

# Unified Campus Experience

*Cloud Management, Next-Gen Switching, and  
Unified Licensing*



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# Unified Campus Experience

*Cloud Management Unification*



# Another massive technology disruption

Internet

Mobility

Cloud

AI

# Is your Campus Network AI ready?

For explosive traffic, for increased security risks, for more complexity



# Architecture for Secure Campus

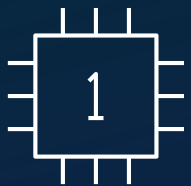
**Operational simplicity**  
powered by AI



**Security**  
fused into the network



**Scalable devices**  
ready for AI

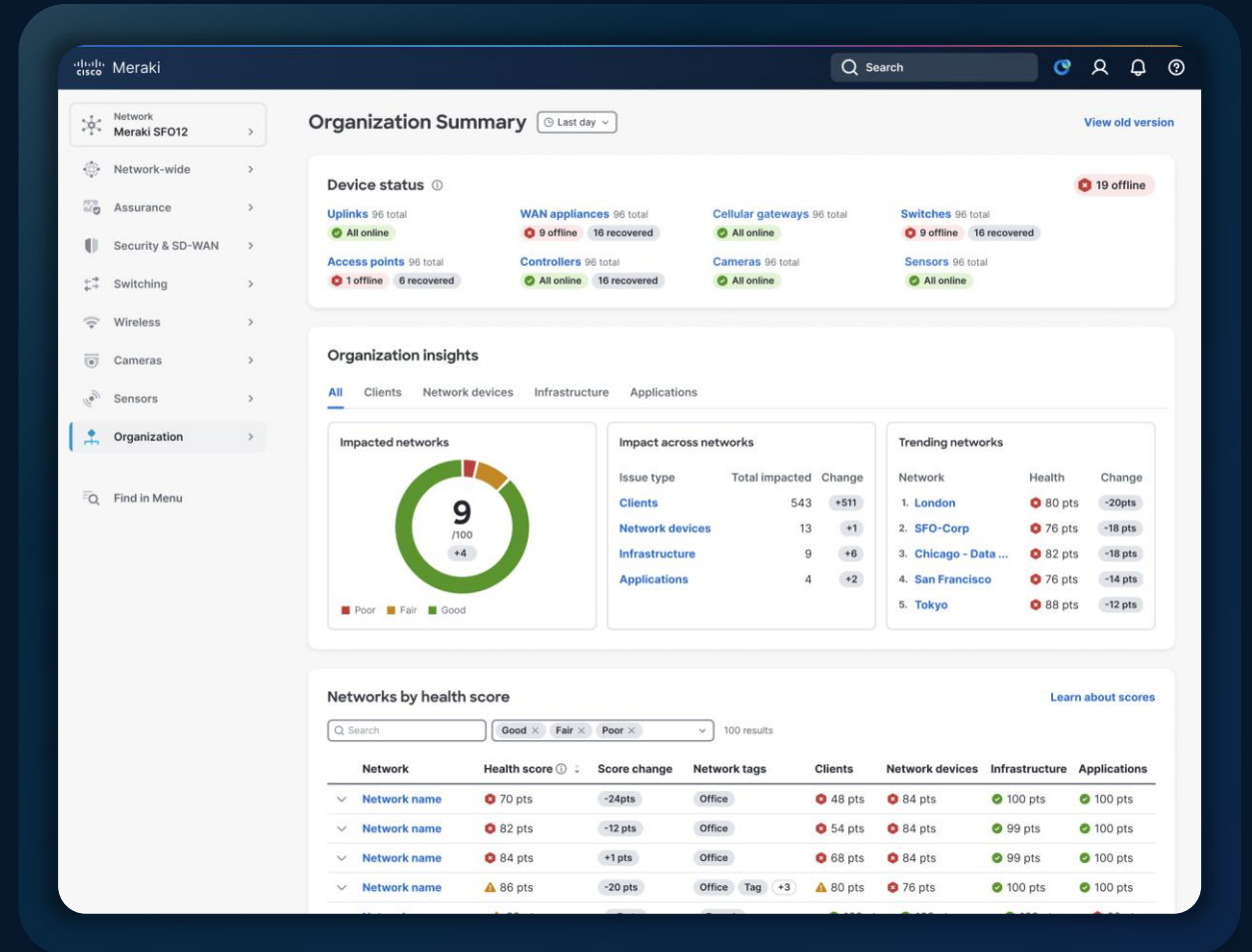


# Unified Management – Catalyst and Meraki, any environment

Seamless control across cloud, on-prem, or hybrid

New enterprise campus capabilities

AI-powered automation and assurance



# Unifying Catalyst & Meraki

## Catalyst

Catalyst Center

Catalyst License

Catalyst Hardware

MANAGEMENT

LICENSE

CISCO HARDWARE

## Meraki

Meraki Dashboard

Meraki License

Meraki Hardware

# Manage Campus Network On-Premises or in Cloud with the Catalyst Platform

Flexibility, choice, and simplicity

On-Premises Management

Do-it-Yourself  
Operational Flexibility



Cisco Catalyst Center

Physical Appliance

Virtual Appliance

Cloud Monitoring

Cloud Management

Cloud first IT Transformation  
Operational Simplicity



Meraki

High-Touch



Low-Touch



Converged Catalyst Infrastructure

# Cisco Catalyst Center Virtual Appliance

Bringing you more flexibility

Full feature, scale and device support parity with Cisco Catalyst Center Physical Appliance (44 core)

Available on:

