Overview

This playbook is a single point of reference for partners selling Cisco® Digital Network Architecture (Cisco DNA™) solutions. It offers guidance and links to further information that will help you throughout your Cisco DNA sales cycle.

Your guide to Cisco Digital Network Architecture

Cisco is delivering the Cisco Digital Network Architecture (Cisco DNA), an open and extensible architecture built to usher organizations into the digital age. We are delivering a “network unbound” designed to lower risk through security and compliance, reduce cost and complexity with automation and assurance, and foster faster innovation with insights and new experiences.

This guide includes content and links to everything you will need to help you sell, from understanding what Cisco DNA is to incentives and promotions, customer journey, sales process, sales tools, and licensing information. A list of additional resources can be found at the end of this document for technical information, training opportunities, product documentation, and other useful information.

Additional resources are linked via this yellow box: [Click to view]

Note: SalesConnect links require partners to be registered and logged in.
Overview

The Network. Intuitive.
What’s new in Cisco DNA
Cisco DNA business values
Customer momentum & benefits
Why build a Cisco DNA software practice
Steps to success
Cisco DNA licensing
Additional resources

The Network. Intuitive.
Cisco is rewriting the network playbook on how organizations will design, build, and manage enterprise networks. The new network is constantly learning, adapting, and protecting. It is informed with context and powered by intent. Cisco DNA is an architectural framework that enables the creation of this new network: The Network. Intuitive. This new network is based on key Cisco DNA design principles.

Automation & Assurance
Turns days of works into hours, and hours into seconds
The network must scale for the exponential growth of 20.8 billion connected things by 2020 (Gartner). With network automation, the new network applies business policy to distributed users, apps, and things uniformly, which in turn reduces management complexity and costs. With network assurance, the new network can predict inefficiency before impact and self-optimize. As a result, IT gains the agility needed to activate branch offices quickly or roll out new services and applications with speed and efficiency.

Security & Compliance
Sees billions of threats and stops them in seconds
The network must protect and lower risk for the business. Sixty-nine percent of customers are less likely to do business with a breached organization. Maintaining compliance is difficult. Less than one third of companies could sustain compliance for more than a year, opening themselves up to fines and legal procedures. With built-in security that is constantly learning, adapting, and protecting, the new network can sense threats in their infancy and mitigate them before impact.

Insights & Experiences
Solves issues before they become problems and learns from each
The network must know it all, be everywhere, at all times, and deliver insights that help IT create and support new business models. The new network has deep insights into user behaviors, application performance, and threat permutation. When informed, the business can take prudent actions that optimize workforce productivity, customer experience, and operational processes. These improvements in turn help expand market share, lower costs, and reduce risks.
What’s new in Cisco DNA

Overview

The Network. Intuitive.

What’s new in Cisco DNA
NR Cisco DNA business values
Customer momentum & benefits

Why build a Cisco DNA software practice

Steps to success

Cisco DNA licensing

Additional resources

Meraki

SD-WAN
Location analytics, L7 app visibility

Zero touch provisioning
Touchless firmware upgrades

Cisco Enterprise

Software-Defined Access (SD-Access)¹
A single, highly secure network fabric that gives your people and devices access to any application in minutes, without compromising on security.

Cisco DNA Center¹
The central management dashboard for your branch, WAN and Campus that enables you to design, provision, automate policy and assure services from one place.

Cisco DNA Analytics and Assurance with Network Data Platform²
Provide business insight by abstracting user, device and application data from the network to predict and identify service impacting issues before users do.

Enhanced Network as a Sensor with Encrypted Traffic Analytics⁴
Security with privacy. New ability to identify threats hidden in encrypted traffic without using decryption.

Cisco Catalyst® 9000 family switches³
New Catalyst 9000 switch series (9300, 9400, 9500), next generation programmable access and aggregation switching platforms built for SD-Access.

Cisco ONE™ Subscription Licensing and new Cisco DNA Services
Cisco ONE Software now includes new subscription-based licensing in addition to a-la-carte licensing and new Cisco Services for DNA, Catalyst 9000, and SD-Access.

¹ FCS July 2017 | ² FCS November 2017 | ³ FCS Cat 9300 & 9500 - June 2017, Cat 9400 - August 2017 | ⁴ FCS September 2017

Learn more:
Global Launch Hub

Get Selling Resources:
EN Sales Hub

© 2017 Cisco and/or its affiliates. All rights reserved.
Cisco DNA business values

Overview

The Network. Intuitive.

