



The New Era of Networking Partner Call Guide

Understand your customers' challenges

Technology trends such as IoT, cloud, and cybersecurity are fueling digital transformation, changing the way we work, play, and live.

However, in addition to new opportunities, today's digital transformations substantially increase IT complexity.



High network complexity caused by an increasing number of services, devices, and device types



Proliferation **of data** and the need for meaningful insights to drive customer engagement



Growing security threats and an increasing attack surface as new users, mobility, and IoT devices offer more points of infiltration into the network

Managing the current network is a very manual process with limited flexibility. **The network must fundamentally change to support the demands of the business.** Customers that fail to automate and capitalize on network driven insights for business and security will fall behind, affecting their brand, growth, and ability to innovate.

IT managers are facing a growing number of challenges:

Analyst Proof Points

95%

of changes are performed manually

3x

growth in network data by 2020

It takes on average

3 months

to discover malicious breaches

Discover Cisco's value proposition

Cisco is redefining the way networks are managed with groundbreaking solutions, including **DNA Center, Software-Defined Access (SD Access)**, network security, **Cisco DNA™ Assurance and Analytics** powered by the **Network Data Platform**, and the new **Cisco® Catalyst® 9000 Series Switches**. These innovative solutions bring Cisco DNA to life, creating a secure, software-driven, automated network for the digital world.

We are delivering a digital-ready network designed to:



Reduce cost and network complexity with automation and assurance



Foster faster innovation by using network telemetry to drive new experiences



Lower risk through security and compliance

To support these innovations, we are also releasing **new physical infrastructure** components that are designed to release the total value of a digital-ready architecture.



Understand the new features

Cisco Digital Network Architecture regroups best-in-class technology that addresses analytics, automation, and security to help IT leaders scale their networks and prepare for digital transformation.

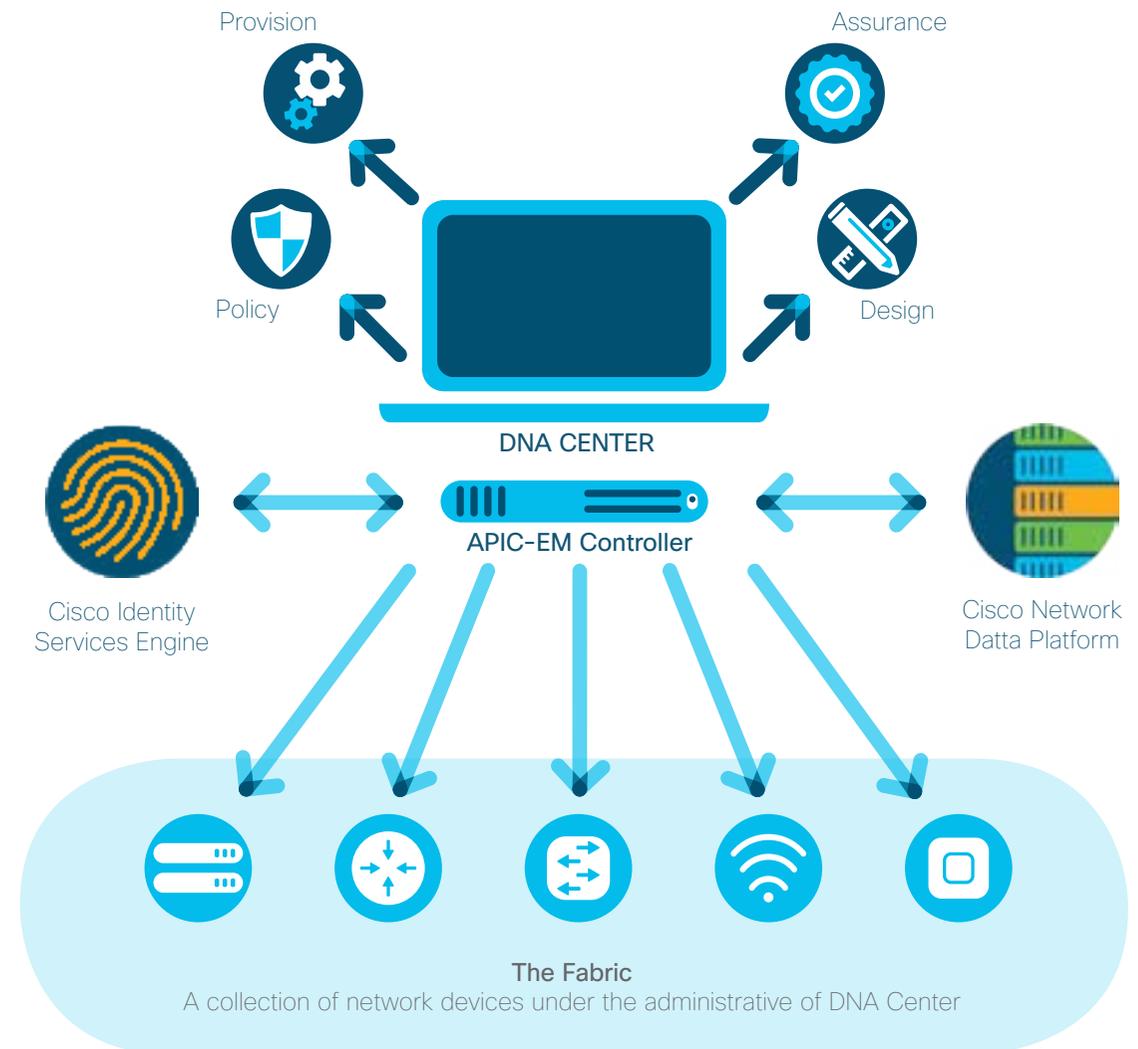
A primary component of the Cisco DNA vision is **Cisco Software-Defined Access**: groundbreaking technology that delivers fully automated network infrastructure across the entire network and creates a single network fabric that drastically simplifies and scales operations. It treats the network as a single sophisticated system, getting an instant view of issue location to speed remediation.



