



# Cisco DNA for Cities and Communities

## Introducing an entirely new era of networking. The Network. Intuitive.

Communities around the world are facing unprecedented levels of change, creating a complex set of challenges. Technology trends namely mobility, Internet of Things (IoT) and cloud, are contributing to these changes. Urban areas are growing at an astonishing rate. People have high expectations and want simple, immediate access to the services they need. Environmental sustainability is a topic that can no longer be avoided. Public safety and security threats are evolving and growing. And residents want to use their favorite technology to help them live smarter.

Every smart city begins with its network. Cisco® Digital Network Architecture (Cisco DNA™) revolutionizes how cities and communities manage today and build for the future. It brings faster, more flexible deployment and simpler network management, so cities can get online in days rather than months. It also provides actionable network insights for smarter, more effective management, service delivery and urban planning. With the Cisco DNA intelligent network, cities and communities can pursue their unique digital transformation journeys to become truly smart and connected.

## Benefits

- **Improve quality of life:** Make faster and more effective decisions with actionable insights through pervasive, networkwide analytics to improve your city.
- **Create meaningful experiences:** Deliver public services and foster constituent engagement for more meaningful community interaction. Gain insights into users and deploy an open, software-driven network.
- **Help ensure economic and environmental sustainability:** Find new ways to cut costs, grow revenue and use environmentally friendly practices with automation, centralized management and assurance.

### With Cisco DNA, cities and communities can:

- Deliver simple and effective public services to residents and visitors
- Foster sustainable economic growth
- Maximize administrative and management efficiency
- Cut costs and find new sources for city revenue
- Help ensure security and compliance
- Keep people and public places safe and secure

### And IT leaders at city and community organizations will be able to:

- Protect against growing security threats across the entirety of the city network
- Manage community and constituent data through standards, integration, protection and governance
- Keep pace with change and support innovative technology projects
- Provide simple, secure access to analytics across all agencies and organizations
- Deliver scalable and efficient services with options for integrated urban applications

## Transform Your Community with Cisco DNA Solutions

Cisco DNA provides the digital backbone for cities and communities to thrive. With secure, intelligent connectivity, cities can support use cases such as:

**Resident and visitor engagement:** Create meaningful connections with residents and visitors by using Cisco Connected Mobile Experiences (CMX) to understand constituent behaviors and CMX APIs for third-party data integration and application development.

**Intra- and inter-agency collaboration:** Enhance collaboration across disparate departments and agencies. Cisco DNA Center through SD Access and APIC-EM and Apple and Cisco Fast Lane offer automation to improve employees' application experiences. Enterprise Network Functions Virtualization (NFV) enables network virtualization and application hosting. And CMX enables you to capture and analyze data on mobile and tagged devices, observe situations and track fleet.

**Environmental management:** Manage environmental hazards, monitor air quality, notify residents of emergency incidents, enforce environmental regulations and update sustainability practices.

Cisco DNA Center through SD Access with APIC-EM and Apple and Cisco Fast Lane offer automation to improve the application experience and CMX provides analytics and APIs to better engage constituents and improve operations.

**Public safety and security:** Help first responders and public safety officials detect and respond to incidents quickly using data captured via video analytics or social media activity. Use CMX for analytics, Cisco DNA Center with Cisco Intelligent WAN (IWAN) and Application Visibility and Control (AVC) to automate analytics and improve mission-critical application experiences and SD Access with APIC-EM to help ensure the quality of application, video and voice experiences.

**Security and compliance:** Provide secure visibility across the entire network, facilitate compliance and protect community data, public infrastructure and intellectual property with Cisco Stealthwatch® for network visibility and analytics, Cisco Umbrella™ for real-time threat defense and Cisco DNA Center through SD Access for software-based segmentation of users.

## Learn more

Visit us at [Cisco DNA for Cities and Communities](#).