What is Cisco announcing in June 2017?
Cisco is announcing a new era of networking. Market trends in the Internet of Things (IoT), cloud computing, and mobility are increasing IT complexity and requiring networks to respond faster to both threats and opportunities. Cisco® Digital Network Architecture (DNA), first introduced in 2016, addresses the challenges brought about by these market trends, and today’s announcement includes the newest innovations in the DNA vision: automation, analytics, and security plus a new option in software licensing that is subscription based.

The latest innovations in DNA include a new software capabilities that deliver greater intelligence and security through Cisco ONE™ Subscription for Switching Software; and an architectural approach that delivers end-to-end visibility, automation, and insights.

Cisco ONE Subscription for switching

What software products and solutions are being announced today as part of this announcement?
The new software product in the announcement include the following:

- Cisco ONE Essentials delivers base automation and management. This solution includes the next-generation Cisco Catalyst® 9000 Series Switches, Network Essentials, DNA Essentials, Cisco Identity Services Engine (ISE) Base, and Cisco Software Support Service (SWSS).
- Cisco ONE Advantage delivers policy-based automation and assurance. This solution includes the next-generation Cisco Catalyst 9000 Series Switches, Network Advantage, DNA Advantage, ISE Plus, Stealthwatch and SWSS.
Is a software subscription mandatory with the new Catalyst 9K series? What options are available to customers?

Yes, customers must buy software as subscription along with Catalyst 9K. To enable all DNA capabilities, customers will require Cisco ONE Advantage which is packed with powerful solutions such as Software Defined Access, Assurance and Encrypted Traffic Analytics. Alternately, customers can buy DNA Advantage as a-la-carte, but will need to buy additional licenses to enable comprehensive solutions.

How do customers buy SD-Access and the other DNA innovations?

Customers can buy SD-Access and other innovations by purchasing the following:

- **Hardware**: Catalyst 9000 Series switches. The hardware ships with Network Advantage which includes Full Layer 3 routing functionality (equivalent to IP Services), segmentation, and network resiliency.
- **Software**: Cisco ONE Advantage. This includes DNA Advantage, ISE Plus, Stealthwatch and software support. Alternately, customers can buy DNA Advantage a-la-carte, but will also need to purchase ISE and Stealthwatch.

What does Cisco ONE Advantage offer?

- Cisco ONE Advantage enables all use cases of Cisco DNA. It includes DNA Advantage, ISE Plus, Stealthwatch and software support.
- DNA Advantage offers complete policy-based automation and assurance through SD-Access, Encrypted Traffic Analytics, and the assurance solution.
- ISE Plus enables BYOD functionality, profiling, end point protection, and TrustSec.
- Stealthwatch provides visibility and security intelligence across the extended enterprise and the entire attack continuum: before, during, and after an attack.
- Stealthwatch also continuously monitors the network interior, where sophisticated attackers often lurk undetected.

What if customers are only looking for basic automation and monitoring?

We recognize that not all customers are ready to deploy the SD-Access solution. Customers can start with base automation and management by purchasing:

- **Hardware**: Catalyst 9000 Series switches. The hardware ships with Network Essentials that includes Layer 2 switch capability, routed access, QoS visibility into traffic with sample Netflow.
- **Software**: Cisco ONE Essentials. This includes DNA Essentials that offers basic automation such as Plug-n-Play (PnP), EasyQoS configuration and management, ISE Base and software support. Alternately, customers can buy DNA Essentials as a-la-carte.

If a customer wants to purchase Cisco ONE Advantage, do they have to buy Cisco ONE Essentials also?

No. Cisco ONE Advantage includes the features and functions of Cisco ONE Essentials.

I want to buy IP Base functions for my switch. Which Cisco ONE package offers that?

LAN Base, IP Base and IP Services are being replaced with Network Essentials and Network Advantage.

Network Essentials = IP Base
Network Advantage = IP Services.
What additional benefits do customers experience due to subscription-based Cisco ONE Software licensing?

- “Better together” pricing can provide lower initial costs and reduce the Total Cost of Ownership (TCO) over the software lifecycle
- Access to ongoing innovation gives the customer software upgrades and new features at no cost
- Software license agility means licenses are portable between generations of hardware, eliminating the need to repurchase software when upgrading to new hardware
- Simplicity: Simplified software suites with a 3, 5, or 7 -year subscription license agreements

What happens if the customer doesn’t want to buy the subscription-based license?

The software license for the Catalyst 9000 Series switches is only available via the subscription model.

If a customer stops paying for their software subscription, does their network stop working?

No, the switch will continue to function, however the customers’ account will be out of compliance and they may have limited DNA functionality. Customers must renew their subscription to continue to get access to innovation.

