



# EMEAR Enterprise Networking Partner Resource Guide Cisco Q3FY22

**This document will be updated in May 2022**

<https://salesconnect.cisco.com/#/content-detail/d50af287-7429-4ce0-a08a-c0acb22b03c5>

Maria Joao Paiva

EMEAR Enterprise Networks Partner Lead

Chris Devereux

EMEAR Product Architecture (Cisco Enablement) – Cisco Meraki



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# Introduction

Digital transformation is creating unparalleled opportunities for Cisco and our Partners. At the heart of this transformation is the network.

This document provides information on enablement, trainings, tools and resources for Cisco Enterprise Networking, and it will be reviewed every quarter. This is the Cisco Q3FY22 version.





# Products & Solutions

# Products & Solutions

Access the networking portfolio of solutions and products



Cisco DNA Architecture

Cisco Digital Network Architecture (Cisco DNA) is an open, extensible, software-driven architecture that accelerates and simplifies your enterprise network operations, while lowering costs and reducing your risk

[Cisco DNA Architecture](#)

[Cisco Networking](#)

[Cisco DNA Center on cisco.com](#)



SD Access

Cisco DNA Center™  
An intuitive, central dashboard for the management, automation, and assurance of your network.

[What is Software-Defined Access \(SD-Access\)?](#)

[Cisco SD-Access](#)

[Cisco SD Access Solution Overview](#)

[Cisco DNA Center](#)



SD WAN

Connect any user to any application. Deploy cloud-based applications without compromising on security or user experience.

[SD-WAN](#)

[Cisco SD-WAN -Powered by Viptela](#)

[Cisco SD-WAN -Powered by Meraki](#)



Switching

Cisco switches are constantly learning, constantly adapting, constantly protecting. Build a foundation for extraordinary outcomes in your data center, core, or edge.

[Catalyst Switching](#)

[Cisco Switches](#)

[Meraki Switches](#)

[Cisco Switch Selector](#)



Wireless

Provide an immersive experience with secure, fast, and reliable products

[Wireless](#)

[Wireless & Mobility](#)

[All Wireless Products](#)

[Meraki Wireless](#)

[Meraki Next Generation Wi-Fi 6E](#)

[Cisco DNA Spaces](#)



Routing

Simplify your WAN architecture and make it easier to deploy, manage, and operate.

[Routing](#)

[Routers](#)

[SASE](#)



# Training & Enablement

# Cisco Black Belt Partner Academy

The Black Belt program is designed to improve and accelerate the learning experience for partners, and enhances technical enablement so partners can sell, deploy, support and adopt Cisco technologies



## Why should I care?

Enables self-serve content for partners, via one global partner enablement framework, with localized content based on geo and country technology priorities.

Leverages clear learning maps with all the latest Cisco technology offerings and drives consistent messaging.



## Why use Black Belt Partner Academy?

The Black Belt Academy for Partners content is being continuously added. This helps to ensure that the three key engineering functions can stay up to date, namely Pre-Sales, Deployment, and Support.



## [Black Belt Academy for Partners](#)

TIP

Open a support case via <https://cs.co/bbsupport> if you have questions

# Enterprise Networks – EMEAR Partner Enablement

## PIW

### Partner Interactive Webinars (PIW)

- Regular online webinars one-hour (60 min) on all Cisco Architectures and other topics.
- Webinars happen at 10:30 AM and 3:00 PM CET.
- 4-6 webinars a week (all architectures)

## PVT

### Partner Virtual Team (PVT)

- Bi-yearly 2-5 days event for each Architecture.
- PVTs are deep technical events for our Partner technical advisors including lectures, deep dive tectorial and hands-on labs (for in-person participants).

## Workshops

### Partner Workshops

- Instructor-led events on Cisco Architecture.
- Duration can be 1 to 5 days.
- Roadshows are sales or technical events for our Partner Sales contacts that include lectures and often hands-on labs (for the technical community).



[Register for upcoming Events](#)  
[Recordings](#)



# Additional Training Resources

## Cisco Training Course Catalog

Start here to find Cisco certification training and courses that focus on products and technologies.

[Cisco Training Course Catalog](#)

## Cisco Networking Webinars and Demos

Join us for our upcoming Cisco DNA Software Demo Series and Network Insiders Series or listen to a replay.

[Cisco Webinars and Demos - Enterprise Networks](#)

## Cisco Digital Learning

The Source of knowledge designed for you to achieve positive Business Outcomes with Cisco Solutions.

[Cisco Digital Learning](#)

## Enterprise Networks Webinars

Our monthly webinars about the latest enterprise networks solutions

[Enterprise Networks Webinars](#)

# New! Meraki MV Sales Fundamentals Training

## What is it?

A self-paced course for **partner, Cisco, and existing physical security sellers** to learn how to qualify MV opportunities and to provide them the skills to confidently position MV in sales conversations with customers

## Structure

A **three-part series** of e-Learning courses taking about 3 total hours to complete

## Where and When

**Online, anytime** through the Meraki Learning Hub

[Learn More](#)



# E-Learning Technical Training Courses



Do you wish you or your partners were able to **better position, sell, or operate Meraki solutions**, but are unable to sit for a live training session?

**Self-paced, modularized versions** of CMNA and ECMS1, the flagship **Meraki technical training courses**, are now available in English.

These **trainings can be completed anytime, anywhere**. **Sign into the Meraki Learning Hub** with a Cisco or authorized Partner email address to learn more!

[Learn More](#)

# Cisco Meraki Partner Training Resources

## Meraki Learning Hub

One-stop page for all external audiences to learn about programs, sign-up for trainings, watch e-learning content, etc

[Meraki Learning Hub](#)

## Meraki Partner Portal

Track deals, manage leads, access sales enablement, training, promotions, and more.

[Meraki Partner Portal](#)

## See Try Buy

Try any Cisco Meraki product on your network. We'll ship you gear free of any charge and provide technical support to get you set up.

[See Try Buy](#)

## Webinars

Register for on-demand and live webinars covering all product families and industries delivered in multiple language versions

[Webinars](#)

## Partner VTs

Watch recordings of the latest VT meetings

[PVT Content](#)

# Cisco Meraki Partner Training Courses

## Meraki FIT

Meraki FIT Levels 1 and 2 will take you through Meraki fundamentals so that you can start closing deals.

[Meraki FIT](#)

## ECMS 1

Build your Cisco Meraki technical knowledge and skills with this full-day, virtual, instructor-led training.

[ECMS 1](#)

## ECMS 2

Elevate your Cisco Meraki technical knowledge and skills with this three-day, instructor-led training.

[ECMS 2](#)

## CMNA

In this one-day, hands-on, technical program, you'll learn how to position and sell the Meraki solution and configure some of the most innovative and exciting features

[CMNA](#)

## MV Fundamentals

A self-paced course to learn how to qualify MV opportunities and to provide them the skills to confidently position MV in sales conversations with customers

[MV Sales Fundamentals](#)

## Node-RED & APIs

Leverage the power of Meraki APIs & improve your ability to explain, position, and demonstrate Meraki APIs as a key differentiating feature of the Meraki platform.

[APIs with Node-RED](#)



# Software & Enterprise Agreement

# Software Subscription Offers

As part of intent-based networking, Cisco offers software subscriptions for Switching, Wireless, and Routing portfolios. There are two ways to buy — Cisco DNA Advantage, and Cisco DNA Essentials.



## Why should I care?

- Higher Customer Lifetime Value and Revenue per Deal
- Continuous Value Delivery = Continuous Revenue Opportunity
- Free up Time to Expand and Drive Adoption Through Services
- Align with Cloud and SaaS Trends
- Land Deals Faster / Easier Entry Point
- Tap into Move to OpEx and LoB Buying Centers



## Why adopt Software Subscriptions?

- Ongoing Access to Latest Features
- Up-to-date Security Protection
- Software Refresh Independent of Hardware
- Renew & Scale What You Want
- License Portability for Flexibility
- Shorter Planning Cycles
- Linear, Predictable Budget Spend
- CapEx to OpEx Shift



[Cisco DNA Subscription](#)  
[Cisco DNA Software](#)








TIP

[DNA ROI Planner](#)

# Cisco DNA Expansion Pack

A new and improved offer that replaces Cisco DNA Premier for Switching & Wireless

 Cisco Identity Services Engine 3.x (On-Prem/Cloud)	 Secure Network Analytics (Stealthwatch) (On-Prem/Cloud)	 Cisco DNA Spaces (Cloud)	 Cisco ThousandEyes for observability	 Managed Services Accelerator (MSX)
<b>Physical/Virtual Appliances</b> <b>Software Licenses*</b> Cisco ISE Essentials Cisco SE Advantage Cisco ISE Premier <b>Software Licenses (Cloud)*</b> Cisco ISE Essentials Cisco ISE Advantage Cisco ISE Premier <b>Quick Start Services</b>  *Basic support included	<b>Physical/Virtual Appliances</b> <b>Flow Licenses On-Prem*</b> <b>Flow Licenses Cloud*</b> <b>Quick Start Services</b>  *Basic support included	<b>Cisco DNA Spaces</b> Cisco DNA Spaces ACT Cisco DNA Spaces Extend Cisco DNA Spaces SEE  Cisco DNA Spaces ACT Upgrade	<b>Cisco ThousandEyes</b> TE-Units TE-Users TE-Insights	<b>MSX One-Time Activation</b> <b>MSC Cloud</b> <b>MSX On-Prem</b> <b>CX Services</b>
<b>Available Now</b>				<b>FY22</b>



# Benefits of the Cisco DNA Expansion Pack



## Simplification

A single Major Line Bundle PID (DNA-XARC-OFFER) simplifies ordering options for the wired/wireless access layer.