- Amazon Web Services
- VMWare ESXi

Operational flexibility and choice for customers

Quicker time to value

Eliminates appliance compliance and certification overhead

Implement high availability using platform native features

No additional CapEx or supply chain issues



Physical Appliance



Virtual Appliance

On-premise



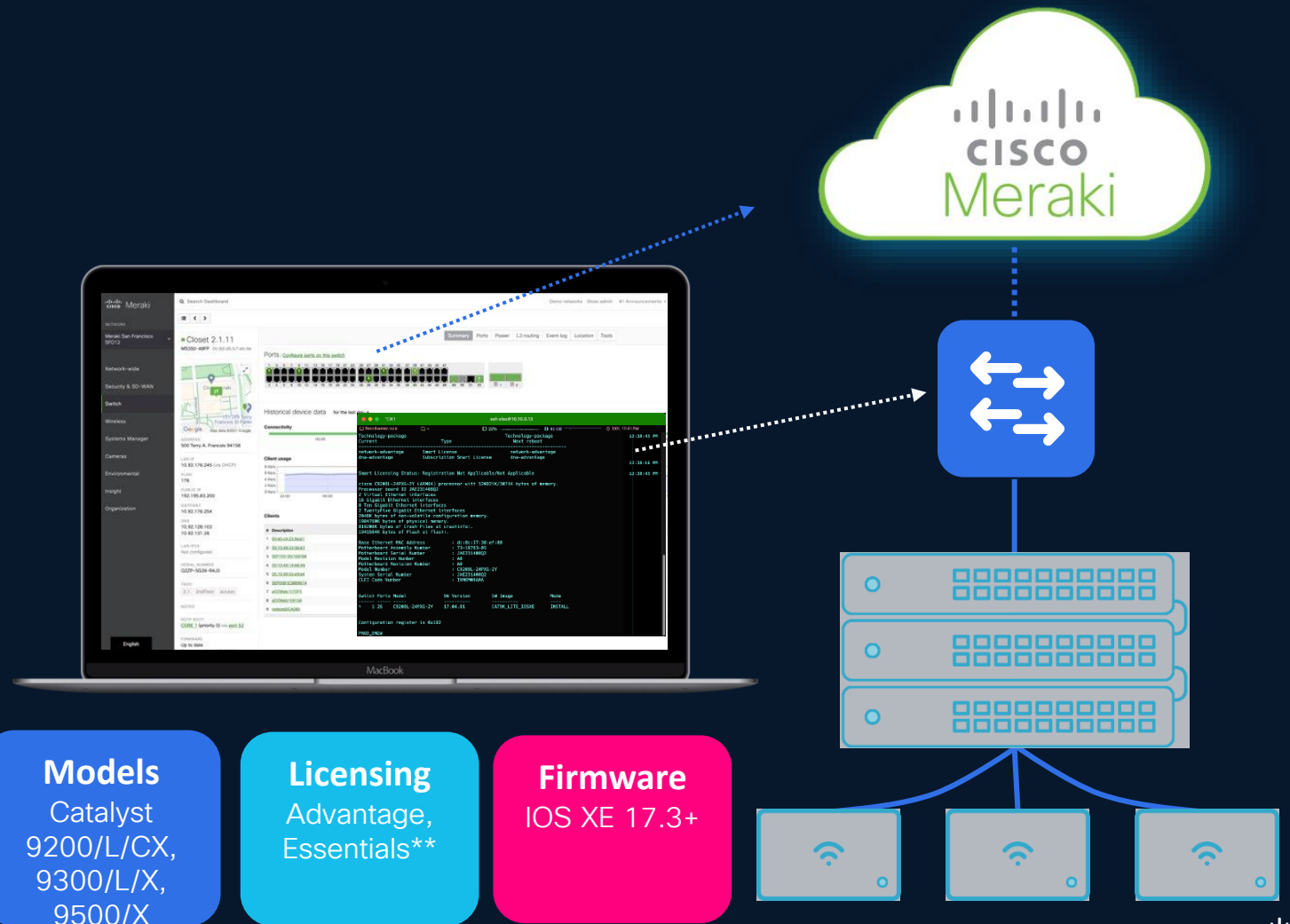
Cloud



# Cloud Monitoring for Catalyst

## What does it mean?

- Device, client, and traffic monitoring of IOS XE switches.
- Unified network topology across Meraki and IOS XE switches.
- Centralized view of firmware and port configurations for IOS XE switches.
- Network troubleshooting tools: Switch Health, Client and Traffic Detail, Live Tools Support, and more



**Models**  
Catalyst  
9200/L/CX,  
9300/L/X,  
9500/X

**Licensing**  
Advantage,  
Essentials\*\*

**Firmware**  
IOS XE 17.3+

# Cloud Management for Catalyst Switches

Same great Catalyst 9300 hardware – new software options

Managed by CLI or  
Cisco Catalyst Center



The Catalyst persona behaves  
as a native Catalyst switch

3-, 5- and 7-year term  
Cisco Catalyst or Cisco DNA  
Advantage or Essentials  
license options

Firmware  
IOS XE 17.8.1+

Conversion  
Catalyst to Meraki



Managed by Meraki Dashboard



The Meraki persona behaves as a  
native Meraki switch

1-, 3-, 5-, 7- and 10-year term  
Meraki Advance or Enterprise license options

- Models**
- |           |            |             |
|-----------|------------|-------------|
| C9300-24T | C9300-24P  | C9300-48U   |
| C9300-48T | C9300-48P  | C9300-48UXM |
|           | C9300-24U  | C9300-48UN  |
|           | C9300-24UX |             |
- Modules**
- C9300-NM-8X
  - C9300-NM-2Q
  - C9300-NM-2Y

Now with “-A”, “-E” and “-M”  
Software options

# Expanded cloud management for Catalyst portfolio



## Wireless

Full wireless support  
Scale large campus wireless  
with Campus Gateway



## Switching

Expanded management for  
access and core switching,  
including C9200 and C9500



## Routing

Next-gen routing  
support coming

Cloud management powered by cloud-native IOS XE

# Unified Campus Experience

*Cloud Management – Agentic AI Capabilities*



# AgenticOps

## The New Standard for IT Operations

ALPHA | OCTOBER



AI Canvas

Cross-domain collaborative troubleshooting

CONTROLLED RELEASE | OCTOBER



CISCO  
AI Assistant

AI Assistant

Accelerate network operations

POWERED BY DEEP NETWORK MODEL

Cut MTTR to near seconds with AI-driven root cause and resolution.

Catch critical issues **early with AI that sees across the stack.**

Operate at scale with lean teams and built-in AI expertise.

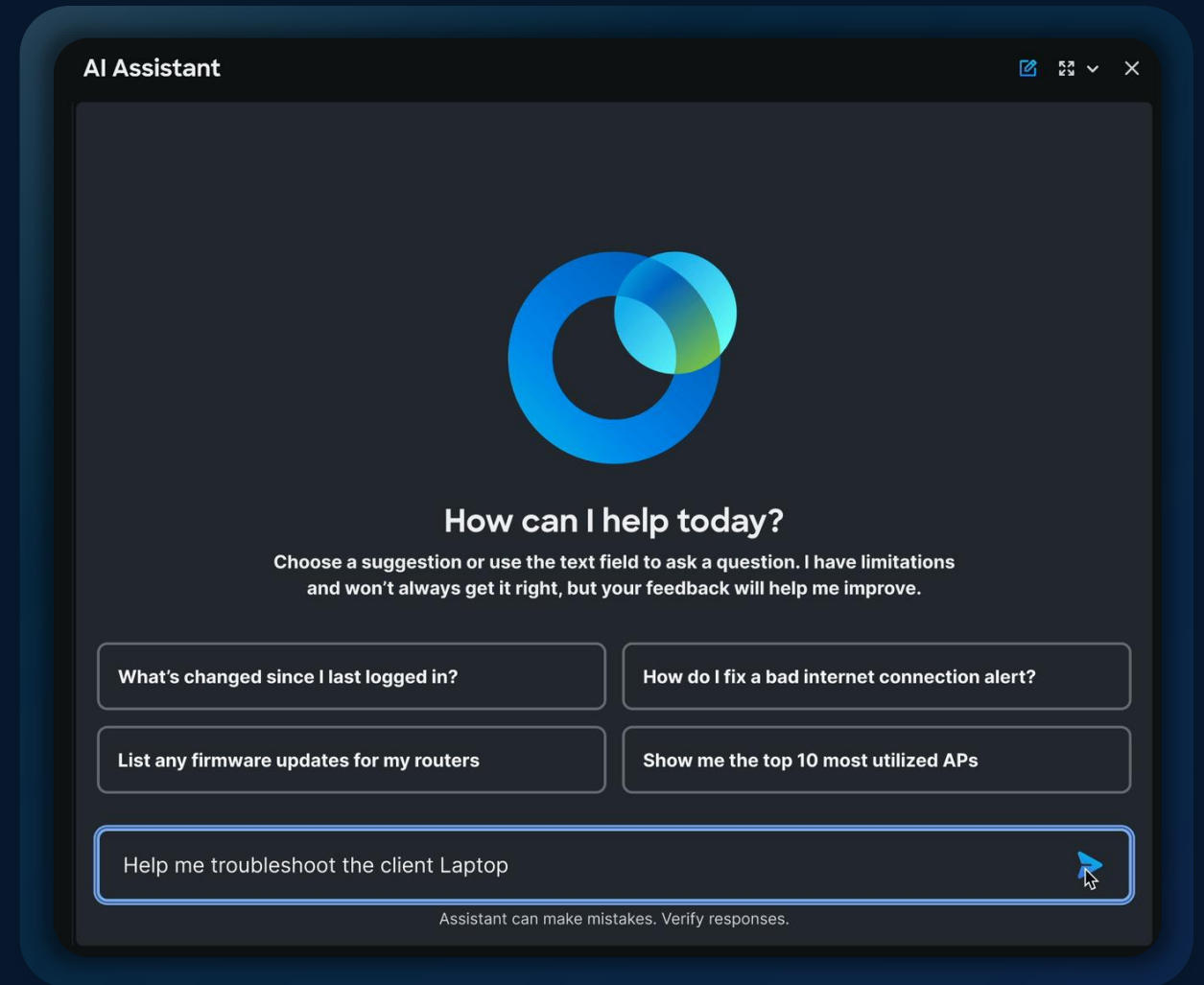
Troubleshoot faster together with shared context across teams.

