Cisco DNA Software for Switching and Wireless

Cisco Digital Network Architecture overview

**Q** What is the Cisco Digital Network Architecture (Cisco DNA)?

**A** Cisco® Digital Network Architecture (Cisco DNA) is an open, programmable architecture that turns business intent into business results. It provides virtualization, automation, analytics, and cloud, integrated in one architecture. It provides the roadmap to a digital-ready network, which is the foundation of your business’s digital future. With Cisco DNA you can innovate more quickly, reduce costs, and lower risk with services that are easy to consume.

**Q** What are some of the components and innovations of Cisco DNA?

**A** The Cisco Digital Network Architecture includes:

- Built-in automation to reduce the complexity, cost, time, and effort required to deploy, manage, and maintain networks and services.
- Pervasive analytics to provide insights into network operations, IT infrastructure, and the business.
- Virtualization to run services anywhere, independent of the underlying platform: physical, virtual, on the premises, or in the cloud.
- Open, extensible, and programmable at every layer, integrating Cisco and third-party technology, open APIs, and a developer platform.
- Security innovations to use your network as a powerful security sensor and enforcer.

How do customers consume this architecture?
Cisco Digital Network Architecture services will be delivered through Cisco DNA software subscriptions: a simple, straightforward approach to consuming high-value solutions with license portability and purchase flexibility. Customers can start their Cisco Digital Network Architecture journey today on our current portfolio with the confidence of knowing that they can adopt network innovations in the future, when it suits their business needs. That’s the power of software.

Why is Cisco moving more and more network features and functionality to software?
Organizations are digitally transforming to improve customer experience, empower workforce innovation, accelerate innovation, and sharpen creative differentiation. To succeed, organizations must become agile, able to respond quickly and flexibly to market changes and customer demands. Software-based, programmable capability enables this degree of agility. Just as Cisco’s customers are themselves becoming more software-centric, they are seeking technology partners to help them. Cisco recognizes this trend and is shifting Cisco’s portfolio toward software, offering our customers simpler ways to purchase, deploy, adopt, and upgrade technology innovations. Cisco’s software-centric innovation fuels our customers’ digital transformations.

What are the details of the Cisco DNA software?
Cisco is delivering the new network via Cisco DNA for enterprise networking. You can consume all of these innovations, such as Cisco Software-Defined Access (SD-Access), Encrypted Traffic Analytics, and Cisco DNA Analytics and Assurance, with the Cisco DNA software. The Cisco DNA software is available as a subscription in two tiers: Cisco DNA Essentials or Cisco DNA Advantage. These are available for wireless and switching.

What additional benefits do customers experience from subscription-based Cisco DNA software licensing?
Customers experience these benefits:

- Access to ongoing innovation gives the customer software upgrades and new features at no cost.
- Software license agility means licenses are portable between generations of hardware, eliminating the need to repurchase software when upgrading to new hardware.
- Software suites with 3-, 5-, or 7-year subscription license agreements provide simplicity.
- Software Support Service (SWSS) included.


Cisco DNA Software subscription for wireless

Are there new features or updates to the existing software subscription tiers?

Is a software subscription license mandatory for wireless?
Any access point connecting to Catalyst 9800 Series wireless controllers and/or Cisco DNA Center requires Cisco DNA subscription software.

What does Cisco DNA flexibility on Wi-Fi 6 mean?
Until January 2022, customers will have the option to buy Catalyst 9100 access point hardware and Cisco DNA software subscription licenses separately. This allows AireOS customers (3504, 5520, and 8540 wireless controllers) with existing perpetual licenses to move to Wi-Fi 6 now and add Catalyst 9800 Series wireless controllers and Cisco DNA software when they are ready. This also simplifies the process for Cisco DNA software license portability and spare access points.
What is the licensing strategy for the Aironet active sensor?
The Aironet active sensor requires a Cisco DNA software subscription at the time of purchase. Customers must purchase a 3-, 5-, or 7-year Cisco DNA subscription endpoint license when purchasing an Aironet active sensor.