What’s new in Cisco DNA

Cisco DNA business values

Customer momentum & benefits

Why build a Cisco DNA software practice

Steps to success

Cisco DNA licensing

Additional resources

Financial benefits

- **Up to $745K per year**

Speed innovation

- **2x**
  - Revenue growth by aligning network and business strategies

Lower risk

- **99.2%**
  - Deterrence of network breaches

Return on Investment

- **402%**
  - 5-year ROI

- **$48,117**
  - Average annual benefit per 100 users

- **9 Month**
  - Payback period

Key Performance Improvements

- **42% Faster**
  - WAN deployments

- **17% Faster**
  - Application delivery

- **28% More**
  - Efficient IT staff

---


2 Based on Cisco Threat-Centric Infrastructure Study, 2015

3 KPI Source: IDC, The Business Value of Creating Digital-Ready Networks with Cisco DNA Solutions, January 2017

© 2017 Cisco and/or its affiliates. All rights reserved.
Customer momentum & benefits

Customers are already getting on board

Automation
- 3000 APIC-EM customers
- 1M devices | 4M hosts

Analytics
- 2100 CMX customers
- 3000 CMX Cloud downloads

Security
- 6800 Stealthwatch® customers
- 21208 ISE customers

Cisco ONE
- 18000 customers | 3750 partners

Customer benefits with SD-Access

- **Huge operational cost savings**
  - Delivers 67% reduced network provisioning*

- **Business agility**
  - 80% improved issue resolution*

- **More effective security**
  - 48% reduced security breach impact*

*Source: Internal TCO analysis with large enterprise customer, based on SD-Access implementation
Why build a Cisco DNA software practice

Cisco DNA offers partners real reasons to drive hardware refresh, but even more than that, it is also a launchpad of infinite possibilities. Cisco DNA allows partners to capture a myriad of recurring revenues in the long term. A few examples include: professional services, managed network services, perpetual or subscription software licenses, and annual maintenance fees.

Migrate Installed Base
- Digital catalysts driving the need for Cisco DNA ready infrastructure include cloud, IoT, and mobility (Cisco DNA Primer)
- Capture a huge refresh opportunity with Cisco Catalyst 9000 family switches
- Provide a network foundation that meets today’s digital network challenges and also a services-ready infrastructure for software innovations later on

Build a Software Practice
- Enterprise application software market will grow to $201 billion by 2020 (Gartner)
- Application modernization of installed, on-premises applications is one of top 5 business priorities (Gartner)
- Gain first-mover advantage by activating up to 32 Cisco DNA software services with Cisco DNA $7500 QuickStart voucher

Capture Recurring Revenue
- By 2020, 75% of applications purchased will be built not bought; an equal percentage will also deploy advanced analytics (Gartner)
- Create custom application solutions with open APIs in Cisco DevNet, an ecosystem of 400,000+ members, and go to market with Cisco Marketplace
- Capture joint solutions sales and managed network services opportunities
Find and validate the opportunity

1. Find the opportunity with Cisco Ready

Cisco Ready is the single Cisco platform that delivers account insights to increase focus and reduce work in your sales planning, collaborative selling, and performance tracking efforts. Cisco Ready Bookmarks make it easy to look into your installed base and identify prospects that you can pursue for refresh or upsell opportunities.

2. Validate the opportunity with Cisco DNA Advisor

Help your customers navigate their digital network journey with the Cisco DNA Advisor program. Direct your customers to the Readiness Advisor, a self-assessment tool, to map their network readiness and get industry and peer comparison and essential guidance on next steps. Leverage the Readiness Planner tool, a partner-guided assessment, to help your customers plan their digital network journey. Cisco DNA Advisor consists of three components.

- Market Research
  - IDC industry and customer research
    - IDC Digital Network Readiness Survey customer survey and research. [Read results]
- Readiness Advisor
  - Map your customer’s network readiness and next steps
    - With Cisco DNA Readiness Advisor, [online assessment]
- Readiness Planner
  - Plan your customer’s digital network journey with Cisco DNA innovations and your complementary solutions and services
    - Cisco DNA Readiness Planner, [a partner-guided assessment]
The Network. Intuitive.

Tell the “New Network” story

Learn the latest at the Cisco Global Launch Hub for Partners

Access the Enterprise Networks Sales Hub for details on specific solutions and products

Leverage the Cisco DNA Business Decision Maker (BDM) presentation to communicate to business audiences such as the C-suite and Line of Business leaders.

Use the Technical Decision Maker (TDM) presentation to communicate to IT and technical audiences.
Customer-in selling

Find the budget

The goal of the customer-in selling method is to find new sources of budgets for Cisco DNA projects.

Changing how we sell and who we sell with is what Cisco customer-in selling is all about. Its focus is on helping customers’ Lines of Business (LoB) achieve digital business outcomes by partnering with ecosystem ISVs and other partners that already have relationships with your customers’ LoBs, then working together to propose an end-to-end solution that delivers business outcomes. Here’s a retail example.

Customer-in selling

Find and validate the opportunity
Tell the new network story
Use cases and Industry guides
Proof points
Sales journey
Cisco DNA offers and vouchers
Partner incentives
Services
Cisco DNA licensing
Additional resources

© 2017 Cisco and/or its affiliates. All rights reserved.
Use cases

1. Use cases by Cisco ecosystem partners

Early adopting partners around the world are driving tangible business outcomes with the new network. Below are highlights of two Cisco DNA case studies, made possible by our partners.

