LET’S BUILD TOMORROW TODAY
Cisco ONE Software

PSOCR-2007

Dan Lohmeyer
Senior Director
Agenda

• Enterprise Software Model
• Cisco ONE Software Overview
• Use Case Scenarios
• Voice of the Customer
• Conclusion
Cisco Enterprise Software Model

WHAT

Collaboration
Security

Application Foundations
Data and Analytics

Network, Compute, Storage (Cisco ONE Software)

WHERE

Cloud
Intercloud
On Premise
Partner Hosted, Managed

HOW

Transactional
Perpetual | Subscription
Volume Based

Enterprise Agreements

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Challenges with Infrastructure Software

Evolving business requirements demands speed and agility from IT

Inconsistent technology available and deployed across domains

Tightening budgets, yet IT spend spikes at every network refresh

Purchasing, provisioning, and ongoing management complexity
What is Cisco ONE Software?

Simple Set of Solutions
Access to Innovation
Provides Flexibility
What Is Cisco ONE Software?

A More Valuable and Flexible Way to Consume Cisco Software

Current Model

100s
A La Carte, Separately Priced Items

Software License Tied to Hardware

Perpetual for the Lifetime of the Box

Cisco ONE Software

3X3
Software Suites Offered as a Solution

Software License Portability
Access to Ongoing Innovation

Perpetual Licenses (now)
Enterprise Agreements (pilots)
Subscriptions (future)
Cisco ONE Software Suites

- **Data Center**
  - Advanced Security
  - Advanced Security Software and Appliances
- **WAN**
  - Advanced Application
  - Advanced Capabilities and Applications Software
- **Access**
  - Foundation
  - Core Networking, Security and Systems Software with Network & Energy Management

**Categories:**
- Networking
- Compute
- WAN
- Switching
- Wireless

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Cisco ONE Software Suites

**Data Center**
- Threat Defense for Data Center
  - Advanced Security
  - Advanced Application
  - Foundation

**WAN**
- Threat Defense for WAN
  - Advanced Security
  - Foundation

**Access**
- Identity Services for Access
  - Advanced Application
  - Foundation

**Networking**
- Campus Fabric
- Foundation for Switching
- Switching

**Compute**
- Enterprise Cloud Suite
- Foundation for Compute
- Foundation for Wireless
- Wireless

**WAN**
- WAN Collaboration
- Foundation for WAN
- WAN
Technical Services

Cisco ONE for Data Center
- Threat Defense for Data Center
- Data Center Fabric
- Foundation for Networking
- Networking: Cisco Nexus® 3K, 5K, 6K, 7K, 9K
- Corporate: X68, 6503

Cisco ONE for WAN
- Threat Defense for WAN
- Enterprise Cloud Switch
- Foundation for Compute
- Foundation for WAN
- Foundation for Switching
- Foundation for Wireless
- Cisco Catalyst® 2K, 3K, 4K, 6K
- NP, ASR
- Wireless: WLC, MSE, AP

Cisco ONE for Access
- Identity Services for Access
- Advanced Mobility Services
- Foundation for Compute
- Foundation for Switching
- Foundation for Wireless

Software Support Service (SWSS)
- Technical Support, Updates / Upgrades,
- License Portability, Access to Ongoing
- Innovation

SMARTnet or Smart Net Total Care
- Technical Support (Hardware + Operating System), Device Replacement

Advanced Security

Advanced Applications

Foundation

Infrastructure and Base OS

Cisco ONE for WAN

Cisco ONE for Data Center

Cisco ONE for Access

Cisco Nexus® 3K, 5K, 6K, 7K, 9K

Cisco Catalyst® 2K, 3K, 4K, 6K

Technical Support (Hardware + Operating System), Device Replacement

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Example Customer Scenarios

Enterprise Cloud
Converged Data Center Network
Next-Generation Branch Offices
Connected Mobile Experience

Infrastructure Automation
Data Center Network Automation
Intelligent WAN
Unified Access

Application Centric Infrastructure
Use Case Scenarios

Vikram Rao
Director, Cisco
<table>
<thead>
<tr>
<th>Example Scenarios</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enterprise Cloud</strong></td>
</tr>
<tr>
<td><img src="image1.png" alt="Icon" /></td>
</tr>
<tr>
<td><strong>Infrastructure Automation</strong></td>
</tr>
<tr>
<td><img src="image5.png" alt="Icon" /></td>
</tr>
</tbody>
</table>

**Application Centric Infrastructure**
Intelligent WAN Architecture

- Secure **WAN Transport** Across MPLS/Internet For Private Cloud/DC Access
- Improve App Performance
- Scale Security at the Branch

- Leverage **Local Internet** Path For Public Cloud And Internet Access
- Increase WAN Capacity
Foundation for WAN delivers Intelligent WAN

Connect Your Branches & Campus Over Any Connection – Secure And Cost Optimized

- Comprehensive Branch Security
- Uncompromised Application Experience
- Optimized WAN Usage
- WAN over Any Connection for Cost Reduction
- Branch Network Management & Automation

- Integrated Security (ACL, Firewall, TrustSec)
- Application Visibility & Control
- Data Compression & Caching (WAAS)
- Intelligent Path Control Through Performance Routing (Pfr)
- Complete Management (Prime, EnergyWise)
## How This Will Work in Practice?

