Cisco DNA Subscription Software for SD-WAN and Routing
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Understanding the World of Cisco SD-WAN and Routing Software Subscriptions

Q. What are the highlights of Cisco® SD-WAN and Routing software subscriptions?

A. As part of the intent-based networking journey, Cisco is strengthening its SD-WAN and Routing software portfolio with the following new capabilities:

- Advanced security features that deliver the right security in the right place at the right time
- Software-as-a-Service (SaaS) optimization features that make Microsoft Office 365 run faster
- Unified access security and multifactor authentication

Q. What are the customer challenges that intent-based networking for the WAN address?

A. The demands on the network are exponentially growing. Mobile, cloud, and IoT trends bring increased complexity, and the scale and range of security threats bring additional management difficulty. In the face of these demands, the WAN is struggling to keep up, leading to customer pain points such as poor user experience, operational complexities, and inability to secure the network edge.

By extending intent-based networking to the WAN, Cisco is helping customers solve these challenges. We bring transport independence, management, analytics and assurance, network services, and endpoint flexibility together into a single solution.

Q. What benefits do customers experience from these SD-WAN and Routing subscription offers?

A. The new licensing offers bring these customer benefits:

- Latest innovations through simple subscription tiers: Simplicity in purchasing and using via Cisco DNA Essentials, Cisco DNA Advantage, or Cisco DNA Premier software suites.
- Management flexibility: Choice of cloud or on-premises management.
- Availability across the routing stack: Across the Cisco ASR 1000 Aggregation Series Service Routers, Cisco 1000 Integration Series Routers (ISR 1000) and Cisco 4000 Integration Series Routers (ISR 4000), Cisco Cloud Services Routers 1000 Series (CSR 1000V), Cisco 5000 Series Enterprise Compute System (ENCS 5000), and Cisco vEdge Routers.
- Software license portability: Between generations of hardware and between product families (for example, vEdge to ISR, across ISR platforms); ability to renew and scale what you want, when you want.

Q. How can I find product ID to order a Cisco SD-WAN and Routing software license?

A. For a specific product ID, please refer to the ordering guide.

About Cisco SD-WAN software subscription offers

Offer structure

Q. What are the Cisco DNA subscription offers in SD-WAN and Routing?

A. The subscription licensing offers are Cisco DNA Essentials, Cisco DNA Advantage, and Cisco DNA Premier for SD-WAN. Similar to the subscription offers for switching and for wireless, these are nested SKUs and represent good, better, and best offers. They are available as a 3- or 5-year subscription.
Q. What is the top-line view of the Cisco DNA subscription offers for SD-WAN and Routing?

A. At a high level,

**Cisco DNA Essentials offers:**
- WAN overlay with up to 50 devices
- vManage for Centralized management (cloud or on-premises)
- Flexible topology (hub and spoke, partial mesh, full mesh)
- Application-based policies (including application-aware routing policies)
- Basic SD-WAN security services including
  - L3/L4/App-Aware Firewall
  - Snort IPS/IDS with Talos® signature updates
- DNS monitoring and connector for Cisco Umbrella™
- Basic path optimization capabilities including Forward Error Correction (FEC)
- Dynamic routing protocols (OSPF/BGP)

**Cisco DNA Advantage adds:**
- Unlimited segmentation, and removes the 50 device WAN overlay limitation
- vAnalytics
- Cloud OnRamp for Infrastructure-as-a-Service (IaaS)
- Advanced security services including:
  - URL-filtering
  - Cisco Advanced Malware Protection (AMP)
  - Cisco Umbrella cloud-app discovery

**Cisco DNA Premier adds:**
- Cisco Umbrella Insights (https://learn-umbrella.cisco.com/datasheets/umbrella-insights)
- Cisco Threat Grid 200 samples per day

For further details on the Cisco DNA for SD-WAN and Routing subscription offer, please see the SD-WAN and Routing Feature Matrix at the following URL: https://www.cisco.com/c/m/en_us/products/software/sd-wan-routing-matrix.html

Q. Is there a license restriction on Cisco DNA Essentials?

A. Yes. The maximum number of devices with Cisco DNA Essentials in an SD-WAN overlay is 50.

Q. Is there a license restriction on Cisco DNA Advantage/Premier?

A. No. There is no license restriction on the number of devices with Cisco DNA Advantage/Premier in an SD-WAN overlay.
Q. If the customer has 60 devices, can they have all the devices in a single SD-WAN overlay with Cisco DNA Essentials?