<table>
<thead>
<tr>
<th>Customer business outcomes</th>
<th>Novo Nordisk &amp; LiveAction</th>
<th>Turnstyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Rapid global growth; set up new branches quickly</td>
<td>• More efficient IT operations</td>
<td>Drive penetration with millennials:</td>
</tr>
<tr>
<td>• Provide critical service to its customers who require diabetes care medications and devices</td>
<td>• Cisco and LiveAction provide network visibility, flow analytics, Quality of Service (QoS) configuration and monitoring, SD-WAN Intelligent WAN (IWAN) configuration and monitoring</td>
<td>• Increase sales</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Build tighter relationships</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Gain repeat business</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Capture impulse-buying opportunities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer capabilities</th>
<th>Novo Nordisk &amp; LiveAction</th>
<th>Turnstyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>• More efficient IT operations</td>
<td>• LiveAction’s LiveNX provides visualization and analytics for simplified network management</td>
<td>Reach millennials with:</td>
</tr>
<tr>
<td>• Cisco and LiveAction provide network visibility, flow analytics, Quality of Service (QoS) configuration and monitoring, SD-WAN Intelligent WAN (IWAN) configuration and monitoring</td>
<td>• Cisco IWAN provides high link availability and reliability</td>
<td>• Location-based marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Contextual offers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Gathering of detailed customer demographic information, correlated to visit behavior</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Proactive messaging, couponing, and rewards to drive purchases and loyalty</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer solution</th>
<th>Novo Nordisk &amp; LiveAction</th>
<th>Turnstyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>• LiveAction’s LiveNX provides visualization and analytics for simplified network management</td>
<td>• Turnstyle cloud-based marketing analytics platform</td>
<td></td>
</tr>
<tr>
<td>• Cisco IWAN provides high link availability and reliability</td>
<td>• Cisco Meraki® API</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Sentia Systems was reseller partner</td>
<td></td>
</tr>
</tbody>
</table>
## Industry guides

### 2. Cisco DNA industry use cases

Cisco Digital Network Architecture enables numerous industry-specific solutions for enterprises and organizations. Below are a few examples of capabilities for various verticals. Click on the yellow boxes below each vertical for more resources on the solutions and access to industry sales accelerator.

<table>
<thead>
<tr>
<th>Education</th>
<th>Retail</th>
<th>Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connected classroom</td>
<td>360-degree customer monitoring</td>
<td>Remote care and collaboration</td>
</tr>
<tr>
<td>Connected research</td>
<td>Dynamic customer experiences</td>
<td>Omnichannel patient engagement</td>
</tr>
<tr>
<td>Secure campus</td>
<td>Theft and fraud mitigation</td>
<td>Converged clinical workflows</td>
</tr>
<tr>
<td>Connected campus</td>
<td>Empowered associates</td>
<td>Optimized workplace efficiency</td>
</tr>
<tr>
<td>Application reliability</td>
<td>Optimized store operations</td>
<td>Connected research and development</td>
</tr>
<tr>
<td>Automated and secure access</td>
<td>Automated and secure access</td>
<td>Secure visibility and access</td>
</tr>
</tbody>
</table>
Industry guides (continued)

2. Cisco DNA industry use cases

<table>
<thead>
<tr>
<th>Manufacturing</th>
<th>Financial Services</th>
<th>Other Key Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributed R&amp;D and maintenance</td>
<td>Personalized mobile experiences</td>
<td>Industry Selling Guide</td>
</tr>
<tr>
<td>Industrial monitoring</td>
<td>Advanced threat defense</td>
<td>Industry Selling Guide</td>
</tr>
<tr>
<td>Converged plant network/MFN</td>
<td>Contextual customer experiences</td>
<td>Other Industry Solution Guides</td>
</tr>
<tr>
<td>Manufacturing cybersecurity</td>
<td>Real-time workforce collaboration</td>
<td>Media &amp; Entertainment</td>
</tr>
<tr>
<td>Factory collaboration</td>
<td>Cybersecurity</td>
<td>Cities &amp; Communities</td>
</tr>
<tr>
<td>Connected products</td>
<td></td>
<td>Government</td>
</tr>
</tbody>
</table>

Other Industry Sales Accelerators

- Cities & Communities Sales Accelerator
- Government Sales Accelerator

Manufacturing Solutions

Financial Solutions

Manufacturing Sales Accelerator

Financial Sales Accelerator
**Proof points**

1. **Software Demo on dCloud**
   - Show the capabilities with Cisco always-on demo on dCloud. Cisco partner account managers that performed a software demo earned more software revenue than those that did not.

2. **Cisco DNA Customer Stories**
   - Reinforce with Cisco Customer Stories, a collection of case studies and videos of customers that achieved digital business results with Cisco DNA. Use the link above and search under [Enterprise Networks](#).

