Subscription Software for SD-WAN/Routing

Software Licensing for Cisco DNA

Brian Loftus
Cisco DNA Software Product Marketing
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Agenda

1. WAN Challenges
2. Introducing Software Subscription for SD-WAN/Routing
3. Offer Details
4. Offer Evolution, Positioning, Investment Protection
5. Bandwidth & Applicability
6. EA Perspective
7. Technical Support & Smart Account
Why does your customer need 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%
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/Routing Software

- **Policy Based End-to-End Architecture**: Cloud delivered NG WAN for operational simplicity & efficiency
- **Multi-Cloud**: Consistent workload management for on-premise, hybrid or public clouds
- **User Experience**: Increased reliability utilizing best paths to applications
- **Simplified Cloud Security**: Faster deployment and greater visibility with Cisco Umbrella

Aligned to Cisco Intent-based Networking Strategy

One user interface for end-to-end network management
Combining Best of Breed in Security and SD-WAN

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 Security

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 Cisco DNA Software Subscription for SD-WAN/Routing
Driving Cisco DNA Subscriptions Across EN
Cisco DNA Subscriptions Available Across Entire EN Portfolio

Building Cisco DNA adoption momentum across EN
Benefits of Software Subscription for SD-WAN/Routing

Latest innovations through simple subscription tiers

- Cisco DNA Premier
- Cisco DNA Advantage
- Cisco DNA Essentials

Across the portfolio

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

Management flexibility

Cloud managed or on-prem managed
Offer Details
SD-WAN/Routing Common Attributes
What Has Changed?
Details of Changes

Cisco DNA Essentials
- Topology (Full Mesh)
- App & Basic SLA Based Policy
- Dynamic Routing (BGP, OSPF)
- FEC & Packet Duplication
- TCP Optimization
  (+) Cub Connector

Cisco DNA Advantage
- Unlimited Segmentation
- vAnalytics
- WAAS RTU
- URL Filtering
  (+) AMP Hashing & Threat Grid Connector

Cisco DNA Premier¹
- (+) Cisco Umbrella Insights
  (1Mbps = 1 user license)
- (+) Cisco Threat Grid
  (200 files sandboxed/day)

¹ Only available in SD-WAN implementations

Up to 50 Device overlay

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## Cisco DNA Subscriptions
### Implementation Differences of Note

<table>
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<tr>
<th>Cisco DNA Essentials</th>
<th>Cisco DNA Advantage</th>
<th>Cisco DNA Premier</th>
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<td>&gt; 50 Edge Devices in Single SD-WAN Overlay</td>
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<td>Enterprise Focus</td>
<td>Enterprise Focus with Secure Cloud Edge</td>
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</table>
# Cisco DNA Licensing

## Offer Details

### Cisco DNA Essentials
- **Basic SD-WAN Use-Cases** (<50 Edge Devices)
  - Umbrella DNS monitoring & App discovery
  - Basic Path Optimization
  - Automation & Ease of Management
  - Branch Security with Firewall and IPS
  - Application-based SLA
  - Flexible Topologies

### Cisco DNA Advantage
- **Cloud-Scale SD-WAN Use-Cases**
  - vAnalytics
  - Monitoring & Troubleshooting
  - Optimized Cloud Connectivity
  - Unlimited Segmentation
  - Malware Protection (AMP) & URL Filtering
  - WAAS RTU

### Cisco DNA Premier
- **Secure Cloud Edge Use-Cases**
  - Cisco Umbrella Insights (1Mbps= 1 user license)
  - Cisco Threat Grid (200 files sandboxed/day)

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1. Only available in SD-WAN implementations
2. Capabilities supported only on ISR 1000/4000 and CSR 1000v

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Offer Evolution, Positioning, Portability, and Investment Protection
Investment Protection for Cisco ONE Routing Customers
More Value with Cisco DNA

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

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
- You get Cisco DNA Essentials with bandwidth
  - ISR 1100/4220 10M
  - ISR 4320 25M
  - ISR 4330 50M
  - ISR 4350 100M
  - ISR 4430 250M
  - ISR 4450 500M

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

Get Cisco 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
- Cisco DNA Advantage
- Cisco DNA Essentials

FY19

Perpetual
- Cisco ONE Advanced
- Cisco ONE Foundation

Subscription
- Cisco DNA Premier
- Cisco DNA Advantage
- Cisco DNA Essentials

Cisco DNA Attach with C1 Purchase | Free Cisco DNA Center appliance*

*300K List in Cisco DNA SW purchase
How to Choose?

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
## Cisco DNA Tier Upgrades
### By Agreement Type

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## Cisco DNA Bandwidth Upgrades

### Within & Between Tiers

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Co-Terming Agreements
Benefits of Signing an Enterprise Agreement

Scenario: Customer Purchased 2500 SD-WAN Licenses for a 5 Year Term

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Additions to transactional three year agreements cannot be co-termed!

Renewals to transactional agreements can be co-termed to any term length!
Bandwidth & Applicability
Bandwidth Metering
Cisco DNA 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, permitting you to use 100 Mbps up and 100 Mbps down for 200 Mbps of aggregate bandwidth.