# AI Assistant powered RCA and resolution for issues in branch

Finds root cause—not just the alert

Provides full stack visibility

Pinpoints the issue and guides the fix



# AI Canvas

Troubleshooting and execution across multiple domains

Collaboration across multiple users (NetOps, SecOps and execs)

Built on the foundation of the Deep Network Model

The screenshot displays the 'AI Canvas' interface for 'Application performance degradation'. The top navigation bar includes the Cisco logo, the title 'AI Canvas | Application performance degradation', and action buttons for 'Generate report', 'View activity', and 'Share'. The main content area is divided into several panels:

- AI Assistant:** A text-based interface with a 'AI Assistant' header and a message explaining the correlation between network congestion and application failures. Below the text is a graph titled 'SJ-MX105-01 network congestion statistics vs. EFP application performance' from Splunk, showing 'Packet loss' (blue line) and 'Transaction failure rate' (red line) over time from 8:00 to 08:30. A legend at the bottom identifies the lines.
- ServiceNow Ticket:** A panel for ticket 'SRTK0023941' reported by a System Administrator on 03/28/2025 at 09:45 AM PST. The description states: 'Received a ThousandEyes alert and reached out to Maria Chen to confirm. She said users at San Jose branch experiencing 3-5 second delays when processing financial transactions in EFP. Started approximately 30 minutes ago. Affects all 24 users at the branch. No recent changes reported.'
- SJ-MX105-01 WAN interface performance:** A panel showing a 'Loss rate' of 16.4% (up from a 2.3% baseline). It includes metrics for 'WAN interface latency' (87ms, baseline <math>\pm 30ms</math>) and 'Jitter' (15ms, baseline <math>\pm 5ms</math>).
- SJ-MX105-01 performance (last 24 hrs):** A line graph from Meraki showing 'Packet loss' percentage over a 24-hour period. A significant spike is marked as a 'Critical point' at approximately 10:00.
- Network segment performance analysis:** A diagram from ThousandEyes showing a flow from 'Enterprise network' (16.4% loss) through a 'Gateway' to 'Internet' and finally to 'Application financeapp.com'. A 'Packet loss point' is indicated at the Gateway.
- Email Thread:** An email from Maria Chen (Senior Director, Financial Operations) to support and Jackie Tones, dated 03/28/2025 10:28. The email discusses urgent status updates and troubleshooting for financial application performance issues.

At the bottom of the interface, there is a text input field 'Ask the AI Assistant a question' with a blue arrow button, and a disclaimer: 'Assistant can make mistakes. Verify responses.' On the far right, there are icons for share, text, and zoom.

# Deep Network Model

## The most advanced networking LLM

### Purpose-Built for Networking

20% more precise reasoning for troubleshooting, configuration, and automation.

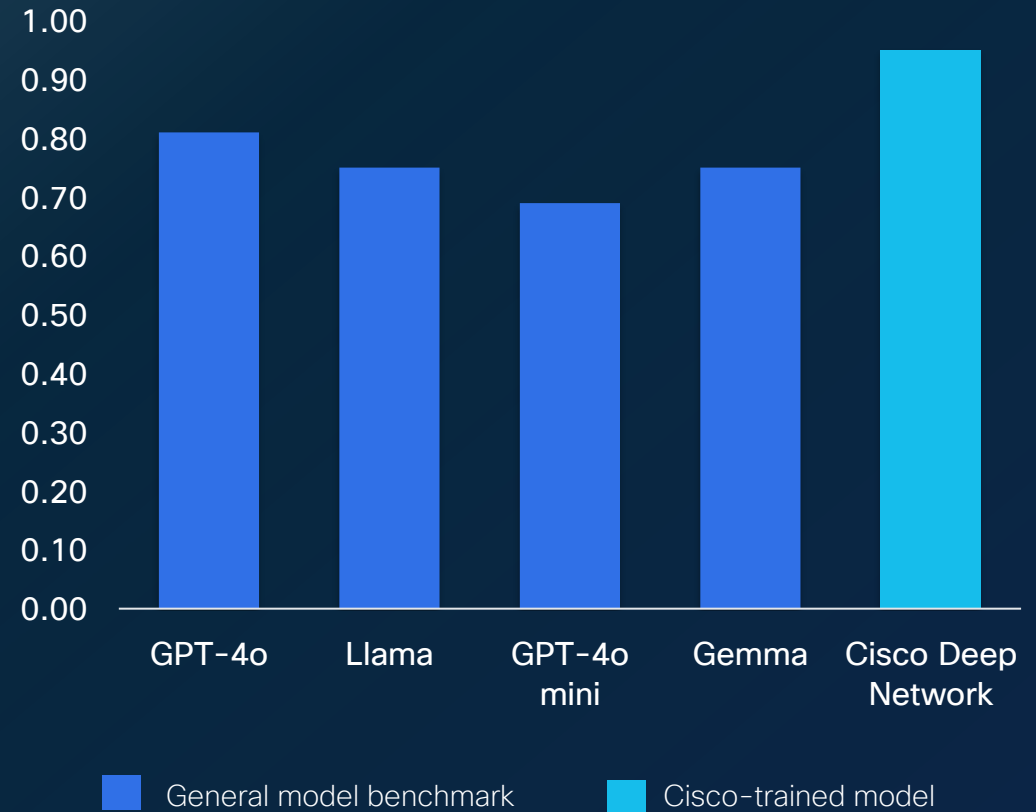
### Trusted Training

Fine-tuned on 40+ years of CiscoU and CCIE-level expertise.

### Continuous Learning

Evolves with live telemetry and real-world Cisco TAC and CX insights.

Outperforms general models by ~20%



Accuracy on CCIE-style MCQs (590-question benchmark, May 2025)

