



Cisco Enterprise Networking Wireless Ordering Playbook

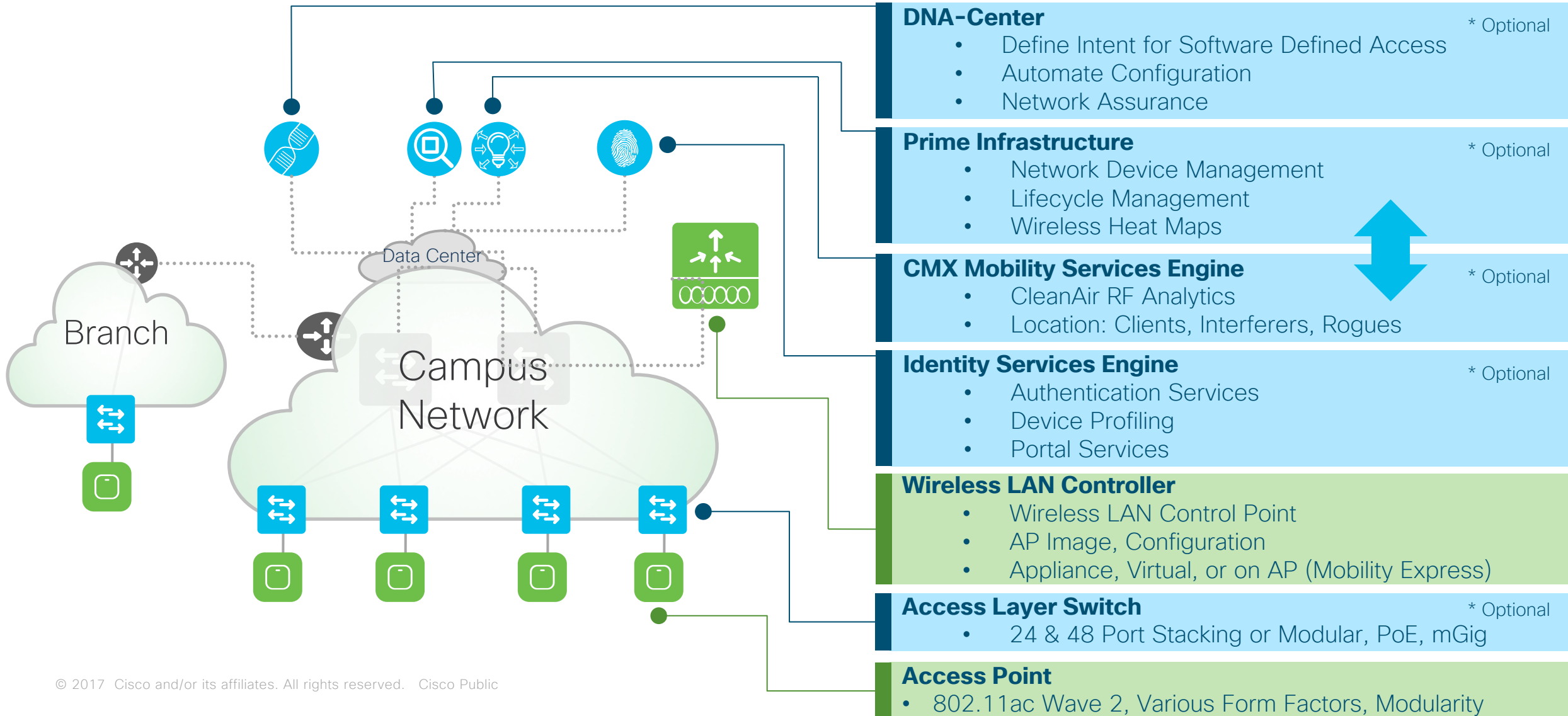
(Version 1.5)

