

Cisco DNA Software for SD-WAN and Routing: Subscription Offers

Introduction

Traditional WAN infrastructure was good at a time when the majority of branch office traffic flowed within the enterprise intranet boundary. However, new cloud services and Software-as-a-Service (SaaS) applications are changing the traffic pattern. Today, the majority of enterprise traffic flows to public clouds and the Internet. This change creates new requirements for security, application performance, cloud connectivity, management, and operations.

Cisco's intent-based WAN offers an entirely new approach to manage and operate your WAN infrastructure. It provides the following key benefits:

- Makes your network ready for SaaS applications
- Simplifies your WAN architecture and makes it easier to manage, operate, and consume
- Balances security and application experience with direct Internet access at the branch

Benefits of a software subscription for SD-WAN and Routing

- The latest innovations through simple subscription tiers
- Available across the portfolio
- Flexibility to choose on-premises or cloud management
- Easy license portability across premises and cloud
- Easy upgrade across tiers
- Software Support Service (SWSS) included

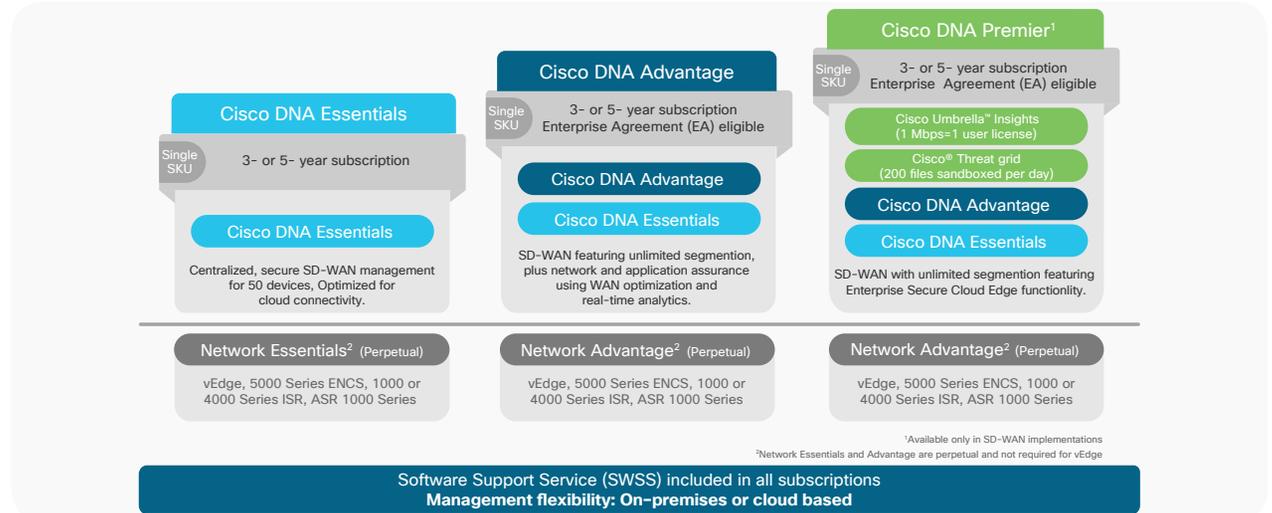
Why Cisco?

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

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

You can begin this intent-based WAN journey with the new SD-WAN and Routing subscription offers (Figure 1).

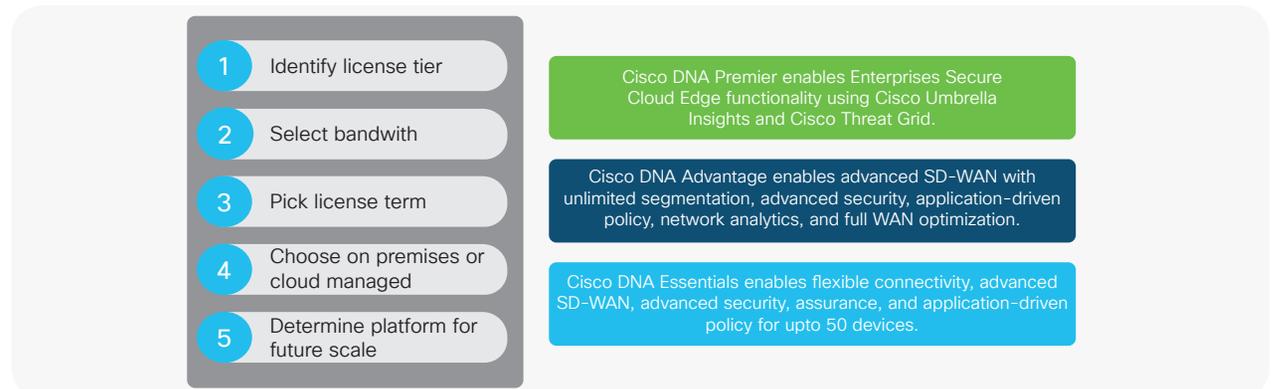
Figure 1. SD-WAN and Routing software subscription offer structure



With the new SD-WAN and Routing subscription tiers, you get the flexibility to consume the latest technology, either in the cloud or on your premises, across the entire routing stack. All are available as 3- or 5-year subscriptions. All tiers include SWSS.

Choosing the subscription is a simple 5-step process (Figure 2).

Figure 2. Selecting an SD-WAN or Routing subscription



Next steps

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

Cisco smart license and smart accounts

Enterprise SD-WAN and Routing software now uses smart licensing. To retrieve your license, you will first need to set up a smart account on Cisco software central (software.cisco.com). Once it is set up, you'll generate a token to activate the license. With smart accounts you get:

- Real-time visibility into all of your Cisco software licenses, entitlements, and users across your organization
- Centralized management to view all license entitlements and move licenses freely through the network as needed
- The ability to organize your licenses by department, product, geography, or other designation with virtual accounts

To learn more go to www.cisco.com/go/smartaccounts.

Cisco solution support

Basic software support (SWSS) is included in all subscriptions. To get centralized support, including for Cisco hardware and our solution partner products in your Cisco DNA ecosystem, we recommend Solution Support. For more information, visit <https://www.cisco.com/go/solutionsupport>.