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## Investment Protection

Customers can more easily transition from the pack to an Enterprise Agreement and receive credits for existing subscriptions purchased with the pack.

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## Flexibility

The pack provides flexibility to configure necessary options within the quote. It can be purchased in addition to Cisco DNA Advantage or Cisco DNA Essentials, but Cisco DNA software isn't mandatory to purchase the pack.



## Convenience

Leverage existing PID structure from each of the product offers and include within the DNA-XARC-OFFER, and leverage existing discount programs, enterprise agreements (EAs), DSAs, etc.

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## Complete Solution

The pack includes all relevant licenses, consumption options, physical and virtual appliances, and quick start services – all optional for seller convenience.

# Cisco Enterprise Agreement (EA)

The Cisco Enterprise Agreement (EA) is a buying program that helps organizations purchase, consume and manage Cisco technology across the software portfolio with a cross-platform agreement that includes unified terms and conditions.



## Why should I care?

**\$100k minimum threshold** opens EAs to all customers!

**Up Market Access** - Hardware dependencies and long switching refresh cycles have been hurdles for Switching EAs.

**Multi Suite savings encourages customers to invest in more than 1 EN suite**



## Why should customers use EA?

### Easy to Buy

- Financial predictability
- Buy More Save More
- Unsurpassed value

### Easy to Consume

- True Forward
- Access new software capabilities
- On Demand Deployment

### Easy to Manage

- Cisco EA Workspace
- Co-Termination of SW Subscriptions
- Simple License Management



## [Cisco DNA EA Information](#)

TIP

[Cisco DNA Enrollment for Cisco Enterprise Agreement \(EA\)](#)  
[Cisco Enterprise Agreement Ordering Guide for Cisco DNA Software Suites](#)

# Cisco DNA & Enterprise Agreements

Enabling business outcomes



## Cisco DNA for Enterprise Networks

System-wide visibility,  
policy, and control

AI/ML plus automated  
IT operations

Streamlined service  
deployment

Scale via software

Built-in, policy-based  
network security



Simple license  
management

Lower TCO/OPEX  
NTE Pricing

On-demand access eliminates  
procurement hurdles

True Forward

Security harmonized  
across infrastructure



Enterprise Agreement True Forward

# Cisco DNA Enrollment

## SD-WAN and Routing

**Cisco DNA Premier**  
Cisco Umbrella SIG Essentials, Cisco Threat Grid, DNA Advantage

**Cisco DNA Advantage**  
Cloud OnRamp for IaaS & SaaS, vAnalytics, IoT, Cisco Advanced Malware Protection, DNA Essentials

Integrated Services Routers, ASR 1000, IR1101, vEdge, ENCS, Cisco Catalyst® 8000

## WAN

## Switching

**Cisco DNA Premier**  
Cisco Stealthwatch®, ISE Base and ISE Plus, Cisco DNA Advantage

**Cisco DNA Advantage**  
SD-Access, Assurance, Analytics, Security, IoT, Telemetry, Visibility, Cisco DNA Essentials

Cisco Catalyst® 3000, 4000, 6000, 9000

## Access

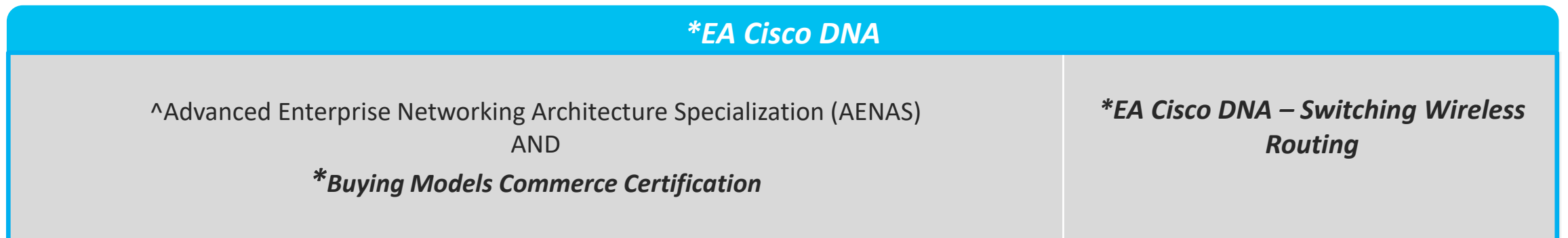
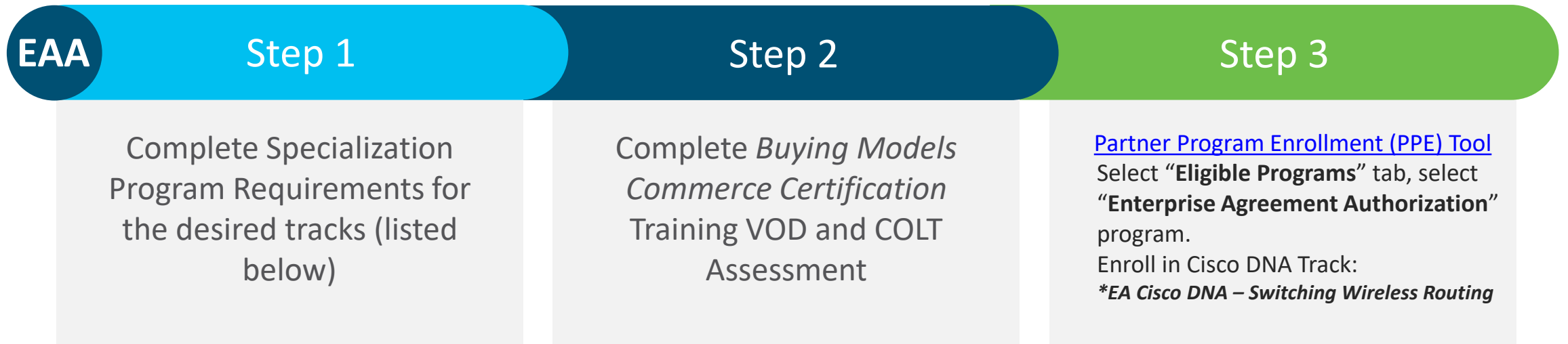
## Wireless

**Cisco DNA Premier**  
ISE Base and ISE Plus, Cisco DNA Spaces EXTEND, Cisco DNA Advantage

**Cisco DNA Advantage**  
Assurance and Analytics, Advanced Automation, Cisco DNA Spaces See, aWIPs, Cisco DNA Essentials

Wireless Controllers and Access Points

# EA Authorization Cisco DNA Partner Requirements



\* Note: Any partner fulfilling or reselling DNA EA based hardware will require the Buying Models Commerce Certification

^ (Global Gold or Multi-national Certification may be utilized in-place of Advanced Enterprise Networking Architecture Specialization)

# MSP EA – Cisco DNA Enrollment through MSPs

## Overview



Allows a Managed Service Provider (MSP) to act as an authorized Agent for a Cisco DNA EA Enrollment on behalf of their customer to provide EA benefits\* within the MSP's outsource / managed service agreement

*\* Requires Cisco EA terms, not the utility based model terms provided by the MSLA*

## Objectives



Enable existing DNA enrollment to be sold through an MSP with the following supplements:

- Partner is the agent for End User (New MSP EA Partner terms)
- Software deployed on HW owned by MSP or End Customer
- Monthly, Quarterly & Annual billing options (10% premium)

*Limited to qualified and enrolled MSPs only (Advanced Enterprise Networking Architecture Specialization AND Buying Models Commerce Certification AND CMSP Advanced or Masters)*

## Result



- Customers can purchase an EA through their existing MSP
- MS Partner can offer a holistic solution including their managed and professional services
- Increases software sales through MSP channel
- Reduce field sales conflict and aligns with field focus (TCV)

TIP

Cisco Enterprise Agreement Assets Cheat Sheet

# MSP EA – Cisco DNA Enrollment through MSPs

## Partner Value Proposition



### Allows a Managed Service Provider (MSP) partner:

- To provide their customer EA benefits\* for Cisco DNA EA Enrollment within the MSP's managed service agreement
- To act as an authorized Agent for a Cisco DNA EA Enrollment on behalf of their customer
- Increase a partner's revenue and margin stack by wrapping their own managed and professional services for customers
- Hardware can be owned by MSP or End Customer
- Ability to manage Software and Hardware entitlements
- Offer Monthly, Quarterly & Annual billing options (10% premium)
- Lock-out competition
- Fixed Pricing and True Forward for entire term

