

# Cisco DNA Software: Subscription Offers

## Introduction

Traditional LAN and WAN infrastructure elements are not in a position to meet today's digital network demands.

Traditional LANs are hardware centric, manual, fragmented in their security, and focused on network data. In the same vein, traditional WAN infrastructure is designed to funnel the majority of branch office traffic toward the enterprise intranet boundary.

The new LAN meets the demands of a software-driven approach, with automation to simplify management and operations, built-in security, and business insights with proactive monitoring and troubleshooting. The new WAN that drives digital business embraces changing patterns as traffic moves to public clouds and the Internet driven by new cloud services and Software-as-a-Service (SaaS) applications.

With this vision, Cisco launched the new era of networking powered by the Cisco Digital Network Architecture ([Cisco DNA](#)). The latest innovations in Cisco DNA include new software capabilities that deliver greater intelligence and security through Cisco DNA subscription licensing and an architectural approach that delivers end-to-end visibility, automation, and insights. The new subscription offers are built on an entirely new era of intent-based networking.

The Cisco DNA Software Subscription suites – Switching, Wireless, and SD-WAN and Routing – are all similar in construction. There are three available tiers: Cisco DNA Essentials, Cisco DNA Advantage, and Cisco DNA Premier.

## Benefits of Software Subscription

- The latest innovations through simple subscription tiers
- Easy upgrade across tiers
- Ongoing access to the newest features
- Up-to-date security protection
- Software refresh independent of hardware
- Ability to renew and scale what you want
- Easy license portability for flexibility
- Buy more, save more pricing available across suites
- Linear, predictable budget spend
- Software Support Service (SWSS) included

## Cisco Smart License and Smart Accounts

Enterprise switching and wireless software now use Smart Licensing. In order to retrieve your license, you will first need to set up a Smart Account on Cisco® Software Central ([software.cisco.com](https://software.cisco.com)). Once the account 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

<https://www.cisco.com/go/smartaccounts>.

## Cisco DNA Software Subscription Suites

### • [Cisco DNA for Switching subscription](#)

Scale your network for business expansion; segment your network for security, compliance, and complex processes; and centralize network access policy management for secure access. To learn more, go to <https://www.cisco.com/go/dnaswitching>.

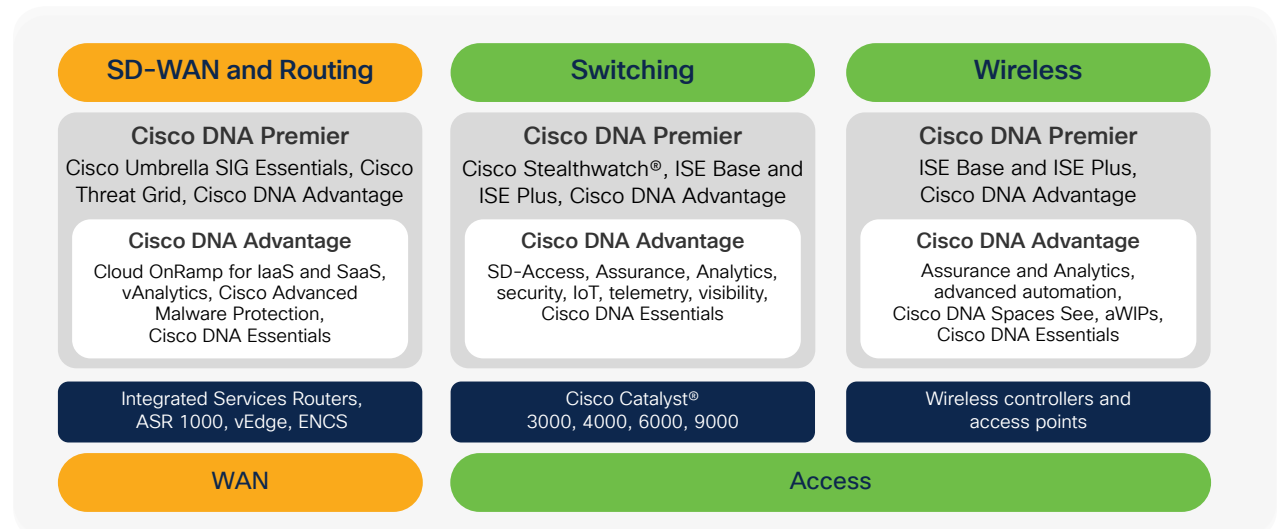
### • [Cisco DNA for Wireless subscription](#)

