

Cisco DNA for Access Wireless and Switching Subscription

Cisco Digital Network Architecture overview

Q What is the Cisco Digital Network Architecture (Cisco DNA)?

A Cisco® Digital Network Architecture (Cisco DNA™) is an open, programmable architecture that turns business intent into business results. It provides virtualization, automation, analytics, and cloud, integrated in one architecture. It provides the roadmap to a digital-ready network, which is the foundation of your business' digital future. With Cisco DNA you can innovate more quickly, reduce costs, and lower risk with services that are easy to consume.

Introducing an entirely new era in networking. Constantly learning. Constantly adapting. Constantly protecting. The Network. Intuitive.

Q What are some of the components and innovations of Cisco DNA?

A The Cisco Digital Network Architecture includes:

- Built-in automation to reduce the complexity, cost, time, and effort required to deploy, manage, and maintain networks and services.
- Pervasive analytics to provide insights into network operations, IT infrastructure, and the business.
- Virtualization to run services anywhere, independent of the underlying platform: physical, virtual, on the premises, or in the cloud.
- Open, extensible, and programmable at every layer, integrating Cisco and third-party technology, open APIs, and a developer platform.
- Security innovations to use your network as a powerful security sensor and enforcer.

For an overview of the Cisco Digital Network Architecture, including components and innovations, visit <https://www.cisco.com/c/en/us/solutions/collateral/enterprise-networks/cisco-digital-network-architecture/solution-overview-c22-736580.pdf>.

Q How do customers consume this architecture?

A Cisco Digital Network Architecture services will be delivered through Cisco ONE™ Software, a simple, straightforward approach to consuming high-value solutions with license portability and purchase flexibility. Customers can start their Cisco Digital Network Architecture journey today on our current portfolio with the confidence of knowing that they can adopt network innovations in the future, when it suits their business needs. That's the power of software.

Organizations are digitally transforming to improve customer experience, empower workforce innovation, accelerate innovation, and sharpen creative differentiation. To succeed, organizations must become agile, able to respond quickly and flexibly to market changes and customer demands. Software-based, programmable capability enables this degree of agility. Just as Cisco's customers are themselves becoming more software-centric, they are seeking technology partners to help them. Cisco recognizes this trend and is shifting Cisco's portfolio toward software, offering our customers simpler ways to purchase, deploy, adopt, and upgrade technology innovations. Cisco's software-centric innovation fuels our customers' digital transformations.

Q What additional benefits do customers experience from subscription-based Cisco ONE Software licensing?

A Customers experience these benefits:

- “Better together” pricing can provide lower initial costs and reduce 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.
- Software suites with 3-, 5-, or 7-year subscription license agreements provide simplicity.

Cisco ONE for access wireless subscription

Q What did Cisco announce in August 2017 for wireless?

A Advancements in the Internet of Things (IoT), cloud computing, and mobility continue unabated. Yet the business value they generate is increasing IT complexity and requiring networks to respond more quickly to both threats and opportunities. First introduced in 2016, Cisco Digital Network Architecture (Cisco DNA) addressed the challenges brought by these market trends. In June 2017, Cisco unveiled innovations in the Cisco DNA vision. The Network. Intuitive. This industry-first announcement ushered in a new era of networking. It integrates automation, analytics, and security and delivers these things with subscription-based software licensing that makes consuming innovation simple, straightforward, and future proof.

In August 2017, the latest Cisco DNA innovations extended to wireless this architectural approach that delivers end-to-end visibility, automation, and insights, through Cisco ONE and Cisco DNA subscription licensing.

Q What software products and solutions are part of this announcement?

A The new software products in the announcement include the following:

- **Cisco ONE Advantage** delivers policy-based automation with Software-Defined Access (SD-Access), Cisco DNA Assurance, security, and location-based capabilities. This solution includes Cisco DNA Advantage, Cisco DNA Essentials, access point license, Cisco Prime® Lifecycle and Assurance license, ISE Base and ISE Plus license, Cisco Connected Mobile Experience(CMX) Base license, and embedded Cisco Software Support. Additionally, customers can purchase Stealthwatch® license as an add-on option for wireless.