How are the Aironet Active Sensor Cisco DNA Licenses different?
These are endpoint licenses and entitle the sensors to Cisco DNA access and sensor functionality. They are identified with the SKU AIR-Cisco DNA-EP and have 3-, 5-, and 7-year terms available. These licenses are different from the traditional Cisco DNA Licenses and do not have Essentials and Advantage tiers.

What is the licensing strategy for the Catalyst 9800 Series Wireless Controllers?
Any access point connecting to a Catalyst 9800 Series WLC needs Cisco DNA software. Customers can get Cisco DNA Essentials or Advantage.

Are there any offers or promotions available for migrating to Cisco DNA software?
Yes! Always refer to cisco.com/go/dnapromotions for the latest offers and promotions.

How do customers buy Assurance and the other Cisco DNA innovations?
Customers can buy Assurance and other Cisco DNA innovations by purchasing:

Hardware:
- Wireless controllers: Catalyst 9800 Series (9800-40/80/L/CL), Cisco 3504, 5520, and 8540 with AireOS 8.5+ software.
  - Catalyst 9100 Access Points.
  - Wave 2 access points: Aironet 1800, 2800, and 3800 Series and the 4800 model.
  - Wave 1 access points: Aironet 1700, 2700, and 3700 Series.
  - Sensors: Aironet Active Sensor.

Software:
- Cisco DNA Advantage: Complete policy-based automation, assurance, and location-based services.

How do customers buy SD-Access?
Customers can buy Cisco DNA Advantage but will also need to purchase ISE separately.
ISE Plus enables bring-your-own-device functionality, profiling, endpoint protection, and Cisco TrustSec®.
ISE can be purchased within the Cisco DNA Expansion Pack. The Cisco DNA Expansion Pack is a flexible way to purchase Cisco ISE, Cisco DNA Spaces, ThousandEyes, Secure Network Analytics (Stealthwatch) and other licenses, appliances, and services to enhance your Cisco Networking solutions.

What if customers are only looking for basic automation and monitoring?
We recognize that not all customers are ready to deploy the SD-Access and Assurance solution. Customers can start with base automation, monitoring, and management by purchasing:

Hardware:
- Wireless controllers: Catalyst 9800 Series (9800-40/80/L/CL), Cisco 3504, 5520, and 8540 with AireOS 8.5+ software.
  - Catalyst 9100 Access Points.
  - Wave 2 access points: Aironet 1800, 2800, and 3800 Series and the 4800 model.
  - Wave 1 access points: Aironet 1700, 2700, and 3700 Series.
  - Sensors: Aironet Active Sensor.

Software:
- Cisco DNA Essentials: This includes access point licenses, Cisco Prime Lifecycle and Assurance licenses, and Cisco DNA Essentials, which offer basic automation such as Plug-and-Play (PnP), Easy QoS configuration and management, and embedded Cisco Software Support.
If a customer wants to purchase Cisco DNA Advantage, do they have to buy Cisco DNA Essentials also?

No. Cisco DNA Advantage includes the features and functions of Cisco DNA Essentials.

If a customer purchases Cisco DNA Essentials or Advantage, do they still need to purchase an access point license?

No. Both tiers of the Cisco DNA solution include access point licenses in the packages. An access point license provides centralized configuration, policy, optimization of the wireless network, and innovations such as Identity PSK, Apple Fast Lane support, Cisco CleanAir® technology, and flexible radio assignment for Wave 2 access points. It serves as the foundation for other mobility services.

If a customer has Cisco DNA Essentials, how can they upgrade to Cisco DNA Advantage?

If customers want to upgrade before their original term is over, they will receive a 50% residual value credit for remaining term when upgrading from Cisco DNA Essentials to Cisco DNA Advantage. If a customer upgrades into an Enterprise Agreement, they will get 100% residual value from Cisco DNA Essentials to Advantage.

Do customers get access point license portability with the new subscription-based licenses?

