Cisco ONE – “New Way Buying & Consuming Cisco NW Software!“

Cisco Connect
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Pula, Croatia

Thomas Latzer
Enterprise Networking Lead
Cisco Systems
Agenda

- Why Cisco ONE Software
- Cisco ONE Software Offer Details
- Detailed Use Cases
- Q&A
Software Licensing Hurdles
Continued Innovation and Virtualization Are Increasing Licensing Complexity

“There are so many license options. I have to keep going back to the ‘well’.”

“Why do I have a huge spike at every refresh? Why am I buying the same software and licenses over and over again?”

“I would rather have IT spend more time on business outcomes, not managing software licenses.”
Cisco Enterprise Software Model

**What**
- Collaboration
- Analytics & Automation
- Network, Compute (Cisco ONE Software)
- Security

**Where**
- Cloud
- On Premise
- Partner/SP Hosted, Managed

**How**
- Transactional Perpetual | Subscription
- Flexible Licensing

Enterprise Licensing Agreements (ELA 2.0)
What is Cisco ONE Software?

Simple Set of Solutions

Access to Upgrades, Updates and New Capabilities

License Flexibility
What is Cisco ONE Software?

**Current Model**

- **100s** A La Carte, Separately Priced Items
- Software License Tied to Hardware
- Perpetual for the Lifetime of the Box

**Cisco ONE**

- **3X3** Software Suites Offered as a Solution
- Software License Portability with Access to upgrades, updates and new capabilities
- **Perpetual & Subscription Licenses**
  - *Enterprise License Agreement*
Cisco ONE Software

- Data Center / Cloud
- WAN
- Access

Advanced Security
- Advanced Security Software and Appliances

Advanced Applications
- Advanced Capabilities and Applications Software

Foundation
- Core Networking, Security and Systems Software with Network & Energy Management, Automation

Cloud | Compute | Networking | WAN | Switching | Wireless
Cisco ONE Software

Data Center / Cloud
- Threat Defense for Data Center

WAN
- Threat Defense for WAN & Edge

Access
- Policy & Threat Defense for Access

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 WAN
- Foundation for Switching
- Foundation for Wireless

Cloud | Compute | Networking
WAN | Switching | Wireless
Cisco ONE WAN

Intelligent WAN
Intelligent WAN Enables Secure, Campus-Like Experience at the Branch

Architecture / Use Case

Intelligent WAN
Secure, Campus-Like Experience at the Branch

Business Capabilities

- Interactive Virtual Customer Experience
- Distribution of Resource Expertise without Travel Costs
- Uninterrupted Business Operations
- Uncompromised Access to Business Applications & Data
Intelligent WAN Architecture

- Secure **WAN Transport** Across MPLS/Internet For Private Cloud/DC Access
- Increase WAN Capacity
- Leverage **Local Internet** Path For Public Cloud And Internet Access
- Improve App Performance
- Scale Security at the Branch
Cisco ONE Foundation for WAN delivers Intelligent WAN

Connect Your Branches & Campus Over Any Connection – Secure And Cost Optimized

- Comprehensive Branch Security
- Optimized WAN Usage
- WAN over Any Connection for Cost Reduction
- Integrated Security (ACL, Firewall, TrustSec)
- Data Compression & Caching (WAAS)
- Intelligent Path Control Through Performance Routing (Pfr)
- Branch Network Management & Automation
- Complete Management (Prime, EnergyWise)

Cisco ONE Foundation for WAN
Cisco ONE Foundation for WAN

Traditional Model

**Necessary Features:**

1. SEC (VPN, Firewall)
2. WAAS
3. AVC (Application Visibility)
4. PfR (Performance Routing)
5. Umbrella Branch (Open DNS)
6. Akamai Connect
7. Prime + IWAN App for APIC-EM

Cisco ONE Software

**Foundation for WAN**

+ License Portability and Ongoing Innovation
## TRADITIONAL

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco ISR 4331 AX Bundle w/ APP SEC lic</td>
<td>1</td>
<td>$5,300</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$5,300</strong></td>
</tr>
</tbody>
</table>

**Support**

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>SMARTNET 8X5XNBD Cisco ISR 4331 AX Bundle</td>
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<td>$725</td>
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<tr>
<td>Technical Services Support</td>
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<td>$725</td>
</tr>
<tr>
<td>Hardware, Software, and Support</td>
<td></td>
<td><strong>$6,025</strong></td>
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</table>

## CISCO ONE

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Cisco ONE ISR 4331</td>
<td>1</td>
<td>$3,300</td>
</tr>
<tr>
<td>Cisco ONE Foundation Perpetual License ISR 4331</td>
<td>1</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$5,300</strong></td>
</tr>
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**Support**