- **Cisco DNA Advantage** delivers policy-based automation with SD-Access, monitoring, and Cisco DNA Assurance. This solution includes Cisco DNA Advantage, Cisco DNA Essentials, access point license, Cisco Prime Lifecycle and Assurance license, and embedded Cisco Software Support. Customers need to buy an ISE Base and ISE Plus license to enable SD-Access capabilities.
- **Cisco DNA Essentials** delivers base automation, monitoring, and management. This solution includes Cisco DNA Essentials, access point license, Cisco Prime Lifecycle and Assurance license, Cisco DNA Essentials, and embedded Cisco Software Support.



Is a software subscription license mandatory for wireless? What options are available to customers?



No, subscription-based licenses are not mandatory for wireless.

Customers can continue to purchase access point licenses, Cisco Prime, and CMX as perpetual licenses just like they purchased them in the past.

However, all the new Cisco DNA capabilities are only offered through a subscription-based license. This enables Cisco to continue to deliver—and customers to receive the value from—new capabilities on an ongoing basis. We strongly recommend that customers purchase Cisco ONE Advantage, which is packed with powerful solutions such as SD-Access, Assurance, CMX, and ISE.

Alternately, customers can buy Cisco DNA Advantage or Cisco DNA Essentials individually, but will need to buy additional licenses to enable comprehensive solutions.



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



Customers can buy SD-Access, Assurance, and other Cisco DNA innovations by purchasing the following:

Hardware:

- Wireless controllers: Cisco 3504, 5520, and 8540 with AireOS 8.5+ software.

- Wave 2 access points: Cisco Aironet® 1800, 2800, and 3800 Series.
- Wave 1 access points: Cisco Aironet 1700, 2700, and 3700 Series.

Software:

- Cisco ONE Advantage: This includes Cisco DNA Advantage, Cisco Prime, ISE Base, ISE Plus, CMX Base, and Software Support. Alternately, customers can buy Cisco DNA Advantage individually, but will also need to purchase ISE and CMX Base separately.



What does Cisco ONE Advantage offer?

Cisco ONE Advantage enables all use cases of Cisco DNA includes Cisco DNA Advantage, ISE Plus, CMX Base, access point license, Cisco Prime, and Software Support. It is offered as a single SKU.

Cisco DNA Advantage offers complete policy-based automation and Assurance through SD-Access and the Cisco DNA Assurance solution.

ISE Plus enables BYOD functionality, profiling, endpoint protection, and Cisco TrustSec®.

CMX Base provides location-based services and real-time location tracking of rogue devices, sources of interference, RFID tags, Wi-Fi clients, and Bluetooth Low-Energy (BLE) beacons.

Access point license provides centralized configuration, policy, optimization of the wireless network, and innovations such as Identity PSK, Apple Fast Lane support, Cisco CleanAir® technology, and flexible radio assignment for Wave 2 access points. It serves as the foundation for other mobility services.



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

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

Hardware:

- Wireless controllers: Cisco 3504, 5520, and 8540 with AireOS 8.5+ software.

- Wave 2 access points: Cisco Aironet 1800, 2800, and 3800 Series.
- Wave 1 access points: Cisco Aironet 1700, 2700, and 3700 Series.

Software:

- Cisco DNA Essentials: This includes access point licenses, Cisco Prime Lifecycle and Assurance licenses, and Cisco DNA Essentials, which offer basic automation such as Plug-and-Play (PnP), EasyQoS configuration and management, and embedded Cisco Software Support.

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

A No. Cisco ONE Advantage and Cisco DNA Advantage include the features and functions of Cisco DNA Essentials.

Q If a customer purchases Cisco DNA Essentials/Advantage or Cisco ONE Advantage, do they still need to purchase an access point license?

A No. Cisco DNA Essentials/Advantage and Cisco ONE Advantage include access point licenses in the packages.

Q Do customers get access point license portability with the new subscription-based licenses?