A. No. Cisco DNA Essentials cannot be part of any SD-WAN overlay that has more than 50 devices.

Changes to the offer

Q. Did these new subscription offers for Cisco SD-WAN and Routing evolve from previously available offers?

A. Yes. We have updated the offer structure to address customer requirements. The following shows feature adjustments across three tiers made in May 2019:

**Features moved from Cisco DNA Advantage to Cisco DNA Essentials**
- Topology (full mesh)
- App and basic SLA-based policy
- Dynamic routing (BGP, OSPF)
- FEC and packet duplication
- TCP optimization

**Features moved from Cisco DNA Essentials to Cisco DNA Advantage**
- URL filtering

**Features moved from Cisco DNA Premier to Cisco DNA Advantage**
- WAAS RTU, vAnalytics, unlimited segmentation

Q. Are current Cisco SD-WAN and Routing customers entitled to the net new SD-WAN and Routing features?

A. Only Cisco DNA Essentials and Cisco DNA Advantage customers with an active subscription are entitled to the newly added features at no additional cost. The Cisco DNA Premier subscription is not entitled to newly added features.

The new Cisco DNA subscription offers expand on features provided in the different packages. Beginning May 4, 2019, all existing software subscriptions for Cisco DNA Essentials and Cisco DNA Advantage are entitled to use the new features under the respective packages. To take full advantage of all the features in the new offer, customers are advised (at minimum) to migrate to Cisco IOS® XE 16.9.1 and/or XE SDWAN image version 16.10.1.

Q. Customer purchased a Cisco DNA Essentials software subscription for SD-WAN and Routing with more than 50 sites prior to these changes announced in April 2019. How will the new 50-device restriction on Cisco DNA Essentials in a single SD-WAN overlay affect them?

A. Customers who purchased Cisco DNA Essentials before April 28, 2019, have the following options:

**Option 1:** Continue to use Cisco DNA Essentials on existing devices with no entitlement to the newly added capabilities in Cisco DNA Essentials.

**Option 2:** Get entitlement to the newly added capabilities in Cisco DNA Essentials at no cost with a 50-device SD-WAN device-overlay restriction.
Option 3: Upgrade to Cisco DNA Advantage or Premier on all devices with no SD-WAN overlay device restriction.

Q. Does vAnalytics support mix-and-match of Cisco DNA Essentials and Cisco DNA Advantage in the same overlay?

A. No. vAnalytics is available only if the entire SD-WAN overlay is on Cisco DNA Advantage or Cisco DNA Premier.

Q. Does segmentation support mix-and-match of Cisco DNA Essentials and Cisco DNA Advantage in the same overlay?

A. No. Segmentation is available only if the entire SD-WAN overlay is on Cisco DNA Advantage or Cisco DNA Premier.

Q. Can the customer get unlimited segmentation with mix-and-match of Cisco DNA Essentials and Cisco DNA Advantage in the same overlay?

A. No. Customers can get unlimited segmentation only if the entire SD-WAN overlay is in Cisco DNA Advantage or Cisco DNA Premier.

Q. Can the customer upgrade the bandwidth in the middle of the subscription term?

A. Yes. The customer can upgrade the bandwidth in the middle of the subscription term. See the chart below for details:

<table>
<thead>
<tr>
<th>Use case</th>
<th>Migration credit(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upgrade from one bandwidth to higher bandwidth on the same device</td>
<td>Bandwidth upgrade <strong>within the same tier</strong></td>
</tr>
<tr>
<td></td>
<td>Customers get 100% credit on the remaining value of current subscription</td>
</tr>
<tr>
<td></td>
<td>Bandwidth upgrade from Cisco DNA Essentials to Cisco DNA Advantage or Cisco DNA Premier</td>
</tr>
<tr>
<td></td>
<td>Bandwidth upgrade from Cisco DNA Advantage to Cisco DNA Premier</td>
</tr>
</tbody>
</table>
**Q.** Can the customer upgrade the Cisco DNA tiers in the middle of the subscription term?