How are the existing Cisco ONE Foundation and Cisco ONE Advanced products different from the products you are announcing: Cisco ONE Essentials and Cisco ONE Advantage?

Cisco ONE Foundation and Cisco ONE Advanced are perpetual license solution suite offered on Cisco Catalyst 3000, 4000 and 6000 series Switches. Cisco ONE Essentials and Cisco ONE Advantage is subscription license solution suite offered on Cisco Catalyst 9000, Catalyst 3000, Catalyst 4000 and Catalyst 6000 series Switches.

Can the customer still buy the Cisco ONE Software perpetual offer on Cisco Catalyst 3000 or 4000 Series Switches?

Yes. Cisco ONE Software for the Cisco Catalyst 3000 and 4000 Series will continue to be offered to our customers.

Customer has Cisco ONE foundation suite now. If they are looking to upgrade, what should they buy?

Cisco ONE Advantage offers customers the full benefits of DNA as well as all the features that customers are used to getting from IP Services. Hence, our recommendation is to upgrade to Cisco ONE Advantage.

Why is Cisco moving more and more network features/functionality to software?

Customers have fluid businesses that require agility and they are adopting software as part of their digital transformations as traditional industries turn to software to create competitive differentiation, provide faster innovation and improved productivity. Also, customers want simpler ways to purchase, deploy, adopt and upgrade technologies and software provides this. Cisco recognizes this trend and is shifting towards a more software-centric model and offering subscriptions for its technologies to meet these customer requirements.

Cisco ONE perpetual offer

Each domain in the Cisco ONE Software perpetual license model offers a Foundation product. What is Foundation and is it the same for all products?

Foundation products are a collection of the most common software-licensed capabilities for each area of the network: data center and cloud, WAN, and access. Capabilities differ depending on which area of the network is being addressed. In general, Foundation products deliver the capabilities that most customers need, including basic networking, security, and systems management.
Each domain in the Cisco ONE Software perpetual license model offers an Advanced Applications product. What is an Advanced Applications product, and are these products the same for all domains?

Advanced Applications for Cisco ONE Software address a broader range of customer use cases and differ by architecture. For example, the capability to deploy advanced voice and video solutions is enabled by the Cisco ONE WAN Collaboration product. Cisco ONE Advanced Mobility Services allows customers to customize their wireless environment to deliver a tailored experience, which is a valuable benefit for retail and branch offices.

Why are there separate Advanced Security products? Does that mean that Foundation products and other products are not secure?

All Cisco ONE Software products offer integrated security at every layer. Advanced Security products provide more capabilities and typically run on standalone appliances, such as Cisco Adaptive Security Appliances (ASA) or Cisco Firepower™ devices. Customers should purchase Advanced Security products if they need these advanced capabilities.

Does the Foundation product include Cisco IOS® Software, Cisco NX-OS Software, or other Cisco operating systems?

No. The basic operating system for any purchased device is included with the cost of the hardware. Cisco ONE Software includes additional software licenses and capabilities that extend beyond those that come with the basic operating system.

Can a customer have Cisco ONE Software access point licenses and licenses for other access points on the same wireless controller?

No. Customers are not allowed to have Cisco ONE Software access point licenses and licenses for other access points on the same wireless controller.

Can you describe the before-and-after scenario for Cisco ONE Software from financial and operational perspectives?

Consider a unified access use case in which a customer has 500 branch locations and a 5-year refresh cycle. Under the current a la carte model, the cost for annual hardware and software support, plus the cost for refreshing all the branch-office hardware in the fifth year, would total approximately US$16 million. With the Cisco ONE Software model, costs over the same period would be US$14.5 million, for a savings of 9 percent.

- Customers also receive other significant benefits in this example:
- Lower first-year startup costs if the customer buys a subscription model
- Cost savings in the fifth year as a result of license portability
- Greater value because the product includes advanced capabilities that would cost more if licensed in the existing a la carte model

What is Cisco ONE Software?

Cisco ONE Software is a new portfolio of software products that span the technology categories of data center and cloud, WAN, access, and security. Cisco ONE Software simplifies the way you purchase software licenses within these technology platforms.
What are the financial benefits of Cisco ONE Software?

Cisco ONE Software provides several financial advantages over the current licensing model:

- Time of purchase
- Implementation
- Renewal


Purchasing questions

Will customers be required to buy all their Cisco software in this new model instead of being able to purchase software features individually?

Cisco continues to offer two ways to buy Cisco software. You can still purchase Cisco software features the way you always have: by purchasing hardware and then buying selected software capabilities to build a custom package. Cisco ONE Software offers a new consumption option that lets you buy a hardware platform and license the software separately. Cisco ONE Software products provide combinations of applications and features that address the most common business use cases at attractive prices. These give you improved deployment flexibility and portability to better support your business outcomes.

