Topics of today

- View on Cisco Software Model and why CiscoONE
- What is CiscoONE Software?
- CiscoONE Services – SWSS & SNTC - Innovations
- CiscoONE Promotions
- Info, Support, etc.
Current Software Licensing Model
Too Many License Options: Complex and Hard to Track

1. Device
   - Cisco Nexus 3K
   - Cisco Nexus 5K
   - Cisco Nexus 6K
   - Cisco Nexus N7K
   - N1100-S
   - UCS Server
   - UCS FI
   - ISR 1900
   - ISR 2900
   - ISR 3900
   - ISR 4400
   - ASR 1K
   - Cat 2K
   - Cat 3K
   - Cat 4K
   - AP (Wireless)

2. Features
   - N1110-S
   - UCS Server
   - UCS FI
   - ISR 1900
   - ISR 2900
   - ISR 3900
   - ISR 4400
   - ASR 1K
   - Cat 2K
   - Cat 3K
   - Cat 4K
   - AP (Wireless)

3. Meter
   - AP
   - Interface
   - Node
   - Routers
   - Switches

4. Services
   - Pick and Choose SMARTnet® Coverage for Different Hardware and Software Combinations

5. Price
   - Get Price and TCO for Each Component Separately
What is Cisco ONE Software?
A More Valuable and Flexible Way to Consume Cisco Infrastructure Software

Simple Set of Solutions
Access to Innovation
License Flexibility
## Cisco ONE Software Use Cases

<table>
<thead>
<tr>
<th>Data Center</th>
<th>WAN</th>
<th>Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise Cloud</td>
<td>Next Generation Branch</td>
<td>Customized Wireless Experience</td>
</tr>
<tr>
<td>Infrastructure Automation</td>
<td>Intelligent WAN</td>
<td>Business-Class Wireless Access</td>
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<tr>
<td>Converged Data Center Network</td>
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<td>Scaled &amp; Resilient Connectivity</td>
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<tr>
<td>Data Center Network Automation</td>
<td></td>
<td>Connected Organization</td>
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</tbody>
</table>

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Cisco ONE Software Suite
A More Valuable and Flexible Way to Consume Cisco Infrastructure Software

**Traditional Model**
- 100s: A La Carte, Separately Priced Features
- Software Licenses Tied to Hardware
- Perpetual for the Life of the Box

**Cisco ONE**
- 3x3: Software Solution Suites
- License Portability
- Access to Ongoing Innovation
- Perpetual, Subscription and ELAs

**(Partner) Benefits**
- • Larger Deal Sizes
- • Higher Rebates
- • Pull-Through and Refresh
- • Drive Usage with Prof. Svcs
- • Protect Customer Commitment
- • Elevate the Conversation

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Cisco ONE Software Suites

- **Data Center / Cloud**
  - Advanced Security Software
  - Advanced Capabilities and Applications Software
  - Core Networking, Security and Systems Software
  - with Network & Energy Management, ACI

- **WAN**
  - Advanced Security Software

- **Access**

- **Infrastructure and Base OS**
  - Cloud
  - Compute
  - Networking
  - WAN
  - Switching
  - Wireless
Cisco ONE Software Suites

Data Center / Cloud
- Threat Defense for Data Center

WAN
- Threat Defense for WAN & Edge
- WAN Collaboration
- Foundation for WAN

Access
- Policy & Threat Defense for Access
- Campus Fabric
- Advanced Mobility Services

Advanced Security
- ECS - Service Management
- Big Data & Analytics
- Data Center Fabric

Advanced Applications
- ECS - Cloud Management
- ECS - Infrastructure Automation
- Foundation for Networking

Foundation
- Foundation for Cloud
- Foundation for Switching
- Foundation for Wireless

Cloud
Compute
Networking

1Contains two offers: ECS: Big Data Automation & Tetration Analytics
2Available together as Foundation for Cloud

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Cisco ONE Software: Includes Licenses and Applications by Suite

