

Cisco Digital Network Architecture

Introducing an entirely new era in networking. The Network. Intuitive.

Cisco® Digital Network Architecture (Cisco DNA) is the open, software-driven platform that integrates the technologies your business demands. Virtualization, automation, analytics and cloud, in one architecture.

Cisco DNA enables business and IT and provides the roadmap to a digital-ready network. Innovate faster. Reduce costs. And lower risk with services that are easy to consume.

The Network. Intuitive.

Digitization is fueled by major technology trends: mobility, the Internet of Things and cloud computing.

To capture the opportunity, you need to adapt, constantly. You need real-time insights and personalized experiences, automation and assurance and security and compliance.

Constantly learning. Constantly adapting. Constantly protecting. Introducing an entirely new era of networking.

The Network. Intuitive.

Network requirements for the digital organization



Insights and experiences

New business models |
Faster innovation



Security and compliance

Real-time and dynamic
threat defense | Lower risk



Automation and assurance

Speed, Simplicity, Visibility |
Reduced cost and complexity

Business benefits of Cisco DNA



Efficiency



Speed



Financial Value



More efficient
networking staff

28%



Faster delivery of
new applications

17%



Faster WAN/Branch
deployments

42%



Average annual
benefit

\$48,000
Per 100 employees



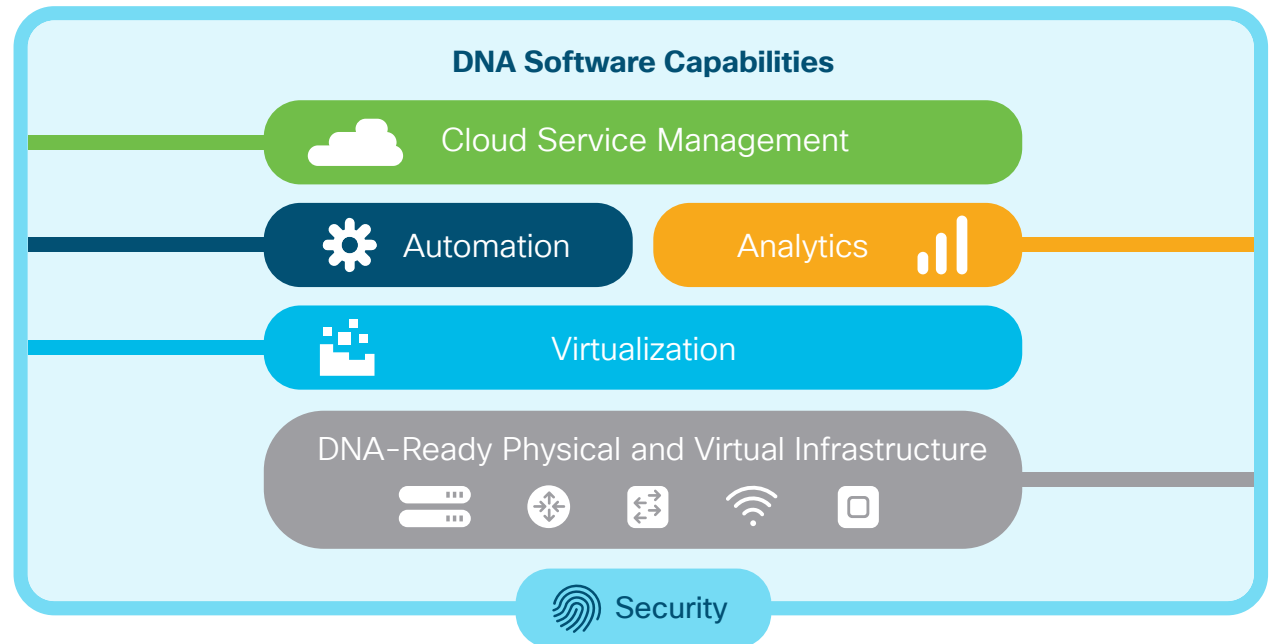
5 year ROI

402%

Source: IDC The Business Value of Creating Digital-Ready Networks with Cisco DNA Solutions, January 2017.
Figures refer to business value achieved by customers adopting Cisco DNA products and solutions.

Cisco DNA guiding principles

- **Security everywhere**, turning the network into a sensor and enforcer for an extensive vantage point to identify risk and threats
- **Cloud service managed** to design, provision, enable policy and assure network services through centralized management
- **Design for automation** to fully automate the network infrastructure based on one policy across the access network, acting as a single fabric
- **Pervasive analytics** to proactively predict performance through machine learning and correlations for actionable business and operational insights for users, devices, and applications
- **Virtualize everything** to connect users to applications with one seamless network and deploy network services in minutes on any platform



Cisco services

No matter where customers are in their journey, Cisco and our partners offer services expertise to help customers accelerate their digital network transformation, from readiness assessments and scalable designs to automation tools and award-winning support. Our services help customers speed their deployments, reduce risk and complexity, and provide business continuity as they refresh their network. [Learn more.](#)

Next steps

For more information about Cisco Digital Network Architecture, visit:

cisco.com/go/dna.

For more information about Cisco Digital Network Architecture Services, visit:

cisco.com/c/en/us/solutions/enterprise-networks/service-listing.html.

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Cisco DNA products and solutions

Software-Defined Access (SD-Access)

Enable network access in minutes for any user or device to any application without compromising security

- **End-to-end segmentation:** Secure users, devices and applications with identity-based policy, regardless of location
- **User policy workflows:** Design, provision and manage your wired and wireless networks
- **Intelligent network fabric:** Enable a consistent user experience anywhere with insights and analytics into user and application behavior

Cisco Intelligent WAN (IWAN)

- **Simplify:** Deploy Software-Defined WAN (SD-WAN) for branch offices with just 10 clicks
- **Virtualize:** Deploy branch offices quickly with Cisco Enterprise Network Functions Virtualization (NFV)
- **Reduce cost:** Select any type of WAN connectivity to help lower costs without compromising security

Assurance and analytics

Proactively monitor the network, gathering and processing information from devices, applications and users.

- **Cisco DNA Center:** Centralized management interface for Cisco DNA products and solutions. Single dashboard provides an intuitive interface to identify root causes, proactively pinpoint potential issues and offer proven remediation options based on 30 years of Cisco domain expertise
- **Cisco Network Data Platform (NDP):** Collects, conditions and correlates NetFlow, Simple Network Management Protocol (SNMP), Wireless LAN Controller and syslog information in real time to continually monitor the network and deliver actionable insights

Network security

These innovations enable you to use your network as a powerful security sensor and enforcer:

- **Cisco Stealthwatch®:** Provides network visibility and security analytics to rapidly detect and contain threats
- **Cisco TrustSec® and Cisco Identity Services Engine (ISE):** Use software-defined segmentation to control network access, enforce security policies and help meet compliance requirements
- **Cisco Umbrella™:** Cloud security platform that provides the first line of defense against threats on the Internet, wherever users go