3. **Cisco DNA ROI Advisor**
   - Show the values with the Cisco DNA ROI Advisor tool. Calculate projected total cost of ownership and return on investment. This tool supports the new Cisco Catalyst 9000 family with SD-Access capabilities as well as other DNA-ready platforms.

**Overview**
- Why build a Cisco DNA software practice

**Steps to success**
- Find and validate the opportunity
- Tell the new network story
- Customer-In selling
- Use cases and Industry guides
- **Proof points**
  - Sales journey
  - Cisco DNA offers and vouchers
  - Partner incentives
  - Services

**Cisco DNA licensing**

**Additional resources**
Sales journey

Selling software requires a different approach. Adoption will be critical to your success. As you qualify and discover your customer needs and pain points, you will need to identify the right sales motion: infrastructure, automation, security, or assurance. Then, demonstrate Cisco DNA’s capabilities to your customers and define the migration strategy together for successful adoption.

<table>
<thead>
<tr>
<th>Qualify</th>
<th>Discover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assess Buyers</strong>&lt;br&gt;Business and technical</td>
<td><strong>Validate Business Priorities and Pain Points</strong>&lt;br&gt;Is the installed base Cisco DNA-ready?&lt;br&gt;Should you lead with an on-premises (Cisco Enterprise) or cloud-based management solution (Cisco Meraki)?</td>
</tr>
<tr>
<td><strong>Assess Network</strong>&lt;br&gt;Cisco DNA Advisor&lt;sup&gt;1&lt;/sup&gt; for partner/Cisco AS</td>
<td></td>
</tr>
<tr>
<td><strong>Account Insights</strong>&lt;br&gt;Focus on the right account with account insights from Cisco Ready</td>
<td></td>
</tr>
</tbody>
</table>

Select the Right Sales Motion

- **Upgrade Infrastructure**<br>Upgrade to Cisco DNA Ready Infrastructure with Cisco ONE™ Advantage
- **ISE and NaaS**<br>Maximize footprint of ISE and Stealthwatch
- **Cisco DNA Center and APIC-EM**<br>Drive Cisco DNA Center activation with latest APIC-EM 2.0 appliance
- **Demonstrate Assurance**<br>Introduce NDP and Advanced Assurance

---

<sup>1</sup> Now onboarding partners, request access with your Cisco Partner AMs
Sales journey (continued)

Overview
Why build a Cisco DNA software practice

Steps to success
Find and validate the opportunity
Tell the new network story
Customer-In selling
Use cases and Industry guides
Proof points

Sales journey
Cisco DNA offers and vouchers
Partner incentives
Services

Cisco DNA licensing
Additional resources

Set Agenda and Pilot

Use Case
Whiteboard and demo capabilities against immediate pain points
Keep it simple!

Define Migration Strategy
Agree on migration plan based on gap analysis (hardware and software)
Identify required services, i.e., segmentation and policy planning, operational processes, etc.

Adopt

Design/Deploy
Deploy Cisco DNA Center with “industry-first” solutions

Adoption Plan
Ensure ongoing adoption of new software capabilities with Cisco ONE to drive renewals later.
Leverage Cisco DNA vouchers to activate software services.
### Customer outcomes and conversation starters

**Cisco DNA ready infrastructure-led motion**

**Customer initiative:** Solve for network scaling (branches/IoT), increased security and compliance, and simpler operations.

<table>
<thead>
<tr>
<th>Upgrade the Network</th>
<th>Add Security</th>
<th>Add Assurance</th>
<th>Adopt SD-Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cat 9K (June-August), Wave 2 APs and WLC</td>
<td>ISE Appliance with ISE 2.3 (August)</td>
<td>Network Data Platform (November)</td>
<td>Expand Catalyst 9000 family installed base</td>
</tr>
<tr>
<td>C1 Advantage and APIC-EM 2.0 appliance (available: August)</td>
<td>Stealthwatch Appliance/ETA (September)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sell</th>
</tr>
</thead>
<tbody>
<tr>
<td>- DNA Center with PnP, sites and profiles, software upgrade and change management (August)</td>
</tr>
<tr>
<td>- ISE with basic use cases</td>
</tr>
<tr>
<td>- Stealthwatch</td>
</tr>
<tr>
<td>- SD-Access fabric pilot (limited deployment – August)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activate</th>
</tr>
</thead>
<tbody>
<tr>
<td>- DNA Center with PnP, sites and profiles, software upgrade and change management (August)</td>
</tr>
<tr>
<td>- ISE with basic use cases</td>
</tr>
<tr>
<td>- Stealthwatch</td>
</tr>
<tr>
<td>- SD-Access fabric pilot (limited deployment – August)</td>
</tr>
</tbody>
</table>

**Tip:** Infrastructure budget may be difficult to secure—use other initiatives involving assurance, security, and automation to tie back