\* Requires Cisco EA terms, not the utility based model terms provided by the MSLA

Limited to qualified and enrolled "EA MSP Cisco DNA Authorized" partners (Advanced Enterprise Networking Architecture Specialization AND Buying Models Commerce Certification AND CMSP Advanced or Masters)



**DNA EA Through MSPs Partner Overview**  
**EA for Cisco DNA – Cisco DNA & Cisco DNA through MSP**

# Cisco DNA Enrollment through MSPs

## Comparison to Cisco DNA Enrollment

Cisco DNA Enrollment

Cisco DNA through MSP

	Cisco DNA Enrollment	Cisco DNA through MSP
Enterprise-wide coverage	All Cisco DNA eligible infrastructure	
Term	3 years or 5 years	
Minimum Purchase	*\$100k across domains	
Growth	No growth	
True Forward & Value Shift	Yes	
Spread Payment options	*Annual at \$5M+ w/ 10% uplift	Monthly/Qtrly/Annual w/ 10% uplift (any deal)
Ramp Promo	1 year and 2 year options	
Software	Owned/Managed by End Customer	Owned by Customer/Managed by MSP
Hardware	Owned/Managed by End Customer	Owned/Managed by Customer <u>or</u> MSP



# Cisco Enterprise Agreement (EA) 3.0



## Easier Expansion

Access additional products without an enterprise-wide commitment



## Comprehensive solutions

Seamlessly add Security and Services to any agreement



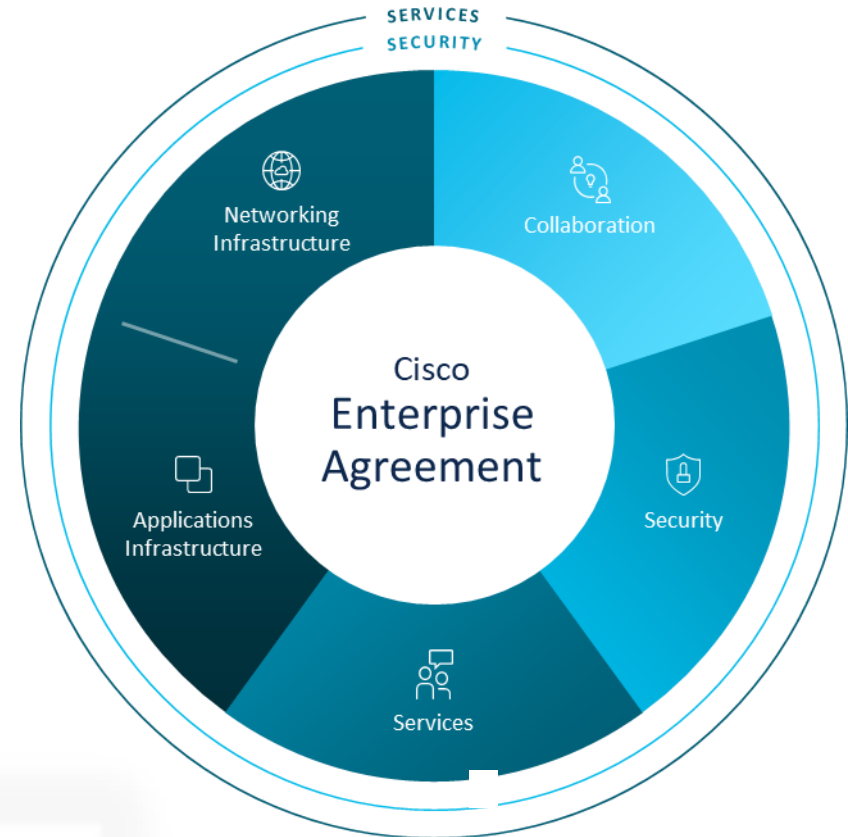
## Value Shift with Cisco DNA Software & Meraki

Ability to transfer license value within and between Cisco DNA Software & Meraki



## Lower barrier to entry

Access the Cisco's entire Portfolio for as little as \$100K TCV



## One Contract

All architectures under a single, co-termed agreement with simplified legal terms

TIP

[Enterprise Agreement 3.0 Partner Page](#)

# Cisco EA Resources and Support

## Mailers

General Cisco Enterprise Agreement questions:  
[ea\\_questions@cisco.com](mailto:ea_questions@cisco.com)

Help Desk Operational questions:  
[EMEAR](#)

## Sites

[Cisco EA SalesConnect](#)

[Cisco Software Central homepage](#)

[Smart Software Licensing](#)

[Request a Smart Account](#)

## Sales Resources

[Cisco EA SalesConnect](#)

- Geographic Availability
- Cisco EA Internal Seller guidance
- Cisco EA Ordering Guides

[Cisco EA FAQ](#)

[Cisco EA At-a-glance](#)



# Cisco services for Enterprise Networks

# Cisco services for Enterprise Networks

Help your customers move confidently to our open, software-driven Digital Network Architecture with the help of Cisco Services



## Why should I care?

New EN Solutions bring Partner Opportunities:

- DNA Center
- SD-WAN
- SDA

Combination of HW/SW/Services is needed to successfully sell and deliver



## Why use Networking Services for Partners ?

Accelerate and optimize your intent-based network with end-to-end support across migration, adoption, deployment and management.

### Benefits

- Mitigate risks
- Accelerate migration
- Optimize your network



## Networking Services Portfolio for Partners

TIP

## Services for Enterprise Networks

# Benefits of MINT (Mentored Install Network Training) for Partners

We know that deployment requires our channel partners to develop a new set of skills and deep technical expertise that is best learned from practice. That is why we have developed the Mentored Install Network Transformation (MINT) service offering.

## Mentored POVs



### Accelerate Sales

Leverage a proven methodology for shortening the sales cycle



### Win More Deals

Drive more customer opportunities to closure



### Beat the Competition

Demonstrate the superior value of Cisco solutions with proven use cases

## Mentored Installs



### Minimize Risk

Mitigate deployment risk by letting experienced experts take the lead



### Time to Value

Accelerate time from sale to customer value to drive expansion opportunities



### Hands-on training

Develop expertise to ensure you create a sustainable services practice



[Mentored Install Network Training \(MINT\)](#)



# Cisco Ready For Partners

# Cisco Ready for Partners

Cisco Ready is your first stop shop to understand and true up your customer's Install Base and prospect relevant Sales Opportunities



## Why should I care?

This tool will help you prospect your relevant Sales Opportunities, including:

- Product Refresh
- Subscription
- Service Renewal
- Service Attach

Save time by running your own reports and finding data that translates into real sales opportunities



## Why use Cisco Ready for Partners?

- Access the holistic view of your customer(s) Cisco assets including perpetual software, subscription and hardware
- Run customized ad-hoc analysis and reports with Explore functionality
- Clean Customer IB



## Cisco Ready for Partners

TIP

Access is automatically available based on Partner CCO user ID profile.  
For support or training related questions, please contact [ciscoreadypartners\\_support@cisco.com](mailto:ciscoreadypartners_support@cisco.com)

# 3 Steps for Success

## 1 Let's get started! Launch Cisco Ready for Partners

Click [here](#) to access Cisco Ready For Partners

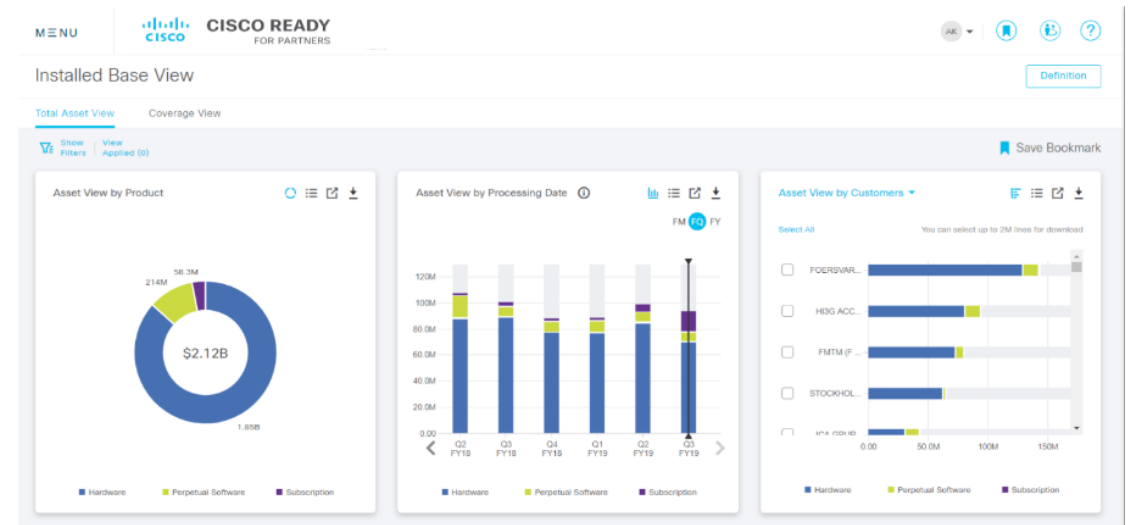
Use Firefox or Google Chrome to access the full capabilities of Cisco Ready for Partners. The dashboard is not fully compatible with Internet Explorer and/or Safari.