**A.** Yes. The customer can upgrade the Cisco DNA tiers in the middle of the subscription term. See the chart below for details:

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</tr>
</thead>
<tbody>
<tr>
<td>Upgrade Cisco DNA tier</td>
<td></td>
</tr>
<tr>
<td>Upgrade from Cisco DNA Essentials to Cisco DNA Advantage or Cisco DNA Premier</td>
<td>Customers get 50% credit on the remaining value of current subscription</td>
</tr>
<tr>
<td>Upgrade from Cisco DNA Advantage to Cisco DNA Premier</td>
<td>Customers get 100% credit on the remaining value of current subscription</td>
</tr>
</tbody>
</table>

**Q.** URL-filtering was available in Cisco DNA Essentials. Now it is moved to Cisco DNA Advantage. Will the previous purchases of Cisco DNA Essentials get to keep the capability as it is?

**A.** Any existing Cisco DNA Essentials purchased between April 2018 and April 2019 can continue to use existing devices (even if more than 50 devices) with older Cisco DNA Essentials capabilities, which included URL-filtering. They will not be able to get the newly added capabilities of Cisco DNA Essentials. If customers opt in for the newly added capabilities of Cisco DNA Essentials with less than 50 devices overlay, they will lose entitlement to URL-filtering.

**Platforms supported by SD-WAN**

**Q.** What is the latest software release version for the Cisco IOS XE SD-WAN image supported on the Cisco 1000 and 4000 Series ISRs, ASR 1000 Series, and 5000 Series ENCS platforms?


**Upgrade and migration**

**Q.** Customer already has an active Cisco DNA subscription. Will anything change from a pricing perspective in the current software subscription term?

**A.** No. Any pricing changes will kick in only with subsequent renewals or upgrades.

**Q.** What is the investment protection for customers who already have Cisco DNA software?

**A.** Customers with an active subscription are entitled to access to innovation in the subscription tier owned.
About Routing software subscription offers

Offer structure

Q. What option do customers have if they are looking for a non-SD-WAN solution?

A. Customers have the following options:

   Option 1: Customers can get Cisco DNA software on supported platforms and manage it via Cisco DNA Center

   Option 2: Customers can get Cisco ONE perpetual offers on supported platforms

   Option 3: Customers can get software a-la-carte

Q. What is the top-line view of non-SD-WAN Cisco DNA subscription offer?

A. For detail into the non-SD-WAN Cisco DNA subscription offer, please see the SD-WAN and Routing Feature Matrix at the following URL: https://www.cisco.com/c/m/en_us/products/software/sd-wan-routing-matrix.html

Q. Is the 50-device restriction on Cisco DNA Essentials applicable to a traditional routing deployment?

A. No. There is no 50-device restriction on Cisco DNA Essentials in a traditional routing deployment.

Purchasing Cisco DNA for SD-WAN and Routing

Q. How does a customer choose an optimal SD-WAN and Routing solution?

A. The customer can consider these five steps:

   ● Step 1: Identify the use case
   ● Step 2: Select the bandwidth
   ● Step 3: Pick the license term
   ● Step 4: Choose on-premises or cloud managed
   ● Step 5: Determine platform for future scale

Q. What subscription licensing terms are available?

A. Today we offer 3- and 5-year terms.

Q. Can the customer migrate from on-premises to cloud management and vice versa on an SD-WAN and Routing deployment?

A. Yes. With these subscription offers, customer choice and flexibility are paramount. Whether the current environment is based on Cisco IOS XE or vEdge, cloud- or on-premises managed, the customer can choose from three simple subscription tiers based on the use cases. If the customer chooses to move from on-premises management to cloud management, they can easily do that at no additional cost.
Q. Why would a customer choose vManage vs. Cisco DNA Center?

A. Customers who are on the journey to intent-based networking with SD-WAN will select Cisco vManage. For customers who have Cisco switching and wireless environments and want on-premises management for traditional routing deployment, Cisco DNA Center is the solution.

Q. If a customer wants to buy Cisco DNA Premier, do they have to buy Cisco DNA Advantage and/or Cisco DNA Essentials?

A. No. The routing subscription offers are nested SKUs. Cisco DNA Advantage includes Cisco DNA Essentials. Cisco DNA Premier includes Cisco DNA Advantage (which includes Cisco DNA Essentials).

