

Cisco Digital Network

Architecture

Your Foundation for Digital Transformation



Your next network refresh could change everything

Don't compromise. Across every industry the market innovators, and those that will be most successful, have something in common. They are moving to a digital-ready network.

Digitisation is driving business transformation. It has a lot to offer and those that embrace it will gain massive opportunities.

The question is, how do you unleash the potential and reap the benefits. Those that are most successful recognise that the network is a key enabler. Getting it right will be key to remaining competitive, surviving, and thriving.

Why? Because the network is the foundation for ensuring the applications, cloud services, and devices you deploy live up to their potential. It's at the heart of everything you do.

"Those who are more aligned have double the rate of revenue growth relative to companies with only partial or no alignment."

IDC Digital Network Readiness Survey 2016



The potential of digital transformation is certainly exciting. At the same time it raises many questions for network managers, such as:

- How do I achieve reduced cost and complexity?
- How do I innovate faster and improve customer and workforce experiences?
- How do I do all this while staying secure?

Rise and shine to the new era of digital networking



[Cisco Digital Network Architecture \(DNA\)](#) brings together a network approach that supports the business outcomes you need. Your organisation can enjoy the innovation, agility, and security that will help you seize new opportunities and adapt faster than your competition.

[See 6 ways Cisco DNA is driving transformation](#)

How ready are you?

[Take the test to find out](#)

A stylized illustration of a city skyline in shades of red and brown. A large orange sun is in the upper right. A yellow rocket is launching from the left. A yellow car is driving on a road in the foreground. The background is light blue with white clouds. At the bottom, there are several dark blue gears of various sizes. A blue pair of scissors is on the right side, cutting through a white and blue striped banner.

Reduce cost and
complexity

with an agile programmable network.

Your Challenge

It only takes one complication for your network operation costs to spiral. You need to be able to adapt to changing demands, deliver value faster than before, and support your organisation in new ways.

Our Solution

To get the best performance, productivity and remain competitive you need an agile network that delivers. With Cisco DNA you can reduce costs and complexity with automation and assurance so you can spend less time on service calls and more time innovating and creating value.

How?

Our software-defined networking (SDN) allows you to use policy-enabled workflow automation. So it's less complicated to support new users and devices, and it's easier to manage application, deployment, and delivery.

And you can rapidly deploy network functions like routing, security, and application acceleration consistently on any platform with Enterprise Network Function Virtualisation.

"APIC-EM shows promise that it will be a tool that can help get network managers... into more proactive collaboration with the lines of business in terms of digitising the business."

IDC Link: [It's in the DNA: Cisco Unveils Architecture to Enable End-to-End Digital Transformation](#)



Plus you can save time getting your locations up and running with Intelligent WAN - while also reducing costs, performance lag and security risks.

[Top 5 ways to get more agility from your network with Cisco DNA](#)

See how this company automates and deploys network services more quickly



Explore the technology:

[Software Defined Networking](#)

[Application Policy Infrastructure Controller \(APIC-EM\)](#)

[Enterprise Network Function Virtualisation](#)

[Intelligent WAN](#)

[Cisco ONE](#)

A stylized graphic featuring a globe with blue and green curved bands. A DNA double helix is overlaid on the globe, with a red cylindrical structure highlighted by a white circle. The background is light blue with white cloud-like shapes.

Innovate to improve

customer and workforce experiences

Your Challenge

It only takes one time to lose a customer. You need to be able to deliver seamless experiences, engage customers and empower employees.

Our Solution

Give your customers and employees what they want most from the network: speed, availability, and improved services. Then use data-driven insights to create more personalised experiences.

How?

Whether it's the latest wireless standard 802.11ac or the best in class LAN speeds, give users exceptional wireless performance with a network that automatically optimises for high-density environments. Plus seamless continuity of service with automatic intelligent routing.

And then by leveraging the data in your network with analytics gain the insights you need to create new opportunities and deliver personalised experiences.

"Since introducing our next-generation WiFi, we've increased revenues up to 20% per month."

Dania Duke, general manager, Hyatt Regency Santa Clara



With insights such as dwell times, high traffic zones, and heat maps you can understand what users want and create better and more valuable experiences. You can even deliver insight-based personalised targeted offers and services.

[Top 5 ways your network can help you innovate faster with Cisco DNA](#)

See how this retailer use real-time insights and analytics to help deliver a better customer experience



Explore the technology:

[CMX Cloud](#)

[CMX On Premise](#)

[802.11ac](#)

[CleanAir](#)

Use your network

as your security enforcer



Your Challenge

It only takes one network breach to ruin a business. Going digital makes your network more vulnerable to compromise.

Our Solution

Turn your network into a security sensor, enforcer and mitigator, so you no longer rely simply on security at the perimeter.

Although it can be time consuming and costly for organisations to upgrade their network infrastructure, a failure to make necessary updates offers greater opportunity for attackers.

Cisco 2016 Midyear Cybersecurity Report



The digital age creates many entryways for attackers due to the wide range of web browsers, applications, and infrastructure in place at most organisations.

Reducing these opportunities for attackers, and making their presence known, are the top jobs for security. With Cisco DNA you can use the network as a security sensor and enforcer to improve visibility into security threats, enforce policies and shorten the time to mitigate those threats.

How?

With Cisco ISE you can define access policies consistently and efficiently to relieve the stress of complex access management. Cisco IOS NetFlow and Stealthwatch give deep and broad visibility into unknown devices, unusual traffic patterns, and unexpected behaviour. And Cisco TrustSec enforces segmentation and user access control.

[Top 5 ways your network can give you more security with Cisco DNA](#)

See how Erickson provided secure guest access to their residents



Explore the technology:

[Stealthwatch](#)

[Identity Services Engine \(ISE\)](#)

[IOS NetFlow](#)

[TrustSec](#)

Don't compromise

It's all good. Until it goes bad. Get Cisco DNA
and get your network right first time.



A commodity network simply isn't enough in the age of digitisation.

Across every industry, innovation is driving the need for next-generation networks: agile, digital-ready, and secure networks that support innovation across the organisation; networks that go beyond just the connectivity needs of campuses, branches, datacenters, and mobile users. Without the network as an element of your digital business strategy, the applications, cloud services, and devices you deploy cannot live up to their potential.

Enterprises are evolving rapidly to support the requirements arising from digitalising business processes. The Cisco Digital Network Architecture provides the network infrastructure to support this evolution.

Cisco is a leader in understanding the power of networking. We've been supporting our customers, big and small, with innovative and reliable solutions for more than 30 years. Now with Cisco DNA, we are delivering a new era of networking. Based on an open, software-driven approach, your organisation can enjoy the enhanced speed, agility, and security that will help you seize new opportunities and adapt faster than your competition.

Being fundamentally a software-driven and fully open environment with APIs, programmability and virtualisation, the Cisco DNA enables you or your technology partners, to drive required innovation in the network to keep pace with the developments in digitalising business operations for years to come.

To learn more visit www.cisco.com/go/uk/DNA

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with

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