## 2 Begin to explore and click through each feature for more insights

- **Analysis** helps you to better understand and address your customers opportunities.
- **Explore** allows you to access fully customizable views to support your data analysis work.
- **Campaigns** display focused installed base data including Collaboration Refresh, Flip2Flex, Modernize Intent Base Networking and Data Center Refresh.

## 3 Learn more on your customers and sales opportunities

- Get to know Cisco Ready by navigating through each chart and view. Guide Me can help you with that.
- Click Help to Learn More, provide Feedback or request a training session from the team.
- Visit us on [SalesConnect](#) for additional guidance with 60-second VODs.





# Modernize Intent Based Networking Cisco Ready Campaign

The Modernize Intent Based Networking Campaign is available to all Partners.



## Why should I care?

The Modernize Intent Based Networking campaign aims to provide Partners with a better view of their customer's Switching, Wireless and Routing install base, and help discover opportunities, drive business conversations and use case positioning



## Why use Modernize IBN?

- Business intelligence of Partners install base
- Discover benefits of Cisco DNA Solutions
- Additional selling & upsell opportunities



## Modernize Intent Based Networking

TIP

Wireless Campaigns ; Switching Campaigns; Routing Campaigns



# Lifecycle Incentives

# Lifecycle Incentives

Cisco continues to invest in a Lifecycle-first approach. We've enhanced our Lifecycle Incentives. We've been encouraging partners to build a post Lifecycle practice, supporting along the way with our enablement, programs and incentives.



## Why should I care?

Customers are increasingly moving to software as a service (SaaS) and recurring offers that let them work with trusted providers like you to enable their digital transformation. This presents a tremendous opportunity for you.

By guiding your customers throughout the full lifecycle, you can help them:

- Accelerate innovation - Speed through common obstacles
- Reduce risk - Ensure they get it right the first time
- Achieve business outcomes - Receive better return on investment



## Why use Lifecycle Incentives?

- Partners are rewarded for ensuring that the customer is using the software in their production network, taking advantage of the features, and delivering successful customer business outcomes.



## Lifecycle Incentives

# Get Rewarded Across the Lifecycle

Expand Opportunity

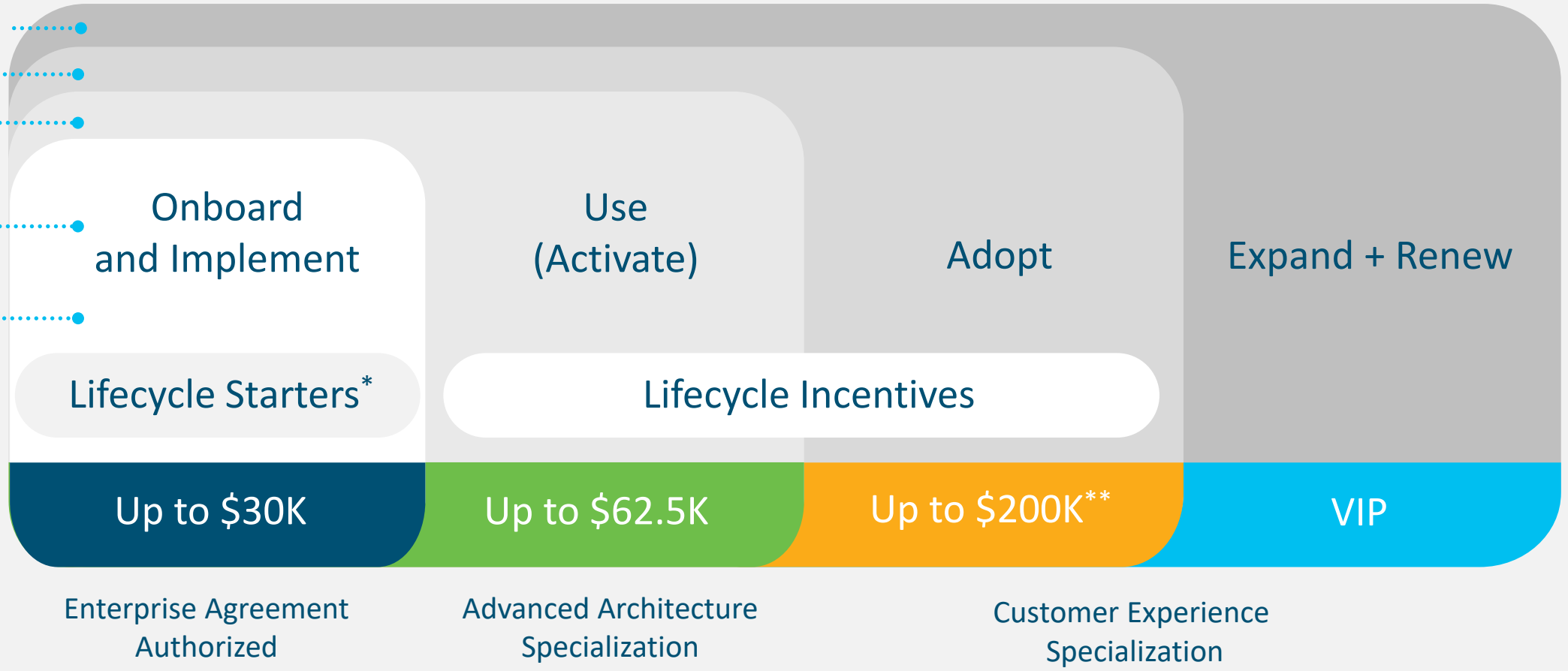
Business Outcome

Deployment in  
Production Network

Implement  
and Connect

Value Realization  
Checklist

Partner Payment  
and Investment



\* Effective Q4FY22 (May 1, 2022), Lifecycle Starters is moving into the Lifecycle Incentive program

\*\* Effective on all Adopt Engagements submitted in PPE on or after March 1, 2022

# What's New in FY22 and 2HFY22?



## Lifecycle Starters

New for FY22

**Expanded coverage**  
We're adding Collaboration Cloud Calling to Lifecycle Starters. You can earn up to \$30K when you onboard customers to Cloud Calling.



## Use (Activate) Incentive

### Simplification

We eliminated milestones and reduced minimum requirements to help you earn more, faster.

### Maximizing outcomes

We want to ensure you're activating use cases before driving adoption so you can maximize your customer's business outcome, so you'll see a closer connection between the incentives.

### ThousandEyes now available

Earn more when activating ThousandEyes use cases.

### Go big with DNA!

Earn a \$25K bonus when you activate a large DNA deal.

New for FY22

New for FY22



## Adopt Incentive

### Best practices

You've asked for more ways to prove adoption outcomes and we've evolved the adopt standard to incorporate adoption best practices, starting with Collaboration. Watch for other offers to evolve the same way in FY22.

Starting May 1, 2022, new adopt incentive payouts provide more opportunity to earn.

New for 2HFY22!



## Supply Chain Support

### Relief

Due to continued supply chain challenges, we are extending our final deliverable timelines for all deals through July 30, 2022.

Customer success plans submission deadline will remain 90 days from the booking date. You will still be required to adhere to the terms outlined in the plan.

New for 2HFY22!

[Get details about the incentives](#)

Start earning rewards throughout the lifecycle today

## Getting Started Checklist



Get details about the [Lifecycle Incentives program](#) and how to participate



Watch our program videos on [Lifecycle Incentives site](#)



Review incentive [eligibility requirements](#)



Apply for the new [Customer Experience Specialization](#) if applicable



Explore eligible opportunities to leverage the program in [Total Program View](#)



Explore new individual career certifications & latest enablement resources on [SuccessHub](#)



Explore [Lifecycle Starters](#)



# Use Cases

# Use Cases

An architecture use case is a set of 'Technology Aligned' capabilities associated with a solution (a logical combination of components that can include hardware, software, and services) to realize Sales Play outcomes. (e.g Secure Automated WAN).



## Why should I care?

Identifying and developing solutions to help customers overcome or address technical and business problems is what we do every day. Keeping up with the pace of innovation and staying up to date on all the technology Cisco offers is a challenge we all face.



## Why should I use Use Cases?

- Use Cases are constructed using tested and validated capabilities that customers can confidently deploy, adopt, and use to address their challenges.
- Each use case includes a SCIPAB (Situation, Complication, Implication, Proposal, Action and Benefit) background information, Technical capabilities slide and persona discussing guides.



