

# A network that knows what you want and does it

## THE NETWORK. INTUITIVE.

Ushering in a new era in networking, built on Cisco® Digital Network Architecture (Cisco DNA™).

**Intent-based networking** is the difference between a network that needs continuous attention and one that simply understands what you need and makes it happen. It's the difference between doing thousands of tasks manually and having an automated system that helps you focus on business goals.

Cisco DNA is the open, software-driven platform that turns vision into reality. Virtualization, automation, analytics, and cloud, all in one architecture.



### Constantly learning

Speed, simplicity, and visibility  
Reduced cost and complexity



### Constantly adapting

New business models  
Faster innovation

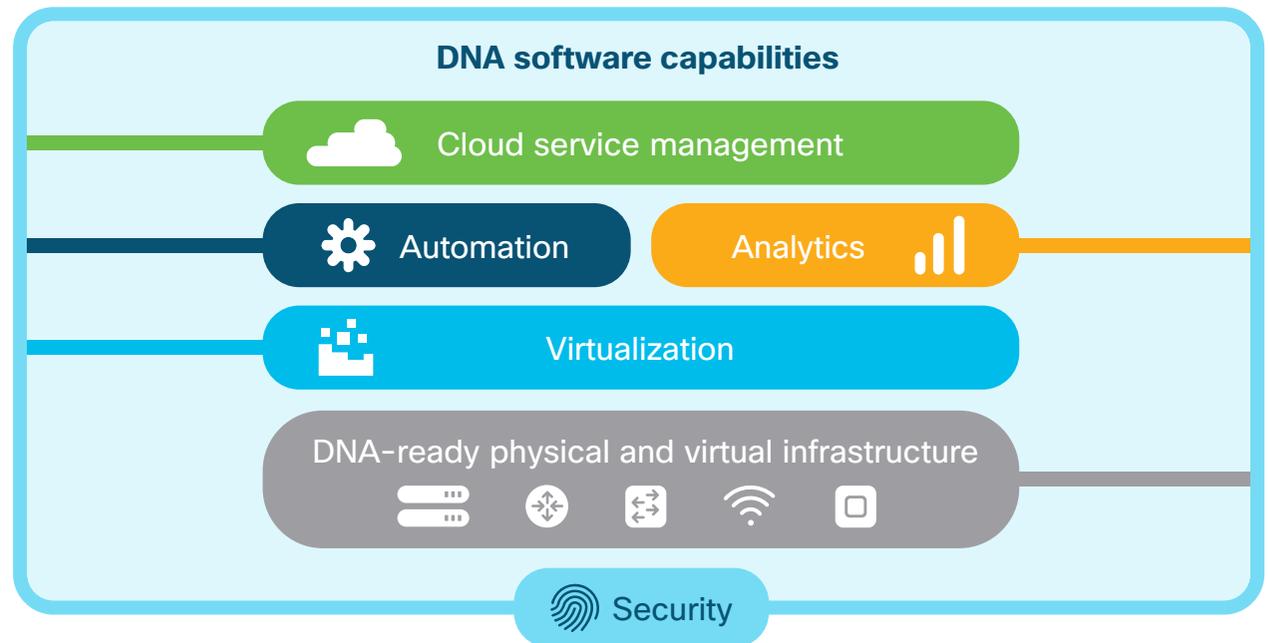


### Constantly protecting

Real-time and  
dynamic threat defense  
Lower risk

## 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
- **Designed 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
- **Virtualizing everything** to connect users to applications with one seamless network and deploy network services in minutes on any platform
- **DNA-ready infrastructure** to make sure all your switches, routers, and access points can support the DNA software innovations today and into the future



## Cisco services

No matter where you are in your journey, Cisco and our partners offer services expertise to help accelerate your digital network transformation, from readiness assessments and scalable designs to automation tools and award-winning support. Our services help speed deployments, reduce risk and complexity, and provide business continuity as you refresh your network.

## Next steps

For more information about Cisco DNA Services, visit:  
[cisco.com/c/en/us/solutions/enterprise-networks/service-listing.html](https://cisco.com/c/en/us/solutions/enterprise-networks/service-listing.html)

For more information about Cisco DNA, visit:  
[Cisco.com](https://cisco.com)

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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.

### Software-Defined WAN (SD-WAN)

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

### 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.

### Automation

Automate the design, provisioning, and configuration management of your network. Profile your topology, plan your network services, and feature configurations; then automatically provision and manage configuration compliance with Cisco's zero touch Network Plug and Play app.

### Assurance and Analytics

Proactively monitor the network, gathering and processing information from devices, applications, and users. Abstract network insights identify service-impacting issues before users do.

### Enterprise Network Security

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

- **Encrypted Traffic Analytics (ETA):** Enables the network to serve as an even more advanced security sensor capable of detecting threats even in encrypted traffic
- **Cisco Stealthwatch®:** Provides network visibility and security analytics to rapidly detect and contain threats
- **Cisco TrustSec® and Cisco Identity Services Engine (ISE):** 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

### DNA-ready products

DNA-ready infrastructure products include a portfolio of current and new products, including the Cisco Catalyst® 9000 family of switches.

### Cisco Services for Networking

Gain high-quality external services to support your business in each step.

[Click here for the full list of DNA-ready products.](#)