<table>
<thead>
<tr>
<th>Advanced Security</th>
<th>Advanced Applications</th>
<th>Foundation</th>
<th>Infrastructure and Base OS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Threat Defense for Data Center</td>
<td>Cisco ONE Data Center / Cloud</td>
<td>Cisco ONE for WAN</td>
<td>Cisco ONE for Access</td>
</tr>
<tr>
<td>FP Services on ASA (NGFW, NGIPS, URL Filtering, AMP for Networks)</td>
<td>Includes Licenses and Applications by Suite</td>
<td>Policy &amp; Threat Defense for Access (Tier 1)</td>
<td>ISE Plus License, ISE Apex, AnyConnect Apex</td>
</tr>
<tr>
<td>Security Context</td>
<td></td>
<td>Firepower 9300, 4100</td>
<td>Advanced Mobility Services</td>
</tr>
<tr>
<td>Note: Infrastructure software (e.g., operating system) is included with each device. Not sold as a Cisco ONE bundle, but included with the device.</td>
<td></td>
<td>ASA 5506, 5508, 5516, 5525, 5545, 5555</td>
<td>CMX, WIPS</td>
</tr>
</tbody>
</table>

### Cisco ONE Data Center / Cloud

- **Advanced Security**
  - ECS - Service Mgmt
    - Prime Service Catalog Base
    - Cisco Process Orchestrator (20K transactions/yr)
  - ECS - Cloud Mgmt
    - CloudCenter Manager
    - CloudCenter Orchestrator (2)
    - CloudCenter VMs (100)
  - ECS - Infrastructure Automation
    - UCS Director
    - UCS Performance Manager
    - UCS Central
    - IMC Supervisor
    - VACs (3 app containers)
  - Foundation for Networking
    - FabricPath
    - VDC
    - FCoE, OTV/LIS
    - LAN Enterprise
    - Prime DCNM-LAN ACI Fabric
    - RISE
    - Intelligent Traffic Director
    - Nexus Data Broker
    - Nexus Fabric manager
    - PI Lifecycle/Automation
  - Foundation for WAN
    - SEC License
      - TrustSec, MACSec, IOS-VPN, IOS IPS, IOS ZBFW, CWS Connector, SSL VPN
      - FIP License
        - AVC, MPLS, WAAS, FNF, etc
        - Akamai Connect
        - WAAS Central Manager
        - IWAN-App
        - Umbrella Branch
        - PI Lifecycle/Automation
        - Energy Mgmt

### Cisco ONE for WAN

- **Advanced Security**
  - ECS - Service Mgmt
    - Cisco ONE for Access
    - CloudCenter Manager
    - CloudCenter Orchestrator (2)
    - CloudCenter VMs (100)
  - ECS - Cloud Mgmt
    - CloudCenter Manager
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        - IWAN-App
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        - PI Lifecycle/Automation
        - Energy Mgmt

### Cisco ONE for Access

- **Advanced Security**
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        - Akamai Connect
        - WAAS Central Manager
        - IWAN-App
        - Umbrella Branch
        - PI Lifecycle/Automation
        - Energy Mgmt

### Infrastructure and Base OS

- **Cloud**
  - X86, UCS
- **Networking**
  - Cisco Nexus®
    - 3K, 5K, 6K, 7K, 9K; MDS
- **WAN**
  - ISR; ASR 1K, 9K; 18x9
- **Switching**
  - Cisco Catalyst®
    - 2K, 3K, 4K, 6K; 1E 4K, 5K
- **Wireless**
  - WLC, AP

---

*1-Year License

Note: Infrastructure software (e.g., operating system) is included with each device. Not sold as a Cisco ONE bundle, but included with the device.
Example Outcome: Business-Class Wireless Access

Traditional Model

Necessary Features:

1. ISE Base
2. Prime – Assurance
3. Prime – Lifecycle
4. AP License
5. CMX Base

License Portability and Ongoing Innovation
Cisco ONE Delivering New Software Capabilities

10+ software features added during last 15 months

Data Center
- Advanced Fabric
  - Data Center
  - Enterprise Cloud Suite
  - 40G Storage License
  - ACI for Nexus 93120
  - Tetration HW Sensor

WAN
- Foundation for Switching
- Foundation for Wireless
- IWAN APIC-EM
- Akamai Connect
- WAAS Central Mgr
- Cisco Umbrella branch
- Cat3K Stealthwatch
- ISE and Energy Mgmt in Cat6K

Access
- Advanced Mobility Services
- CMX 10.0
- Energy Mgmt
- Stealthwatch

Foundation
- Networking
- Compute
- Intelligent Traffic Director and Data Broker
- Network Function Manager
- Enterprise Network Function Virtualization
- Prime 3.0

Networking
Compute
WAN
Switching
Wireless
Cisco ONE - Services
Cisco ONE Software Suites