A Yes, they get full access point license portability, depending on the SKU they purchase. Long as they maintain their Cisco DNA Essentials, Cisco DNA Advantage, or Cisco ONE Advantage subscription license, they can use any Aironet access point on any WLAN controllers. The WLAN controllers supported for access point licenses are RTU-based 3504, 5520, and 8540 controllers only.

Q Is Cisco Prime included in any of the Cisco DNA licenses or Cisco ONE licenses for wireless?

A Yes. Cisco DNA Essentials/Advantage and Cisco ONE Advantage include subscription-based Cisco Prime licenses.

Q Is Stealthwatch included in any of the Cisco DNA licenses or Cisco ONE licenses for wireless?

A No. Cisco DNA Essentials/Advantage and Cisco ONE Advantage do not include Stealthwatch licenses. However, customers can purchase Stealthwatch licenses as add-on licenses for a separate price.

Q Can Cisco DNA Center licenses be ordered without subscription-based licenses?

A No, Cisco DNA Center licenses are only available through subscription-based offers.

Q Is there a process to set a starting date later than the actual buying date? What is the maximum delay that can be allowed (both Cisco ONE and à la carte)?

A Customers can delay the start by up to 60 days from the time the order leaves the demand fulfillment center (usually within a day of placing the order).

Q If a customer stops paying for their subscription-based software licenses, does the network stop working?

A No, the WLAN controllers and access points will continue to function. However, the customer's account will be out of compliance. They may have limited Cisco DNA, WLAN controller, and access point functionality. However, we reserve the right in the future to disable functionality when customers are out of compliance. Customers must renew their subscription-based licenses to continue to get access to innovation.

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

A Cisco ONE Foundation and Cisco ONE Advanced are a perpetual license solution suite offered on WLAN controllers and Aironet access points. Cisco DNA Essentials, Cisco DNA Advantage, and Cisco ONE Advantage are a subscription-based license solution suite offered on WLAN controllers and Aironet access points. They can consume Cisco DNA center capabilities only through new subscription-based licenses.

Q Can the customer still buy the Cisco ONE Foundation and Cisco ONE Advanced Software perpetual offer on WLAN controllers and Aironet access points?

A Yes. Cisco ONE Software for the WLAN controllers and Aironet access points will continue to be offered.

Q A customer has the Cisco ONE Foundation suite now. If they are looking to upgrade, what should they buy?

A Cisco ONE Advantage offers customers the full benefits of Cisco DNA and ISE as well as all the features that customers are used to getting: access point licenses and CMX. Hence, our recommendation is to upgrade to Cisco ONE Advantage, which provides them with additional ISE Plus and Cisco DNA Advantage capabilities. If they just need Cisco DNA Advantage capability, then they can upgrade to a Cisco DNA Advantage license.

Wireless migration

Q What does an existing Cisco ONE perpetual customer get as part of ongoing innovation?

A If they purchased Cisco ONE Foundation/Advanced before August 30, 2017, they are entitled to receive a Cisco DNA Essentials/ Advantage subscription license until the end of August 2020. To qualify for this promotion, they need to have active Software Support and must continue to pay for Software Support until August 2020. Customers who purchased Cisco ONE perpetual licenses after August 20, 2017 are not entitled to receive a Cisco DNA license for free.

Q How does an existing Cisco ONE Foundation customer get an Advantage subscription?

A From August 1, 2017 through August 30, 2018, we are offering the following promotional upgrade SKUs. There are two ways to get Cisco DNA Advantage:

- Cisco ONE Advantage upgrade SKU: If you need ISE Plus and Cisco DNA Advantage, you can purchase C1-AIR-UPG-T.
- Cisco DNA Advantage upgrade SKU: If you have ISE Plus and just need to get Cisco DNA Advantage, you can purchase AIR-DNA-UPG.

Q A customer already has Cisco Prime and access point licenses. How can the customer get an Advantage subscription?

A From August 1, 2017 through August 30, 2018, Cisco is offering a promotional upgrade option. With the upgrade SKU AIR-DNA-UPG SKU, the customer can get a Cisco DNA Advantage license.

No new access point licenses or Cisco Prime licenses are generated. You continue to use your existing access point and Cisco Prime licenses, which you had purchased in the past.