Yes, they get full access point license portability, depending on the SKU they purchase as long as they maintain their Cisco DNA Essentials or Advantage subscription license, they can use any Aironet access point on any WLAN controllers. The WLAN controllers supported for access point licenses are RTU-based 3504, 5520, and 8540 controllers only. After license term expires, customers can port Network Essentials/Network Advantage licenses across AP’s and WLC’s as long as the license entitlements show up on the smart account. They can get software upgrades and updates by purchasing Smartnet on access points.

Is Cisco Prime included in any of the Cisco DNA Licenses for wireless?

Yes. Cisco DNA Essentials and Advantage include subscription-based Cisco Prime licenses.

If a customer wants to use cloud-based Cisco AI Network Analytics features (AI-based baseline issues, network insights and trends), what license tier is needed?

Cisco DNA Advantage subscription will provide cloud-based, Cisco AI Network Analytics features. There is no separate license required for cloud-based Cisco AI Network analytics solution.

Is Stealthwatch included in any of the Cisco DNA Licenses for wireless?

No. Cisco DNA Essentials and Advantage do not include Stealthwatch licenses. However, customers can purchase Stealthwatch licenses as part of the Cisco DNA Expansion Pack.

What does Cisco DNA Spaces Act offer and how can customers buy it?

Cisco DNA Spaces Act leverages digitization toolkits to act on insights into user and asset behavior in the network. It translates the network view of people and assets into business view. Cisco DNA Spaces Act triggers contextual notifications and workflows based on the behavior of people and assets.

Customers can purchase Cisco DNA Spaces Act as an add-on license for a separate price with Cisco DNA Advantage.

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 Customers can delay the start by up to 60 days from the time the order leaves the demand fulfillment center (usually within a day of placing the order).

If a customer stops paying for their subscription-based software licenses, does the network stop working?

A No, the WLAN controllers and access points will continue to function. Customers must renew their subscription-based licenses to continue to get access to innovation and software support.

What happens to Cisco DNA software when the WLAN reaches end of support?

A The WLAN hardware will continue to function. You may continue to use the last version of Cisco DNA that supports the WLAN to control/manage it. Cisco DNA and the WLAN have a different lifecycle that is independent of each other.

How are the existing Cisco ONE Foundation and Cisco ONE Advanced products different from Cisco DNA Essentials and Advantage?

A Cisco ONE Foundation and Cisco ONE Advanced are a perpetual license solution suite offered on WLAN controllers and Aironet access points. Cisco DNA Essentials and Advantage are a subscription-based license solution suite offered on WLAN controllers and Aironet access points with embedded software support. Customers can consume Cisco DNA Center capabilities only through new subscription-based licenses.

What does an existing Cisco ONE perpetual customer get as part of the ongoing Cisco DNA innovation?

A Cisco ONE customers with active SWSS will automatically receive the Cisco DNA innovation at SWSS renewal. Customers with Cisco ONE Foundation will receive Cisco DNA Essentials. Customers with Cisco ONE Advanced will receive Cisco DNA Advantage.

What if customers want to enable all Cisco DNA use cases with SD-Access and Assurance and they already have ISE Plus?

A They could buy Cisco DNA Advantage with Catalyst 9100 and Wave 2 access points and 9800, 8540, 5520, or 3505 controllers.

Can Cisco Catalyst 9100 Access Points connect to AireOS 3504/5520/8540 controllers and Catalyst 9800 controllers? If so, what are the licensing options?

A Cisco Catalyst 9100 Access Points can connect to both AireOS 3504/5520/8540 controllers and Catalyst 9800 controllers. These access points require a mandatory wireless Cisco DNA License to connect to either AireOS controllers or Catalyst controllers.

Are Cisco Catalyst 9100 Access Point licenses portable?

A Wireless Cisco DNA Licenses can be used on Catalyst 9100 Access Points as well as wave 2 access points and are portable across AireOS controllers and Cisco Catalyst wireless controllers.

Customers currently have perpetual license on legacy access point (wave 2 or wave 1). Can they migrate the perpetual license to Cisco Catalyst 9100 access point?

A Cisco Catalyst 9100 access point requires mandatory wireless Cisco DNA subscription.
What are the options for migration from wireless Cisco DNA licenses for deploying the Cisco Catalyst 9100 Access Points?