Five components make up an SD Access fabric:

1. **Cisco DNA Center:** Automation platform that runs on APIC-EM to provide a simplified management console that enables full visibility on the end-to-end network
2. **APIC-EM controller:** Network fabric controller that enables automation of policy-based application profiles
3. **Cisco Identity Services Engine:** Policy management and control platform for wired, wireless, and VPN
4. **Cisco Network Data Platform with Network Assurance:** Analytics engine collecting telemetry from the DNA-ready infrastructure to provide business insights
5. **Cisco DNA-Ready Infrastructure:** DNA-ready infrastructure consisting of Cisco routers, switches (including the new Cisco Catalyst 9K Series Switches), wireless controllers, and access points that make up the fabric

The Cisco Software-Defined Access components

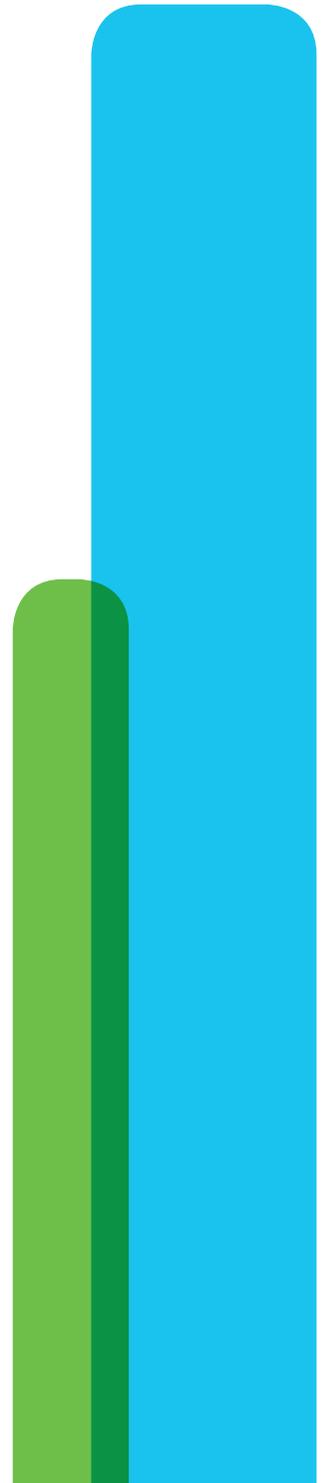


Why sell Cisco DNA?

