

Cisco Business Critical Services for Cisco Digital Network Architecture

Delivering on the promise of Intent-Based Networking and Cisco DNA

Today's IT environment is more complex and competitive than ever. Over 75 percent of budgets are spent on running the business, with 22 percent for transformation.¹ Beyond cost, organizations also need to deal with the increased complexity, inefficiency, risk, and skills gaps emanating from disparate technologies, manual processes, and digital innovations—all while customer expectations are rising.

The Intent-Based Networking (IBN) vision helps resolve these challenges with a network that simply understands what you need and makes it happen. It's the difference between doing thousands of tasks manually and having an automated system that helps you focus on business goals.

Cisco® Digital Network Architecture (Cisco DNA) is the open, software-driven platform that turns this vision into reality.

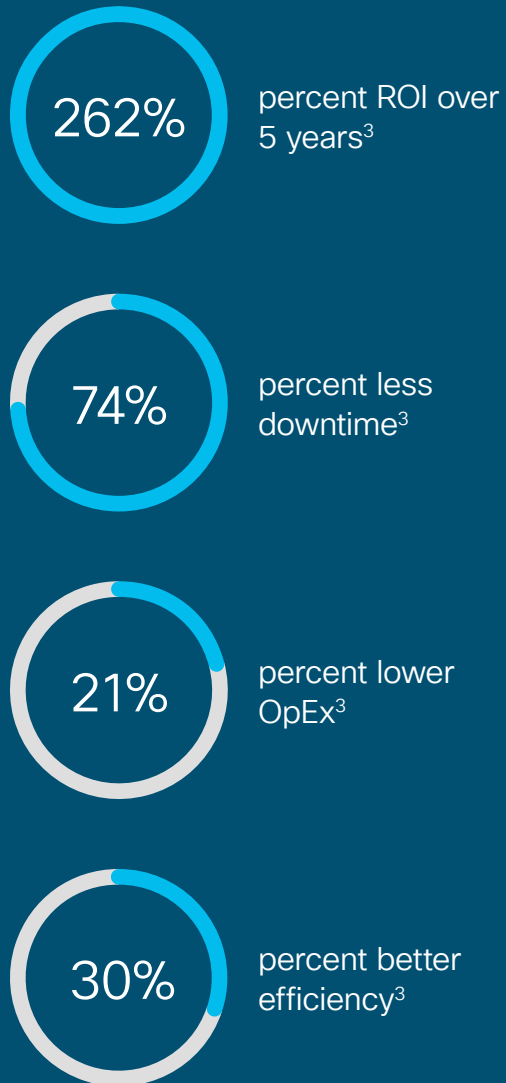
Cisco Business Critical Services simplify your transformation to Cisco DNA by helping you overcome challenges such as reducing network complexity, optimizing IT, decreasing OpEx, and accelerating technology transitions. Business Critical Services for Cisco DNA is a subscription service that covers all the components of Cisco DNA as well as fully deployed Cisco DNA solutions. These services help you extract the most value from your Cisco products and solutions today while creating a secure IT strategy that leverages Cisco DNA for the future. Our Business Critical Services have a proven track record of delivering strong customer outcomes, with close to 262 percent ROI over five years and 74 percent less downtime, among other benefits.²

¹ ZK Research, 2017.

² Cisco Optimization Services Executive Summary, IDC 2017.

Benefits

- Enhance business agility and transformation with advanced analytics, machine learning, and strategic architecture planning that accelerate the adoption of new solution capabilities
- Reduce complexity, downtime, and cost through automation, orchestration, analysis, and technical expertise
- Maximize ROI by optimizing utilization with proactive performance and configuration guidance for business-critical applications
- Reduce risk and meet compliance requirements by identifying and proactively mitigating vulnerabilities in your network infrastructure
- Grow organizational skill through Cisco DNA knowledge transfer from our experts



³ Cisco Optimization Services Executive Summary, IDC 2017.

Business Critical Services for Cisco DNA Coverage



- ✓ SD-Access Ready Infrastructure (Route/Switch)
- ✓ Software-Defined Access
- ✓ SD-WAN
- ✓ Wi-Fi/WLAN including Meraki
- ✓ Cisco DNA Center
- ✓ Cisco DNA Assurance
- ✓ Identity Services Engine
- ✓ StealthWatch
- ✓ Firewall and Adaptive Security Virtual Appliance
- ✓ AnyConnect VPN
- ✓ Advanced Malware Protection

Realize extraordinary outcomes with Business Critical Services for Cisco DNA

Cisco Business Critical Services for Cisco DNA use a cross-architectural framework of baseline deliverables and customizable capabilities aligned across three themes that match your key Foundation, Acceleration, and Transformation business outcomes. You can use this subscription service to transform your network to Cisco DNA or keep a newly deployed Cisco DNA solution or Software-Defined Access (SD-Access)-ready infrastructure running efficiently, even as your network grows and changes.