<table>
<thead>
<tr>
<th>Conversation Starters</th>
<th>Customer Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Need to lower cost and meet compliance requirements, but the network is too complex? (SD-Access)</td>
<td></td>
</tr>
<tr>
<td>- Do you want to automate your network provisioning and management?</td>
<td></td>
</tr>
<tr>
<td>- Do you foresee more IoT devices joining the network, and are you concerned about the security implications of that?</td>
<td></td>
</tr>
<tr>
<td>- Reduced security risks due to simpler segmentation, policy enforcement, and management through SD Access</td>
<td></td>
</tr>
<tr>
<td>- Less time spent on managing and troubleshooting due to automation, assurance and central management</td>
<td></td>
</tr>
<tr>
<td>- Reduced threat surface due to Encrypted Traffic Analytics (ETA) and Trustworthy Systems</td>
<td></td>
</tr>
</tbody>
</table>

---
Security and policy-led motion

**Customer initiative:** Need to simplify policy across the network and enhance security.

<table>
<thead>
<tr>
<th>Secure the Network</th>
<th>Upgrade the Network</th>
<th>Add Assurance</th>
<th>Adopt SD-Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISE Appliance and software (ISE 2.3 in August)</td>
<td>Cat 9K (June-August), Wave 2 AP’s and WLC</td>
<td>Network Data Platform (November)</td>
<td>Expand Cisco Catalyst 9000 family installed base</td>
</tr>
<tr>
<td>Stealthwatch appliance</td>
<td>C1 Advantage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C1 Advantage</td>
<td>APIC-EM 2.0 appliance (August)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISE 2.2 (today) or 2.3 (August)</td>
<td>Expand to ETA (September)</td>
<td>Assurance via Cisco DNA Center (November)</td>
<td>Continue adoption of SD-Access fabric</td>
</tr>
<tr>
<td>Pilot Stealthwatch using existing NetFlow-capable devices</td>
<td>DNA Center for basic automation and Pilot SD-Access Fabric (limited deployment – August)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Tip:** Security may often be handled by the security operations team—ensure that the security buying center is included.

<table>
<thead>
<tr>
<th>Conversation Starters</th>
<th>Customer Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did you know you can now easily segment different user groups within your network? (user, contractor, guest, IoT)</td>
<td>Ability to easily authenticate and segment different user groups/devices and manage policy simply across the network through ISE and SD-Access</td>
</tr>
<tr>
<td>Did you know that nearly half the malware threats are hidden within encrypted traffic? And that Cisco is the only vendor that can detect them?</td>
<td>Reduce the impact of an attack even after it makes it into the network</td>
</tr>
<tr>
<td>What are you doing to defend against being hacked via IoT devices? Have you been hacked?</td>
<td>Identify threats in encrypted traffic where you couldn’t before</td>
</tr>
<tr>
<td>Help ensure integrity of network devices with Trustworthy Systems</td>
<td></td>
</tr>
</tbody>
</table>
**Automation-led motion**

**Customer initiative:** Reduce network management cost and complexity through automation.

<table>
<thead>
<tr>
<th>Automate</th>
<th>Upgrade and Secure the Network</th>
<th>Add Assurance</th>
<th>Adopt SD-Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1 Advantage and APIC-EM 2.0 Appliance (August)</td>
<td>Cat 9K (June-August), Wave 2 APs and WLC ISE appliance</td>
<td>Network Data Platform (November)</td>
<td>Expand Cisco Catalyst 9000 family installed base</td>
</tr>
<tr>
<td>Cisco DNA Center with Plug and Play, sites and profiles, software upgrade, and change management (August)</td>
<td>Initiate ISE deployment ISE 2.2 (today) or 2.3 (August) Pilot SD-Access Fabric (limited deployment – August)</td>
<td>Assurance via Cisco DNA Center (November)</td>
<td>Continue adoption of SD-Access fabric</td>
</tr>
</tbody>
</table>

**Tip:** Select the most fitting partner for the customer need. Partners can help code, integrate, and deliver a business solution

<table>
<thead>
<tr>
<th>Conversation Starters</th>
<th>Customer Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much of your current network operations are manual in nature, and would you like to automate, giving back more time to IT and reducing errors?</td>
<td>Automate repetitive tasks to reduce tech visits and accelerate rollout time from months to minutes through a central controller and management</td>
</tr>
<tr>
<td>Would you like to be able to standardize configurations and have repeatable deployment processes?</td>
<td>Integrate with other customer systems to drive new business outcomes through APIs</td>
</tr>
<tr>
<td>Are you looking for integration with DevOps tools to support new innovations?</td>
<td>Make IT more efficient by centralizing management, visibility, and control of entire network</td>
</tr>
</tbody>
</table>
Overview

Why build a Cisco DNA software practice

Steps to success

Find and validate the opportunity
Tell the new network story
Customer-In selling
Use cases and Industry guides
Proof points

Sales journey
Cisco DNA offers and vouchers
Partner incentives
Services

Cisco DNA licensing

Additional resources

Assurance-led motion

Customer initiative: Leverage network intelligence for business and IT insights.