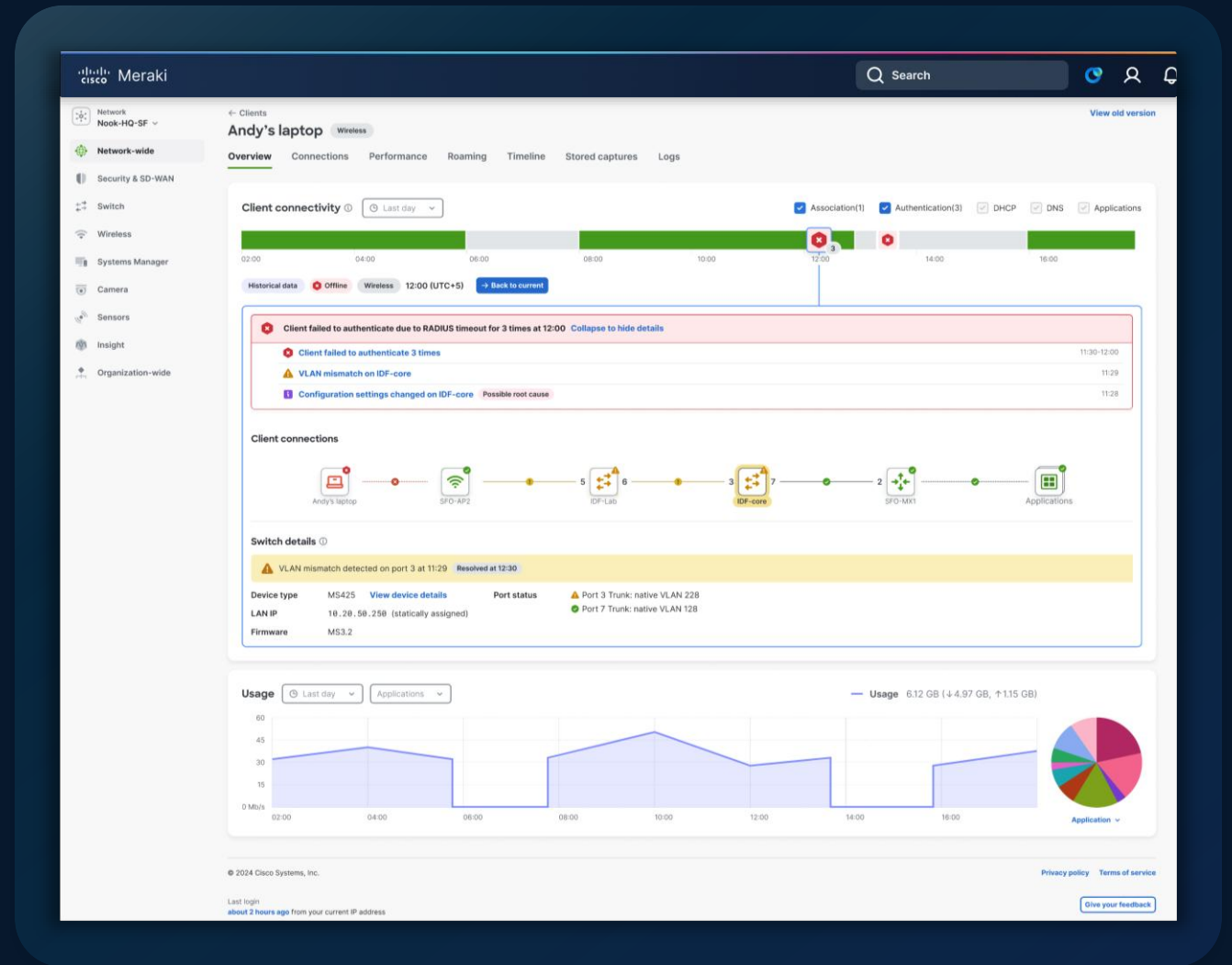
# Assurance across every digital experience

Deep visibility across both owned and unowned networks

AI-powered insights surface experience-impacting issues instantly

Closed-loop workflows trigger automated remediation

AI Assistant accelerates root cause analysis end-to-end



Mar Demo App

Mon, Jun 2 00:52 - 00:54 PDT (13 hours ago)

Show Filters



< > >|

00:30

00:45

01:00

01:15

01:30

01:45

02:00

Path Visualization

Map

Table

Show

2 Of 2 Agents

IP Address Labels

8 hops

3 hops

Group

Agents by Agent

Interfaces by IP Address

Destinations by No Grouping

Highlight

All

Search Network, Country, IP Ac

0 matches

Forwarding Loss > 10% (0 Nodes)

Link Delay > 100ms (0 Links)

Select

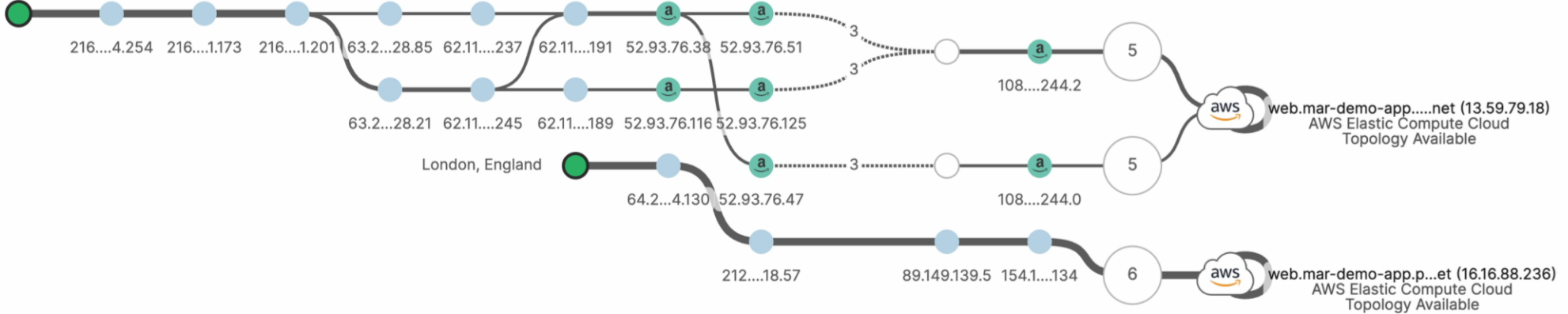
Click a node or link

Info (1)

Undo (1)

Reset To Default

Boston, MA



216....4.254

216....1.173

216....1.201

63.2....28.85

62.11....237

62.11....191

52.93.76.38

52.93.76.51

3

3

108....244.2

5

aws

web.mar-demo-app.....net (13.59.79.18)  
AWS Elastic Compute Cloud  
Topology Available

63.2....28.21

62.11....245

62.11....189

52.93.76.116

52.93.76.125

3

3

108....244.0

5

aws

web.mar-demo-app.p...et (16.16.88.236)  
AWS Elastic Compute Cloud  
Topology Available

London, England

64.2...4.130

52.93.76.47

3

3

212....18.57

89.149.139.5

154.1....134

6

aws

# Unified Campus Experience

*Cloud Management – Secure Fabric Capabilities*



## FUTURE

- 1 Fabric setup
- 2 VRFs
- 3 Fabric subnets
- 4 Fabric border routing configuration
- 5 Summary

The Meraki fabric can be composed of one or many networks and devices in those networks to provide a BGP-EVPN fabric overlay. To create a fabric, you will need to provide a name, select one or many networks where the fabric will be built, and select and assign the roles to the applicable switches in the list below.

**Fabric name**

**Select networks/network group**

**BGP autonomous system number**       **BGP auth key**

**Underlay loopback IP pool**

### Select roles for devices

The list will populate all fabric supported switches that are in the networks selected. The default roles are defined as Borders, Spines, and Leaves, but can be modified to assign multiple roles to a single switch based on the network design and use case.

Filters 6 results

2 items selected [Select all](#) [Remove role](#) [Edit role](#)

Devices	Status	Local IP	Networks	Serial column	Tag	Roles	Action
<input checked="" type="checkbox"/> MDF Core-01(9500-24Y4CX2)	Online	10.10.100.1	Network A	Serial number	Tag		<a href="#">Edit</a>
<input checked="" type="checkbox"/> MDF Dist-01 (9500-48Y4Cx2)	Online	10.10.192.1	Network A	Serial number	Tag 1 Tag 2		<a href="#">Edit</a>
<input type="checkbox"/> MDF Dist-02 (9500-48Y4Cx2)	Online	10.10.176.1	Network A	Serial number	Tag 2	Leaf	<a href="#">Edit</a>
<input type="checkbox"/> NetB-MDF-Stack (9300x Stack)	Online	10.10.20.1	Network B	Serial number	Tag 3	Border Spine Leaf	<a href="#">Edit</a>
<input type="checkbox"/> NetC-MDF-Stack (9300x Stack)	Online	10.10.40.1	Network C	Serial number	Tag	Border	<a href="#">Edit</a>
<input type="checkbox"/> NetD-MDF-Stack (9300x Stack)	Online	10.10.30.1	Network D	Serial number	Tag	Border	<a href="#">Edit</a>