Deliver a game-changing market advantage: Cisco is the only company on the market that has the depth of solutions and expertise to provide this end-to-end digital network that customers are demanding.

Generate account stickiness: With a complete architecture, more platforms supporting DNA, and new exciting software products available through Cisco ONE, you have a really good reason to drive your customers to refresh to new platforms. And don't forget the integrated extended network security solutions that your customers are asking for.

Benefit from **recurring revenue streams** and **higher value services**: Sell Cisco DNA by selling Cisco ONE Software to benefit from a predictable annuity stream thanks to new licensing models.



Conversation Guide



Automation: Optimize Costs and Save Time Through Network Automation

Conversation Starter

Customers' Common Answers

Cisco Proof Point

Where do you invest most of your **operating budget**?

How much time do you spend on day-to-day **network configurations**, provisioning, and troubleshooting?

On average, **95 percent of network changes today are performed manually**, which is time consuming and increases the risk of error. In fact, **70 percent of policy violations are caused by human error**.

Furthermore, **75 percent of OpEx budget** is spent on network changes and troubleshooting.

With **Cisco Software-Defined Access** (SD Access), you can now automate day-to-day configuration, provisioning, and troubleshooting to significantly reduce time spent on network configuration. It is the industry's first software-based solution across wireless, switching, and routing that enables network automation while creating a single network fabric that simplifies and scales operations.

Delivered through a centralized management console, **Cisco DNA Center**, SD Access decouples network functions from hardware, bringing more agility to network management. Thanks to SD Access, wired, wireless, and WAN networks can now be managed as a single security entity to make sure of end-to-end protection from malicious threats

With networking service provisioning becoming up to **85 percent faster** with SD Access policy-based automation, it helps IT eliminate manual tasks and free time to focus on network innovations.

With all the devices, users, and new sites to manage, how do you enforce **policies** within your network to guarantee its conformity?

Most companies agree that policy enforcement is a long and manual process that involves VLAN, ACL, and IP addressing. Combining and segmenting users and devices are complex and time consuming to perform.

SD Access can automate configurations and enforce policies across the entire network, applying policies based on user or device.

With SD Access, which is delivered through Cisco DNA Center, in a click of a button, you can simply apply one policy across the entire access network, acting as a single fabric. This is enabled thanks to integration of **Cisco Identity Service Engine (ISE)**. Cisco DNA Center talks to ISE on the back end, imports user groups, and then pushes the configuration back to ISE. ISE enables user and device mapping, visualizes topology, supports software image management, and provides device 360. With the integration of ISE 2.3, the customer can centrally manage the user policy.

Policies are then applied to users and applications instead of your network devices (based on IP addresses) to simplify and secure the management. Cisco DNA Center provides a single, centralized management console that further simplifies network management.

Conversation Guide



Automation: Optimize Costs and Save Time Through Network Automation

Conversation Starter

How long does it take you today to configure a new branch location?

Are you looking to optimize performance and save on deployment costs?

Customers' Common Answers

Configuring the network by branch and device can turn a "simple" update into a TCO sinkhole.

Cisco Proof Point

With Cisco, you can reduce the resources and time needed to configure, deploy, and turn up new network branches and segments with zero-touch deployment for Cisco enterprise networks routers, switches, and wireless controllers.

Thanks to Cisco DNA Center, the central network management dashboard based on SD Access, you can now automate branch configuration to reduce tech visits and accelerate rollout time from months to minutes (for example, plug and play, Easy QoS). To further speed up service enablement, SD Access uses open APIs across a services ecosystem. Plus, Cisco is the only company that provides intelligent path selection and control over the WAN, automatically optimizing bandwidth at your branches without compromising your application's performance.



Conversation Guide

Assurance: Use the Analytics of Your Network to Drive Innovation

Conversation Starter

Customers' Common Answers

Cisco Proof Point

How long does it take you to pinpoint the issue after the users start complaining about the quality and the availability of the Internet?

Do you feel like you have enough visibility into what is happening on the network?

IT managers often note that they lack granular visibility on what is happening in the network, making it difficult and time consuming to resolve network issues after they arise.

They notice that they have reactive approach to network management as supposed to proactive.