<table>
<thead>
<tr>
<th>Enable Assurance</th>
<th>Activate SD-Access</th>
<th>Upgrade the Network</th>
<th>Adopt SD-Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco ONE Advantage</td>
<td>None</td>
<td>Cat 9K (June-July), Wave 2 APs and WLC</td>
<td>Expand Cisco Catalyst 9000 family installed base</td>
</tr>
<tr>
<td>APIC-EM 2.0 appliance (August)</td>
<td>Pilot SD-Access Fabric (limited deployment - August)</td>
<td>Advanced automation and assurance (November)</td>
<td></td>
</tr>
<tr>
<td>Network Data Platform (November)</td>
<td>ISE 2.3 (Aug)</td>
<td>DNA-Center and base assurance with NDP on existing infrastructure</td>
<td>DNA-Center and base assurance with NDP on existing infrastructure</td>
</tr>
<tr>
<td>ISE appliance</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tip: Use assurance capabilities to drive infrastructure refresh and policy through SD-Access and ISE

Conversation Starters

- Do you have enough visibility into the network to be able to isolate issues quickly?
- Do you find that, in order to understand what is really happening when an issue arises, you need to correlate lots of data manually from different tools?
- Would you like the network to deliver more business benefits and predict issues before users are affected?

Customer Outcomes

- Gain end-to-end network visibility to resolve issues faster
- Leverage automatic network insights to take proactive measures, even before an issue arises, using telemetry data and machine learning
- Capitalize on existing systems telemetry to improve operations and service by integrating through open APIs
1. Position the right Cisco DNA offers to accelerate adoption

The Cisco DNA offers for Cisco enterprise and Meraki solutions were built to accelerate your sales motion by providing more software and hardware value for the same price. Partners can combine these offers with Cisco DNA QuickStart vouchers to accelerate activation, earn a free APIC-EM appliance (for qualifying customers), and finance with the Cisco Easy Pay program at zero interest.
Overview

Why build a Cisco DNA software practice

Steps to success

Find and validate the opportunity
Tell the new network story
Customer-In selling
Use cases and Industry guides
Proof points
Sales journey
Cisco DNA offers and vouchers
Partner incentives
Services
Cisco DNA licensing
Additional resources

Cisco DNA vouchers

2. Activate Cisco DNA Services with vouchers

Post-sale, up to 32 different Cisco DNA services are eligible for a $7,500 voucher, if activated, with the Cisco DNA QuickStart program. Below are on-premises and cloud-based vouchers.

<table>
<thead>
<tr>
<th>On-Premises</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
Cisco DNA vouchers (continued)

<table>
<thead>
<tr>
<th>Third-Party Integrations</th>
<th>Secure Access Wireless</th>
<th>MX Security</th>
<th>MX SD-WAN</th>
<th>Systems Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMX location analytics</td>
<td>Wireless readiness assessment</td>
<td>Security readiness assessment</td>
<td>SD-WAN site readiness assessment</td>
<td>Deployment planning and configuration, training</td>
</tr>
<tr>
<td>Wi-Fi external captive portal</td>
<td>Policies, segmentation, RADIUS integration</td>
<td>Advanced threat detection, SIEM/Stealthwatch integration</td>
<td>Pilot deployment</td>
<td>-</td>
</tr>
<tr>
<td>Network provisioning &amp; automation</td>
<td>Onboarding, splash, and ISE integration</td>
<td>Identity management &amp; policies, compliance</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Location-aware mobile apps</td>
<td>-</td>
<td>VPN with third-party integration</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

- **Current voucher options**
- **Future voucher options**

**Cisco DNA offers and vouchers**

- Secure Perimeter Voucher Guidelines
- Secure Access Voucher Guidelines
- Secure WAN Voucher Guidelines
- 2HFY17 Voucher Enhancements
- APIC-EM Voucher Guidelines

© 2017 Cisco and/or its affiliates. All rights reserved.
## Overview

Why build a Cisco DNA software practice

## Steps to success

- Find and validate the opportunity
- Tell the new network story
- Customer-In selling
- Use cases and Industry guides
- Proof points
- Sales journey
- Cisco DNA offers and vouchers
- **Partner incentives**
- Services

## Cisco DNA

### Partner incentives

Boost your profits even more with Cisco incentives for partners. Below is a summary of some key programs and incentives. Terms and conditions apply.

<table>
<thead>
<tr>
<th>Account Breakaway</th>
<th>Not for Resale</th>
<th>Opportunity Incentive Program</th>
<th>Funded Network Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 60% discount on Enterprise Networks solutions and additional 2% VIP on accounts that have not bought Enterprise Networks solutions in the last two years</td>
<td>Up to 80% list price discount to build out proof-of-concept labs, demo kits, or internal networks</td>
<td>Rewards partners for hunting and protecting the presales investments when developing new business opportunities</td>
<td>Rewards partners for performing onsite network audits in targeted end-customer accounts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Value Incentive Program</th>
<th>Fast Track</th>
<th>Seed IT</th>
<th>Solution Incentive Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earn 2% bonus on Enterprise Networks and Cisco Nexus® Account Breakaway deals</td>
<td>Boost profitability with competitive pricing</td>
<td>Up to 70% discount promotional pricing on select products for first-time buyer accounts</td>
<td>Special pricing when partners develop and sell solutions that integrate vendor-partner business applications and services using Cisco technology</td>
</tr>
</tbody>
</table>
Services

Help your customers move to a secure and automated network with ease and confidence. Drive business growth by offering a portfolio of services that span the IT lifecycle, optimize your customers’ infrastructure, and accelerate the ROI of their network solution.

