Cisco DNA for Access Wireless and Switching Subscription

Cisco Digital Network Architecture overview

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

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’s digital future. With Cisco DNA you can innovate more quickly, reduce costs, and lower risk with services that are easy to consume.


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

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.

How do customers consume this architecture?

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.

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

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™/DNA Software for access wireless subscription

What are some of the new wireless innovations that were announced in April 2018?

Cisco Aironet® 4800 access point: With an abundance of features that offer greater contextual insights into your wireless network, top-notch security, and industry-leading Wi-Fi, the Aironet 4800 access point revolutionizes how wireless is done. The functionalities are spread out over four internal radios, so all features simultaneously run over your network.

Cisco Aironet 1800s Active Sensor: The wireless Aironet Active Sensor is a part of the Cisco Wireless Service Assurance solution. The Cisco Aironet Active Sensor is an 802.11 a/b/g/n/ac (Wave 2) sensor, with internal antennas and an Ethernet backhaul. The sensor can be used to monitor, measure, and troubleshoot overall wireless network performance.

Does anything change with the existing software subscription tiers?

No. The software subscription tiers remain the same:
Cisco DNA Essentials delivers base automation. This solution includes Cisco DNA Essentials, an access point license, and a Cisco Prime Lifecycle and Assurance license.

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

Software subscriptions are not mandatory except for Aironet 4800 access points and Aironet Active Sensors. Customers can continue to purchase access point licenses, Cisco Prime, and CMX as perpetual licenses just as 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.

**What is the licensing strategy for the Aironet 4800 access point?**

The 4800 access point requires a Cisco DNA attach. Customers must purchase either a Cisco DNA Essentials, Cisco DNA Advantage, or Cisco ONE Advantage 3-, 5-, or 7-year subscription license when purchasing a 4800 access point.

**What is the licensing strategy for the Aironet Active Sensor?**

The Aironet Active Sensor requires a Cisco DNA attach. Customers must purchase a 3-, 5-, or 7-year Cisco DNA subscription endpoint license when purchasing an Aironet Active Sensor.

**How are the Aironet Active Sensor Cisco DNA licenses different?**

These are endpoint licenses and entitle the sensors to Cisco DNA access and sensor functionality. They are identified with the SKU AIR-DNA-EP and have 3-, 5-, and 7-year terms available. These licenses are different from the traditional Cisco DNA licenses and do not have Essentials and Advantage tiers.

**How do customers buy Assurance and the other Cisco DNA innovations?**

Customers can buy 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: Aironet 1800, 2800, and 3800 Series, and the 4800 model.
- Wave 1 access points: Aironet 1700, 2700, and 3700 Series.
- Sensors: Aironet Active Sensor.

**Software:**

Cisco DNA Advantage: Cisco DNA Advantage offers complete policy-based automation and assurance.

**How do customers buy SD-Access?**


Alternately, customers can buy Cisco DNA Advantage individually, but will also need to purchase ISE and CMX Base separately.

ISE Plus enables bring-your-own-device 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: Aironet 1800, 2800, and 3800Series and the 4800 model.
  - Wave 1 access points: Aironet 1700, 2700, and 3700 Series.
  - Sensors: Aironet Active Sensor.

**Software:**
- Customers need to purchase Cisco DNA Essentials software to get basic automation and monitoring.
  - 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.

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

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

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

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

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

Yes, they get full access point license portability, depending on the SKU they purchase as 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.

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

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

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

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

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

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)?

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).

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

No, the WLAN controllers and access points will continue to function. Customers must renew their subscription-based licenses to continue to get access to innovation and Software Support.

What happens to Cisco DNA software when the switch/WLAN reaches end of support?

The switch/WLAN hardware will continue to function. You may continue to use the last version of DNA that supports the switch/WLAN to control/manage it, but newer versions of DNA may not work with a switch/WLAN that is out of support. DNA and the switch/WLAN have a different lifecycle that is independent of each other.

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?

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 with embedded Software Support.

They can consume Cisco DNA Center capabilities only through new subscription-based licenses.

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

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

A customer has the Cisco ONE Foundation suite now. If they are looking to migrate from perpetual to subscription, what should they buy?

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 migrate with 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 migrate with a Cisco DNA Advantage license.

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

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

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.

What are some of the new wireless promotions that were announced?

Starting in May 2018, we have new wireless promotions designed to help customers deploy compelling use cases such as automation, assurance, and SD-Access. We have promotions designed for customers with legacy controllers, new controllers, and also new customers who want to get the Cisco DNA use cases.

New customer promotions for migration:

What is the validity of these promotions?

These promotions are valid from May 7 to July 28, 2018.

What are some of the promotions at high level?