DNA Center uses real-time feedback from [Network Data Platform \(NDP\) and Network Assurance](#) to automatically adjust network settings to deliver a consistent, high-quality application experience.

Network Data Platform automatically collects network data and then uses it to maintain consistent levels of performance without manual intervention. The platform uses analytics more effectively by using data, models for applying that data, and easy-to-understand tools that enable employees to transform operations.

With Network Assurance available through DNA Center, you will be able to continuously monitor, identify problems with the root cause, and even predict issues before they occur. IT is now able to troubleshoot the network more quickly and implement a proactive monitoring strategy by using recommendations from Network Assurance to quickly rectify problems and help prevent downtime.

Would you like to get meaningful, location-based analytics from the users on your network that can be used to provide business insights?

Would you like to deliver personalized, location-based mobile content to your customers, employees, and guests?

Customers realize that delivering a satisfactory customer experience is no longer enough to remain competitive. They are looking for ways to use data to drive business outcomes.

We can help you get insights from your network to improve customer experiences. The Cisco solutions such as [Cisco Connected Mobile Experiences](#) and [Meraki Analytics](#) allow you to abstract information from the network and devices and then analyze that data and present actionable data or insights so IT can take proactive corrective action if service falters.

Cisco supports five times as many devices as other vendor solutions do and offers location accuracy to 3 to 5 meters, compared to about 10 meters for other vendors.

Together with the data collected by the Network Data Platform, we are able to move a step further toward creating a digital-ready network that automatically adapts to new changes, demands, or risks by using insights from the network, users, and devices.

Conversation Guide

Security: Secure Your Digital Network in Real Time, All the Time, Everywhere

Conversation Starter

Customers' Common Answers

Cisco Proof Point

How do you protect against threats that are encrypted? Did you know that nearly half the malware threats are hidden within encrypted traffic?

Companies tend to have several solutions in place, but they often lack a way to apply coherent security policies across the entire network to quickly identify threats and meet compliance and regulation requirements.

41 percent of threats enter the network using an encrypted network to evade detection.

Only Cisco sees hidden threats in encrypted traffic by analyzing metadata as well as nonencrypted traffic in real time. **The Encrypted Traffic Analytics (ETA)** solution detects malware and threats in encrypted traffic and provides trustworthy systems that make sure that your network is more secure and resilient to modern cyberattacks.

With **Stealthwatch** and ETA you can benefit from real-time threat detection while maintaining privacy and confidentiality of encrypted data

Are you worried that your security solutions are limited to protecting the edge of the network?

Today, companies deploy numerous security solutions that make network security fragmented and complex to manage.

With Cisco, you can turn your network into **a sensor of threats** and **an enforcer** of security policy, at the branch, at headquarters, and for both wired and wireless.

In addition, the growing number of users and devices that connect to the network leave a high number of entry points for attack.

Only Cisco can turn the network into a sensor and an enforcer with an integrated security approach. With **Network as a Sensor and Enforcer**, your Cisco network can be used as a security sensor to gain visibility through real-time analysis and intelligence. You can better understand who and what are on the network, monitor application performance, manage the network more efficiently by using real-time latency analytics to identify and follow users, and better understand where network congestion is occurring. You can even detect advanced threats in encrypted traffic while maintaining privacy.

99.2 percent of threats are detected in 17.5 hours rather than 200 days by using built in network security through Network as a Sensor.

Conversation Guide

Security: Secure Your Digital Network in Real Time, All the Time, Everywhere

Conversation Starter

Today most attacks are aimed at entities such as IoT or using guest access to launch security attacks (DDoS). How do you segment your network and manage different user groups to secure access to your network?

Customers' Common Answers

Network segmentation is generally managed through static VPNs and secure set identifiers. This process is time consuming and manual, often leading to error and risks.

Cisco Proof Point

With DNA Center (based on SD Access and ISE), you can control all access from one place across wired, wireless, and VPN connections. You can give your employees, customers, and guests access to the things they need and not to information they should not have.

Our software-based user and device group approach offers greater scale and allows you to reduce configuration errors, quickly add more devices, and classify users and devices better than traditional manual approaches.

Conversation Guide

DNA Infrastructure: It Is Time to Migrate Now

Conversation Starter Cisco Proof Point

You do not need to replace your current Cisco equipment to enable the new innovations.