[EN Use Case Kit FY20](#)

TIP

[Cisco DNA use Cases](#)



# Example DNAC Partner Use Cases and Solutions

- <https://developer.cisco.com/dnacenter/servicenowintegration/>
- <https://developer.cisco.com/dnacenter/portusage/>
- <https://developer.cisco.com/dnacenter/ssidleasing/>
- <https://developer.cisco.com/dnacenter/automateddevice/>
- <https://developer.cisco.com/dnacenter/globalsitedeployment/>
- <https://developer.cisco.com/dnacenter/safetyandsecurity/>
- <https://developer.cisco.com/dnacenter/powerconsumption/>
- <https://developer.cisco.com/dnacenter/fleetappprioritization/>
- <https://developer.cisco.com/dnacenter/itopsonmobile>



# Sales Plays

# Partner Sales Plays

Use the content provided in the sales plays to quickly understand your customer's challenges and learn how to pitch the solutions Cisco can offer.



## Why should I care?

Cisco Sales Plays is a Partner enablement initiative, aimed at providing the best sales techniques, the most compelling CxO value proposition and quality in-depth assets for reference architecture, validated design and case studies, to help you sell more and sell better.



## Why should I use Sales Plays?

- Preparation – Customer engagement
- Competitive differentiation
- Accelerates 'trusted advisor' status
- VALUE vs price – bigger deals
- Disciplined sales approach
- Saves 'research' time



[Introduction to Sales Plays 2.0 for Partners](#)

TIP

[Partner Sales Plays](#)



# Marketing

# What to expect from our campaigns

## Segment-driven approach

We're focused on segments as a business, and as a sales and marketing organisation.

We know that you are, too.

So you'll see more campaigns that explicitly address a segment, whether that's by size of business or industry.

We've also organised this guide by campaigns for small business versus commercial, for the first time.

## Closer alignment to sales plays

As a partner, you have access to the wealth of resources on SalesConnect around our cross-architecture sales plays, which help you engage with the C-suite to tell a bigger story of business impact, using proven messaging and sales approaches. Our marketing campaigns are how you activate those stories with your audiences, so we know it's important to make sure they're aligned.

## Consistent campaign localization

Localisation is a challenge for you —and for us at Cisco. We can't localise every campaign into every language in EMEAR, while keeping those campaigns updated regularly. But we're working on standardising our localisation policies and processes to give you more consistency and make us faster at getting localised campaigns live for you to use.

## Consistent set of assets and tactics

We know that if you're to build repeatable marketing journeys for your customers, and get the most from how you use MVC, you want to know that each campaign behaves the same. Going forward, we'll be ensuring that campaigns wherever possible feature a more standardised set of assets, backed by co-brandable and customisable digital tactics that speed up your campaign activation.

## Simplifying our campaigns

We're working to reduce duplication and overlap between our campaigns, so when you head in to MVC you know exactly which campaign is right for the opportunity you're trying to address. We're looking at our naming conventions and how you can search, filter and sort on MVC (and directly from Cisco.com) so you can find what you need without having to trawl through 50 campaigns first.



<http://ciscopartnermarketing.com/>

# Commercial Campaigns: Networking

## Cisco Catalyst Access: Together at Last

Cisco Catalyst 9000 portfolio is built from the ground up to support intent-based networking. The result: a network that constantly learns, constantly adapts, constantly protects. And now the Cisco Catalyst family has expanded to include wireless. Together at last for seamless convergence: one network, one operating system for wired and wireless.

**Available in:** [English](#), French, German, Italian, Russian

## Wi-Fi 6: Secure Access for a Digital World

Generate and increase demand for your enterprise networking campaign Today's world is distributed and wireless, where mobility is the new workplace. Employees and customers want to access their applications and data from anywhere, but without sacrificing performance or security. With users' expectations for seamless mobility higher than ever and IoT going mainstream, organizations are now dependent on the wired and wireless network more than ever. Explore this campaign to learn more about innovations that can provide an end-to-end, intent-based network across wired and wireless with consistent security and full network intelligence that leads to a great user experience.

**Available in:** [English](#), French, German, Italian, Russian



<https://www.marketingvelocitycentral.cisco.com/>

# Commercial Campaigns: Networking

## Intent-Based Networking with Cisco DNA Center

Use this campaign highlight the benefits of an intent-based network, and the core of the solution, Cisco DNA Center. Cisco DNA Center brings commercial and enterprise organizations a single management platform with benefits including automation AI/ML enhanced analytics, and software-defined access. Any partner focused on networking can take advantage of this campaign - you can help customers future-proof their network with next generation wireless and drive legacy switching to the Cisco Catalyst 9000 platform with a Cisco DNA Center controller. This campaign can also help you seize a large refresh opportunity for wireless (~ \$ US 4B) and switching (~ \$ US 6B) by promoting the benefits of an intent-based networking architectural approach.

**Available in:** [English](#)

## Success Track for Campus Network

Generate and increase demand for your enterprise networking campaign with Cisco Success Tracks, the new Cisco Success Portfolio. Leverage the campaign assets with your Cisco DNA product campaign or standalone for your Cisco DNA upsell renewal campaign.

**Available in:** [English](#)

## Secure SD-WAN: Branch Office for the Digital Era

Digital disruption and remote working environments are putting extraordinary demands on today's networks. To compete in the digital era, companies must have a secure, digital foundation for their WAN with the flexibility to meet these changing needs. Cisco SD-WAN solutions connect any user to any application across any cloud, securely.

**Available in:** [English](#), French, German, Italian, Russian



<https://www.marketingvelocitycentral.cisco.com/>

# Small Business Campaigns

## Cat2k to Meraki small business refresh opportunity

The 2960 Catalyst Series is one of Cisco's top selling product families. With its End of Support (EoS) date having passed, now's the chance to spark a conversation with customers around their upgrade strategy. This campaign provides everything you need to talk to encourage customers to upgrade to either Meraki, or Catalyst 1k or 9k options.

**Available in:** English, French, German, Italian, Spanish, Arabic, Dutch.

## Cisco Meraki for Small Business

Cisco Meraki is the perfect solution for SMB customers, with SMB making up 35% of Meraki's business.

This campaign consists of 5 mini campaigns, which can be used individually, or combined to create a full funnel campaign. As well as marketing materials to help generate awareness and demand, we share audience insights, messaging journeys, and sales enablement.

If you want to target small and medium sized businesses with up to 250 employees, look no further.

**Available in:** [English](#).



<https://www.marketingvelocitycentral.cisco.com/>



# Industries Campaigns

## Industrial connectivity

Use this campaign to reach out to your existing customers and help them expand their network and enable new use cases beyond “indoor” locations. Cisco Industrial Networking allows your customer to take their network to outdoor and industrial spaces while providing them with security, scalability and agility.

**Available in:** [English](#).

## Cisco Meraki for Industries

You asked... we listened... introducing 'Meraki for Industries'. Throughout the year, we will be launching a series of campaigns for key industries: Financial Services, K-12/ Education, Manufacturing, Retail, Healthcare, Higher Education, and Hospitality. Find everything you need to capitalise on industry trends with Cisco Meraki in this campaign.

**Available in:** [English](#).



<https://www.marketingvelocitycentral.cisco.com/>

# Enterprise Campaigns

## SaaS Monitoring with ThousandEyes

Cisco ThousandEyes enables enterprises relying on SaaS apps and Internet to deliver exceptional digital experiences. Use this campaign to discover opportunities in WAN-Centric projects and take advantage of ThousandEyes + Cisco Integrations with the Cat9K switches.

**Available in:** [English](#).

# Service Providers

## Service Provider Partner Meraki Secure Wifi for Small Business

Cisco offers our partners a secure Wi-Fi solution using Cisco Meraki technology. Add this service on as part of a predictable connectivity offer to help your customers support the devices that connect to their business Internet, including laptops, POS, smartphones, and other smart devices.

**Available in:** [English](#).



<https://www.marketingvelocitycentral.cisco.com/>



# Promotions Q3 Cisco FY22

# Available Q3FY22 Promotions



## DNA Starter Kit Bundle

### Up to 25% Savings

With the Cisco DNA Starter Kit Bundles provide customers with up to 25% savings toward the purchase of a wired or wired- and-wireless lab kit including a 3-year Cisco ONE Advantage license.

[Cisco DNA Starter Kit Bundles](#)



## Free Cisco DNA Center Appliance

### Buy more, save more

Purchase at least \$100,000 net TCV in eligible software through a Cisco DNA enrollment under a Cisco EA, and get one free Cisco DNA Center Appliance. You'll also get a Solution Starter entitlement, List Price reduction on purchases of a Cisco DNA enrollment under a Cisco EA across multiple suites

[Cisco DNA Enrollment in an Enterprise Agreement](#)



## First Year on Cisco SD-WAN

### SDWAN Migration Program

For customers who have already bought qualified Cisco SD-WAN capable routers:

3-year - 12 months free  
5-year - 20 months free  
7-year - 28 months free

[First Year On Cisco](#)



## Trusted Workplace

Get a Cisco DNA Spaces free trial for 30 days with your Cisco Catalyst, Aironet, or Meraki access points.

