

A photograph of two men in business attire standing on a curved staircase with a stone wall and a black railing. The man on the left is wearing a dark suit, and the man on the right is wearing a white shirt and dark trousers. They appear to be in conversation. The staircase is carpeted in a dark blue color.

How to Pitch the Cisco Catalyst 9000 Series and Cisco ONE

Now Available: Cisco DNA Capabilities

Digitization is reshaping the business landscape. We live in a device-driven society, where people expect the network to be always on, always connected. To keep up with mobility trends, advanced threats, IoT and increasing competition, companies must learn to do more with fewer resources.

What does Cisco Digital Network Architecture (DNA) provide?



Automation



Analysis



Security

The new Cisco Catalyst® 9000 Series Switches have built-in Cisco DNA, which means that customers get Cisco DNA capabilities supported by Cisco Software-Defined Access (SD-Access) and hardware in one single purchase, providing complete visibility across the entire network.

Cisco DNA licensing with Cisco ONE includes:

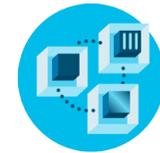
- Cisco ONE Advantage includes full Cisco DNA capabilities supported by SD -Access (3-, 5- or 7- year subscriptions)
- Cisco ONE Essentials includes basic automation and management (3-, 5- or 7- year subscriptions)

Get more information [here](#).

What's in it for the customer?

- Provides **assurance** to your customers (analytics and insights into user and application behavior)
- Facilitates **policy-based segmentation** and a simpler process to manage who is accessing the network, when, where, and how
- Offers **more effective security** before, during and after an attack and enables customers to **achieve the right security posture for General Data Protection Regulation**

What are the
outcomes?



Ease of managing
the network



Better
user experience



Better customer
experience



Responsiveness to
security breaches

How do customers choose the right Cisco Catalyst 9000 Series?

- [Cisco Catalyst 9300](#): lead fixed access
- [Cisco Catalyst 9400](#): lead modular access
- [Cisco Catalyst 9500](#): lead fixed core

How do customers choose the right software?

- **Cisco DNA Advantage** includes SD-Access and Assurance and is intended for the architecture buyer who values the use cases delivered by SD Access
- **Cisco DNA Essentials** is designed for the networking buyer and includes basic automation and management capabilities

Resources:

- [Cisco ONE](#)
- [Cisco Enterprise Switching](#)
- [Catalyst 9K](#)
- [Software Defined Access](#)
- [Cisco DNA](#)