Q. Is the Cisco DNA bandwidth tier restriction applicable to both traditional routing and SD-WAN deployments?

A. Yes. The Cisco DNA bandwidth tier restriction is applicable to both traditional routing (traditional IOS-XE) and the SD-WAN Cisco DNA stack.

Q. How can a customer co-term licenses?

A. Full co-terming is available to customers if they sign a Cisco Enterprise Agreement (EA). Outside of an EA, customers can co-term as long as they meet the 3-year minimum. For example, if the customer purchased a 5-year Cisco DNA subscription in 2019 (so ending in 2024), in 2020 they can co-term a new subscription to also end in 2024. However, they cannot purchase a subscription in 2022 and make it end in 2024, because in 2022 only two years are left. With an EA, customers won’t have such restrictions.

Q. What hardware platforms are supported by on-premises-management vs. cloud-management offers?

A. Today, customers can choose Cisco DNA Essentials, Cisco DNA Advantage, or Cisco DNA Premier for either on-premises management or cloud management.

Q. For on-premises-management use cases, the offers support the ASR 1000, ISR 1000 and 4000, CSR 1000V, and ENCS 5000 hardware and are managed through Cisco DNA Center?

A. For SD-WAN use cases, the offers support the vEdge series, ASR 1000, ISR 1000 and 4000, CSR 1000V, and ENCS 5000. For a specific product ID, please refer to the ordering guide.

Q. Is Cisco DNA Essentials available on ASR 1000?

A. No. Only Cisco DNA Advantage and Cisco DNA Premier are supported on ASR 1000.

Q. Is there a process to set a starting date later than the actual buying date? What is the maximum delay that can be allowed?

A. Yes. Customers can delay the start by up to 90 days from the time the order leaves the demand fulfillment center (usually within a day of placing the order). Customer can specify their preferred start date during the ordering stage in Cisco Commerce Workspace (CCW).

Q. If a customer stops paying for their subscription software license, does the network stop working?

A. For traditional environments (on-premises vs. cloud management), upon subscription expiration with no renewal, customers will still be able to use base routing features using CLI. However, customers will not be able to use the WAN management and control capabilities of Cisco DNA Center.
For SD-WAN environments (vManage), upon subscription expiration with no renewal, WAN management functions will no longer operate. Customers must renew their subscription-based licenses to continue to get access.

Q. What happens if a hardware product reaches its “end of support” during an active software subscription period?

A. Both hardware and software have their own release and support cycle, independent of each other. If the customer has an active software subscription while the underlying hardware goes out of support, then customer can move the subscription to a new hardware platform.

Cisco ONE migration

Q. What happened to the Cisco ONE Advantage subscription offer?

A. Cisco ONE Advantage subscription offer is now renamed to Cisco DNA Premier. Cisco is making this change to better align with other Cisco DNA offers.

Q. Are there additional ways for existing Cisco ONE perpetual customers to get Cisco DNA subscription offers?

A. We are making it easier for our existing Cisco ONE customers get on the path of Cisco DNA innovations. In addition to the credits above for Cisco DNA Advantage or Cisco DNA Premier, existing Cisco ONE customers will automatically get Cisco DNA Essentials at the time of SWSS renewal. This Cisco DNA software will include SWSS benefits for the perpetual and subscription offers in addition to the Cisco DNA innovations. At a cost equivalent to that for SWSS renewal, customers can get the benefits of Cisco DNA Essentials (with SWSS included). These will be available as 1-, 3-, or 5-year terms. Customers will also retain their perpetual licenses.

Q. What is the bandwidth restriction for Cisco ONE customers moving to a subscription offer?

A. Bandwidth is limited by the platform of choice for customers using a perpetual Cisco ONE license. If the customer decides to move to SD-WAN deployment, the bandwidth is tied to the Cisco DNA subscription.