Jason Grant

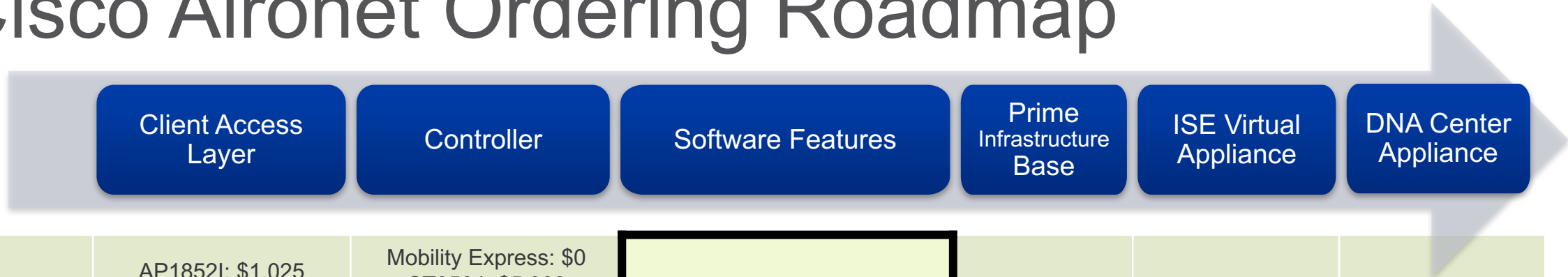
Global Wireless Specialist

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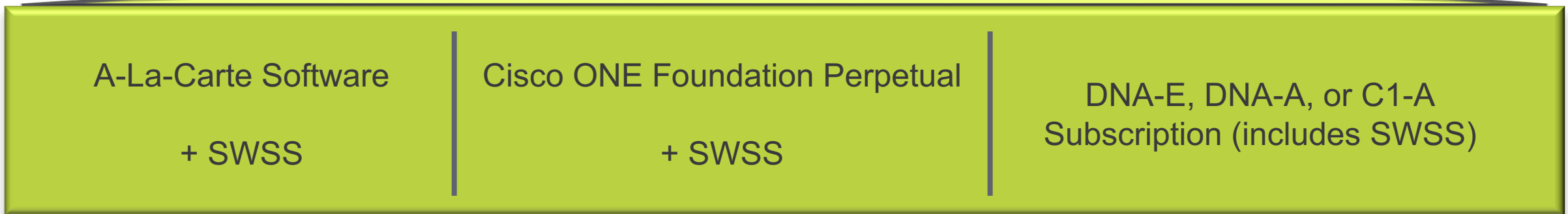
Anatomy of a Cisco Aironet WLAN Deployment



Cisco Aironet Ordering Roadmap



Wireless	AP1852I: \$1,025 AP2802I: \$1,345 AP3802I: \$1,695	Mobility Express: \$0 CT3504: \$5,000 CT5520: \$20,000 CT8540: \$40,000	Perpetual + Annual Service or Subscription	\$120*	\$5,990*	\$77,160*
Wired	C9300 Stacking C9400 Modular	DNA-Center		* One time cost	* One time cost, per VM	*One time cost, per appliance
Service	Wireless: \$0 (LLW) Wired: 6% (LLW)	13% of List		\$24/YR	\$1,189/YR (incl with DNA/C1)	\$6,173/YR



Always be sure to check CCW for current pricing.

Software Feature Licensing Options

Software License	A La Carte	C1 Foundation	DNA Essentials	DNA Advantage	C1 Advantage
Cost Per AP	See below	<500 \$350/AP 500+ \$300/AP 1,000+ \$250/AP	\$75/AP/Yr (3,5,7 yrs)	\$150/AP/Yr (3 yrs) \$135/AP/Yr (5,7 yrs)	\$225/AP/Yr (3 yrs) \$200/AP/Yr (5,7 yrs)
Maintenance per Yr	See below	<500 \$53/Yr 500+ \$45/Yr 1,000+ \$38/Yr	✓	✓	✓
AP License	\$200/AP +\$26/Yr	✓	✓	✓	✓
Prime Infrastructure Lifecycle + Assurance	\$105/AP +\$21/Yr	✓	✓	✓	✓
Prime Infrastructure Base + Software	\$120 +\$24/Yr	\$120 +\$24/Yr	\$120 +\$24/Yr	\$120 +\$24/Yr	\$120 +\$24/Yr
MSE CMX Base Location v10 (v10.3+ req)	\$75/AP +\$15/Yr	✓			✓
ISE Base Device License (est 25/AP)	\$125/AP*	25 Devices/AP			15 Devices/AP
ISE Plus Device License (est 25/AP)	\$500/AP*				15 Devices/AP
ISE VM (Assuming 1 minimum)	\$5,990 +\$1,189/Yr	\$5,990			\$5,990
DNA Center (Base Automation & Assurance)			✓	✓	✓
DNA Center (Full SDA + Assurance)				✓	✓
Software Only 5 Year TCO Per AP (list)	\$12,225 +\$1,315/AP	\$6,280 +\$615/AP	\$245** +\$375/AP	\$245** +\$675/AP	\$6,235** +\$1,000/AP