Business Critical Services are a perfect portfolio of capabilities to help you at any step in your Cisco DNA journey:

- **Cisco DNA Advisory** creates an ongoing strategic plan to achieve business objectives while maintaining a stable network during the transition to Cisco DNA.
- **Transformation Engineering** reduces transformation risk and mitigates unforeseen issues by assisting you with a full range of transformation management skills and resources (onsite or off-site) based on Cisco best practices, processes, tools, and methodologies.

“In some ways, the technology was the easy part. The hard part was figuring out how to refine our internal operations and customer support, how to provision and manage these new services, and how to market and sell them. Cisco has been great. They brought thought leadership to the table and helped us develop a more sophisticated engineering and sales process.”

— Paul Carmondy,
Chief Marketing Officer, Cbeyond

- **Platform Insights** can identify deficiencies and potential risks that should be considered as part of your network transformation. With our consultant driven insights and recommendations, you can make informed decisions to reach your transformation, performance and availability goals.
- **Cisco DNA Design and Validation** verifies and tests your designs to ensure they incorporate Cisco’s design best practices. This helps you achieve current and future business and technical functionality, resiliency, efficiency, and scaling requirements.
- **Implementation Support** assists your IT operations to adopt Cisco DNA while mitigating risk to infrastructure and service continuity. This helps provide a smooth transition from your planning and design phase to implementation or expansion of your solution.
- **Ongoing Optimization Services** help you lower OpEx, improve performance, and transform your business through Cisco DNA technology via assessments, recommendations, critical insights, automation and orchestration, remediation, and strategic roadmap development.

The following are specific Business Critical Services capabilities aligned by business outcome themes that you can leverage to maximize Cisco DNA solution ROI.

Foundation: Stabilize the network, increase efficiency, and drive down costs

- **Foundational Analytics** provide analysis and insights into system, software, and operational gaps that must be addressed to optimize network performance, availability, and security.
- **Compliance and Remediation** improves security and software conformance, stability, end-to-end management, and regulatory compliance, as well as providing automated remediation.
- **Operations Proficiency** provides analysis, and recommendations for improvements to the maturity of operational process, measurement, tooling capabilities, and knowledge management skills.
- **Threat Mitigation** assists your organizational resiliency by significantly strengthening your network and information security defenses as well as providing incident response assistance.
- **Reliability Engineering** provides onsite or off-site consulting expertise to enhance application and infrastructure security, reliability, manageability, and performance.
- **High-Touch Expert Care** optimizes the management of your network to increase operational efficiency and maximize availability through personalized incident management.

Why Cisco?

No matter where you are in your Cisco DNA journey, Cisco Business Critical Services can help you speed your deployments, reduce complexity, and provide business continuity as you refresh your network. We offer expert guidance to help you build your digital strategy, transform your network, and achieve extraordinary outcomes.

Next steps

To learn more about how Cisco can help you create value for your business and enable digital transformation, visit www.cisco.com/go/optimize or contact your Cisco sales representative.

How to buy

To view buying options and speak with a Cisco sales representative, visit www.cisco.com/c/en/us/buy.

Acceleration: Increase agility, accelerate growth, and reduce security risks

- **Design Engineering** provides recommendations and assistance with developing, enhancing, and validating solution designs to assure that your implementation will be successful the first time, which helps save time, efforts, and costs.
- **Application Support** delivers assistance with analyzing the benefits, risks, and methods of integrating and supporting advanced or upgraded application and infrastructure capabilities while minimizing risks.
- **Security Protection** provides proactive security strategies, planning, implementation guidance, training, and simulations, as well as assisting you with issue resolution.
- **Advanced Analytics** leverage predictive analytics tools and techniques to understand your operations at a deeper level and provide insights and recommendations for improving application and service ongoing strategy, architecture and design, feature selection, configuration requirements, health, and performance.
- **Development Engineering** provides a streamlined approach to help improve application and infrastructure readiness for growth, enhance operational productivity, ensure solution readiness, and proactively mitigate risks and threats.

Transformation: Align network and business goals through strategy and innovation roadmap development

- **Architecture Strategy and Planning** helps you productively develop a strategy or plan to adopt and support innovative solutions while minimizing and mitigating business risk. We facilitate a methodical approach for understanding how to define, consolidate, and align your strategy or plan with line-of-business drivers to help achieve business goals.
- **Design and Deployment Strategy** provides architecture validation, management strategy, transition planning, and deployment support to help you adopt and scale Cisco technologies.
- **Transformation Engineering** assists you in translating business vision and strategy into an effective approach with a full range of transformation management skills (e.g. Governance, Roadmap, Financial, Resource, Change, Process and Architecture management) and resources (on site or off-site) based on Cisco best practices, processes, tools, and methodologies.