Q. What are the bandwidth entitlements as part of a Cisco ONE migration to Cisco DNA via a SWSS renewal?

A. See the chart below for the details:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISR 1000 Series, ISR 4221</td>
<td>10 M</td>
</tr>
<tr>
<td>ISR 4321</td>
<td>25 M</td>
</tr>
<tr>
<td>ISR 4331</td>
<td>50 M</td>
</tr>
<tr>
<td>ISR 4351</td>
<td>100 M</td>
</tr>
<tr>
<td>ISR 4431</td>
<td>250 M</td>
</tr>
<tr>
<td>ISR 4451</td>
<td>500 M</td>
</tr>
</tbody>
</table>
Cisco Enterprise Agreement (EA)

Q. Can Cisco DNA Advantage or Cisco DNA Premier for SD-WAN and Routing be added to an EA?

A. Yes. Some items to be aware of are listed below:

- There is a $100,000 minimum Total Contract Value (TCV) for a Cisco DNA enrollment in an EA. This TCV is aggregate across all three Cisco DNA suites: Switching, Wireless, and SD-WAN and Routing.
- Metering is device-based.
- 3- or 5-year term.
- Three bandwidth tiers are offered.
- Cisco Enterprise Agreement True Forward benefits apply for bandwidth and devices.
- Ability to co-term with an existing EA.

Learn more at https://www.cisco.com/go/ea

Q. Customer would like to upgrade from Cisco DNA Advantage to Cisco DNA Premier within an EA. Can they upgrade the license tier midterm?

A. Yes. Within an EA, customers can upgrade from Cisco DNA Advantage to Cisco DNA Premier and receive a 100-percent credit for the residual Cisco DNA Advantage term. Customer would pay for the upgrade at True Forward.

Q. What value do I get through a Cisco Enterprise Agreement (EA)?

A. Cisco EA enables accelerated value realization. Some of the key value-additions are:

- **Easy to Buy:** Three simple and flat-rate pricing tiers, financial predictability, upfront or annual payment terms, a cross-platform buying platform, unique value within each enrollment, True Forward, Not to Exceed Pricing (NTE), simplified installation base assessment, ability to upgrade tiers, and payable at True Forward.
- **Easy to Consume:** True Forward (no retroactive billing), access to new software capabilities, on demand deployment, flexibility of bandwidth growth within a tier without additional cost.
- **Easy to Manage:** Know where you stand with an EA workspace, co-termination of software subscriptions, and service-level assurance.

Q. Which type of customers should consider EA?

A. All customers should consider EA as it provides added value. Customers who are looking for the following should consider EA:

- Standardization: cross-architecture standardization
- Full coverage: 100-percent organization coverage
- Ease of management: centralized license management, co-termination, and procurement
- Predictability: predictable budget and pricing
- Relationship: strategic multiyear relationship
- Maximum value: ready for Cisco DNA journey, best value for money
Q. Are there any promotions available for customers purchasing Cisco DNA subscription for SD-WAN and Routing through an EA?

A. There are currently three promotions available for SD-WAN and Routing. These promotions are only available to customers either already in an Enterprise Agreement, or who will sign one.

- **Buy More Save More:** Customers who purchase more than one Cisco DNA suite will receive a 5% or 10% list price reduction across their entire order. This is also true if a customer adds additional suites to an existing Cisco DNA EA.

- **Customer Ramp:** Customers are provided one year to reach enterprise-wide coverage, reflected by a one-time purchase adjustment.

- **SD-WAN Acceleration:** Customers can receive a free ISR 1100-4G device (Tier 1) and/or a free ISR 1100-6G device (Tier 2) per SD-WAN and Routing license sold. Please note that eligibility for this promotion requires a minimum deal size $500K TCV or higher within the SD-WAN and Routing Suite of Tier 1 and/or Tier 2 bandwidth levels.

The three promotions listed above are valid until July 25, 2020.

Learn more about all three promotions at:


Q. Can I still buy Cisco ONE through EA, as before?

A. No. Cisco EA will offer Cisco DNA Advantage or Cisco DNA Premier.

Q. I have an active Cisco ONE subscription through EA. How will the migration to Cisco DNA work?

A. Cisco ONE Advantage has been renamed as Cisco DNA Premier.

Q. What are the bandwidth tiers available through EA?

A. There are three bandwidth tiers available through EA:

- Tier 1: up to 100M
- Tier 2: 101M up to 1G
- Tier 3: 1.001G up to 10G

Q. Customers already have a security EA. Which Cisco DNA tier should they consider?

A. Security EA customers who already have Cisco Umbrella and Cisco Threat Grid, should consider Cisco DNA Advantage.

Q. What happens if a customer buys one bandwidth tier in an EA (for example, Tier 1 entitles up to 100M), but consumes more than what they are entitled to?