Customers who have purchased wireless Cisco DNA Licenses for Wave2 access points may receive credits for the unused term on the wireless Cisco DNA License. These credits can be used to purchase a mandatory wireless Cisco DNA License with the 9100 access points. Also, the credits may be applicable while moving to the same license tier or above.

Are Cisco Catalyst 9100 Cisco DNA Licenses Enterprise Agreement (EA) eligible?

Yes. Catalyst wireless Cisco DNA: Cisco DNA-Advantage SKUs will be added as part of Enterprise Agreement. In case of migration from to an EA, customers may receive credits for the unused term remaining on the wireless Cisco DNA License.

For customers who have an access point license tied to legacy wireless LAN controllers, and if they are interested in Assurance and SD-Access, they can buy Cisco DNA Advantage with credits based on existing perpetual licenses and get free AP-license portability while retaining the perpetuity of that access point license.

What software support do customers get as part of the Cisco DNA SKUs?

Cisco DNA SKUs provide embedded Cisco Software Support (SWSS) coverage for all those licenses that are part of the Cisco DNA License that includes access points. To be entitled to Return Materials Authorization (RMA) for access point hardware, customers will need Cisco Smart Net Total Care® Service. To get RMA, Technical Assistance Center (TAC) support, and OS upgrades and updates on WAN controllers, they will need to purchase Smart Net Total Care for controllers. Cisco Solution Support is the default service for controllers and access points. Solution support is not mandatory, but if customers cover their wireless network components under Solution Support, this will also provide Solution Support coverage on their Cisco DNA Licenses.

Cisco DNA Software subscription for switching

What offers are part of Cisco DNA software subscription for switching?

The software product include the following:

- Cisco DNA Advantage delivers policy-based automation with SD-Access, monitoring, and a full Cisco DNA Assurance solution with Cisco ThousandEyes Network and Application Synthetics*. Using ThousandEyes together with Cisco DNA Assurance gives you a truly holistic view of network performance, along with AI/ML-driven insights to make problem resolution quick and easy. Cisco DNA Spaces entitlement for Smart Buildings (See and Extend) is included for Cisco Catalyst 9300 and 9400 Series Switches. Customers need to buy ISE Base, ISE Plus, and Stealthwatch to enable all Cisco DNA use cases, available to purchase in the Cisco DNA Expansion Pack.

*The ThousandEyes credits per customer included as part of Catalyst 9300 or 9400 Cisco DNA Advantage subscription will be limited to 110,000,000 monthly units of test capacity. ThousandEyes Cloud Agent access is not included in the Cisco DNA License entitlement. Test capacity can be increased and Cloud Agents accessed with purchase of additional ThousandEyes Network and Application Synthetics.

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Cisco DNA Essentials delivers base automation, monitoring, and management. With this solution, customers can enable basic automation and monitoring. Cisco DNA Essentials is not available with Catalyst 9600 Series switches.

Both tiers include embedded Cisco Software Support.


Q: Is a software subscription mandatory with the new Cisco Catalyst 9000 switching family? What options are available to customers?

A: Yes, customers must buy software as a subscription along with the Cisco Catalyst 9000. To enable all Cisco DNA capabilities, customers will require Cisco DNA Advantage, which is packed with powerful solutions such as SD-Access, Assurance, and Encrypted Traffic Analytics. Customers can purchase additional licenses as needed in the Cisco DNA Expansion Pack.

Q: How do customers buy SD-Access and the other Cisco DNA innovations?

A: Customers can buy SD-Access and other innovations by purchasing the following:

- **Hardware:** Cisco Catalyst 9000 Series Switches (9200, 9300, 9400, 9500, and 9600). The hardware ships with Network Advantage, which includes full Layer 3 routing functionality (equivalent to IP Services), segmentation, and network resiliency. You could also get it on current-generation switches such as 3650, 3850, 4500X, 4500E, 6807, 6840, and 6880.

- **Software:** Customers can buy Cisco DNA Advantage, but will also need to purchase ISE and Stealthwatch, which are available in the Cisco DNA Expansion Pack.