What is the difference between Cisco ONE Software subscription and perpetual licensing?

In the subscription model, you pay an annual fee that includes the cost of the right to use the product for the license term (a term of one year) and the cost of SWSS for software support, suite updates, version upgrades, and license portability. If you decide to cancel the subscription, you lose the right to use the license.

For Cisco ONE Subscription for Switching offer, how does the payment work?

Customers can get 3, 5 or 7 year subscription offer. Customers prepay’s for the subscription at the time of purchase.

What if Cisco ONE Software requires me to purchase more than I need? I may prefer buying my software a la carte. How do you respond to this concern?

You will still have the option to buy software a la carte. Cisco ONE Software is in addition to, rather than a replacement for, the current model.

Do I have to buy a Foundation product to purchase Advanced Applications or Advanced Security products?

It depends.

- All of the software in our Advanced Security products run on appliances and have no dependencies on the Foundation product. You can purchase them separately as long as you have the appropriate appliance as described previously.
- The Cisco ONE WAN Collaboration product is available separately if your primary use case for the router is unified communications.
- All other products require purchase of Foundation prior to the purchase of the Advanced product types.
- Because you gain additional benefits by purchasing the Foundation and Advanced product types, we recommend that you purchase them together.
How do I migrate equipment and software I already own to the new Cisco ONE Software licensing model?


I use a sparing strategy for hardware replacement. Can I order Cisco ONE hardware as spares?

Cisco ONE hardware is sold only with the mandatory Cisco ONE Software or subscription. If stocking hardware for sparing, you should use the standard, individual hardware part numbers.

Are there any tax benefits associated with purchasing through the Cisco ONE Software model?

Tax laws vary by jurisdiction and the individual circumstances of the transaction or offer. Some jurisdictions do not assess sales tax on intangible property such as software. However, the determination of whether software qualifies for an exemption depends on multiple factors. Cisco does not provide tax advice to customers, partners, or third parties. If you are unsure whether software (Cisco ONE Software or other) comes under a tax benefit in your jurisdiction, you should consult your tax advisor.

In the past, other vendors have moved functions from basic to advanced tiers. This change requires the purchase of the more expensive tier just to get that basic function back. Can you assure me that Cisco won’t do the same thing?

Although we reserve the right to change the contents of Cisco ONE Software packages, our customers’ satisfaction is our most important consideration. Our plan is to continue to add functions to the Foundation and Advanced tiers. Over time, some functions may become end-of-life or superseded by new capabilities.

In these cases, if you have purchased a Cisco ONE Software perpetual license, you can continue to use your licenses even if the contents of a particular tier changes. Cisco will continue to provide support based on our standard support lifecycle policies.

Cisco Smart Accounts questions

What is a Cisco Smart Account?

Cisco Smart Account enables the customer to view and control access to all Cisco software licenses and entitlement across customers organization. To learn more and access the site, visit https://www.cisco.com/c/en/us/buy/smart-accounts.html.

How do Smart Accounts affect my Cisco ONE Software purchase?

A Smart Account is not mandatory for ordering Cisco ONE Software suites, except for the Enterprise Cloud Suite. With a Smart Account, you can assign your Cisco ONE Software purchases to the account during the ordering process in the Cisco Commerce Workspace (CCW). This process allows easier management of your software inventory.

I am interested in consolidating all of my Cisco ONE Software Product Authorization Key (PAK)-based licenses. Is this possible?

Yes. Cisco is enhancing your ease of doing business by offering an on-demand PAK consolidation service for your Cisco ONE Software purchase. To consolidate your Cisco ONE Software PAKs and have them deposited into your Smart Account, please email licensing@cisco.com. You can also contact Cisco Licensing Support at 1 800-553-2447 to speak directly with an agent.
Services for Cisco ONE Software Suites

Q  What software services are available for Cisco One Software?
A  Cisco offers Software Support Services or SWSS for Cisco ONE software.

Q  Is SWSS mandatory purchase for Cisco ONE?
A  If customer is buying Cisco ONE perpetual offer, then SWSS is mandatory. An active SWSS gives customers access to on going innovation and license portability.

If customer is buying Cisco ONE subscription offer, then SWSS is already included.

Q  What hardware support is available for Cisco ONE Software?
A  Cisco Smart Net Total Care™ provides 24-hour global support for the base OS and underlying hardware platforms on which Cisco ONE Software is deployed. This is applicable for both Cisco ONE perpetual and Cisco ONE subscription model.

For more information

Q  Where can I get more information about Cisco ONE Software?
A  Please visit our website at https://www.cisco.com/go/one or talk to your authorized Cisco representative.