage
  - Cisco DNA Essentials

SNTC

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

Disti Motion
Direct Ship
Stocked

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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

- Share devices and licenses across Virtual Accounts easily.

- Create sub-accounts to reflect organization’s construct.

**Sharing Devices and Licenses**
- Easily share devices and licenses across Virtual Accounts.
- Create sub-accounts to reflect organization’s construct.

**Conclusion**
Customer Smart Account and Partner Holding Account provide a structured approach to managing devices and licenses, ensuring streamlined access and administration.
Call to action

Sell today, lead with SD-WAN and Cisco DNA Premier

Learn more about Cisco DNA offers for Routing

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

Contact your channel partner or Cisco sales team for more information