Q: Are the Cisco DNA capabilities available on the Cisco Catalyst 9200 Series switches the same as on Catalyst 9300, 9400, 9500, and 9600 Series switches?

A: The Cisco Catalyst 9200 Series is an entry level enterprise-class access family of switches that extend the power of intent-based networking to a broader scale of deployments. The same Cisco DNA software subscription offers (Cisco DNA Essentials and Advantage) apply to the Catalyst 9200 Series to deliver capabilities such as SD-Access, Assurance, and extraordinary security. Cisco DNA Essentials is not available with the Catalyst 9600 Switch.

However, in keeping with the Catalyst 9200 Series’ ideal suitability for entry level deployments, the implementation specifics of some Cisco DNA capabilities vary from the Catalyst 9300, 9400, 9500, and 9600 Series. Examples:

- Assurance on the Catalyst 9200 Series for fabric, network, and client levels is extended to assurance at the application level on the Catalyst 9300 Series and above.

- Advanced security on the Catalyst 9200 Series employs MACsec 128-bit encryption whereas this is extended to MACsec 256-bit on the Catalyst 9300 Series and above.

- ERSPAN, Third-party application hosting, Cisco DNA Service for Bonjour and MPLS features are supported on the Catalyst 9300 Series and above.

Q: What if customers are only looking for basic automation and monitoring?

A: We recognize that not all customers are ready to deploy the SD-Access solution. Customers can start with base automation and management by purchasing:

- **Hardware:** Cisco Catalyst 9000 Series Switches. The hardware ships with Network Essentials, which include Layer 2 switch capability, routed access, and QoS visibility into traffic with sample Netflow.

- **Software:** You could buy Cisco DNA Essentials, which offers basic automation such as PnP, EasyQoS configuration and management. Cisco DNA Essentials is not available with the Catalyst 9600 Switch.
I want to buy IP Base functions for my Cisco Catalyst 9000 switch. Which Cisco DNA package offers that?

Lan Base, IP Base, and IP Services are being replaced with:
- Network Essentials = LAN Base.
- Network Advantage = IP Base and IP Services.

What happens if the customer doesn’t want to buy the subscription-based license?

A software license for the Cisco Catalyst 9000 switches is only available through the subscription model. On previous generation switches, subscriptions are not mandatory.

If a customer stops paying for their software subscription, does their network stop working?

No, the switch will continue to function with all Network Stack features intact. Cisco Catalyst 9000 series switches are covered with an extended limited lifetime warranty (https://www.cisco.com/c/en/us/products/collateral/switches/catalyst-9000/bulletin-c25-740149.html), and will receive software updates tied to the box, including major, minor and maintenance releases. However, customers must renew their Cisco DNA subscription to continue to receiving software support and access to all features, innovations and capabilities included in the Cisco DNA Stack.

What happens to Cisco DNA software when the switch reaches end of support?

The switch hardware will continue to function. You may continue to use the last version of Cisco DNA that supports the switch. Cisco DNA and the switch have different lifecycle that is independent of each other.

Is there an option for customers to buy a Cisco Catalyst 9000 only with base OS, then add a Cisco DNA subscription later?

No. You need to attach a software subscription, Cisco DNA Advantage, or Cisco DNA Essentials.

Can you get a perpetual software license for a Cisco Catalyst 9000?

The software license for the Cisco Catalyst 9000 Series Switches is only available through the subscription model.

Do customers have a choice of one-year subscription?

At this point Cisco is offering only 3-, 5-, and 7-year subscriptions.

How can a customer get SD-Access support on Cisco Catalyst 3000, 4000, and 6000?

SD-Access support on the Cisco Catalyst 3000, 4000, and 6000 requires the following:
- Minimum IP Base package for the switch. This enables customers to 3 user virtual networks for SD-Access. With the IP Services package, the restriction of 3 user virtual networks is removed, and all VRFs supported on the platform are available for SD-Access.
- Cisco DNA Advantage subscription.

What support do customers get with the Cisco DNA subscription for Switching?

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. An additional option for hardware support is Solution Support for your multivendor Cisco solution environment.
Switching migration and license portability

What does an existing Cisco ONE perpetual customer get as part of the ongoing Cisco DNA innovation?

