



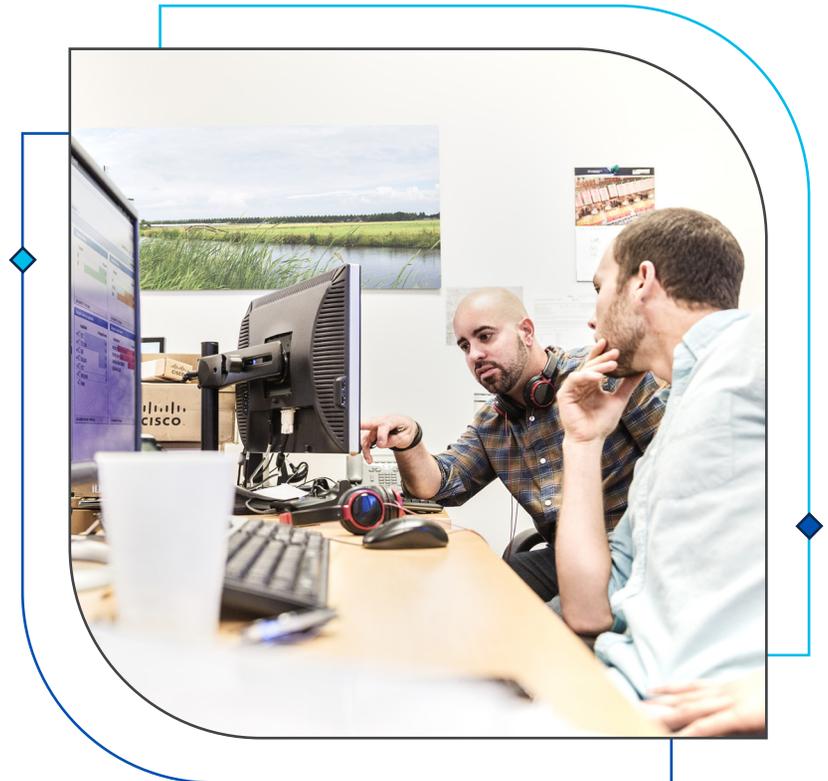
# Cisco DNA Software: Subscription Offers

## Introduction

Traditional LAN and WAN infrastructure elements are not in a position to meet today's digital network demands.

Traditional LANs are hardware centric, manual, fragmented in their security, and focused on network data. In the same vein, traditional WAN infrastructure is designed to funnel the majority of branch office traffic toward the enterprise intranet boundary.

The new LAN meets the demands of a software-driven approach, with automation to simplify management and operations, built-in security, and business insights with proactive monitoring and troubleshooting. The new WAN that drives digital business embraces changing patterns as traffic moves to public clouds and the Internet driven by new cloud services and Software-as-a-Service (SaaS) applications.



## Benefits of Software Subscription

- The latest innovations through simple subscription tiers
- Easy upgrade across tiers
- Ongoing access to the newest features
- Up-to-date security protection
- Software refresh independent of hardware
- Ability to renew and scale what you want
- Easy license portability for flexibility
- Buy more, save more pricing available across suites
- Linear, predictable budget spend
- Software Support Service (SWSS) included

With this vision, Cisco launched the new era of networking powered by the Cisco Digital Network Architecture (Cisco DNA). The latest innovations in Cisco DNA include new software capabilities that deliver greater intelligence and security through Cisco DNA subscription licensing and an architectural approach that delivers end-to-end visibility, automation, and insights. The new subscription offers are built on an entirely new era of intent-based networking.

The Cisco DNA Software Subscription suites – Switching, Wireless, and SD-WAN and Routing – are all similar in construction.

## Introduction to Smart Licensing

Cisco Smart Licensing is a flexible licensing model that provides you with an easier, faster, and more consistent way to purchase and manage software across the Cisco portfolio and across your organization. And it's secure – you control what users can access. With Smart Licensing you get:

- **Easy Activation:** Smart Licensing establishes a pool of software licenses that can be used across the entire organization—no more PAKs (Product Activation Keys).
- **Unified Management:** My Cisco Entitlements (MCE) provides a complete view into all of your Cisco products and services in an easy-to-use portal, so you always know what you have and what you are using.
- **License Flexibility:** Your software is not node-locked to your hardware, so you can easily use and transfer licenses as needed.