### Example: IWAN Competitive Takeout at Retail Bank

<table>
<thead>
<tr>
<th>TRADITIONAL</th>
<th>CISCO ONE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product</strong></td>
<td><strong>Product</strong></td>
</tr>
<tr>
<td>C2911-SEC/K9</td>
<td>C1-CISCO2911/K9</td>
</tr>
<tr>
<td>RVBD-755M</td>
<td>UCS-E140S</td>
</tr>
<tr>
<td>SOLARWIND</td>
<td>C1F1PISR2900S</td>
</tr>
<tr>
<td></td>
<td>K9</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td><strong>Support</strong></td>
</tr>
<tr>
<td>CON-SNT-C2911K9</td>
<td>SMARTNET 8X5XNBD Cisco 2911</td>
</tr>
<tr>
<td>RVBD-SUPPORT</td>
<td>Support for Riverbed</td>
</tr>
<tr>
<td>SOLARWIND-SP</td>
<td>Support for SolarWinds</td>
</tr>
<tr>
<td></td>
<td>Technical Services Support</td>
</tr>
<tr>
<td></td>
<td>Hardware, Software, and Support</td>
</tr>
</tbody>
</table>

**Total Value:**
- **Traditional:** $18,690
- **Cisco ONE:** $7,972

### 60% Savings vs. Traditional

1. Secure connectivity and threat defense: IOS security (VPN, firewall, IPS)
2. Application visibility and WAN optimization: APP (AVC, WAN optimization, MPLS, PfR, etc.) and Prime vNAM
3. Network management: Prime lifecycle, assurance
4. Energy management (JouleX)

## What You Get with Cisco ONE Foundation for WAN

**Total Value Priced at $1,600!**

- **C2911-SEC/K9** 1 x $3,595
- **RVBD-755M** 1 x $14,995
- **SOLARWIND** 1 x $100

**Total: $18,690**

- **C1-CISCO2911/K9** 1 x $2,695
- **UCS-E140S** 1 x $3,677
- **C1F1PISR2900S K9** 1 x $1,600

**Total: $7,972**

- **CON-SNT-C2911H** 1 x $440
- **RVBD-SUPPORT** 1 x $1,500
- **SOLARWIND-SP** 1 x $20

**Total: $20,650**

- **CON-SNT-C1C2911H** 1 x $310
- **CON-SWSS-C1F1+R29** 1 x $199

**Total: $509**

- **Hardware, Software, and Support**

**Total: $8,481**

$4,900 Value!
How This Will Work in Practice: TCO
Example: IWAN Competitive Takeout at RetailCo

TCO = 6-Yr TCO = $49K

Traditional Model

TCO = 6-Yr TCO = $17.4K

Cisco ONE

Savings

64%

$6.9K

$8.5K

$20.6k

$10k

$2k

$2k

$2k

$2k

$20k

0

1

2

3

4

5

6

6-Year TCO

Services

Product

6-Year TCO

Services

Product

H/W Product

S/W Product

S/W Support SMARTnet

S/W Support SMARTnet

H/W Product

H/W Product

0

1

2

3

4

5

6

6-Year TCO

Services

Product

H/W Product

S/W Product

S/W Support SMARTnet

S/W Support SMARTnet

H/W Product

H/W Product
# Example Scenarios

<table>
<thead>
<tr>
<th>Enterprise Cloud</th>
<th>Converged Data Center Network</th>
<th>Next-Generation Branch Offices</th>
<th>Connected Mobile Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Cloud Icon]</td>
<td>![Network Automation Icon]</td>
<td>![Branch Office Icon]</td>
<td>![Mobile Experience Icon]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Infrastructure Automation</th>
<th>Data Center Network Automation</th>
<th>Intelligent WAN</th>
<th>Unified Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Infrastructure Icon]</td>
<td>![Data Center Automation Icon]</td>
<td>![WAN Icon]</td>
<td></td>
</tr>
</tbody>
</table>

**Application Centric Infrastructure**
Opportunity is in Mobile

56%

Of Business Leaders Say That Mobile Strategy is Very or Extremely Important to Their Objectives*

*http://www.gartner.com/newsroom/id/1862714
IDC Location Based Services: A Promising Customer-Centric Solution 2014