A. Any sustained over-consumption is captured at the annual True-Forward event, and additional charges would apply if the consumption exceeds their entitlement. Over-consumption in bursts for a short period of time will not trigger True-Forward charges.
Q. How does an EA customer upgrade from one bandwidth tier to another?

A. An EA customer may consume more than their entitled bandwidth (for example, 100M with Tier 1), but additional charges would apply if the consumption exceeds their entitlement at the annual True-Forward event.

Q. Customer currently has a Viptela® EA. How can they migrate to Cisco EA?

A. At the time of Viptela EA renewal, customers EA will be cut-over to Cisco EA with Cisco DNA offer.

Cisco Managed Service Licensing Agreement (MSLA)

Q. How can an MSP get a Managed Services License Agreement (MSLA)?

A. MSLA requires contract signature. For MSPs that purchase direct from Cisco, it requires an amendment to the Systems Integrator Agreement (SIA), Infrastructure Agreement or other direct purchasing vehicle. Deals through MSLA authorized resale partners / distributors require that the MSP sign an MSLA with their preferred authorized partner or distributor. If an MSP has an existing MSLA agreement, they may simply sign the product term sheet for SD-WAN to add to their existing MSLA.

Cisco Smart Accounts and Smart Licensing

Q. What is a Smart License and why should I care?

A. Smart Licensing is a new, flexible software-licensing model that simplifies the way customers activate and manage licenses across their organization. Instead of using Product Activation Keys (PAKs), Smart Licenses establish a pool of software licenses in a customer-defined Smart Account that can be used throughout the enterprise.

Q. What are Smart Accounts? Why should I care?

A. Smart Accounts are mandatory for any subscription. They help identify and connect the right customer account into which the subscription licenses purchased by the customer will be deposited before they may be used. The combination of Smart Licensing and Smart Accounts delivers visibility into your license ownership and consumption (through a cloud portal) to help you reduce operational costs. Smart License is used with Cisco DNA Center.

Q. What software products offer Smart Account and Smart License capabilities?

A. All ISR 1000 series, ISR 4000 series, ASR 1000 series, and the virtual routers of the CSR 1000V and ISRV series include support for Smart Accounts and Licensing. The vEdge products (including the cloud versions) will support Smart Licensing in upcoming versions of the software.

Q. How do I view and use a Smart License?

A. License availability and consumption through a Smart License are visible through a portal called Cisco Smart Software Manager (CSSM). All licenses that are deposited and consumed are clearly visible through the user ID and password provided for the Smart or virtual account for each customer.
Q. Where can I learn more about Cisco Smart Software Licensing and Smart Accounts?

Support

Q. How is software support provided?
A. With the routing subscription offers, Software Support Service (SWSS) is already included. This includes Cisco TAC (Technical Assistance Center), knowledge-base access, and software downloads. Please see https://www.cisco.com/go/swss.

Q. What hardware support services are available?
A. Three options are available:
   - Cisco Smart Net Total Care® (SNTC) provides 24-hour global support for the base OS and underlying hardware platforms. Please see https://www.cisco.com/go/smartnet.
   - Cisco Solution Support is a high-value service offering that provides centralized support through our solution experts whether you have an issue with a Cisco product or one from a solution partner. Please see https://www.cisco.com/go/solutionsupport.
   - Partner Support Service provides technical support capabilities and insights that partners can select, customize, and deliver cost effectively to their customers. Please see https://www.cisco.com/c/en/us/partners/sell-integrate-consult/sell-services/partner-support.html.

Please note that a three-year hardware warranty is included for Cisco vEdge Routers.

Q. Will there be any changes in the support that customers receive from the Technical Assistance Center (TAC)?
A. No. There will be no changes to the support provided by the Technical Assistance Center. Active Cisco Smart Net Total Care and Software Services will provide support for the new features in Cisco DNA Essentials and Cisco DNA Advantage.

Q. Will there be any changes to the Cisco Smart Net Total Care contract and Software Services?
A. There will be no change to the Smart Net Total Care and Software Services pricing for active subscriptions. Active Smart Net Total Care and Software Services will provide support for the new features in Cisco DNA Essentials and Cisco DNA Advantage.