Aligned with how service providers sell WAN bandwidth

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## Cisco DNA Applicability Matrix

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* L-LIC-DNA-ADD for Cisco DNA subscription with the platform, as no Cisco DNA HW+ Subscription bundle is currently available.
** Except for the 5412 ENCS, other ENCS platforms currently support vEdge Cloud NVF for SD-WAN and not Cisco IOS XE SD-WAN
# Cisco DNA Applicability Matrix

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* L-LIC-DNA-ADD for Cisco DNA subscription with the platform, as no Cisco DNA HW+ Subscription bundle is currently available.
** Except for the 5412 ENCS, other ENCS platforms currently support vEdge Cloud NVF for SD-WAN and not Cisco IOS XE SD-WAN
## New Easy to Order PIDs/Transactional

<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>
</tbody>
</table>

Any IoS-XE/vEdge platform

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

LIC-DNA-ADD (going EOS) LIC-DNA-ADD

Cisco DNA subscription software for any IoS-XE/vEdge platform

Ex: for ISR 4221, order ISR4221/K9 for HW

And LIC-Cisco DNA-ADD for subscription software
EA Perspective
SD-WAN and Routing
# Cisco Enterprise Agreement

## Driving Accelerated Value Realization

<table>
<thead>
<tr>
<th>Easy to Buy</th>
<th>Easy to Consume</th>
<th>Easy to Manage</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Clock Icon] Financial Predictability</td>
<td>![Clock Icon] True Forward: No retroactive billing</td>
<td>![Clock Icon] Know Where You Stand with EA Workspace</td>
</tr>
<tr>
<td>![Checkmark Icon] Cross-portfolio Buying Platform + access to add-ons</td>
<td>![Cloud Icon] Access to New Software Capabilities</td>
<td>![Location Icon] Co-termination of SW Subscriptions</td>
</tr>
<tr>
<td>![Plus Icon] Unique Value within each enrollment.</td>
<td>![Down Arrow Icon] On Demand Deployment</td>
<td>![Checkmark Icon] Service Level Assurance</td>
</tr>
</tbody>
</table>

Includes flexible payment terms

Includes add-ons

Includes SW Subscriptions

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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
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

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

Cloud or On-premise

A simplified install base assessment

True forward, NTE, Co-terming

Cross domain EA

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)

Promotion: FREE 3 Cisco DNA Center Appliances with $500K TCCV EA

Promo valid until July 26th, 2019
Value Proposition
ESG Analyst Findings

Without Cisco EA

- Calculate/Negotiate True-ups: 31%
- Consolidate Existing Licenses: 19%
- Ensure License Compliance: 15%
- Predicting Need: 12%
- Negotiate Licensing Agreements: 9%
- Research Licensing Scenarios: 8%
- Other: 6%

With Cisco EA

- Available time to Focus on business: 85%
- License Management: 15%

The Cisco EA frees customers to focus on business
## Transactional vs New DNA EA

<table>
<thead>
<tr>
<th>Terms</th>
<th>Transactional</th>
<th>Enterprise Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pricing</td>
<td>Multiple agreements, all subscriptions start and expire at different times (no co-terming)</td>
<td>Single Agreement, Co-Term</td>
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<tr>
<td></td>
<td>Negotiate pricing, Impacted by price increases</td>
<td>Fixed pricing</td>
</tr>
<tr>
<td></td>
<td>Difficult to manage</td>
<td>Easy to Manage – EA Workspace</td>
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<tr>
<td></td>
<td>Requires purchase</td>
<td>Anytime access via EA Workspace</td>
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<tr>
<td></td>
<td>Buy what you need (partial)</td>
<td>Enterprise coverage – you’re covered!</td>
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<tr>
<td></td>
<td>Use now, pay now</td>
<td>Use now, pay later (True Forward–cost savings)</td>
</tr>
<tr>
<td></td>
<td>Equal to Enterprise Agreement, *with exception to routing where for higher bwidths it is higher</td>
<td>Equal to Transactional, *with exception to routing where for higher bwidths it is lower</td>
</tr>
<tr>
<td></td>
<td>LAN Base customers pay to upgrade iOS to IP Base and IP Services</td>
<td>iOS Upgrades are FREE</td>
</tr>
<tr>
<td></td>
<td>No minimum purchase</td>
<td>$250K for one or across DNA portfolio &amp; within ECS portfolio</td>
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</table>

**Legend:**
- **DNA Readiness**: $250K for one or across DNA portfolio & within ECS portfolio
- **Coverage Requirement**: Requires purchase
- **License Management**: Buy what you need (partial)
- **License Fulfilment**: Use now, pay now
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-Termining**
- **EA offer Promotion**:  
  - 6 month ramp discount (15% for 3-year; 10% for 5-year)
  - * 3 yr is 42 month term for the price of 36 months
- **Advanced Services Promos—Accelerators & Ask the Experts Sessions**

<table>
<thead>
<tr>
<th>Supported Platforms</th>
<th>ISR 1K</th>
<th>CSR 1Kv</th>
<th>ASR 1K</th>
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<tbody>
<tr>
<td>ISR 4K</td>
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<td>ENCS</td>
<td>vEdge</td>
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Technical Support Model
# Routing technical support model

## TS Product Level Support

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<th>Embedded Support</th>
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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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</table>

## Cisco DNA Premier

- Cisco DNA Advantage
- Cisco DNA Essentials

## Hardware

- (ISR, ASR, vEdge routers)
Ordering Experience
Single Hardware SKU for Cisco DNA simplifies Disti stocking

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

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

Create sub-accounts to reflect organization’s construct.

Share devices and licenses across Virtual Accounts easily.
Call to action

Sell today, lead with SD-WAN/Routing and Cisco DNA Subscriptions

Learn more about Cisco DNA offers for SD-WAN/Routing:


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

Contact your channel partner or Cisco sales team for more information