[Get Back to Business with Cisco DNA Spaces](#)



## Level up C8K

Refresh Cisco Integrated Services Router Generation 2 (ISR G2) and take advantage of the latest technology and enhanced capabilities in the Cisco Catalyst 8000 Edge platforms.

ISR G2 customer purchases 3-year Cisco DNA term and receives edge platform discount

[G2 to C8K Promotions](#)



## Small Business Bundles

### Buy 3 Switch Get 1 Free

Buy three Cisco Business switches, choosing from selected models, and you'll get one free

[Buy 3 get 1 free](#)



[Enterprise Networking Offers, Promotions & Incentives](#)  
[Cisco Networking Promotions and Free Trials](#)

# Available Q3FY22 Promotions



## Meraki Education Advantage Pricing

Higher standard discounts for K-12 (or equivalent) & Library customers worldwide.

\*Higher Education is not included

Expires 30<sup>th</sup> July 2022

[Education Advantage Pricing](#)



## Meraki MR Licences included in FastTrack

Licences on MR20, MR30H, MR36, MR44 & MR70 are now included in FastTrack

Expires 30<sup>th</sup> July 2022



## Meraki Smart Spaces Bundle

60% Discount on MRs when bundled with at least 5 qualifying MTs or MVs  
*(Limit 50 MRs per order)*

Expires 30 July 2022



# Partner Resources

# Cisco dCloud

Cisco dCloud is a global content development and delivery platform and allows you to experience solutions in a virtual lab environment plus self service demonstrations showcasing Cisco's architecture, industry, and technology solutions.



## Why should I care?

dCloud provides partners with a way to Experience Cisco Solutions. From scripted, repeatable demos to fully customizable labs with complete administrative access and support, dCloud brings technology to life.

### **dCloud Collections**

With intelligent solution pairings and helpful insights, it's a whole new way to experience the Cisco portfolio.



## Why use Cisco dCloud?

- Huge catalog of demos, training and sandboxes for every Cisco architecture
- Easy to get started
- Fully scripted, customizable environments available almost instantly in the cloud for free!



[Cisco dCloud](#)

TIP

[Cisco dCloud on SalesConnect](#)

# New Cisco Meraki dCloud Demos

SASE-Cisco Meraki Secure  
Edge Instant Demo

Login to dCloud and then follow the link below to access all elements of the SASE demo

[Instant Demo via dCloud](#)

MT11 in Launchpad

Login to dCloud and navigate to Meraki Launchpad > San Francisco Network > Environmental

[Meraki Launchpad](#)

New MX Models  
MX75/85/95/105

All the new MX and MG products announced in Q4FY21 are available to demo within Meraki Launchpad (search for models under Organisation > Inventory page)

[Meraki Launchpad](#)

- Meraki Launchpad is published in Cisco dCloud (<https://dcloud.cisco.com/>) under the catalog entry "[Cisco Meraki Launchpad v1 - Instant Demo](#)".
- The "[Cisco Meraki Launchpad v1 - Instant Demo](#)" in dCloud includes a prescriptive Meraki Core Demo guide (click the Related Documents link in the dCloud catalog entry) to take you to step by step through how to give a compelling Meraki Dashboard Demo. Once you've got the Core Demo done we encourage you to use this demo organization for your own customer requirement-driven Dashboard demos.



# Services Worldwide Activation Team - SWAT

Accelerate Partner's activation and adoption capability for Cisco solutions



## Why should I care?

Services Worldwide Activation Team (SWAT) has been formed to assist with partner proficiency in design, implementation and configuration for higher profitable professional services.

SWAT has a world-class team of Cisco certified experts that received exclusive and intensive training to rapidly transform partners that want to invest in their future.



## Why use Cisco SWAT?

- Partner Services
  - Post-Sales Capability
  - Proof of Value Mentoring
  - Demo Capability
- SWAT LAB
  - on-demand training resource for our global partner community, designed to teach partners how to use our Digital Network Architecture Solution



## Services Worldwide Activation Team

TIP

For additional questions please contact [swat4partners@cisco.com](mailto:swat4partners@cisco.com)  
SWAT Lab inquiry & support: [SWAT\\_labops@cisco.com](mailto:SWAT_labops@cisco.com)

# Networking Solutions for Hybrid Work

Whatever industry you are in, see how your network can help.

How and where we work has changed. Learn how we're helping businesses create safe work environments, secure their networks, and empower remote workers.



## **Workforce security**

Secure access whether working from home or in the office



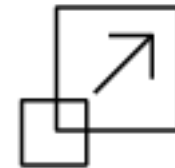
## **Workplace safety**

Maintain the health and well-being of your returning workforce



## **Optimised experience**

Help ensure a seamless experience when accessing multicloud applications



## **Simplicity with scale**

Simplify operations for local and remote networks.



[Networking Solutions for Hybrid Work](#)

# Cisco Capital

Our payment solutions are tightly aligned to Cisco's strategic business priorities to better match your and your customers' buying preferences. Learn how we can help support your business

## FY22 Payment Solutions Portfolio

Our new portfolio was developed to tightly align with Cisco's shift to an as-a-service model. These new offerings better match the way Cisco goes to market, as well as our partners' and your customers' buying preferences. Learn more about what is available this year.



### Bundled Solutions

Help your customers bundle hardware, software, services, and select third-party equipment into one predictable payment.



### Software & Services Solutions

Help your customers streamline their purchase with competitive, locked-in rates.



### Consumption Solutions

Help your customers pay as they use or pay as they go.



### Regional Programs & Resources

To address specific needs, we have some regional programs available in the U.S. and APJC. We also have specific resources for our Managed Services Providers and Distributors.



[Cisco Capital - Partner SalesConnect Hub](#)

# Helpful Links



Overall Information	Cisco DNA Resources
<a href="#"><u>Training, Events, and Webinars</u></a>	<a href="#"><u>Intent-Based Networks – Hybrid Work</u></a>
<a href="#"><u>Partner Tools</u></a>	<a href="#"><u>DNA Assurance Partner Playbook</u></a>
<a href="#"><u>Information on Partner Specializations</u></a>	<a href="#"><u>Cisco DNA Center Compatibility Matrix</u></a>
<a href="#"><u>Enterprise Networks Specialization</u></a>	<a href="#"><u>DNA ROI Calculator</u></a>
<a href="#"><u>Partner Certifications</u></a>	<a href="#"><u>Cisco DNA Software Subscriptions</u></a>
<a href="#"><u>Partner Success Hub</u></a>	<a href="#"><u>Cisco DNA Software for Wireless Feature Matrix</u></a>
	<a href="#"><u>Cisco DNA Software for Switching and Wireless FAQ</u></a>
<a href="#"><u>EN Partner Launches</u></a>	
<a href="#"><u>Cisco portfolio explorer</u></a>	
<a href="#"><u>Cisco SD-WAN Sales Accelerator</u></a>	

# Additional Meraki Resources



Resource	Links
Cisco Meraki Developer Hub	<a href="https://developer.cisco.com/meraki/">https://developer.cisco.com/meraki/</a>
Cisco Meraki Ecosystem Marketplace (Updated for Q2 FY22!)	<a href="https://apps.meraki.io/">https://apps.meraki.io/</a>
Cisco Meraki Customer Stories	<a href="https://meraki.cisco.com/customers/">https://meraki.cisco.com/customers/</a>
Cisco Meraki Library	<a href="https://meraki.cisco.com/collateral/">https://meraki.cisco.com/collateral/</a>
Cisco Meraki Community	<a href="https://community.meraki.com/t5/Meraki-Community/ct-p/meraki">https://community.meraki.com/t5/Meraki-Community/ct-p/meraki</a>
Cisco Meraki Blog	<a href="https://meraki.cisco.com/blog/">https://meraki.cisco.com/blog/</a>
Cisco Meraki Support	<a href="https://meraki.cisco.com/support">https://meraki.cisco.com/support</a>
Cisco Meraki Documentation	<a href="https://documentation.meraki.com/">https://documentation.meraki.com/</a>
Cisco Meraki Partner Hub (VT Recordings etc)	<a href="https://salesconnect.cisco.com/#/program/PAGE-15677">https://salesconnect.cisco.com/#/program/PAGE-15677</a>
Cisco Meraki Partner and Distributor Resources	<a href="https://salesconnect.cisco.com/#/program/PAGE-14987">https://salesconnect.cisco.com/#/program/PAGE-14987</a>



# SDA Design Guide and Resources for Partners

# SD-Access Learning Phase



## SD-Access Introduction

[Sales Connect Enterprise Networking](#) – Partner Enterprise Networking Sales Resources  
[SD-Access Resource Center](#) – Central Repository for partner focused SDA materials  
[SD-Access Solution Overview](#) – Short introduction to Business value of SD-Access  
[SD-Access Blue e-Book](#) – Introduction to SD-Access Solution and Architecture components  
[SD-Access Ordering Guide](#) – SD-Access Ordering Guide  
[Cisco Live BRKARC-2019](#) – Intro to IBN SDA network  
[Cisco DNA Subscription](#) – Cisco DNA Subscription and Licensing