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>SMARTNET 8X5XNBD C1 ISR 4331</td>
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<td>$304</td>
</tr>
<tr>
<td>SWSS UPGRADES C1 Foundation Perpetual</td>
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<td>$368</td>
</tr>
<tr>
<td>Technical Services Support</td>
<td></td>
<td><strong>$672</strong></td>
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<tr>
<td>Hardware, Software, and Support</td>
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<td><strong>$5,972</strong></td>
</tr>
</tbody>
</table>

**What You Get with Cisco ONE WAN Foundation**

1. Secure connectivity and threat defense: IOS security (VPN, firewall, IPS)
2. Application visibility and WAN optimization: APP (AVC, WAN optimization, MPLS, PfR, etc.)
3. Content Filtering: Umbrella Branch (OpenDNS)
4. Content Caching: Akamai Connect
5. Network management: Prime lifecycle, assurance, IWAN App for APIC-EM
6. More DRAM & Flash
7. Energy management (JouleX)
## Secure WAN Value Comparison

### Traditional

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Unit Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISR4331/K9 Cisco ISR 4331</td>
<td>1</td>
<td>$3,300</td>
<td>$3,300</td>
</tr>
<tr>
<td>Security License for Cisco ISR 4330 Series</td>
<td>1</td>
<td>$1,500</td>
<td>$1,500</td>
</tr>
<tr>
<td>App License for Cisco ISR 4330 Series</td>
<td>1</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>APIC EM IWAN App &amp; Prime Infrastructure</td>
<td>1</td>
<td>$105</td>
<td>$105</td>
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<tr>
<td>Energy Mgmt</td>
<td>1</td>
<td>$1,000</td>
<td>$1,000</td>
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<tr>
<td>8GB DRAM Upgrade</td>
<td>1</td>
<td>$1,500</td>
<td>$1,500</td>
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<tr>
<td>8GB Flash Upgrade</td>
<td>1</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Akamai Connect</td>
<td>1</td>
<td>$1,800</td>
<td>$1,800</td>
</tr>
<tr>
<td>OpenDNS 1-year Subscription</td>
<td>1</td>
<td>$460</td>
<td>$460</td>
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<tr>
<td>WAAS Central Manager (1 Node, Max 2000 Nodes)</td>
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<td>$50</td>
<td>$50</td>
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<td><strong>Total</strong></td>
<td></td>
<td></td>
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### Secure WAN Offer

<table>
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<th>Item</th>
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<tbody>
<tr>
<td>C1-CISCO4331/K9 Cisco ONE ISR 4331</td>
<td>1</td>
<td>$3,300</td>
<td>$3,300</td>
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<tr>
<td>C1F1PISR4330SK9 Cisco ONE Foundation Perpetual License ISR 4331</td>
<td>1</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Security License for Cisco ISR 4330 Series</td>
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<td>Included</td>
<td></td>
</tr>
<tr>
<td>App License for Cisco ISR 4330 Series</td>
<td>1</td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td>APIC EM IWAN App &amp; Prime Infrastructure</td>
<td>1</td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td>Energy Mgmt</td>
<td>1</td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td>8GB DRAM Upgrade</td>
<td>1</td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td>8GB Flash Upgrade</td>
<td>1</td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td>Akamai Connect</td>
<td>1</td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td>OpenDNS 1-Year Subscription</td>
<td>1</td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td>WAAS Central Manager 1 node</td>
<td>1</td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$5,300</strong></td>
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### Support

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Unit Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>CON-SSSNT-ISR4331K SOLN SUPP 8X5XNBD Cisco ISR 4331</td>
<td>3</td>
<td>$568</td>
<td>$1,604</td>
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<tr>
<td>SWSS on Software Products Above</td>
<td>3</td>
<td>$751</td>
<td>$2,253</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$3,857</strong></td>
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### Hardware, Software, and Support

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Unit Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>CON-SNT-C14331K9 SMARTNET 8X5XNBD C1 ISR 4331</td>
<td>3</td>
<td>$103</td>
<td>$309</td>
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<tr>
<td>CON-ECMU-C1F4330S SWSS UPGRADES C1 Foundation Perpetual</td>
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<td>$122</td>
<td>$366</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$675</strong></td>
</tr>
</tbody>
</table>

**Total:** $13,034

**Approx. 110% more value with Cisco ONE**
Value of License Portability

**ISR**

**Current State**

- **Product**
  - 1 year: $0.7K
  - 2 years: $0.7K
  - 3 years: $0.7K
  - 4 years: $0.7K
  - 5 years: $0.7K
  - 6 years: $6K

- **Services**
  - 6 years: $6K

**6-Year TCO**

- **TCO = $14.2K**

**Cisco ONE (Perpetual)**

- **Product**
  - 1 year: $0.7K
  - 2 years: $0.7K
  - 3 years: $0.7K
  - 4 years: $0.7K
  - 5 years: $0.7K
  - 6 years: $6K