To help customers begin their journey toward Cisco DNA use cases such as SD-Access, Assurance, or Basic automation, we have created some compelling promotions:

- Migration credits for perpetual to Advantage subscription
- Free controller appliance license
- Free portability of existing access point license
- Free DNA Center appliance
- Discounts on access point hardware

What are the details regarding the migration of licenses from perpetual to Advantage subscription?

If a customer has existing perpetual licenses, depending on what licenses they have, they will get Advantage subscription licenses at a reduced price point:

- If a customer has an access point license, they get $100 in credit toward purchase of Cisco DNA Advantage/Cisco ONE Advantage.
- If a customer has an access point license and a Cisco Prime license, they get $150 in credit toward purchase of Cisco DNA Advantage/Cisco ONE Advantage.
- If a customer has a Cisco ONE Foundation license, they get $225 in credit toward purchase of Cisco DNA Advantage/Cisco ONE Advantage.

In all of the cases above, customers retain perpetuity and seamlessly migrate Software Support on existing perpetual licenses.

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

From May 7 through July 28, 2018, we are offering the following promotions wherein customers and partners can request credit toward purchase of an Advantage subscription on nonstandard deals by contacting a Cisco account manager to initiate a credit request on their behalf.

Following are the salient aspects of the credit process:

- Receive a one-time portability credit of $225.
- Cisco ONE Advantage: If you need SD-Access and don’t have ISE Plus, you can purchase C1-AIR-K9-T.
- Cisco DNA Advantage: If you need Assurance, you can purchase AIR-DNA. If you have ISE Plus and need SD-Access, you can purchase AIR-DNA.
A customer already has Cisco Prime and access point licenses. How can the customer get an Advantage subscription?

From May 7 through July 28, 2018, we are offering the following promotions wherein customers and partners can request credit toward purchase of an Advantage subscription on nonstandard deals by contacting a Cisco account manager to initiate a credit request on their behalf.

• Receive a one-time portability credit of $150.
• Cisco ONE Advantage: If you need SD-Access and don’t have ISE Plus, you can purchase C1-AIR-K9-T.
• Cisco DNA Advantage: If you need Assurance, you can purchase AIR-DNA. If you have ISE Plus and need SD-Access, you can purchase AIR-DNA.

A customer already has Access Point licenses. How can the customer get an Advantage subscription?

From May 7 through July 28, 2018, we are offering the following promotions wherein customers and partners can request credit toward purchase of Advantage subscription on nonstandard deals by contacting a Cisco account manager to initiate a credit request on their behalf.

• Receive a one-time portability credit of $100.
• Cisco ONE Advantage: If you need SD-Access and don’t have ISE Plus, you can purchase C1-AIR-K9-T.
• Cisco DNA Advantage: If you need Assurance, you can purchase AIR-DNA. If you have ISE Plus and need SD-Access, you can purchase AIR-DNA.

Can a customer transfer Access Point licenses from classic PAK-based controllers to newer RTU controllers (Cisco Airespace 3504 Wireless LAN, Cisco Wireless 5520, and Cisco Wireless 8540 Controllers) with the promotional offers?

From May 7 through July 28, 2018, customers can transfer Access Point licenses from classic PAK-based controllers to newer RTU-based controllers by purchasing AIR-DNA/C1-AIR-K9-T SKUs with credits based on existing perpetual licenses.

How does the credit process work for customers migrating from a perpetual to an Advantage subscription?

• Customers and partners can request credit on nonstandard deals by contacting a Cisco account manager.
• The Cisco account manager will review the request and raise a Customer Service Central (CSC) case with Customer and Partner Services (CPS) for estimating and updating the portability credits on the nonstandard deal.
• CPS is alerted of the CSC case and will perform an eligibility check.
• CPS calculates the credit amount, re-opens the deal, adds the estimated credit amount as a purchase adjustment on the deal, and resubmits it.

What are the details of the no-cost controller appliance promotion?

With the purchase of $150,000 value of Cisco DNA Advantage/Cisco ONE Advantage, a customer will get a Cisco 5520 Series Wireless Controller at no cost.

With the purchase of $300,000 value of Cisco DNA Advantage/Cisco ONE Advantage, a customer will get a Cisco 5520 Series Wireless Controller at no cost.
What are the details of the no-cost Cisco DNA Center appliance?

With a purchase $300,000 of Cisco DNA Advantage/Cisco ONE Advantage Subscription Software across routing, wireless, and/or switching, a customer can receive a Cisco DNA Center appliance at no cost, which is a $77,160 value.

What are the details of the portability of the existing access point license?