# Unified Campus Experience

*Next-Gen Switching*



Smart Switches



NEW

Secure Routers



NEW

Campus Gateway



NEW

Large Venue Wi-Fi 7



NEW

Scale OT for AI



NEW

# Introducing

A new lineup for the new network

# Introducing

## Smart Switches for the AI-powered campus

High-performance,  
low latency

Cisco Silicon One +  
co-processor for  
security and AI

Post-quantum  
secure

Intelligent energy  
efficiency



### Cisco C9350 & C9610 Smart Switches

AVAILABLE JUNE 2025

Powered by

## Silicon One A100L & Silicon One K100L

Boosts hardware encryption post quantum security

Flexible and programmable for future AI and ML workloads

Intelligently adaptable to mitigate link failures, congestion, and bandwidth challenges

High-scale and low latency for time-sensitive applications

Efficient power performance



## Cisco Silicon One for Scale, Security, and Efficiency

## INTRODUCING

# Cisco C9610 Modular Core Smart Switches

Unparalleled density,  
speed, and security  
(51.2T throughput)

Backward compatible  
chassis with front to  
back airflow

Powered by Cisco  
Silicon One

High density  
chassis with state-  
of-the-art hardware

Entirely modular and  
upgradable system



18RU

INTRODUCING

## Cisco C9350 Smart Switches

High-performance,  
low latency (~500G  
throughput)

Cisco Silicon One +  
co-processor for  
security and AI

4x100G NM

Post-quantum  
secure

Intelligent energy  
efficiency

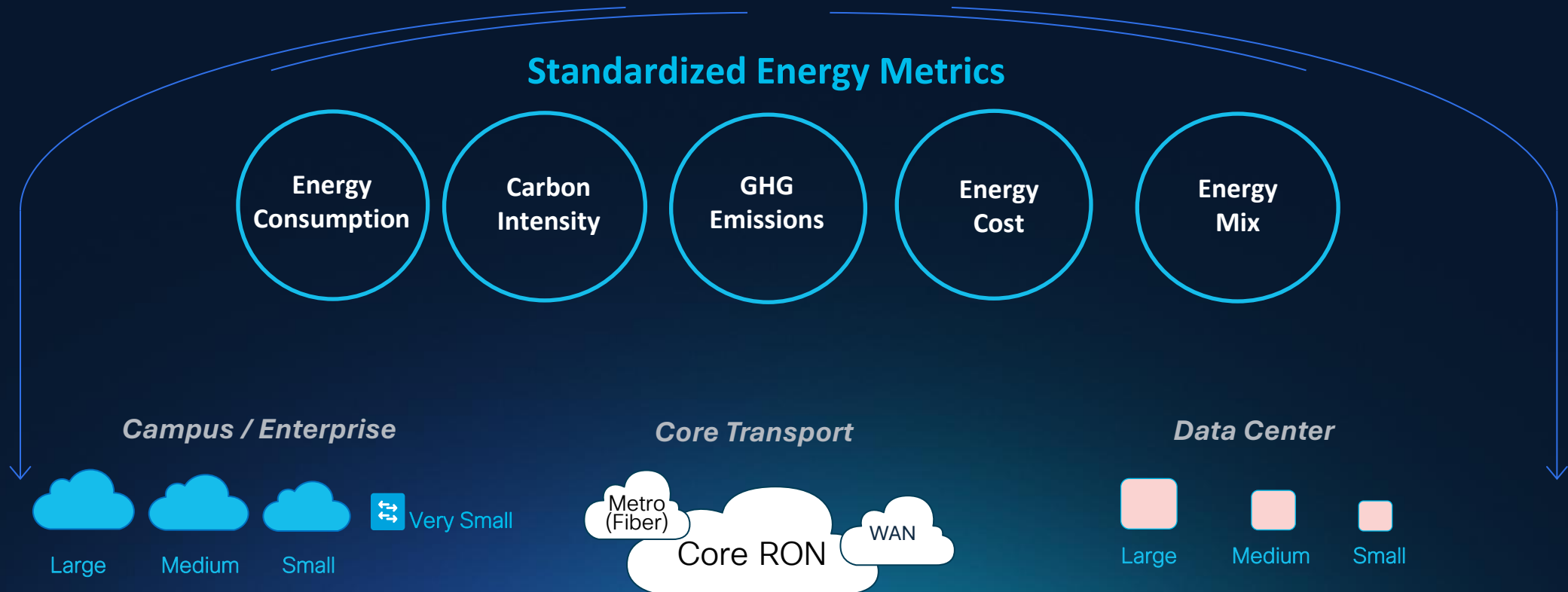
Stackwise 1.6T



## Smart Switches for the AI-powered campus

# Energy Management & Efficiency Across the Campus

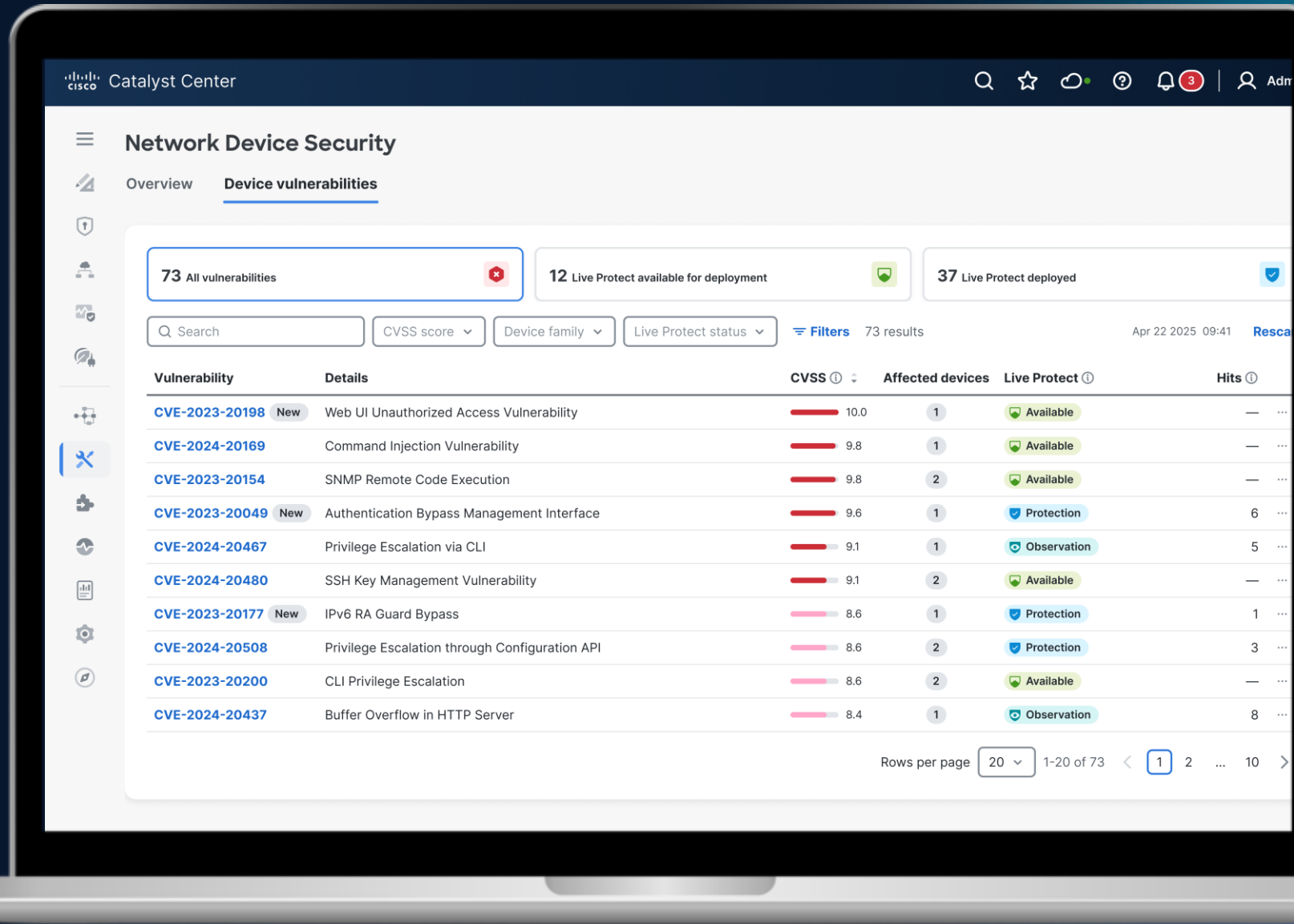
Smart Power and Hibernation Modes Delivering up to 30-40% potential savings