A Cisco ONE customers with active SWSS will automatically receive the Cisco DNA innovation at SWSS renewal. Customers with Cisco ONE Foundation will receive Cisco DNA Essentials. Customers with Cisco ONE Advanced will receive Cisco DNA Advantage.

What are Cisco ONE customers on existing Cisco Catalyst purchases entitled to as part of portability when they refresh to Cisco Catalyst 9000?

A Customers with active SWSS are entitled to a portability credit for their OS at the time of refresh. Credit value would be equal to the value of Network stack on Catalyst 9000 Switches. The credit is determined by the number of ports (or supervisors for modular switches like Cat 4500E) on the existing C1 switch that the customer purchased. Other C1 Foundation licenses such as Prime, Energy Management, ISE Base can be ported to Catalyst 9000 Switches and unused Software Support can be converted to credit in the new purchase.

Can the “portability” credit be applied when customers migrate from a switch to a later switch in that series: for example, 35xx to 37xx?

A No, the portability credit can only be applied for migrations to Cisco Catalyst 9000 switches from the 3000, 4000, 6000, and 7000 Series. Portability within current-gen platforms would follow the license portability rules as outlined in www.cisco.com/c/en/us/products/collateral/software/one-software/tiering-guide-cisco-one.html.

What if a customer has 3000 or 4000 switches, but no Cisco ONE and wants to add Cisco DNA Essentials or Advantage for a subscription?

A They can buy Cisco DNA Essentials or Advantage as a new purchase. They are not entitled to get it for free as they don’t have Cisco ONE.

Several customers believe that when their subscription expires, a Catalyst 9000 switch will not work. Can you confirm if L2/L3 services will work if the license has expired?

A Yes, the switch will continue to function, however the customers will not be entitled to receive updates/upgrades for the functionality in the Cisco DNA stack. Customers must renew their subscription to continue to get access to the Cisco DNA innovation. L2/L3 services will continue working, and customers are entitled to receive updates/upgrades for this functionality, as they are tied with the perpetual network OS: Network Advantage or Network Essentials.

Cisco Smart Licensing and Smart Accounts

What is Smart Licensing?

A 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. Watch a short video on Smart Licensing.

What are Smart Accounts?

A Smart Account is a central repository where you can view, store, and manage licenses across the entire organization. You can get comprehensive access to your software licenses, hardware, and subscriptions through your Smart Account. Smart Accounts are required to access and manage Smart License-enabled products. Creating a Smart Account is easy and takes less than five minutes. Create a Smart Account on cisco.com. Learn more about Smart Accounts in a short video.

What software products offer Smart Account and Smart License capabilities?

A More and more switching and wireless products are offered only through Smart Accounts, including Catalyst 9800 Series wireless controllers and the Catalyst 9000 switching family.
**FAQ**

**Cisco public**

**What are the benefits of Smart Licenses?**

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.

**Where can I learn more about Cisco Smart Software Licensing?**

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

**Cisco Enterprise Agreement**

Cisco DNA Advantage for switching and wireless can be added to an Enterprise Agreement (EA).

- There is a $100,000K minimum Total Contract Value (TCV) for all of Cisco DNA.
- 3- or 5-year term
- Cisco Enterprise Agreement True Forward benefits apply.
- Ability to co-term with an existing EA.


**What value do I get through a Cisco Enterprise Agreement?**

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, Fixed Pricing, 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.

**Which type of customers should consider EA?**

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

**Are there any promotions available for customers purchasing a Cisco DNA subscription for switching and wireless through EA?**

Highlights of the new offers for a Cisco DNA enrollment in an EA include:

- Buy More Get More (multi-suite discounts)
- One-year ramp promotion for all EAs with a Cisco DNA enrollment
- Two-year ramp promotion for Cisco DNA enrollment in Switching (1000+ Switch customers only)
- Free Cisco DNA Center Appliance for a Cisco DNA enrollment in Wireless and/or Switching suites with $100K net TCV $7,500 Solution starter entitlement


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