For customers who have an access point license tied to legacy wireless LAN controllers, and if they are interested in Assurance and SD-Access, they can buy Cisco DNA/Cisco ONE Advantage with credits based on existing perpetual licenses and get free AP-license portability while retaining the perpetuity of that access point license.

For customers interested in base automation, they can buy a Cisco DNA Essentials 3-year SKU at $125.00 and get free access point license-portability while retaining the perpetuity of that access point license.

What are the details of the discount for access point hardware?

Customers will get a 10% discount on an Aironet 4800 access point, if they buy Cisco DNA Advantage/Cisco ONE DNA Advantage licenses with a 4800.

How will these promotions benefit customers?

We have existing customers who have legacy controllers and want to deploy Assurance and SD-Access. We also have new customers who want to enable Assurance and SD-Access in their deployments. In order to achieve these outcomes, they need an Advantage license, newer controllers, and/or a Cisco DNA™ Center appliance. They would also have to port their existing licenses from legacy controllers to these new controllers.

If customers already have newer controllers and want to begin their journey to SD-Access and assurance, how will these promotions help?

We understand that there are customers who have our newer controllers such as the 5520 or 8540 and want to begin a Cisco DNA journey. To achieve this, they may need to buy a new Cisco DNA Center appliance (if they don’t already have one). They will also need the Cisco DNA Advantage or Cisco ONE Advantage license for these use cases. We have the free Cisco DNA Center appliance promotion, and also investment protection for perpetual licenses that will benefit them.

What software support do customers get as part of the Cisco DNA SKUs?

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<th>Type</th>
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<th>RMA</th>
<th>TAC</th>
<th>OS Upgrades and updates</th>
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We understand the Total Cost of Ownership (TCO) implications involved in each of these aspects and have designed various promotions, such as the offer of free appliances, free controllers, free portability, and investment protection for perpetual licenses to reduce the TCO burden for customers.
Cisco DNA SKUs provide embedded Cisco Software Support (SWSS) coverage for all those licenses that are part of the Cisco DNA license that includes access points. To be entitled to Return Materials Authorization (RMA) for access point hardware, customers will need Cisco Smart Net Total Care® Service. To get RMA, Technical Assistance Center (TAC) support, and OS upgrades and updates on WAN controllers, they will need to purchase Smart Net Total Care for controllers. Cisco Solution Support is the default service for controllers and access points. Solution support is not mandatory, but if customers cover their wireless network components under Solution Support, this will also provide Solution Support coverage on their Cisco DNA licenses.

Cisco ONE/DNA Software 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 switching family? 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 DNA. It 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.

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**: 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.

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

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

If a customer stops paying for their software subscription, does their network stop working?
No, the switch will continue to function. However, the customer will not be entitled to receive updates/upgrades. 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 Advantage?
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.

Can the customer still buy the Cisco ONE Software perpetual offer on Cisco Catalyst 3000, 4000, and 6000 Series Switches?
Yes. Cisco ONE Software for the Cisco Catalyst 3000, 4000, and 6000 Series will continue to be offered.

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

Can you get a perpetual software license for a Cisco Catalyst 9000?
The software license for the Cisco Catalyst 9000 Series Switches is only available through the subscription model.
Do customers have a choice of one-year subscription?
At this point Cisco is offering only 3-, 5-, and 7-year subscriptions.

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

Can customers continue to buy Cisco ONE Foundation/Advanced as perpetual offers?
Yes, perpetual software will continue to be available on the Cisco Catalyst 3000, 4000, and 6000.

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

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

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

What are Cisco ONE customers on existing Cisco Catalyst purchases entitled to as part of portability when they refresh to Cisco Catalyst 9000?
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.
Can the “portability” credit be applied when customers migrate from a switch to a later switch in that series: for example, 35xx to 37xx?

No, the portability credit can only be applied for migrations to Cisco Catalyst 9000 from the 3000, 4000, 6000, and 7000 Series. 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.

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?

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.

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?

Yes, the switch will continue to function, however the customers will not be entitled to receive updates/upgrades for the functionality in the DNA stack. Customers must renew their subscription to continue to get access to the DNA innovation. L2/L3 services will continue working, and customers are entitled to receive updates/upgrades for this functionality, as they are tied with the perpetual network OS: Network Advantage or Network Essentials.

What are the financial benefits of Cisco ONE Software?

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.


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.

General Cisco ONE Software

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

For more information, refer to this document.


Why is Cisco moving more and more network features/functionality to 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. 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.

Are there any tax benefits associated with purchasing through the subscription-based Software licensing 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.

Cisco Smart Accounts

What is a Cisco Smart Account?

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.

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. This process allows easier management of your software inventory.

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

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.

What software services are available for Cisco ONE Software?

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:


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

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.

**What hardware support is available for Cisco ONE Software?**

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.

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

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