Offer Cisco capabilities to augment your own portfolio or supplement your expertise.

Overview

Why build a Cisco DNA software practice

Steps to success

Find and validate the opportunity
Tell the new network story
Customer-In selling
Use cases and Industry guides
Proof points
Sales journey
Cisco DNA offers and vouchers
Partner incentives

Cisco DNA licensing

Additional resources

Cisco brand/resell
Partner brand

Advisory
Develop an architectural strategy and roadmap

• Cisco DNA Advisory for SD-Access
• Security Segmentation
• SD-Access Design

Implementation
Reduce risk and speed adoption

• Cisco DNA Center Advise and Implementation
• SD-Access Solution Validation
• SD-Access Migration
• SD-Access Operations Planning

Optimization
Proactive innovation and efficiency

• Network Optimization for SD-Access

SD-Access Services

• Cisco DNA Ready Infrastructure (i.e. Cisco Catalyst 9000 family)
• APIC-EM
• Cisco DNA Center
• ISE

Cisco Catalyst 9000 Family Services

Network as a Sensor Services

• ISE
• Stealthwatch

Network penetration assessments
• Security segmentation

• Network Migration Upgrade
• Security Implementation
• Fixed: Deployment and Integration

Network as a Sensor Services

• ISE
• Stealthwatch

Network penetration assessments
• Security segmentation

• Network Migration Upgrade
• Security Implementation
• Fixed: Deployment and Integration

© 2017 Cisco and/or its affiliates. All rights reserved.
## Overview

**Why build a Cisco DNA software practice**

## Steps to success

- Find and validate the opportunity
- Tell the new network story
- Customer-in selling
- Use cases and Industry guides
- Proof points
- Sales journey
- Cisco DNA offers and vouchers
- Partner incentives

## Services

### Cisco Catalyst 9000 Family Services
- Cisco DNA Ready Infrastructure (i.e. Cisco Catalyst 9000 family)
- APIC-EM
- Cisco DNA Center
- ISE

### SD-Access Services
- Managed Enterprise for SD Access
- Managed Network
- Active Threat Analytics Essential

### Technical
- Maintain reliability and ROI
- Cisco Smart Net Total Care™ Service
- Partner Support Service
- Partner Solution Support
- Cisco Smart Net Total Care™ Service
- Partner Support Service
- Solution Support

### Training
- Advance in-house expertise
- SD-Access Training
- Cisco DNA Implementation Essentials
- Network Programmability Specialist Certification

---

© 2017 Cisco and/or its affiliates. All rights reserved.
Simpler Cisco ONE packaging for the New Era of Networking

We are simplifying the packing of Cisco ONE for the New Era of Networking innovations – going from 3-tier packaging to 2-tier packaging.

First of all, at the network OS layer, [1] LAN Base now translates to Network Essentials with more capabilities, e.g. routed access. [2] We combined IP Services and IP Base packages into one, Network Advantage, with flexible segmentation and network resiliency capabilities. Collectively, these two new packages give customers more software value for the same price. Both Network Essentials and Network Advantage are perpetual and come embedded with the Catalyst 9000 hardware.

Secondly, customers that want DNA software capabilities (ISE, Stealthwatch, etc.) and the New Era of Networking innovations (SD-A, DNA Center, NDP, ETA) can choose from one of two new DNA software subscription packages: DNA Essentials or DNA Advantage at a 3-, 5-, or 7-yr term. At the end of the specified term, customers simply renew for on-going access to new innovations or not renew and fall back to their original perpetual Network OS layer capabilities.

<table>
<thead>
<tr>
<th>Current Packaging</th>
<th>New Packaging</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IP Services</strong></td>
<td><strong>Network OS</strong></td>
</tr>
<tr>
<td>Full L3 and core differentiators</td>
<td><strong>Network Advantage</strong></td>
</tr>
<tr>
<td><strong>IP Base</strong></td>
<td>Full L3 with flexible segmentation and network resiliency</td>
</tr>
<tr>
<td>Routed access and access differentiators</td>
<td>Perpetual, embedded with Catalyst 9000</td>
</tr>
<tr>
<td><strong>LAN Base</strong></td>
<td><strong>DNA Software</strong></td>
</tr>
<tr>
<td>L2 features and competitive parity</td>
<td><strong>DNA Advantage</strong></td>
</tr>
<tr>
<td></td>
<td>Software-Defined Access, Assurance, and ETA solution packages</td>
</tr>
<tr>
<td></td>
<td><strong>DNA Essentials</strong></td>
</tr>
<tr>
<td></td>
<td>Simplified network operations solution package</td>
</tr>
</tbody>
</table>

*DNA subscriptions required (min 3-year term) at time of Catalyst 9000 order
Positioning the new Cisco DNA software solutions

For an architecture buyer, lead with Advantage first to give customers entitlement to SD-Access and Assurance. Fall back to Essentials when a customer is a “pure networking buyer” who is not interested in the value delivered by SD-Access and Assurance. They will still have access to base automation and monitoring capabilities, including Plug and Play, Path Trace, EasyQoS, and others.