- **H/W Product**
  - 6 years: $3.3K

**6-Year TCO**

- **TCO = $12K**

**15% Savings**

**S/W Support**

**SMARTnet**

**Value of License Portability**

Example: Branch IWAN for RetailCo

- **Current State**
  - Cisco ONE (Perpetual)
  - 6-year TCO = $14.2K

- **Cisco ONE (Perpetual)**
  - 6-year TCO = $12K
  - 15% Savings

**Example:**

- Branch IWAN for RetailCo

**Savings: 15%**
Cisco ONE Access

Business Class Wireless
Unified Access Enables Business-Class Wireless Access

Architecture / Use Case

Unified Access
Connect, Secure and Manage Mobile Experiences for Customers & Users

Business Capabilities

- Role-Based Access to Applications and Data
- Best-in-Class Secure Mobile Access
- Uninterrupted Business Operations over Wireless
- Uncompromised Access to Business Applications & Data
- Enhanced Customer Experience with Wi-Fi Access for Mobile Content
### Example Outcome: Business-Class Wireless Access

<table>
<thead>
<tr>
<th><strong>Necessary Features:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ISE Base (25 endpoints)</td>
</tr>
<tr>
<td>2. Prime – Assurance</td>
</tr>
<tr>
<td>3. Prime – Lifecycle</td>
</tr>
<tr>
<td>4. AP License</td>
</tr>
<tr>
<td>5. CMX Base</td>
</tr>
</tbody>
</table>

**Foundation for Wireless**

- License Portability and access to upgrades, updates and new capabilities
Each Cisco ONE Access Foundation License Includes

- Prime Lifecycle & Assurance
- CMX Base
- ISE Base (25 Endpoints)
- StealthWatch (5 flows – 1 year)
- Controller AP License
- Energy Management

Pricing: 1-499 $350, 500-1,000 $300, 1,000+ $250
# Purchasing Experience

## TRADITIONAL

<table>
<thead>
<tr>
<th>Product</th>
<th>Unit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIR-CT5520-K9 Cisco 5520 Series Wireless Controller and 100 Aps</td>
<td>1</td>
<td>$42,990</td>
</tr>
<tr>
<td>PI2X-K9 Prime Infrastructure 2.x - Lifecycle - 100 Device</td>
<td>1</td>
<td>$8,995</td>
</tr>
<tr>
<td>L-ISE-BSE-100 Cisco ISE 25.00 Endpoint Base License</td>
<td>1</td>
<td>$12,500</td>
</tr>
</tbody>
</table>

**Support**

<table>
<thead>
<tr>
<th>Product</th>
<th>Unit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>CON-SNT-AIRCT5520 SMARTNET 8X5XNBD Cisco 5520 Series Wi</td>
<td>1</td>
<td>$2,990</td>
</tr>
<tr>
<td>CON-ECMU-P2XLF1H SWSS UPGRADES Prime Infrastructure 2.x - Lifecycle</td>
<td>1</td>
<td>$2,069</td>
</tr>
</tbody>
</table>

**Total**

| Hardware, Software, and Support | $64,485 |

## CISCO ONE

<table>
<thead>
<tr>
<th>Product</th>
<th>Unit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1-AIR-CT5520-K9 Cisco 5520 Series Wireless Controller</td>
<td>1</td>
<td>$20,000</td>
</tr>
<tr>
<td>C1FPAIRK9 Cisco ONE Wireless: Foundation</td>
<td>100</td>
<td>$35,000</td>
</tr>
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</table>

**Support**

<table>
<thead>
<tr>
<th>Product</th>
<th>Unit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>CON-SNT-CT5520K9 SMARTNET 8X5XNBD Cisco 5520 Series</td>
<td>1</td>
<td>$2,990</td>
</tr>
<tr>
<td>CON-ECMU-C1FPAIR Software Support For Wireless Foundation</td>
<td>100</td>
<td>$6,095</td>
</tr>
</tbody>
</table>

**Total**

| Hardware, Software, and Support | $55,000 |

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### What You Get with Cisco ONE Suite for Wireless

1. WLAN Access Point licenses
2. Network-wide device management (Prime lifecycle + Assurance)
3. Mobility Services Engine base location
4. Basic BYOD, 802.1X, guest/employee access (Identity Services Engine-Base)
Purchasing Experience