FUTURE

# Cisco Live Protect




Mitigate new threats in near-real time—without upgrading image or rebooting device























# Network Device Security

FUTURE

Overview Device vulnerabilities

73 All vulnerabilities  12 Live Protect available for deployment  37 Live Protect deployed 

Search  CVSS score  Device family  Live Protect status  **Filters** 73 results Apr 22 2025 09:41 [Rescan](#)

Vulnerability	Details	CVSS <sup>ⓘ</sup>	Affected devices	Live Protect <sup>ⓘ</sup>	Hits <sup>ⓘ</sup>
<a href="#">CVE-2023-20198</a> <span>New</span>	Web UI Unauthorized Access Vulnerability	 10.0	1	 Available	— ...
<a href="#">CVE-2024-20169</a>	Command Injection Vulnerability	 9.8	1	 Available	— ...
<a href="#">CVE-2023-20154</a>	SNMP Remote Code Execution	 9.8	2	 Pending	— ...
<a href="#">CVE-2023-20049</a> <span>New</span>	Authentication Bypass Management Interface	 9.6	1	 Protection	6 ...
<a href="#">CVE-2024-20467</a>	Privilege Escalation via CLI	 9.1	1	 Observation	5 ...
<a href="#">CVE-2024-20480</a>	SSH Key Management Vulnerability	 9.1	2	 Available	— ...
<a href="#">CVE-2023-20177</a> <span>New</span>	IPv6 RA Guard Bypass	 8.6	1	 Protection	1 ...
<a href="#">CVE-2024-20508</a>	Privilege Escalation through Configuration API	 8.6	2	 Protection	3 ...
<a href="#">CVE-2023-20200</a>	CLI Privilege Escalation	 8.6	2	 Pending	— ...
<a href="#">CVE-2024-20437</a>	Buffer Overflow in HTTP Server	 8.4	1	 Observation	8 ...

Rows per page  1-20 of 73 <  2 ... 10 >

# Unified Campus Experience

*Unified Licensing*



# Introducing Cisco Networking Subscription

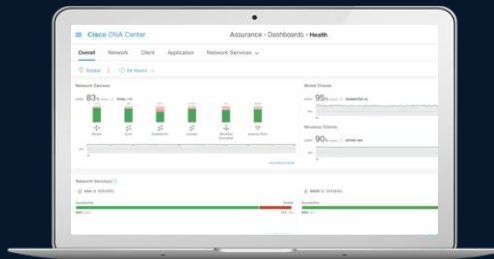
# Two distinct network licensing experiences

## Catalyst Center

Catalyst SKUs



On-premises management



## Meraki Dashboard

Meraki SKUs



Cloud management



# Unifying Experiences and future-proofing networks



## Unified Hardware\*

Customers can **choose to deploy** their networks on cloud, on-premises, or hybrid with the same hardware

\*Cisco C9350, C9610, and Wi-Fi 7 APs



## Unified Licensing

**Common licensing** for cloud and on-premises management that unlocks advanced features and capabilities across platforms

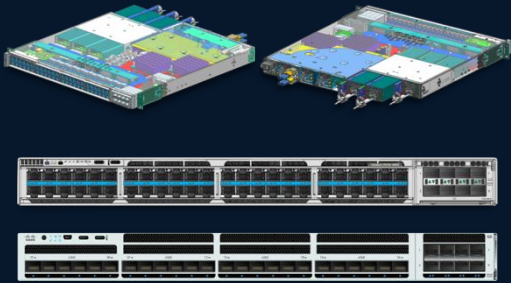


## Unified Support

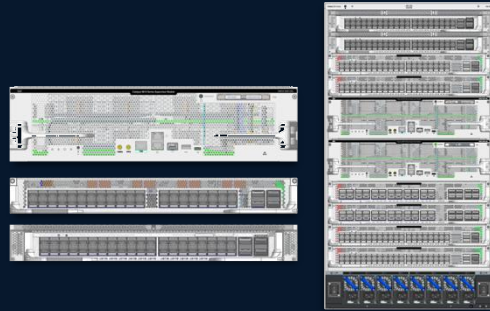
**Consistent and reliable product support** included in the Cisco Networking Subscription for hardware and software, with RMA Upgrade options

# Eligible hardware across the network for Cisco Networking Subscription

Cisco C9350 Series  
Smart Switches



Cisco C9610 Series\*  
Smart Switches



\*on-premises management only

Cisco 8000 Series  
Secure Routers\*



\*Meraki dashboard is read-only

Cisco Wi-Fi 7  
Access Points



# Consolidating network licensing in a single subscription

Cisco Networking Subscription can consist of:

## Unified Licenses

Cisco Wireless Essentials  
 Cisco Wireless Advantage  
 Cisco Switching Essentials  
 Cisco Switching Advantage  
 Cisco WAN Essentials  
 Cisco WAN Advantage

## Meraki Subscription Licenses

MR Licenses  
 MS Licenses  
 MX Licenses  
 Z Licenses  
 MV Licenses  
 MG Licenses

Example:

Cisco Networking Subscription	
Sub ID: SR0123456	
Start Date: 01-01-2025	
End Date: 01-01-2030	
Software Licenses	
Entitlement	Quantity
LIC-CW-E <sup>1</sup>	10
LIC-CS-AC1-L-A <sup>1</sup>	10
LIC-CSWAN-M-A <sup>1</sup>	10
LIC-MS-300-L-E	10
LIC-MS-400-L-A	10

One start/renewal date

All entitlements can be added to the same subscription

<sup>1</sup>new unified licensing SKUs

# Cisco Switching & Wireless License Management

Cisco Networking Subscription management

Meraki dashboard

Device Management	Cloud managed, Mixed (device managed through on-prem platform or CLI)
Device & license visibility	Meraki dashboard & CSSM
Access to EA licenses	Meraki dashboard

Cisco Smart Software Manager (CSSM)

Including Catalyst Center

Device management	On-prem
Device & license visibility	CSSM
Access to EA licenses	EA Workspace

# Unified Support

Product support for software and hardware coverage included

Product support included  
with Cisco Networking  
Subscription

Expert resources	<ul style="list-style-type: none"><li>• Access to Cisco Communities</li></ul>
Trusted support	<ul style="list-style-type: none"><li>• 24x7 HW/SW and OS support</li><li>• Software and OS updates</li><li>• Cisco AI Assistant for Support</li></ul>
Digital insights	<ul style="list-style-type: none"><li>• Asset and license view</li><li>• Case management</li><li>• Security advisories, field notices, and bugs notification*</li></ul>
e-Learning	<ul style="list-style-type: none"><li>• On-demand courses and best practices</li></ul>

\*These features are only available on certain Product platforms as determined by Cisco. The list of availability is subject to change. Contact a Cisco representative for the most up to date information on supported technologies.