Data Center / Cloud
- Advanced Security
- Advanced Applications
- Foundation

WAN
- Threat Defense for Data Center
- Threat Defense for WAN & Edge
- Policy

Access
- Campus Fabric
- Advanced Mobility Services
- Foundation for Cloud
- Foundation for Switching
- Foundation for Wireless
- Smart Net Total Care / PSS

Software Support Service (SWSS)
- Technical Support
- Updates / Upgrades
- License Portability
- Access to Ongoing Innovation

ECS - Service Management
ECS - Cloud Management
ECS - Infrastructure Automation
Data Center Fabric
Foundation for Networking
Foundation for WAN
Foundation for Switching
Foundation for Wireless

Big Data & Analytics

Cisco and Partner Branded support options available

Smart Net Total Care / PSS
- Technical Support (Hardware + Operating System), Device Replacement

1 Contains two offers: ECS: Big Data Automation & Tetration Analytics
2 Available together as Foundation for Cloud
<table>
<thead>
<tr>
<th>HARDWARE &amp; SOFTWARE</th>
<th>SECURITY WAN OFFER</th>
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<tbody>
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<td><strong>ISR4331/K9</strong> Cisco ISR 4331</td>
<td><strong>C1-CISCO4331/K9</strong> Cisco ONE ISR 4331</td>
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**TOTAL**

$14,624

Hardware, Software, and Support

$6,261

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## Secure Access Value Comparison

**WLC 5520 with 100 AP HW and Licenses and 100 Mist beacons**

**Traditional vs DNA Offer**

### AIR-CT5520-K9
- Cisco 5520 Wireless Controller
- 1 AP
- Included

### LIC-CT5520-UPG
- 5520 AP Adder Licenses
- 100Lic
- 100 $20,000

### AIR-AP3802I-A-K9
- 802.11ac W2 AP w/CA; 4x4:3; Mod; Int Ant; mGig A Domain
- 100 $165,000

### Beacon Point
- 100 $69,500

**Total**
- $274,500

### Hardware, Software, and Support
- $382,235

### Stealthwatch 5 Flow Bundle per AP – 1 Year Subscription
- 100 $5,400

### CMX Base License per AP
- 100 $7,500

### Prime Infrastructure / MGMT 3.x per AP
- 100 $10,500

### Identity Services Engine 25 Endpoint Base License per AP
- 100 $12,500

### EnergyWise Mgmt 25 Endpoints License per AP
- 100 $20,000

### Connected Analytics Net Deployment 1-year Subs. per AP
- 100 $14,000

### Beacon Center subscription for 1 Year
- 100 $19,000

**Total**
- $88,900

### CON-SNT-AIRT5520
- SNTC-8X5XNBBD Cisco 5520 Wireless Controller
- 1 $2,600

### CON-SNT-LICT5520
- SNTC-8X5XNBBD Cisco 5520 Wireless Controller 1 AP
- 100 $2,990

### SWSS on Software Products Above
- $10,485

**Total**
- $16,075

### Hardware, Software, and Support
- $297,400

---

### SECURE ACCESS OFFER

**C1-AIR-CT5520-K9**
- Cisco ONE – 5520 Wireless Controller
- 1 AP
- Included

**C1FPAIR500K9**
- Cisco ONE Foundation Perpetual – Wireless (>500 qty tier)
- 100 $35,000

**AIR-AP3802I-A-K9**
- 802.11ac W2 AP w/CA; 4x4:3; Mod; Int Ant; mGig A Domain
- 100 $165,000

**Beacon Point**
- 100 $69,500

**Total**
- $289,500

### Hardware, Software, and Support
- $297,400

### AP License
- 100 Included

### Stealthwatch 5 Flow Bundle – 1 Year Subscription
- 100 Included

### CMX Base License
- 100 Included

### Prime Infrastructure / MGMT 3.x
- 100 Included

### Identity Services Engine 25 Endpoint Base License
- 100 Included

### EnergyWise Mgmt 25 Endpoints License
- 100 Included

### Connected Analytics Net Deployment – 1 Year Subscription
- 100 Included

### Beacon Center subscription for 1 Year
- 100 Included

**Total**
- Included

### CON-SNT-CT5520K9
- SNTC-8X5XNBBD Cisco 5520 Wireless Controller
- 1 $2,600

### CON-ECMU-C1FPAI1K
- SWSS UPGRADES C1 Fndn Perpetual – Wireless (500-1K)
- 100 $5,300

**Total**
- $7,900

---

29% more value with Cisco ONE in WLC w/100 AP’s and Beacons
**Cisco ONE Software**

- Single list price SKU
- Software solution suite
- Single device/user

**Enterprise Agreement (ELA)**

- Legal agreement
- Entitlements across offer catalogs
- Broad / Enterprise-wide purchase
What Can You Buy As an ELA?