Q Can a customer transfer access point licenses from classic PAK-based controllers to newer RTU controllers (3504, 5520, and 8540) with the AIR-DNA-UPG upgrade SKU?

A They can transfer access point licenses within the 5520, 8540, and 3504 controllers. Because no new access point licenses are generated with AIR-DNA-UPG SKUs, they cannot transfer access point licenses from classic PAK-based controllers to newer RTU-based controllers. If they purchase full price AIR-DNA SKUs, you can transfer the licenses from older classic-based controllers to newer RTU controllers.

Q What if customers want to enable all Cisco DNA use cases with SD-Access and Assurance and they already have ISE Plus?

A They could buy individual Cisco DNA Advantage with Wave 2 access points and 3504/5520/8540 controllers. If you do not have ISE Plus, the best value will be to buy Cisco ONE Advantage with Wave 2 access points and 3504/5520/8540 controllers.

Q What if customers do not have Cisco ONE and want to add Cisco DNA Essentials or Advantage?

A You can use AIR-DNA or C1-AIR-K9-T and get to Cisco DNA.

Cisco ONE for access switching subscription

Q What software products and solutions are being announced today as part of this announcement?

A The new software product in the announcement include the following:

- **Cisco ONE Advantage** delivers policy-based automation with SD-Access, Cisco DNA Assurance, and enhanced security. This solution includes Cisco DNA Advantage, Cisco DNA Essentials, ISE Base, ISE Plus, and Stealthwatch, along with embedded Cisco Software Support. Customers can enable all Cisco DNA use cases with Cisco ONE Advantage. Offered as a single SKU.
- **Cisco DNA Advantage** delivers policy-based automation with SD-Access, monitoring, and Cisco DNA Assurance. This solution includes Cisco DNA Advantage and Cisco DNA Essentials, with embedded Cisco Software Support. Customers need to buy ISE Base, ISE Plus, and Stealthwatch to enable all Cisco DNA use cases.
- **Cisco DNA Essentials** delivers base automation, monitoring, and management. This solution includes Cisco DNA Essentials and embedded Cisco Software Support. With this solution, customers can enable basic automation and monitoring.

Q Is a software subscription mandatory with the new Cisco Catalyst 9000 Series? What options are available to customers?

A Yes, customers must buy software as a subscription along with the Cisco Catalyst 9000. To enable all Cisco DNA capabilities, customers will require Cisco ONE Advantage, which is packed with powerful solutions such as SD-Access, Assurance, and Encrypted Traffic Analytics. Alternately, customers can buy Cisco DNA Advantage individually, but will need to buy additional licenses to enable comprehensive solutions.

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

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

- **Hardware:** Cisco Catalyst 9000 Series Switches (9300, 9400, 9500). The hardware ships with Network Advantage, which includes full Layer 3 routing functionality (equivalent to IP Services), segmentation, and network resiliency. You could also get it on current-generation switches such as 3650, 3850, 4500X, 4500E, 6807, 6840, and 6880.
- **Software:** Cisco ONE Advantage. This includes Cisco DNA Advantage, ISE Plus, Stealthwatch, and Software Support. Alternately, customers can buy Cisco DNA Advantage individually, but will also need to purchase ISE and Stealthwatch.

Q What does Cisco ONE Advantage offer?

A Cisco ONE Advantage offers the following:

- Cisco ONE Advantage enables all use cases of Cisco DNIt includes Cisco DNA Advantage, ISE Plus, Stealthwatch, and Software Support.
- Cisco 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, endpoint protection, and Cisco 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.

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

A 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:** Cisco Catalyst 9000 Series Switches. The hardware ships with Network Essentials, which include Layer 2 switch capability, routed access, and QoS visibility into traffic with sample Netflow. They can also buy current-generation switches.
- **Software:** You could buy Cisco DNA Essentials, which offers basic automation such as PnP, EasyQoS configuration and management, ISE Base, and Software Support. Alternately, customers can buy Cisco DNA Essentials individually.

Q I want to buy IP Base functions for my Cisco Catalyst 9000 switch. Which Cisco ONE package offers that?