# Wireless Unified Licensing:

## Cisco Wireless Essentials and Advantage

# Unified Licensing available with Wi-Fi 7 Access Points



**Wi-Fi 7 Access Points**



**Unified Licenses**

Choose between 2 tiers:  
Cisco Wireless Essentials  
Cisco Wireless Advantage



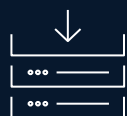
**Enables all management modes**

- Cloud
- On-premises



Cloud-only co-term licensing with Wi-Fi 7 is available for existing Meraki co-term customers.

# Unified Licensing Functional Attach



Licenses can be purchased together or separately from the hardware, simplifying the ordering experience

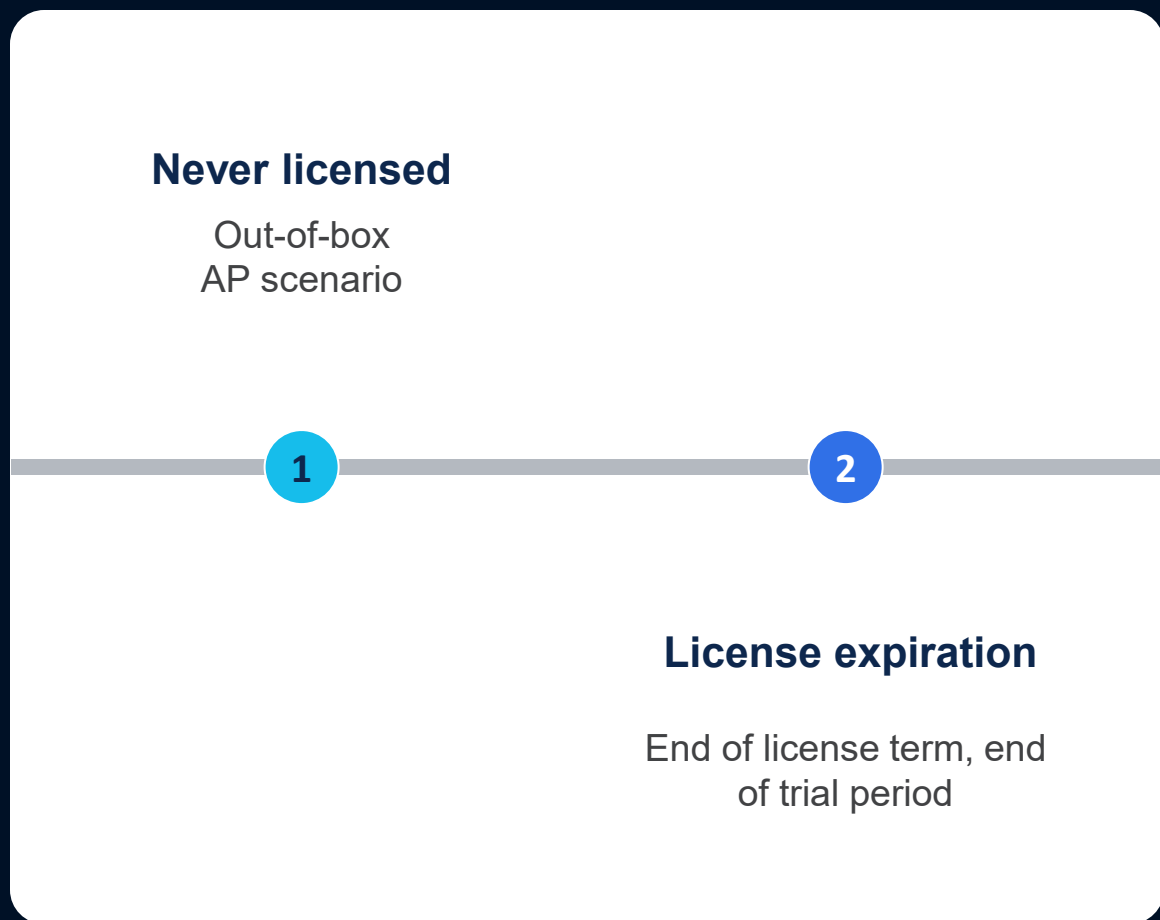


License portability during hardware refresh, customer-maintained inventory, and distribution stocking



Without the license, device will not have access to platform management via Meraki Dashboard or Catalyst Center.

# Unified Licensing enforcement



## Never licensed:

- Full device functionality restricted until licensed
- For Cisco Wireless: 2.4 GHz only until licensed

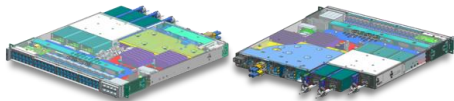
## License expiration:

- Devices will continue to pass traffic
- Management and monitoring via Cisco network management platforms will be restricted
- Software updates will be restricted, except for PSIRT and critical bug fixes
- Additional Cisco cloud-based services and features (e.g., Spaces, ISE, TE) included in the management license or sold as add-ons will be restricted
- Access to Cisco Support provided through the subscription will be denied