## VOD Resources

[Youtube SD-Access Channel](#) –Collection of short videos on SD-Access use-cases  
[Cisco Live BRKEWN-2020](#) –SD-Access Wireless Integration

## PVT Sessions

Some EMEAR EN PVT sessions - refreshed every 6 months as per SEVT/PVT cycle  
[EMEAR EN PVT - Cisco SD-Access Best Practices and Use Cases Part 1](#)  
[EMEAR EN PVT - Cisco SD-Access Best Practices and Use Cases - Part 2](#)  
[EMEAR Meraki PVT – Meraki Secure SD-WAN Update](#)

# SD-Access Planning and Design Phase



## Cisco Validated Design and Best Practice Guides

[SD-Access Resources Main Page](#) – SD-Access Resources including Design & Deployment  
[SD-Access Design Best Practice](#) - Cisco SD-Access Best Practice Positioning  
[CVD SD-Access Solution Design Guide](#) – Cisco SD-Access Design Guide  
[CVD SD-Access Deployment Guide](#) – Cisco SD-Access Deployment Guide  
[CVD SD-Access Segmentation Design Guide](#) - Cisco SD-Access Segmentation Guide  
[CVD Wireless Design & Deployment Guide](#) - Cisco SD-Access Wireless Integration Guide  
[CVD Encrypted Traffic Analytics](#) - Cisco Encrypted Traffic Analytics Deployment Guide (non-fabric)

## Service Offerings

[SD-Access Community](#) - SD-Access Support Community  
[SD-Access Design Help-Desk](#) - request access for Implementation Best Practice and HLD Review consultation  
[Cisco Services for Design and Implementation](#) - Services for Enterprise Networks  
[Cisco Solution Support Information](#) - Cisco Solution Support  
MINT Services <http://cs.co/MINT> - Cisco Mentored Install Network Training  
Always Evaluate CX Cisco Services for Design and Implementation

## High Level Design (HLD) and Compatibility Matrix

[SD-Access HLD document](#) - SD-Access HLD Template  
[SD-Access Compatibility Matrix](#) - SD-Access Product Compatibility  
[DNA-Center Compatibility](#) - DNA-Center Supported devices  
Work with Cisco SE and CX team on design and Hardware selection



# SD-Access Implementation Phase



## Install and Config Guides

[User Guide for DNAC](#) - Cisco DNA Center User Guide, Release **2.2.3**  
[DNAC Install Guide](#) - Cisco DNA Center Install and Upgrade Guides  
[DNAC Administrator Guide](#) - Cisco DNA Center Admin Guide  
[DNAC Release Notes](#) - DNA-C Release Notes  
[DNA-C 2.2.3.0 Data Sheet](#) – Latest features and capabilities  
[Additional SD-Access related Guides](#)

## Solution Validation

Document all test use-cases and requirements (review HLD and Compatibility matrix)  
Review with Cisco if required  
Ensure correct Software Selection – [SD-Access Software Compatibility Matrix](#)  
Review software [release notes](#) prior to upgrades  
Complex deployments should consider POC or leverage Cisco Solution Validation Services  
[SD-Access Design Help-Desk](#) - request access for Implementation Best Practice and HLD Review consultation

## In Production and Troubleshooting

[Support Case Manager](#) - Engage Solution TAC for assistance when issues are found (Select Technology by Typing “DNA” )  
Trouble-shooting videos: [Trouble-shooting videos created by TAC](#)  
Check for Cisco Live Troubleshooting Sessions  
Leverage DNAC Assurance application to monitor client connectivity, Fabric, Control plane and CPU Health

# SD-Access Additional Resources



## Cisco DNA Center

Cisco DNA Center

<http://cs.co/DNACenterForPartners>

Cisco DNA Center Platform

<https://developer.cisco.com/dnacenter/>

<https://developer.cisco.com/ecosystem/dnacenter/>

<https://learninglabs.cisco.com/tracks/dnacenter-programmability>

<https://learninglabs.cisco.com/tracks/dnav3-track>

<https://developer.cisco.com/events/>

Cisco DNA Center Device Support SDK

<https://developer.cisco.com/dnacenter/multivendorsupport/>

<https://developer.cisco.com/docs/dna-sdk-docs>



# SD-WAN Partner Resource Guide

# SD-WAN Partner Resource Guide



Cisco SalesConnect

[Cisco SD-WAN Positioning](#)  
[Partner Sales Play: Secure SD-WAN](#)  
[Cisco SD-WAN](#)

Web Portals

[Cisco SD-WAN Solution Page](#) (Cisco.com)  
[SD-WAN Partner Community](#)

dCloud

[Cisco SD-WAN POC Tool 9.0.2 v1](#)

Additional resources

SD-WAN Migration Guide

[Cisco SD-WAN Migration Guide](#)

Design Zone for Branch, WAN and Internet Edge ([link](#))

- [SD-WAN: Enabling Direct Internet Access](#)
- [SD-WAN End-to-End Deployment Guide](#)
- [SD-WAN: Enabling Cisco Cloud onRamp for IaaS with AWS](#)
- [SD-WAN Design Guide](#)
- [SD-WAN: Cloud onRamp for SaaS Deployment Guide](#)
- [WAN MACsec Deployment White Paper](#)
- [High-Speed WAN Encryption Using MACsec](#)



# SD-WAN Technical Training Map



Current Courses

## SD-WAN Mastery

- The SD-WAN Mastery Collection contains six video courses that focus on the Cisco Software-Defined WAN (SD-WAN) solution.
- This course was created for Partners who requires a solid foundation on the architecture, terminology, deployment models and core protocols used to enable solution operation
- On Demand Training 36hrs

## Securing Branch Internet & Cloud Access

- Provides on Demand course includes 8 modules comprised of 59 video lessons with 15hrs of instruction.
- Four different Internet access use cases, their attack surface, and how each can be protected with targeted security tools.
- Application Aware Firewall, Intrusion Protection Services (IPS), DNS Web Security, URL Filtering, and Advanced Malware Protection (AMP)

## SD-WAN Partner Pre-Sales Training

- In this one-day workshop, you will learn about customer expectations for the SD-WAN, how Cisco SD-WAN addresses them and how you can position it.
- Discuss the most relevant use cases, deployment options, and all important details to successfully prepare a BoM.
- Understanding key differentiator will help you ask your customer relevant questions and guide them to select the appropriate solution..

## Secure SD-WAN Solution Training

- This is an intensive three-day workshop, you will gain a deep understanding of the Cisco SD-WAN architecture, deployment options, and design consideration.
- Through the use of hands-on labs and lectures, you will boost your SD-WAN knowledge of all key SD-WAN functions.
- Training will not only help you with design and deployment, but also how to successfully deliver the PoV/PoC activities.

## SD-WAN Programmability

- This is a specialized SD-WAN Programmability workshop that provides an introduction to Python, REST-API programming basics and a deep dive into Cisco SD-WAN APIs including vManage.
- 2-Day Instructor Led

Abstract

Access

[Register Here](#)

[Access Course Here](#)

[Access Course Here](#)

Available from  
Cisco Learning Partners

Available from  
Cisco Learning Partners

Available from  
Cisco Learning Partners

Recommend [Black Belt SD-WAN](#) for Additional Training

Secure Access Service Edge (SASE) [Learning Maps](#)

# Meraki Umbrella SD-WAN Connector GA Release

## Simple

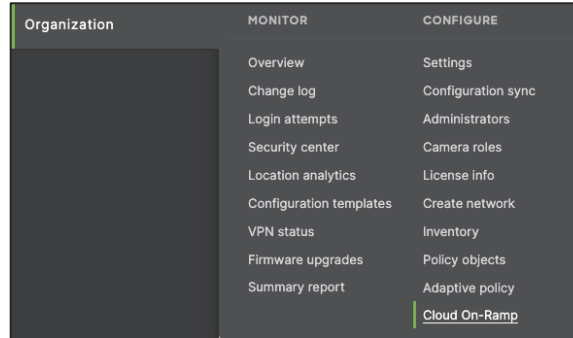
- Fast protection of users across your distributed network with simple, flexible deployment options
- Higher security efficacy with less effort and less resources

## Secure

- Multiple layers of security from a single, cloud-native service
- Flexible policy enforcement for any use case
- Off-network protection using Umbrella without a VPN
- Continuous protection with automatic failover