A LBase, IP Base, and IP Services are being replaced with Network Essentials and Network Advantage:

- Network Essentials = LBase.
- Network Advantage = IP Base and IP Services.

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

A A software license for the Cisco Catalyst 9000 Series Switches is only available through the subscription model. On current-generation switches, subscriptions are not mandatory.

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

A No, the switch will continue to function. However, the customer's account will be out of compliance, and they may have limited Cisco DNA functionality. Customers must renew their subscription to continue to get access to innovation.

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

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

Q Can the customer still buy the Cisco ONE Software perpetual offer on Cisco Catalyst 3000, 4000, and 6000 Series Switches?

A Yes. Cisco ONE Software for the Cisco Catalyst 3000, 4000, and 6000 Series will continue to be offered.

Q Is there an option for customers to buy a Cisco Catalyst 9000 only with base OS, then add a Cisco DNA subscription later?

A No. You need to attach a software subscription, either Cisco ONE Advantage, Cisco DNA Advantage, or Cisco DNA Essentials. To get the full SD-Access capability, Cisco ONE Advantage is the way to go.

Q Can you get a perpetual software license for a Cisco Catalyst 9000?

A The software license for the Cisco Catalyst 9000 Series Switches is only available through the subscription model.

Q Do customers have a choice of one-year subscription?

A At this point Cisco is offering only 3-, 5-, and 7-year subscriptions.

Q How can a customer get SD-Access support on Cisco Catalyst 3000, 4000, and 6000?

A SD-Access support on the Cisco Catalyst 3000, 4000, and 6000 requires the following:

- Minimum IP Base package for the switch. This enables customers to 3 user virtual networks for SD-Access. With the IP Services package, the restriction of 3 user virtual networks is removed, and all VRFs supported on the platform are available for SD-Access.
- Cisco ONE Advantage subscription.

Q Can customers continue to buy Cisco ONE Foundation/Advanced as perpetual offers?

A Yes, perpetual software will continue to be available on the Cisco Catalyst 3000, 4000, and 6000.

Switching migration and license portability

Q If a customer has a full security enterprise agreement and they are refreshing their switching, do they also have to buy Cisco ONE?

A If a customer has a security enterprise agreement and they are looking to get Cisco ONE Advantage, it will become a part of that same agreement and will coterminate. If you want all SD-Access capabilities through enterprise agreement, we recommend Cisco ONE Advantage.

Q What does an existing Cisco ONE perpetual customer get as part of ongoing innovation?

A If you purchased Cisco ONE Foundation/Advanced before July 30, 2017, you are entitled to receive a Cisco DNA Essentials/Advantage subscription license until the end of July 2020. To qualify for this promotion, you need to have active Software Support and must continue to pay for Software Support until July 2020. Customers who purchased Cisco ONE perpetual licenses after July 30, 2017 are not entitled to receive a Cisco DNA license for free.

Q How does an existing Cisco ONE Foundation customer get a Cisco ONE Advantage subscription?

A Customers need to make a new purchase of Cisco ONE Advantage. Cisco ONE Advantage offers net new capabilities such as access to DNA-Center and Software Defined Access.

Q Can a customer that has Cisco ONE Foundation entitled get Cisco DNA Advantage?

A No. If you purchased Cisco ONE Foundation prior to July 30th 2017, you are entitled to get DNA Essentials until July 2020. You will have to buy DNA Advantage separately. However, if you purchased Cisco ONE Advanced prior to July 30th 2017, you are entitled to get DNA Advantage until July 2020.

Q What are Cisco ONE customers on existing Cisco Catalyst purchases entitled to as part of portability when they refresh to Cisco Catalyst 9000?

A Customers with active SWSS are entitled to a portability credit for their OS at the time of refresh. Credit value would be equal to the value of Network stack on Cat 9K. The credit is determined by the number of ports (or supervisors for modular switches like Cat 4500E) on the existing C1 switch that the customer purchased. Other C1 Foundation licenses such as Prime, Energy Management, ISE Base can be ported to Cat 9K and unused Software Support can be converted to credit in the new purchase.