Traditional Model

5-Yr. TCO = $163K

TCO = $163K

Savings = 26%

Cisco ONE Software

5-Yr. TCO = $121K

Savings = 26%

$69.5K

$64K

$29k

$69,5K

$70K

$50k

$70K

$50K

$5K

$9K

$9K

$9K

$9K

$9K

$9K

$9K
## Secure Access Value Comparison

**WLC 5520 with 100 AP HW and Licenses and 100 SECURE ACCESS OFFER**

<table>
<thead>
<tr>
<th>TRADITIONAL</th>
<th>SECURE ACCESS OFFER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AIR-CT5520-K9</strong></td>
<td>Cisco ONE – 5520 Wireless Controller</td>
</tr>
</tbody>
</table>
| **LIC-CT5520-UPG** | 1 | $20,000 
| **AIR-AP3802I-A-K9** | Cisco ONE Foundation Perpetual - Wireless |
| 802.11ac W2 AP w/CA; 4x4:3; Mod; Int Ant; mGig A | 100 | $35,000 |
| Domain | 100 | $165,000 |
| Beacon Point | 100 | $69,500 |
| **Total** | **Total** |
| $274,500 | $289,500 |

### AP License
- Included

### Hardware, Software, and Support
- **$365,475**

### SUPPORT
- **$16,075**

### NEW

**WLC Upgrade Promotion to C1 Until July 2017**

**C1F $150/$200**
Cisco ONE Foundation for Switching & Campus Fabric
Functionality That Enables Best In Class Switching

High Availability

End-to-End Security

Identity Based Secure Access Policy

Network Management

Optimized Energy Consumption

Cisco ONE Foundation for Switching
## Catalyst 3850 switch example

‘a’ la carte’ software vs ‘Cisco ONE’

### ACCESS SWITCHING FOUNDATION

<table>
<thead>
<tr>
<th>Software</th>
<th>‘a’ la carte Configuration/s</th>
<th>Cisco ONE Configuration/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>3850 Hardware</td>
<td>22,000</td>
<td>18,350</td>
</tr>
<tr>
<td>Services</td>
<td>1,593</td>
<td>1,959</td>
</tr>
<tr>
<td><strong>Base Config Price Total</strong></td>
<td><strong>23,593</strong></td>
<td><strong>20,309</strong></td>
</tr>
<tr>
<td>Cisco ONE StealthWatch 50 FPS Lic 1 YR</td>
<td>540.00</td>
<td>(Included)</td>
</tr>
<tr>
<td>Energy Management (JouleX)</td>
<td>400.00</td>
<td>(Included)</td>
</tr>
<tr>
<td>ISE Base (50 Endpoints per 2K/3K/IE4K/IE5K, 150 Endpoints per 4K)</td>
<td>250.00</td>
<td>(Included)</td>
</tr>
<tr>
<td>Prime Infrastructure (Assurance)</td>
<td>80.00</td>
<td>(Included)</td>
</tr>
<tr>
<td>Prime Infrastructure (Lifecycle)</td>
<td>80.00</td>
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</tbody>
</table>

### ACCESS SWITCHING ADVANCED

<table>
<thead>
<tr>
<th>Software</th>
<th>‘a’ la carte</th>
<th>Cisco ONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>License Portability</td>
<td>--</td>
<td>(Included)</td>
</tr>
<tr>
<td>Ongoing Innovation (SWSS)</td>
<td>--</td>
<td>(Included)</td>
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<tr>
<td>A-La-Carte Software Support</td>
<td>84.00</td>
<td>--</td>
</tr>
</tbody>
</table>

### Additional Applications Total

- **’a’ la carte’**: 1,434 (Included)
- **Cisco ONE**: (Included)

### Total Cost

- **’a’ la carte’**: $25,027
- **Cisco ONE**: $20,309

---

14% Base savings
5% Incremental savings

*WS-C3850-48F-E*

Layer 3
Layer 2
IP Services

$25k

$20k
Cisco ONE Software Benefit
Across the entire lifecycle

**Purchase**
- Outcome driven
- Simplified purchase
- Better together pricing and lower TCO

**Deploy**
- Access to upgrades, updates and new capabilities, Improved management

**Refresh**
- Lower cost due to license portability
Cisco Smart Accounts And Smart Software Licensing

Cisco Customer Smart Accounts

See what you bought
A Complete Corporate View

A customer managed account providing full visibility and access control to Cisco software licenses, entitlements, and product instances across an organization.

A Cisco cloud-based data repository that provides:
- Central visibility of software purchases
- Enterprise-wide management of entitlements
- Ability to segment and organize assets
- Access control

Smart Software Licensing

Standard and Flexible Licensing

A standardized licensing platform that moves from a node-locked to a pooled licensing model and helps customers understand how Cisco software is used across their network.

Simplifies deployment and tracking of Cisco software:
- Centralized usage tracking via Smart Account
- Unlocked licenses
- Elimination of returns (RMA) rehosting
- Automated device registration
- Proactive alerts, notifications and consumption reporting