Best in Class Wireless Infrastructure is the Foundation
Unified Access Architecture

- Cisco Prime
- Cisco ISE
- Mobility Controller
- Mobility Controller
- Mobility Agent
- Cisco Catalyst 3850
- Access Points
- Employee
- Guest
Functionality that Enables Best in Class Wireless

- **Enterprise Class Wi-Fi Experience**
- **Location Based Mobile Services**
- **Identity-Based Secure Access Policy**
- **Network Management**
- **End-to-End Security**

- Industry-Leading Mobility Capabilities (HDX)
- Customizable Location Tracking (MSE-Base)
- Centralized Identity-Based Policy Management (ISE-Base)
- Comprehensive Management For User, Network and Application (Prime)
- Software-Defined Segmentation (TrustSec)
Purchasing Experience
Example: Better Together Pricing

**TRADITIONAL**

<table>
<thead>
<tr>
<th>Product</th>
<th>Cisco 8500 Series Wireless Controller</th>
<th>1</th>
<th>$175,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIR-CT8510-1K-K9</td>
<td>1000 Aps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L-PI2X-LF-N-1K</td>
<td>Prime Infrastructure 2.x - Lifecycle - 1K Device</td>
<td>1</td>
<td>$69,000</td>
</tr>
<tr>
<td>L-ISE-BSE-25K</td>
<td>Cisco ISE 25,000 Endpoint Base License</td>
<td>1</td>
<td>$45,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$289,000</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Support**

| Technical Services Support | $36,550 |
| **Hardware, Software, and Support** | **$325,550** |

**CISCO ONE**

<table>
<thead>
<tr>
<th>Product</th>
<th>Cisco 8500 Series Wireless Controller</th>
<th>1</th>
<th>$40,000</th>
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<tbody>
<tr>
<td>C1-AIR-CT8510-K9</td>
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<td></td>
</tr>
<tr>
<td>C1FPAIR1000K9</td>
<td>Cisco ONE Wireless: Foundation</td>
<td>1000</td>
<td>$225,000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$265,000</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Support**

| Technical Services Support | $39,200 |
| **Hardware, Software, and Support** | **$304,200** |

**7% Savings vs. Traditional**

What You Get with Cisco ONE Suite for Wireless

1. WLAN Access Point licenses
2. Network-wide device management (Prime lifecycle + Assurance)
3. Mobility Services Engine base location
4. Basic BYOD, 802.1X, guest/employee access (Identity Services Engine-Base)
Purchasing Experience
Example: License Portability and TCO

Traditional Model

- 5-Year TCO
  - Year 1: $325K
  - Year 2: $36K
  - Year 3: $36K
  - Year 4: $36K
  - Year 5: $325K
- 5-Year TCO = $758K

Cisco ONE Software

- 5-Year TCO
  - Year 1: $304K
  - Year 2: $39K
  - Year 3: $39K
  - Year 4: $39K
  - Year 5: $79K
- 5-Year TCO = $500K
- 34% Savings
Voice of the Customer
# Booz Allen Hamilton

<table>
<thead>
<tr>
<th>Company</th>
<th>Customers</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 22,000+ Employees</td>
<td>- US Government</td>
<td>- Consulting</td>
</tr>
<tr>
<td>- 5,48B (2014)</td>
<td>- Major Corporations</td>
<td>- Analytics</td>
</tr>
<tr>
<td>- McLean, Virginia</td>
<td>- Institutions</td>
<td>- Mission Operations</td>
</tr>
<tr>
<td>- Over 100 Years</td>
<td>- NFP Organizations</td>
<td>- Technology</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Engineering</td>
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- McLean, Virginia
- Over 100 Years

Customers

- US Government
- Major Corporations
- Institutions
- NFP Organizations

Business

- Consulting
- Analytics
- Mission Operations
- Technology
- Engineering
Business Expectations

- Global availability
- Anywhere; anytime access to resources
- Collaboration and real-time communication
- Next generation applications are driving higher capacity requirements
- Security threats continue to grow in number and complexity
- The need to adapt to change without forklift upgrades
Business Opportunity

In the face of ever-changing expectations, the opportunities require that We respond quickly. Faster than ever before.
Guiding Principles

- User Centric not technology
- Simple
- Secure
- Modular
- Easy to Manage
- Leverage, and reuse existing solutions
Use Scenarios

- Storage
- Global connectivity
- Disaster recovery
Why Cisco ONE Software

1. Aligned by end-to-end service delivery
2. Modular & faster deployment ability
3. Consistent user experience
Cisco ONE Software Customer Benefits

Across the Entire Lifecycle

At Purchase
- Outcome driven
- Simplified purchase
- Better together pricing and lower TCO