## Scalable

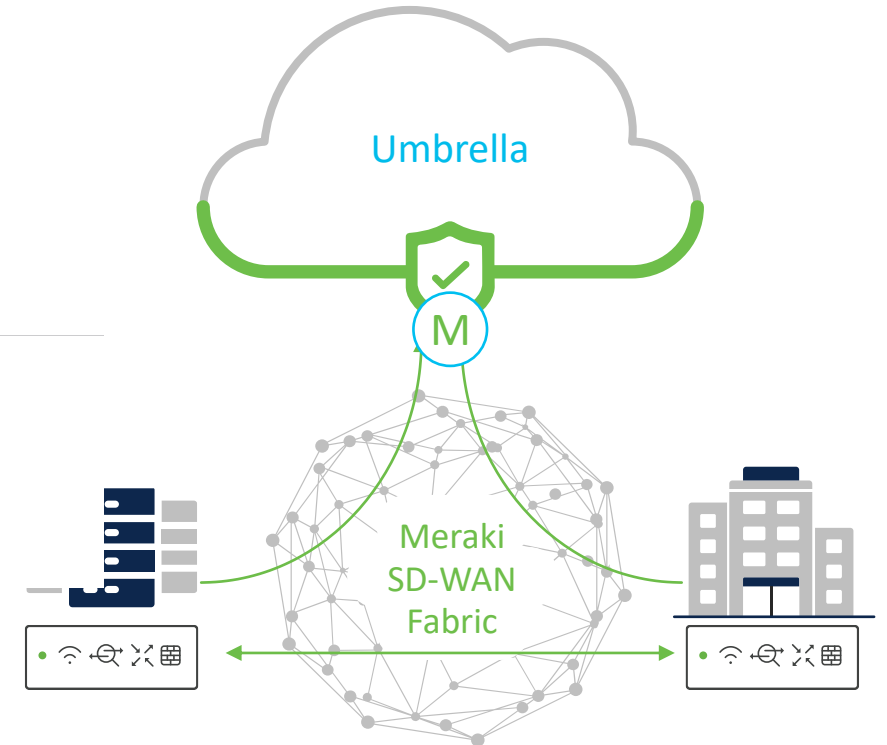
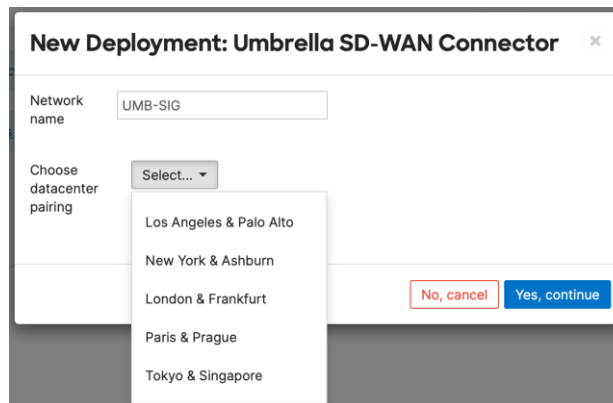
- Consistent high-performance security for multi-cloud demands
- SSL decryption at a scale not possible with on-prem hardware



Cloud On-Ramps <sup>BETA</sup>

Configuration Deployments

Umbrella SD-WAN Connector



A few clicks to connect Meraki MX to Umbrella

[SalesConnect Resources](#)



# Cat2K Refresh With Meraki

# Cisco Meraki and Cat2K Refresh

The 2960 Catalyst Series is one of Cisco's top selling product families. And with its End of Support (EoS) date having passed, now's the chance to spark a conversation with customers around their upgrade strategy.

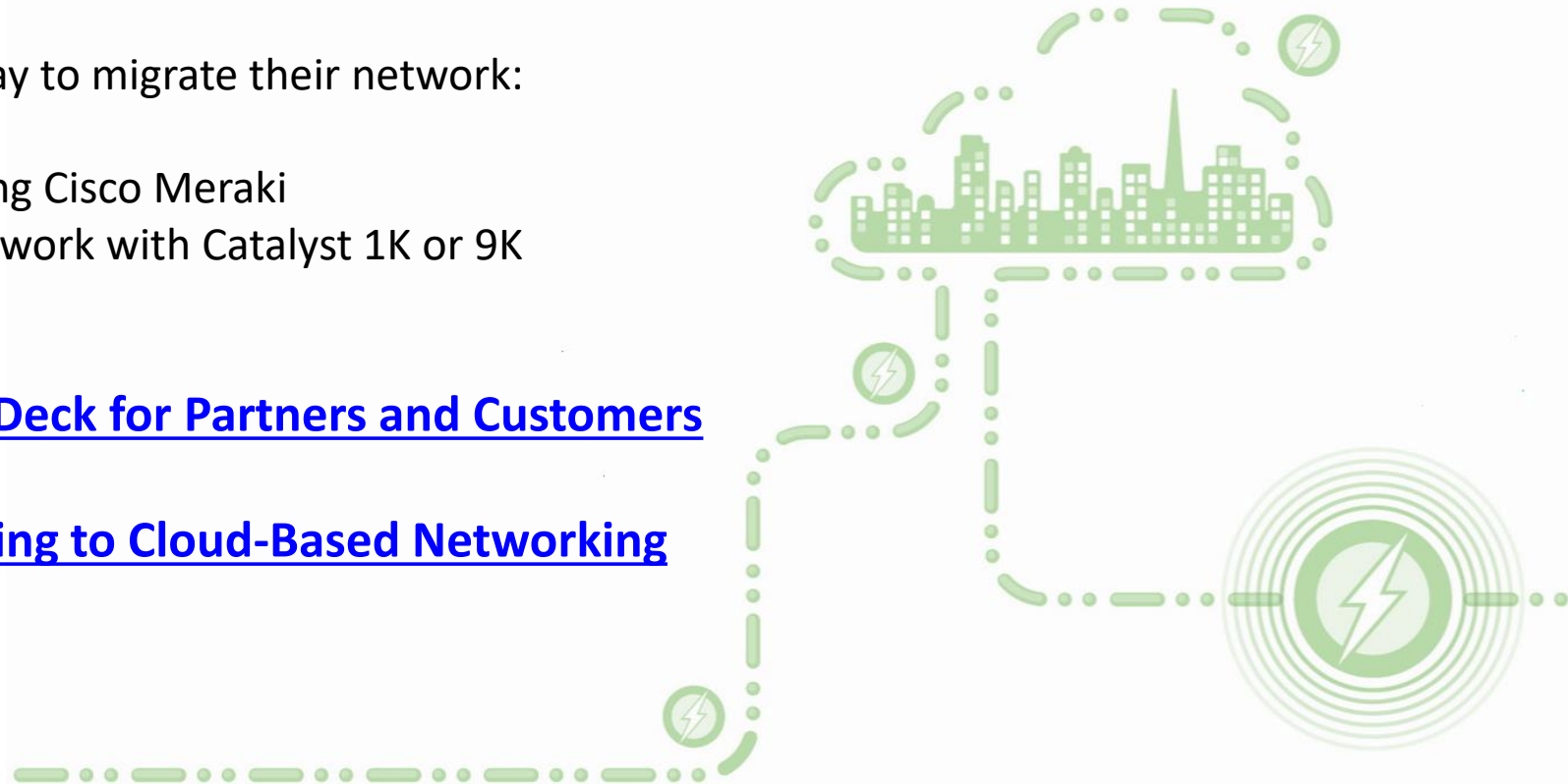
Help customers pinpoint the best way to migrate their network:

- A new cloud-managed network using Cisco Meraki
- A traditional on-prem managed network with Catalyst 1K or 9K switches

[Cisco Meraki Switching Webinar Deck for Partners and Customers](#)

[E-Book: Why Meraki – Transitioning to Cloud-Based Networking](#)

[More Cat2K Refresh Collateral](#)







# Smart Buildings Introduction

# Smart Buildings Introduction

## What is a Smart Building ?

A smart building converges various building-wide systems—such as HVAC, lighting, alarms, and security—into a single IT managed network infrastructure. It often uses foundational technology such as Power over Ethernet (PoE) to accomplish this convergence.

## How does a smart building work?

A smart building uses its intelligence to collect actionable data from user devices, sensors, systems, and services on the premises. Applying that data using artificial intelligence and machine learning (AI/ML) makes the building both programmable and responsive to the needs of the users and the building manager.

## What's the role of PoE in a smart building?

As PoE evolved from 15W to 90W of power across Ethernet cabling, the numbers and types of devices that can be powered and connected by PoE have grown dramatically. Using PoE to power devices also offers greater location flexibility and lower cost to deploy and operate them than using AC power.

In a smart building, PoE can power devices such as sensors, lighting, HVAC systems, elevators, and fire alarms, as well as USB-C laptops, TV and computer monitors, shades, refrigerators, and room air conditioners.



# What are the building blocks of a smart building?

The network is fundamental to the smart building as the fourth utility. These advanced features are foundational to the network:



## [Catalyst 9000](#)

The Catalyst 9000 family and 90W UPOE+ support major changes in how buildings operate and IT services converge in a single network.



## [Cisco DNA Center](#)

Grow your network to include OT and IT, while improving performance and reliability so your building can learn and adapt to support an always-on, trusted workplace.



## [Cisco DNA Spaces](#)

Gain more insights into the behaviour of people and things and how they interact. Turn these insights into action to make your smart building smarter and your workplace healthier.

# Useful Resources:

- Cisco.com Smart Buildings page  
<https://www.cisco.com/c/en/us/solutions/smart-building.html>
- [SmartBuildings Portfolio explorer](#)
- [UPOE+ Portfolio](#)
- [90W Deployment Guide](#)
- [DNA Spaces](#)