# Switching Unified Licensing:

## Cisco Switching Essentials and Advantage

# Unified Licensing available with with Cisco C9350 and C9610 Series Smart Switches



Cisco C9350 Series Smart Switches



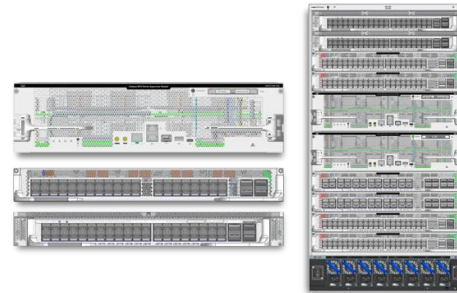
### Unified Licenses

Choose between 2 tiers:  
Cisco Switching Essentials  
Cisco Switching Advantage



Enables all management modes

- Cloud
- On-premises



Cisco C9610 Series Smart Switches



### Unified Licenses

Only 1 tier available:  
Cisco Switching Advantage



Enables only on-prem management

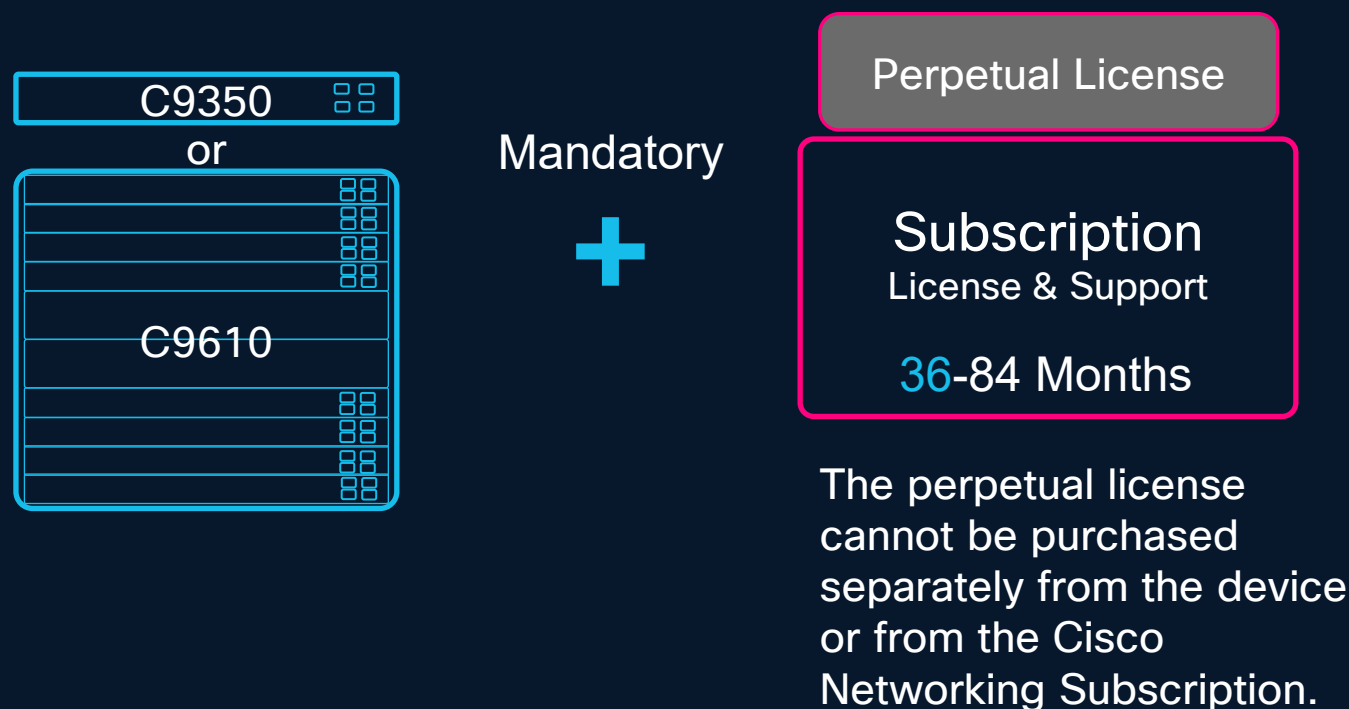
# Switching License Attributes

Every Cisco C9350 and C9610 device purchase will require a **mandatory attach** of a software license with a minimum 3-year subscription term.

Both Cisco Switching Essentials and Advantage come with a set of operating system **perpetual features** that will continue to function if the customer chooses not to renew their subscription.

If a customer would like to manage their devices and utilize software features via Catalyst Center or Meraki dashboard, they will need to have an **active subscription license**.

**Perpetual features** are tied to the **device** and will continue to function **even if** the customer chooses **not** to renew their subscription.



# Licensing Offer Structure



Device



Cisco Networking Subscription

36-84 months

Cisco Switching Essentials or Advantage

Cloud & on-premises management

OS Essentials or OS Advantage (Perpetual)

Product support

or

Only for existing Meraki co-term customers:

Meraki co-term license (C9350 only)

3,5, or 7 years

Cloud only licenses available for existing Meraki co-term customers

# Enforcement Details

**Never Licensed:** For the on-device perpetual features, there will not be enforcement. OS functionality in your switch will not be disabled due to license expiration.

**License Expiration:** To have uninterrupted access to the Catalyst Center or Meraki Dashboard platform, you will need an active license. Access to support provided through the subscription will be denied without a license.

# Routing & WAN Unified Licensing:

Cisco WAN Essentials and Advantage

# Simplified Licensing

## Introducing a better Digital Experience

### Today's Challenges

- **Single DNA License** for SD-WAN & Routing
- **Bandwidth Tier** can be difficult for sizing WAN circuits
- No view of **Device<->License** consumption & tracking
- **Multiple Renewals** to track



### Cisco Networking Subscription

Customers can **choose to deploy** their networks with embedded support for SD-WAN, Switching and Wireless



### Cisco Routing Subscription

Licensing for Routing use cases with optional support

# Cisco Networking Subscription Cisco Routing Subscription



No More Bandwidth Tiers !  
Consistent Packages across all  
Platform-Class



Platform-Class Specific  
Licenses & Pricing



Licenses co-termined to a single  
end-date for easy Renewals

Drive ongoing Innovation & value across your Cisco Networking Subscription and Cisco Routing Subscription for both software and hardware, simplifying licensing and renewals

# Unified Licensing for WAN available with Cisco 8000 Series Secure Routers



## Cisco 8000 Series Secure Routers

Embedded Routing OS  
Essentials perpetual feature stack included with every device purchase



## Cisco Networking Subscription



### Subscription-based WAN Licenses:

Cisco WAN Essentials  
Cisco WAN Advantage

**Enables on-premises and cloud management mode in Catalyst SD-WAN Manager**

## Cisco WAN Essentials

Secure and optimize digital experiences

Enterprise firewall with Talos-powered IPS and app controls, SD-WAN Application Intelligence Engine, Cisco Secure Endpoint, SSL Proxy

Essential Cloud OnRamp for IaaS, SaaS, Colo  
Multicloud: GCP, AWS, Azure

Basic SD-WAN & path optimizations  
Flexible topology & dynamic routing

On-Prem centralized management

10 User VPN + 1 Management VPN Limitation

## Cisco WAN Advantage

Feature-rich SD-WAN capabilities to secure and optimize digital experiences

Advanced WAN optimizations and telemetry with AppQoE

Advanced Cloud OnRamp for site-site and cloud-cloud connectivity

Next-generation firewall with enhanced malware protection

Intelligent analytics including Predictive Path Recommendations and Anomaly Detection

+Cisco WAN Essentials

**NOTE:** Routing Licensing is not available in a Cisco Networking Subscription.

# Enforcement Details

**Never Licensed:** Devices cannot be provisioned on Catalyst SD-WAN manager until associated with the appropriate license.

**License Expiration:** Devices will continue to pass traffic, but 'Out of Compliance' message appears on Catalyst SD-WAN manager if one or more devices has an expired licenses. Access to support provided through the subscription will be denied.

# Enterprise Agreement

# Next Gen Licensing availability in EA 3.0

**Portfolio:** Networking Infrastructure

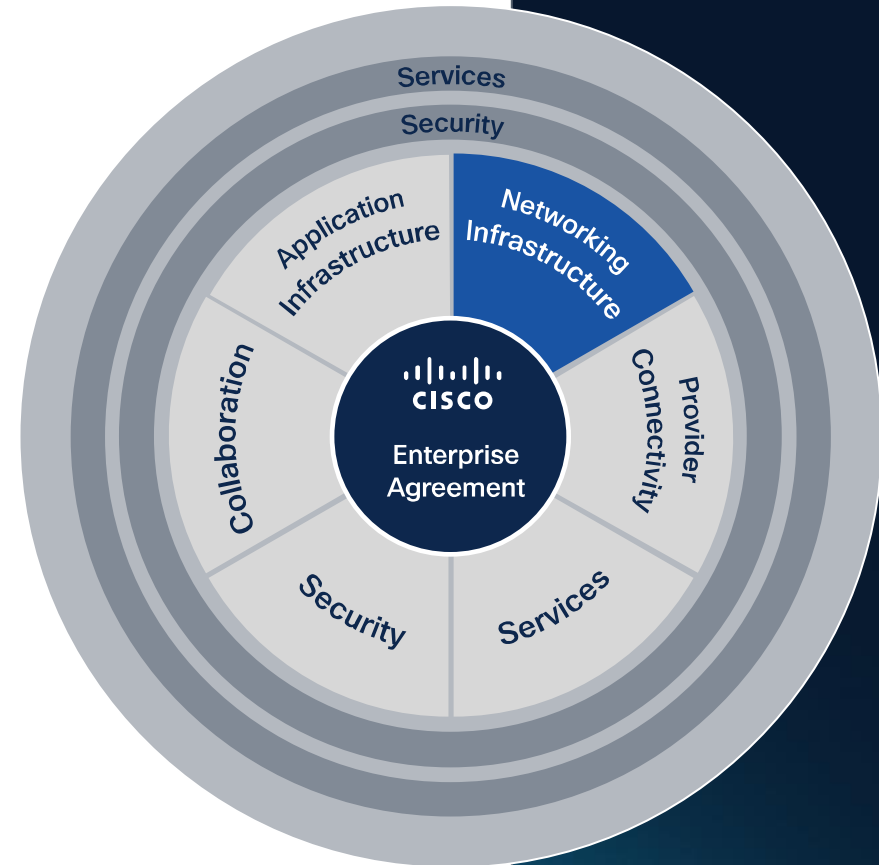
**Solution:** Cisco Networking

**Unified Licensing Suites:**

Cisco Wireless

Cisco Switching

Cisco Secure WAN



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