Q Can the “portability” credit be applied when customers migrate from a switch to a later switch in that series: for example, 35xx to 37xx?

A No, the portability credit can only be applied for migrations to Cat 9k from Cat 3k, 4k, 6k and 7k to 9k. Portability within current-gen platforms would follow the license portability rules as outlined in www.cisco.com/c/en/us/products/collateral/software/one-software/tiering-guide-cisco-one.html.

Q What if a customer has 3000 or 4000 switches, but no Cisco ONE and wants to add Cisco DNA Essentials or Advantage for a subscription?

A They can buy DNA Essentials or Advantage as a new purchase. They are not entitled to get it for free as they don't have Cisco ONE.

Q Several customers believe that when their subscription expires, a Catalyst 9K will not work. Can you confirm if L2/L3 services will work if the license has expired?

A Yes, 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. L2/L3 services will continue working as they are tied with the perpetual network OS: Network Advantage or Network Essentials.

General Cisco ONE Software

Q What is Cisco ONE Software?

A 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.

Q What are the financial benefits of Cisco ONE Software?

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

- **When you buy:** Instead of choosing from hundreds of separately priced software features, you purchase a single Cisco ONE Software product. Instead of a single perpetual license tied to the lifetime of your hardware, we offer flexibility with a choice of licensing options.
- **When you use:** Your Cisco ONE Software investment can grow in value through ongoing innovation, updates, and upgrades. And coming soon with Cisco ONE Software, you'll have the freedom to deploy your licenses on physical or virtual machines.

- **When you refresh:** You benefit from lower costs and lower TCO. Cisco ONE Software licenses are not tied to specific hardware, so they are portable to the next generation of applicable devices.

For more information, visit <https://www.cisco.com/c/dam/en/us/products/collateral/software/one-software/one-infographic.pdf>.

Purchasing

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

- A** 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.

Q How do customers migrate equipment and software they already own to the new Cisco ONE Software licensing model?

A For more information, refer to this document.

https://www.cisco.com/c/dam/en_us/about/doing_business/legal/service_descriptions/docs/cisco-one-access-foundation-for-brownfield-implementation.pdf.

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

A Organizations are digitally transforming to improve customer experience, empower workforce innovation, accelerate innovation,

and sharpen creative differentiation. To succeed, organizations must become agile, able to respond quickly and flexibly to market changes and customer demands. Software-based, programmable capability enables this degree of agility. Cisco recognizes this trend and is shifting Cisco's portfolio toward software, offering customers simpler ways to purchase, deploy, adopt, and upgrade technology innovations. Cisco's software-centric innovation fuels our customers' digital transformations.

Q Are there any tax benefits associated with purchasing through the subscription-based Software licensing model?

A 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.

Cisco Smart Accounts

Q What is a Cisco Smart Account?

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

Q How do Smart Accounts affect my Cisco ONE Software purchase?

A 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. This process allows easier management of your software inventory.

Q **A customer is interested in consolidating all of their Cisco ONE Software Product Authorization Key (PAK)-based licenses. Is this possible?**

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

Q **What software services are available for Cisco ONE Software?**

A Cisco offers Software Support Services or Software Support for Cisco ONE Software. We also offer Cisco Solution Support, which provides centralized support through our solution experts whether you have an issue with a Cisco product or one from a solution partner.

To learn more about:

- Cisco Software Support, visit <https://www.cisco.com/c/en/us/services/technical/software-support-service-swss.html>.
- Cisco Solution Support, visit <https://www.cisco.com/c/en/us/services/technical/solution-support.html?stickynav=1>.

Q **Is Software Support a mandatory purchase for Cisco ONE?**

A If a customer is buying a Cisco ONE perpetual offer, then Software Support is mandatory. Active Software Support gives customers access to ongoing innovation and license portability.

If a customer is buying a Cisco ONE subscription-based offer, then Software Support 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-based licensing models.

Q **Where can customers get more information about Cisco ONE Software?**

A Customers can learn more on our website at <https://www.cisco.com/go/one> or talk to their authorized Cisco representative.