+ \$ with "+" are SWSS

* Est \$ per AP

** Does not include DNA-C Appliance cost

✓ = included

Cisco ONE Foundation for Wireless Options

Current WLAN Environment		Deployment Age	Physical Controller	Controller AP License	Prime Infrastructure Lifecycle	Prime Infrastructure Assurance	MSE Base Location	ISE Base	Part Number	List Price Per License
Current Generation Controller	Prime Infrastructure Lifecycle									
<input type="checkbox"/>	<input type="checkbox"/>	Any	New (Any)	New License	New License	New License	New License	New (25 Devices)	C1-AIR-K9	\$350
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<2 Years	Keep Existing	Existing License	New License	New License	New License	New (25 Devices)	C1-AIR-UPG / C1F1UAIRK9	\$250
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<2 Years	Keep Existing	Existing License	Existing License	New License	New License	New (25 Devices)	C1-AIR-UPG / C1F2UAIRK9	\$200
<i>Competitor Solution</i>		Any	New (Any)	New License	New License	New License	New License	New (25 Devices)	C1N2PAIRSPC1K9=	\$200

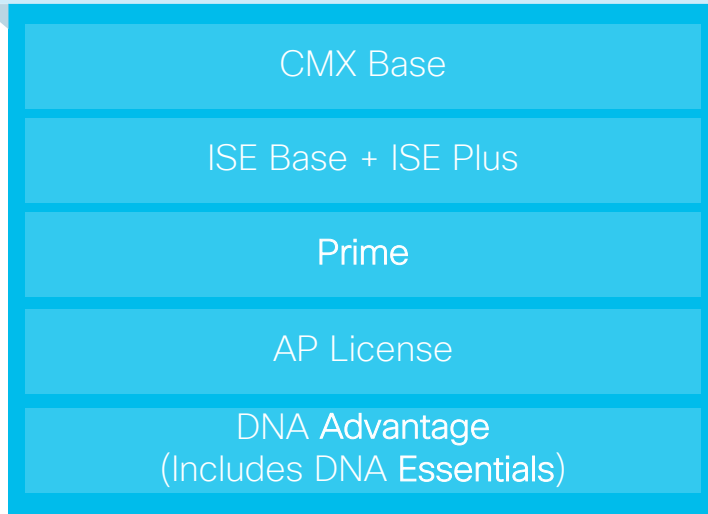
Wireless Subscription Offer Structure

A-la-carte & C1 Perpetual Licensing Still Available



Cisco ONE Advantage

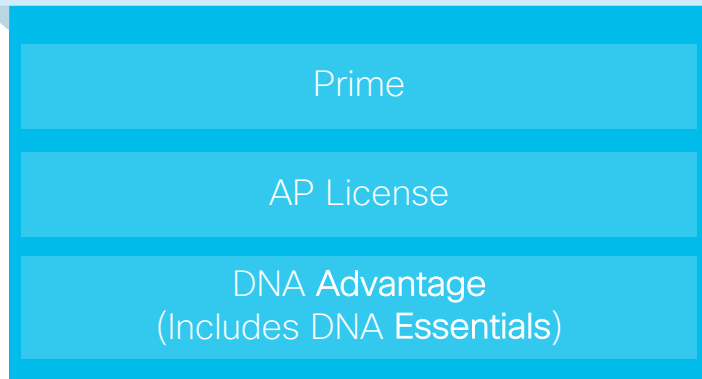
Single SKU 3/5/7 Year Subscriptions
\$225/\$200/\$200 per AP per Yr.