**Cisco ONE Essentials**

<table>
<thead>
<tr>
<th>Perpetual</th>
<th>Single SKU</th>
<th>Subscription (3/5/7 Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IOS XE: Embedded Network</strong>&lt;br&gt;Essentials (L2, Routed Access)&lt;br&gt;Hardware: Catalyst 9K</td>
<td><strong>Software Support</strong>&lt;br&gt;ISE Base DNA Essentials</td>
<td></td>
</tr>
</tbody>
</table>

**Essential Switch Capabilities with Routed Access**

**Basic Automation & Management**

- **Basic Monitoring Capabilities**
  - EasyQoS Monitoring, Client and Device 360, PSIRT Compliance

- **Element Management**
  - Image and Patch Management, Topology and Discovery

- **Competitive Differentiators**
  - Full Netflow, On-box Python, Container Hosting

- **Basic Automation**
  - Plug and Play, EasyQoS Configuration

Enabling base automation and monitoring in Cisco ONE or a la carte
Overview

Why build a Cisco DNA software practice

Steps to success

Cisco DNA licensing

Why build a Cisco DNA software practice

Steps to success

Cisco DNA licensing

Overview

Why build a Cisco DNA software practice

Steps to success

Cisco DNA licensing

Simplified Cisco ONE Packaging

Positioning Cisco DNA software

What’s inside Cisco ONE package?

Additional resources

Cisco DNA

Cisco ONE Advantage

Perpetual

IOS XE: Embedded Network Advantage (Full Layer 3 Routing)
Hardware: Catalyst 9K

Subscription (3/5/7 Year)

Software Support
Stealthwatch
ISE Base + ISE Plus
DNA Advantage

Full L3, Segmentation and Network Resiliency

Flexible Network Segmentation
256 VRF, LISP for Access MPLS L3 VPNs
Optimize Bandwidth Utilization with Multicast MSDP
IoT/Mobility
PTP 1588

Security and Assurance Solution

Software-Defined Access
Policy-based Automation and Assurance, Fabric Enabled Wireless
Security Capabilities
Encrypted Traffic Analytics, IPSec
SD-Access Border Capabilities
Cross-domain Connectivity
Network Analytics and IOT
ERSPAN, Enhanced Device Profiling (MUD)

Enabling full Cisco DNA use cases: SD Access, Assurance, ETA in Cisco ONE or a la carte

© 2017 Cisco and/or its affiliates. All rights reserved.
**What’s in each Cisco ONE package?**

**Cisco Catalyst 9000 Family**

<table>
<thead>
<tr>
<th>Package</th>
<th>DNA Center</th>
<th>Cisco ONE Advantage</th>
<th>Cisco ONE Essentials</th>
<th>A-la-carte Advantage</th>
<th>A-la-carte Essentials</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISE</td>
<td>• ISE Plus</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>• ISE Base</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stealthwatch</td>
<td>• Stealthwatch</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DNA Center</td>
<td>• Encrypted Traffic Analytics (ETA)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>• Software-Defined Access</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>• Assurance</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>• Base Automation &amp; Monitoring</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

ISE Base * Plus required to troubleshoot network with user name search

✓ Included  ✓ Capable (require additional purchase)
Overview

Why build a Cisco DNA software practice

Steps to success

Cisco DNA licensing

Additional resources

Technical Readiness
- Product information, architecture, deployment, and configuration resources

Marketing
- BDM presentations and to-and-through partner marketing resources

Sales
- Licensing, pricing, contracting, and incentives resources

Community
- Partner-to-partner resources

Support
- Technical support, helpdesk resources

Cisco DNA Partners Homepage

Partner Marketing Resources

Partner Global Launch Hub

Partner Communities

Partner Helpline

Enterprise Networks Design Zone

Partner Marketing Central

Sell DNA for Partners

Enterprise Networks Communities

PDI Helpdesk

DevNet Zone

Partner Tools

Learning Maps

DevNet Communities

Partner Support

Learning Center

Enterprise Networks Sales Hub

Enterprise Networks Proposal Experts

Enterprise

Always-on Cisco DNA demos

Cisco Commerce Workspace (CCW)

All Partner Incentives

PAM/CAM Locator Tool

© 2017 Cisco and/or its affiliates. All rights reserved. Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)