Get exceptional wireless performance for high-density environments; personalize services through location-based solutions; and secure your network by protecting devices, data, and your business with strong, network-based security. Built with an agile OS, the new wireless controllers are secure, always on, and can be deployed anywhere. To learn more, go to <https://www.cisco.com/go/dnawireless>.

### • [Cisco DNA for SD-WAN and Routing subscription](#)

Embrace an entirely new approach to managing and operating your WAN infrastructure. Make your network ready for SaaS applications, simplify your WAN architecture to make it easier to manage and more cost-efficient to operate and deploy, and deftly balance built-in security and application experience with direct Internet access at the branch. To learn more, go to <https://www.cisco.com/go/dnawan>.

Figure 1. Cisco DNA Software Subscription Suites



## Cisco Software Support

With [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, Advantage, and Premier).

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.

## Next steps

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

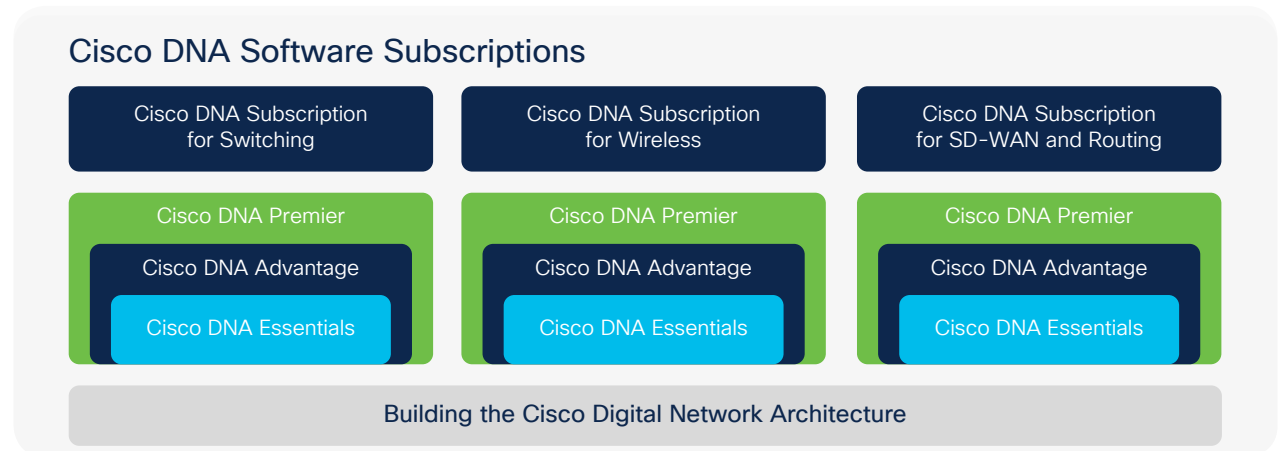
For information about Cisco Services, visit <https://www.cisco.com/go/services>.

## Cisco DNA Software Subscription Tiers

The three Cisco DNA Software Subscription tiers are designed such that each successive tier includes the lower tier(s). This means that all of the functionality of Cisco DNA Essentials is contained within Cisco DNA Advantage. And likewise, Cisco DNA Premier includes all the functionality of Cisco DNA Essentials and Cisco DNA Advantage, plus the features included only in Cisco DNA Premier. As you move up through the tiers, features such as security, management, and analytics become more robust and more capable.

In addition, only those customers that select the Cisco DNA Advantage and Premier tiers are eligible for [Enterprise Agreements](#).

Figure 2. Cisco DNA Software Subscription Tier structure



## 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 your business. Cisco is delivering this new network via Cisco DNA for enterprise networking.

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