At Refresh
Lower cost due to license portability*

In Deployment
- Access to ongoing innovation*
- Improved management

* Requires software support service
Availability

**Generally available today:**
- Foundation
- Advanced Applications
- Perpetual-based licensing

**Platforms supported:**
- Nexus Switches
- Catalyst Switches
- Integrated Service Routers
- Aggregation Service Routers
- Wireless Controllers and Access Points
- UCS and x86 Servers

**Coming in the future:**
- Advanced Security offers
- Subscription-based licensing
- Enterprise License Agreements (pilots underway now)
Summary: Simplified Infrastructure Software

- Software suites designed for the most relevant customer scenarios
- License portability reduces the network refresh cost; Additional features included over time
- Common capabilities across data center, WAN, and local access domains
- Simplified purchase, provisioning, and ongoing license management

Customer Experience

Cisco live!
Call to Action

1. Complete your online session evaluation

2. Attend the Smart Licensing session at 1:00 pm today
   BRKARC-2010 - Smart Accounts and Smart Licensing: Simplifying your life for Cisco ONE and all Cisco Products

3. Learn more: www.cisco.com/go/one

4. Ask your account team or partner about Cisco ONE Software
Thank you
Complete Your Online Session Evaluation

• Give us your feedback to be entered into a Daily Survey Drawing. A daily winner will receive a $750 Amazon gift card.

• Complete your session surveys through the Cisco Live mobile app or your computer on Cisco Live Connect.

Don’t forget: Cisco Live sessions will be available for viewing on-demand after the event at CiscoLive.com/Online
Continue Your Education

- Demos in the Cisco campus
- Walk-in Self-Paced Labs
- Table Topics
- Meet the Engineer 1:1 meetings
- Related sessions
Storage Technology
Storage Technology

1. Slot 1
2. Port type 41 – 48 FC
3. Reload
4. Feature FCOE
Global connectivity
Global connectivity
Application development
Disaster recovery
Services
Technical Services

Making it easier to consume the value of Cisco’s software

Investment Protection On Your Hardware

Simplify Management Experience

License Portability

Accelerate Innovation Benefits In Your IT Environment

Services

Software Support Service (SWSS)

SMARTnet or Smart Net Total Care

WAN

Data Center

Access

Advanced Security

Advanced Applications

Foundation

Infrastructure and Base OS

Threat Defense for Data Center

Data Center Fabric

Foundation for Networking

SMARTnet or Smart Net Total Care

Threat Defense for WAN

Enterprise Cloud Suite

Foundation for Compute

WAN Collaboration

WAN

Identity Services for Access

Switching

WLAN

Access

Cisco Catalyst

Wireless

ASA, Cloud

Cisco Nexus 5K, 9K

Campus Fabric

WLC, MSE, AP

Cisco
tive!
Advanced Services

Making it easier to consume the value of Cisco’s software

Quick-Start Services
- Unlock SW Capabilities
- Tailored Services
- Expertise
- Smart Tools
- Ease of Ordering
- Processes
- Greater Value
- Accelerate Adoption
- Realize Technology Benefits

Adoption, Change Management, and Optimization Services
- Adopt
- Change
- Manage
- Optimize SW Use
- Ongoing Capability Enablement
- Innovate, Transform, Govern, Change

Simplified Professional Services Specifically Designed To:

- Optimize Infrastructure Usage
- Deploy Comprehensive Security
- Establish Management Platform
- Achieve Uncompromised Application Experience
- Accelerate Innovation
Smart Accounts & Smart Licensing
Think of the evolution in traditional to online banking…

Remember when you had to…

• Track your bank accounts manually
• Wait a month to know how much cash you have
• Rely on snail mail, phone, or a bank visit to reconcile
• Write and send checks
• Balance different accounts, at different times, in different ways

Using a variety of methods, on all on paper

Now you can …

• See all of your assets online
• Quickly create savings and checking accounts
• Virtually move money between accounts
• See how much you owe and when it is due
• Know when you need to add more money
• Count on security

In one secure system, quickly and easily…
Cisco Smart Accounts And Smart Software Licensing

Cisco Customer Smart Accounts
See what you bought

A Complete Corporate View
A customer managed account providing full visibility and access control to Cisco software licenses, entitlements, and product instances across an organization.

A Cisco cloud-based data repository that provides:
- Central visibility of software purchases
- Enterprise-wide management of entitlements
- Ability to segment and organize assets
- Access control

Smart Software Licensing
See what you are using

Standard and Flexible Licensing
A standardized licensing platform that moves from a node-locked to a pooled licensing model and helps customers understand how Cisco software is used across their network.

Simplifies deployment and tracking of Cisco software:
- Centralized usage tracking via Smart Account
- Unlocked licenses
- Elimination of returns (RMA) rehosting
- Automated device registration
- Proactive alerts, notifications and consumption reporting