To use Smart Licensing, you must first set up a Smart Account on [Cisco Software Central](#).

For a more detailed overview on Cisco Licensing, go to [cisco.com/go/licensingguide](https://cisco.com/go/licensingguide).

## Cisco DNA Software Subscription Suites

- [Cisco DNA for Switching subscription](#)

Scale your network for business expansion; segment your network for security, compliance, and complex processes; and centralize network access policy management for secure access. To learn more, go to <https://www.cisco.com/go/dnaswitching>.

- [Cisco DNA for Wireless subscription](#)

Get exceptional wireless performance for high-density environments; personalize services through location-based solutions; and secure your network by protecting devices, data, and your business with strong, network-based security. Built with an agile OS, the new wireless controllers are secure, always on, and can be deployed anywhere. To learn more, go to <https://www.cisco.com/go/dnawireless>.

- [Cisco DNA for SD-WAN and Routing subscription](#)

Embrace an entirely new approach to managing and operating your WAN infrastructure. Make your network ready for SaaS applications, simplify your WAN architecture to make it easier to manage and more cost-efficient to operate and deploy, and deftly balance built-in security and application experience with direct Internet access at the branch. To learn more, go to <https://www.cisco.com/go/dnawan>.

## Cisco DNA Software Subscription Tiers

The two Cisco DNA Software Subscription tiers are designed such that each successive tier includes the lower tier(s). This means that all of the functionality of Cisco DNA Essentials is contained within Cisco DNA Advantage. As you move up through the tiers, features such as security, management, and analytics become more robust and more capable. In addition, both the Cisco DNA Essentials and Advantage tiers are eligible for inclusion in [Enterprise Agreements](#).

## Cisco Software Support

With [Cisco DNA software licenses](#), customers receive embedded [SWSS](#) – which covers 24x7x365 Cisco Technical Assistance Center (TAC) support, software release updates, advanced support analytics, and designated service management. This is valid only for the Cisco DNA software subscription stacks (Cisco DNA Essentials and Advantage).

For full hardware support, including the network stack (Network Essentials/Advantage), customers will require [Smart Net Total Care](#) for 24x7x365 Cisco Technical Assistance Center (TAC) support, proactive security and product alerts, and product lifecycle management. Consider also Success Tracks, a comprehensive suite of services powered by CX Cloud designed to empower customers to simplify, reduce risk and drive innovation for their Cisco IT environments. Success Tracks includes everything in [Cisco Solution Support](#), plus the following:

- Proven product activation checklists and success tips
- Access to live and on-demand expert resources
- Direct access to engineering expertise



- AI/ML-based analytics
- Curated library of Product Alerts and Field Notices
- Centralized inventory tracking and asset management
- Configuration assessment for security and compliance
- Recommendations for software updates
- Simplified case management and rapid problem resolution
- Practice labs for pre-production testing
- Technical certification learning assistance

Learn more about Cisco Success Tracks [here](#).

## Why Cisco?

Digital business relies upon a new digital network in enterprise networking and in the data center. This new network requires a software-based and policy-driven approach, automation, built-in security, and proactive monitoring and troubleshooting informed by insights from your business. Cisco is delivering this new network via Cisco DNA for enterprise networking.

Through these innovations, we make it easier for IT to respond to the ever-evolving demands of your business. Cisco is the premier company with the breadth, depth, and intellectual property to fully enable all of your organization's telecommunications needs, now and into the future.

## Next steps

To learn more about how Cisco DNA Software can help your organization on its journey, visit the Cisco DNA Software website at <https://www.cisco.com/go/dnasoftware>.

For information about Cisco Services, visit <https://www.cisco.com/go/services>.