Cisco builds physical and virtual network devices that serve as the foundation for the Cisco DNA architecture. These devices are designed to realize the total value of a digital-ready architecture. Only Cisco develops these devices from the ground up, starting with customized silicon and ending with advanced functionality no other solution can provide.

Cisco products that are part of a Cisco DNA-Ready infrastructure:

DNA Platforms	Cisco <u>Identity Services Engine</u> for access control Cisco <u>Application Policy Infrastructure Controller Enterprise Module (APIC-EM)</u> <u>Cisco Network Data Platform with Network Assurance</u>
Switching	New Cisco Catalyst 9000 Series (<u>9300</u> , <u>9400</u> , <u>9500</u>) Cisco Catalyst <u>3650</u> and <u>3850</u> Series Switches Cisco Catalyst <u>4500E</u> Series with Supervisor 8-E Cisco Catalyst <u>6500</u> and <u>6800</u> with Supervisor Engine 2T or Supervisor 6T Cisco Catalyst <u>6880</u> and 6840 Series Switches Cisco Nexus® <u>7700 Switches with M3 card</u> Cisco <u>Meraki MS</u> Switches
Wireless	Cisco Aironet® <u>1800</u> , <u>2800</u> , <u>3800</u> Series Access Points Cisco <u>5520</u> and <u>8540</u> WLAN Controllers <u>Cisco Meraki MR access points</u>
Routing	<u>Cisco 4000 Integrated Services Routers</u> <u>Cisco ASR 1000 Series Aggregation Services Routers</u> <u>Cisco Cloud Services Router 1000v</u> , <u>Cisco Integrated Services Virtual Router</u> with <u>Enterprise Network Compute System</u> <u>Cisco Meraki MX security appliances*</u> <u>Cisco Enterprise Network Compute System</u> *Meraki integration with Cisco DNA Center is planned for the future.

Conversation Guide

DNA Infrastructure: It Is Time to Migrate Now

Conversation Starter Cisco Proof Point

You do not need to replace your current Cisco equipment to enable to new innovations.

Zoom into the new Cisco Catalyst 9000 Series switches

The new Cisco Catalyst 9000 Series Switches were designed to be mobile-, cloud-, and IoT-ready with enhanced Network as a Sensor (NaaS) capabilities. The entire portfolio uses a common software operating system and makes sure of feature consistency across stackable or modular access, aggregation and core switches with a new application-specific integrated circuit (ASIC) that was developed in house from the ground up. The new Cisco Catalyst 9K series are designed to support the current and enable the future SD Access innovations. Furthermore, security is built in by default to lower risk. This is the first industry solution that views and detects advanced persistent threats across all traffic and segments from users to applications in the cloud.

Are you wondering how you can buy the new DNA solutions?

To simplify the buying process and help you benefit from Cisco's ongoing innovations, Cisco is making a major change to selling software subscriptions. The **Cisco ONE subscription licensing model** for DNA is designed to help our customers extract the most value from our software and hardware innovations while saving costs by shifting from large capital expenditures to ongoing operating expenses.

While the a-la-carte model is still available, our customers save on average between 15 percent and 20 percent when buying through Cisco ONE.

Conversation Guide

Objection Handling Offers and Incentives

Customer Buying Stage	Customer Needs	Available Resources
Awareness	Establish relationship	Infographic: Six Ways Cisco DNA is Making Your Network Edge Intelligent IDC Infographic Innovation videos Cisco DNA At-A-Glance (updated version)
Consideration	Provide needs analysis and demonstrate value	IDC white paper digital-ready network IDC white paper digital transformation IBM case study Cisco DNA Advisor network assessment
Design	Provide design resources	DNA technical white paper Wireless Selector tool Switch Selector tool Router Selector tool Dcloud demos
Purchase	Close sale	Cisco Secure Access Offer Cisco Secure WAN Offer Cisco Secure Perimeter Cisco Capital Financing Cisco Smart Software Licensing

Resources

Partner global launch hub: Enterprise Networks: <https://salesconnect.cisco.com/>
 Partner Marketing Central
 DevNet: <https://developer.cisco.com/site/networking/>