Full SDA & Assurance

DNA Advantage

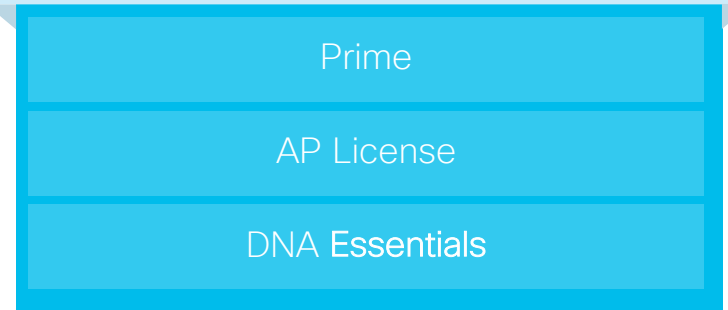
Single SKU 3/5/7 Year Subscriptions
\$150/\$135/\$135 per AP per Yr.



SDA Capable (just add ISE) & Full Assurance

DNA Essentials

Single SKU 3/5/7 Year Subscriptions
\$75 per AP per Yr.



Base Automation & Monitoring
Win the Business / Competitive

Wave 2 Aironet AP's & Next Gen Controllers – 3504, 5520 & 8540

Available on Wave 1 with limited functionality

Software Support Included in all Subscriptions

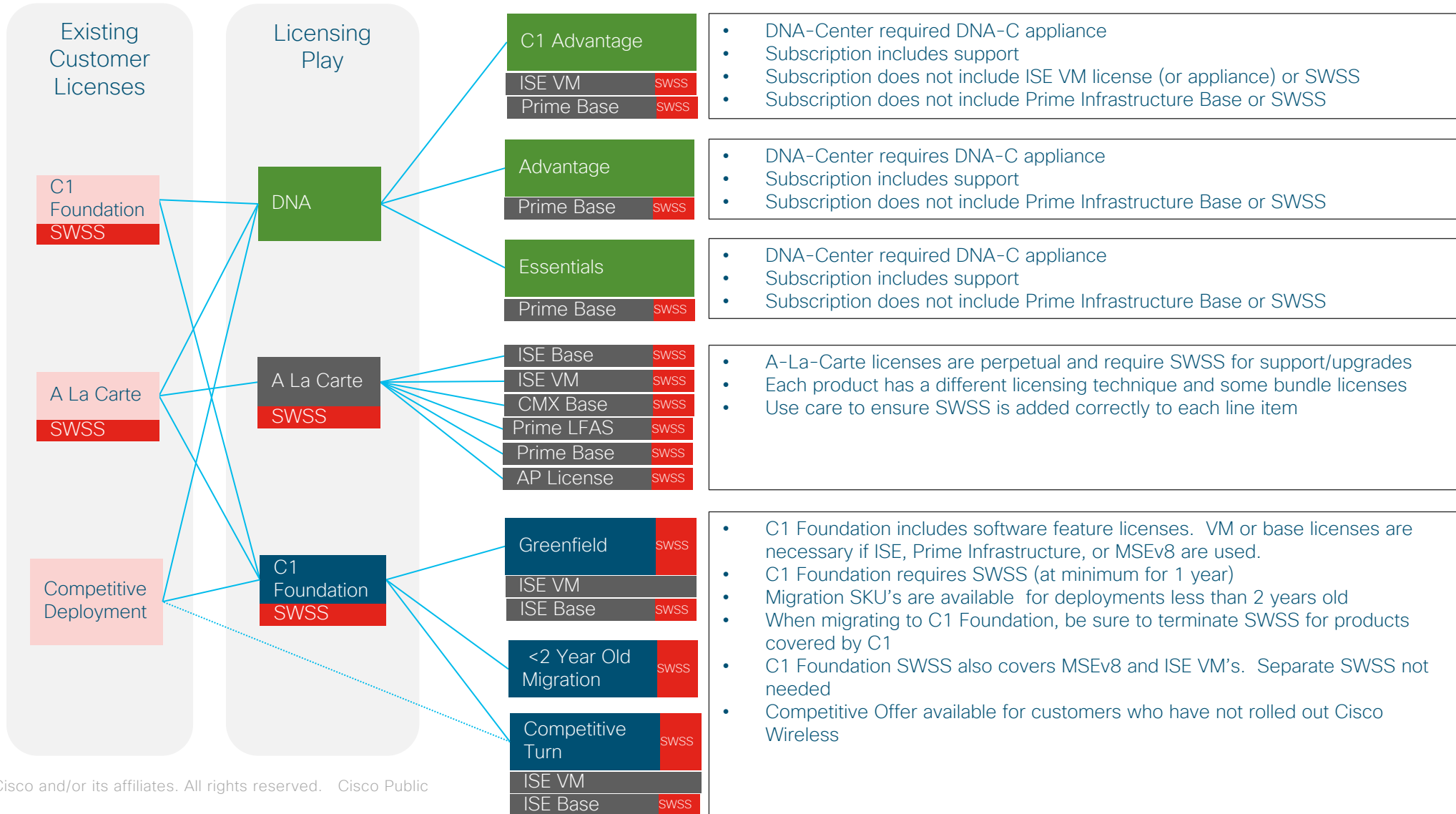


Ordering Mobility Express Pre-Installed

AIR-AP2802I-B-K9C
↑

AIR	Reference for Aironet product
AP2802	AP Model Number
I	I=Internal Antenna, E=External Antenna
B	Regulatory Domain (See Regulatory Domain Guide)
K9	Contains cryptographic software
C	<i>(Optional)</i> C=Mobility Express Config

Licensing Play Roadmap



- DNA-Center required DNA-C appliance
- Subscription includes support
- Subscription does not include ISE VM license (or appliance) or SWSS
- Subscription does not include Prime Infrastructure Base or SWSS

- DNA-Center requires DNA-C appliance
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- DNA-Center required DNA-C appliance
- Subscription includes support
- Subscription does not include Prime Infrastructure Base or SWSS

- A-La-Carte licenses are perpetual and require SWSS for support/upgrades
- Each product has a different licensing technique and some bundle licenses
- Use care to ensure SWSS is added correctly to each line item

- C1 Foundation includes software feature licenses. VM or base licenses are necessary if ISE, Prime Infrastructure, or MSEv8 are used.
- C1 Foundation requires SWSS (at minimum for 1 year)
- Migration SKU's are available for deployments less than 2 years old
- When migrating to C1 Foundation, be sure to terminate SWSS for products covered by C1
- C1 Foundation SWSS also covers MSEv8 and ISE VM's. Separate SWSS not needed
- Competitive Offer available for customers who have not rolled out Cisco Wireless