### Cisco ONE Software
- Data Center Cloud
- Data Center Networking
- Data Center Compute
- WAN
- Access Switching
- Access Wireless

### Collaboration
- Unified Communications
- WebEx On-Premise
- Multiparty Plus
- Customer Collaboration
- Prime Collaboration
- Connected Analytics For Collaboration
- HCS-LE Management
- Prime Collaboration
- Contact Center Assurance

### Security (Coming Soon)
- Email Security
- Web Security
- End Point Security
- Advanced Threat
- ISE
- NGFW | NFIPS
- Spark Suite Options

FY17 / FY18 Roadmap - Automation and Analytics, IoT
### ELA - Minimum Purchase Requirements

<table>
<thead>
<tr>
<th>Cisco ONE Network, Storage, Compute</th>
<th>DC - Cloud</th>
<th>DC - Networking</th>
<th>DC - Compute</th>
<th>WAN</th>
<th>Access Switching</th>
<th>Access Wireless</th>
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<tbody>
<tr>
<td><strong>Analytics &amp; Automations</strong></td>
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<td><strong>Collaboration</strong></td>
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<td>WebEx On-Premise</td>
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<td>1000 KW (SW+SWSS)</td>
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<td>1000 KW (SW+SWSS)</td>
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<td>250 CC Agents (SW+SWSS)</td>
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<td>Customer Collaboration</td>
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<td>1000 KW (SW+SWSS)</td>
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<td>1000 KW (SW+SWSS)</td>
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</tbody>
</table>

Notable Features:
- **Multiparty** 1000 KW (SW+SWSS)
- **HCS - LE** 1000 KW (SW+SWSS)
- **Prime Collaboration** 1000 KW (SW+SWSS)
- **Customer Collaboration** 250 CC Agents (SW+SWSS)
- **Connected Analytics** 1000 KW (SW+SWSS)
**Cisco ONE Wireless Controller Refresh**

A wireless controller refresh to the new 8540/5520 controllers, in order to help customers get their networks ready for 802.11ac Wave 2.

We are removing the existing 2-year restriction for brownfield, and discounting the price by up to 25%.

https://communities.cisco.com/message/190441

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**ONENTWK Bundles**

Cisco ONE add-on to these popular switch/AP bundles at 20% off

http://wwwin.cisco.com/tech/enterprise/promotions.shtml

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**Competitive Takeout**

Increased competition and offers with any wireless competitor
- Promotional controller/AP bundles
- Cisco ONE Foundation at 42% off


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Noch gültig bis zum Ende Juli 2017!
# Cisco ONE Info & Support

<table>
<thead>
<tr>
<th>Help with:</th>
<th>Assistance Description:</th>
<th>Resource &amp; Contact Info:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Understanding Cisco ONE</strong></td>
<td>Ordering Guide, Promotions &amp; Incentives, Success Stories, VoDs &amp; Training, Data Sheets &amp; Literature, Smart Account Info….updated weekly!</td>
<td>Partner Community for Cisco ONE: <a href="https://communities.cisco.com/community/partner/cisco-one">https://communities.cisco.com/community/partner/cisco-one</a></td>
</tr>
<tr>
<td><strong>Creating a Cisco ONE Proposal</strong></td>
<td>Pre-sales assistance including: BOM Preparation and/or Conversion, Ordering Help, TCO Analysis</td>
<td>Partner Helpline: Call: 1-800-553-6387 Please select Options &quot;5-1-1&quot; Email to: <a href="mailto:gve-case-escalation@cisco.com">gve-case-escalation@cisco.com</a> Open a Case Online: <a href="http://www.cisco.com/web/partners/tools/ph.html">http://www.cisco.com/web/partners/tools/ph.html</a> Partner Community Online Help: <a href="https://communities.cisco.com/community/partner/programs_tools/partnerhelpline">https://communities.cisco.com/community/partner/programs_tools/partnerhelpline</a></td>
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</table>
Thank You