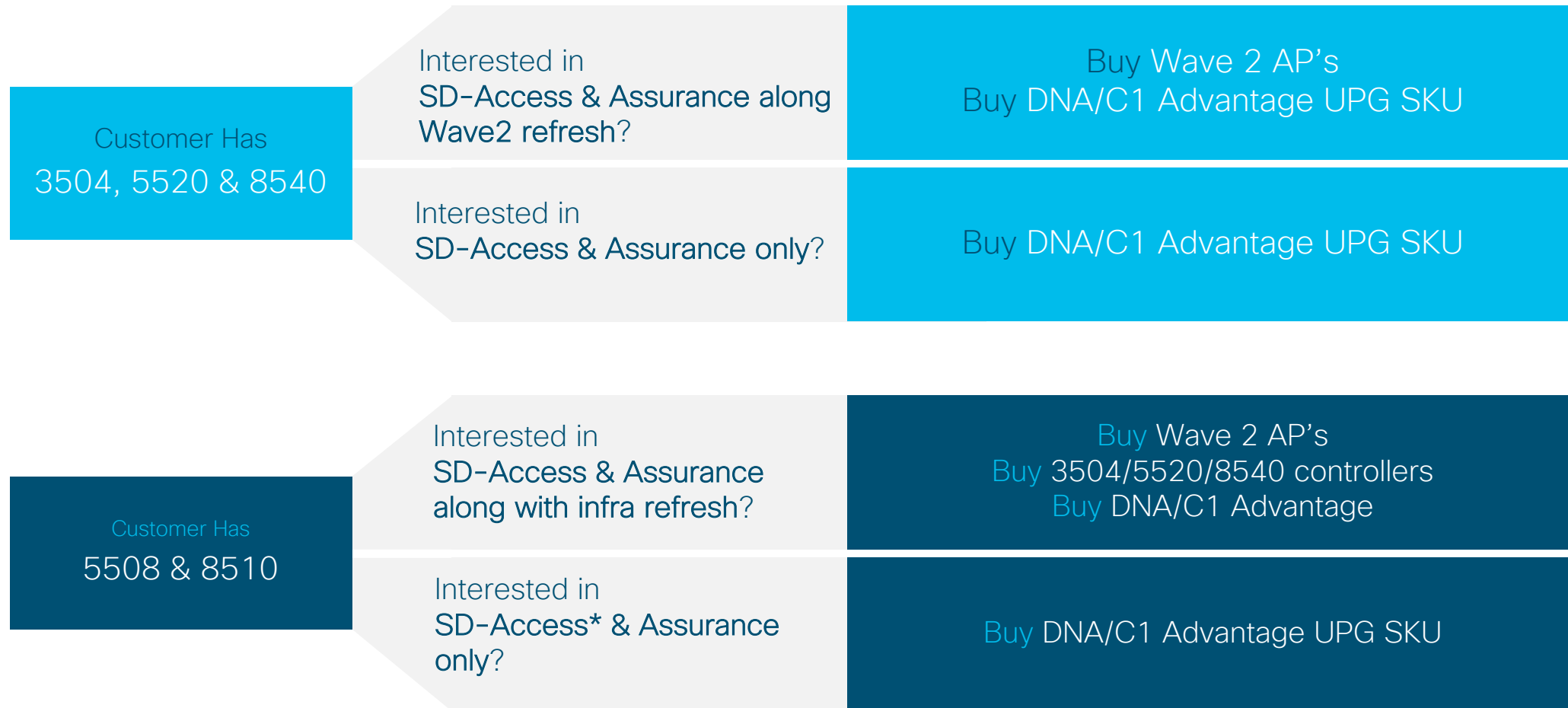
Top-Level-SKU's vs. SKU Options

- **Top Level SKU:** This is a part number that is searchable in CCW and may be added as a line item on a CCW estimate. Sometimes the top-level SKU has \$0 cost, and the Sub-SKU options have a cost.
- **Sub-SKU or SKU Option:** These would be options of a top level SKU. Sometimes a software license will actually be a Sub-SKU while the Top Level SKU is the license type.

<input type="checkbox"/>		Hardware, Software and Services	Lead Time 	Unit List Price (USD)	Qty
<input type="checkbox"/>		1.0 R-MGMT3X-N-K9 	21 days	0.00	<input type="text" value="1"/>
more Cisco Ent MGMT: Lic For PI 3.x And APIC EM Solution Apps Valid as of 08-Nov-2017 07:27:54 PST Edit Options Edit Service/Subscription Validate Add Note More Actions 					
<hr/>					
		1.2 L-MGMT3X-PI-BASE	21 days	95.00	1
more Cisco Ent MGMT: PI 3.x Platform Base Lic					

How do existing customers get to DNA Advantage?

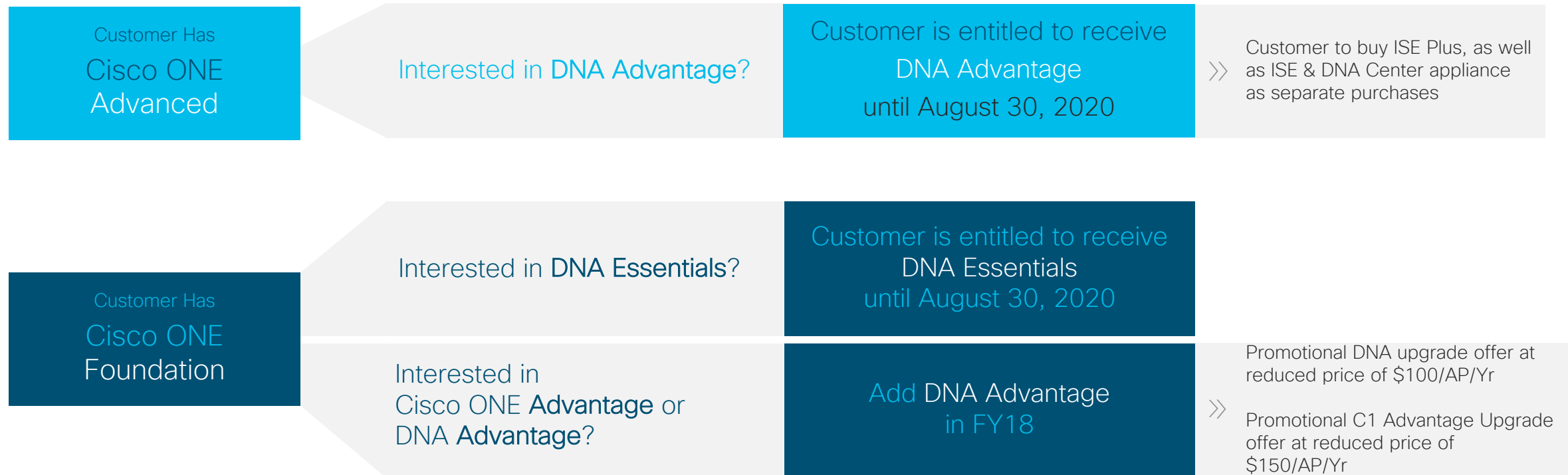
Upgrade SKU's valid only in FY18



Ongoing Innovation for C1 customers

Current Cisco One Foundation Customers

Purchases Prior to August 30, 2017.



Active SWSS is required through the duration of DNA subscription

Building a CCW Config is Easy as 1...2...3

- **Step 1:** Pick the most appropriate AP and Controller. Select appropriate maintenance for controllers.
- **Step 2:** Include the base licenses for Prime Infrastructure and ISE VM. **If SD-Access or DNA Assurance is being rolled out, be sure to add a DNA-Center appliance.

New Deployment Category	Options	List Price	Maintenance / Support
Access Points (Indoor, Internal Antenna) Mobility Express, Flex, Local	AIR-CAP1802x-B-K9 AIR-CAP2802x-B-K9 AIR-CAP3802x-B-K9	\$995 \$1,295 \$1,650	Included: Advanced Replacement Warranty
On-Premises Controllers (Second for HA) With ZERO licenses	*Mobility Express (use C suffix on AP) C1-AIR-CT3504-K9 C1-AIR-CT5520-K9 C1-AIR-CT8510-K9	\$0 \$5,000 \$20,000 \$40,000	*AP needs SmartNET for Mobility Express 13% of list for SmartNET 8x5xNBD
Prime Infrastructure Base License	R-MGMT3X-N-K9 L-MGMT3X-BASE & R-PI31-SW-K9	\$120	\$24 for SWSS
ISE Virtual Appliance	R-ISE-VM-K9=	\$5,990	Included in C1 Perpetual or DNA/C1 Subscriptions
Feature Licenses			

Building a CCW Config: Step 3

- **Step 3:** Select the best licensing model:
 - A-La-Carte
 - Cisco ONE Foundation Perpetual
 - Subscription: DNA-Essentials, DNA-Advantage, or Cisco ONE Advantage

The following slide compares each option side-by-side with a 5 year total cost of ownership.

TCO includes all product & service costs for a full 5 years. There is a one-time cost then a cost per AP.

Cisco Aironet Solution

Software Feature Licensing Options

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Prime Infrastructure Lifecycle + Assurance	\$105/AP +\$21/Yr	✓	✓	✓	✓
Prime Infrastructure Base + Software	\$120 +24/Yr	\$120 +24/Yr	\$120 +24/Yr	\$120 +24/Yr	\$120 +24/Yr
MSE CMX Base Location v10 (v10.3+ req)	\$75/AP +\$15/Yr	✓			✓
ISE Base Device License (est 25/AP)	\$125/AP*	25 Devices/AP			15 Devices/AP
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ISE VM (Assuming 1 minimum)	\$5,990 +\$1,189/Yr	\$5,990			\$5,990
StealthWatch (Ordering Guide)					
DNA Center (Base Automation & Assurance)			✓	✓	✓
DNA Center (Full SDA + Assurance)				✓	✓
Software Only 5 Year TCO Per AP (list)	\$12,225 +\$1,315/AP	\$6,280 +\$615/AP	\$245** +\$375/AP	\$245** +\$675/AP	\$6,235** +\$1,000/AP

+ S with "*" are SWSS
* Est \$ per AP
** Does not include DNA-C Appliance cost
✓ = included

Add the Base/VM licenses

Select your feature licenses