



Smart Networking: The heart of a Digitally Enabled Enterprise

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NEEDS OF TODAY...

What drives the change?

Who led the digital transformation of your company?

A) CEO

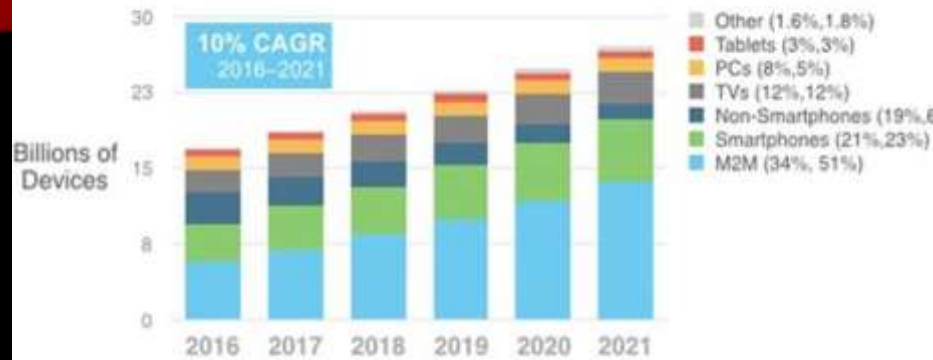
B) CTO

C) COVID-19

INTERNET OF (EVERY)THINGS

Global Device/Connection Growth by Type

By 2021, M2M connections will be more than half of total connections



Global Average IP Traffic Per Device

	2016 MBs per Month	2021 MBs per Month
M2M Module	328	1044
Smartphone	3,500	14,900
Tablet	9,100	25,600
Internet Set-Top or Dongle	15,882	27,731
Laptop / PC	30,600	55,100
Ultra High Definition TV*	27,375	47,804

* Note: Includes IP VoD traffic

Source: Cisco VNI Global IP Traffic Forecast, 2016-2021



CHALLENGES

Ασφάλεια

Ταχύτητα

Ευκολία

Access Control

Business Customer



Διαθεσιμότητα & BYOD

Οικονομία CapEx & OpEx

Αξιοπιστία & Scalability

Social Media Login



SMART AUTOMATION IS THE ANSWER



Simplify manual processes



Minimize potential for human error



Be repeatable and consistent



Increase performance



Reduce IT workload



Enhance security

WHO YOU GONNA CALL?



The bridge to possible

INTENT BASED NETWORKING

Core Networking

Smart Endpoints

Branch Networking

Intent-Based
Networking

IoT Endpoints



**Transform processes
and business models**

Foster innovations
Decrease time to market



**Empower workforce
with efficiency and innovation**

Increased productivity
Better retention



**Personalize
customer experiences**

Greater insights
Increased loyalty

DNA CENTER



Cisco DNA Center



Cisco DNA Center Appliance



Physical and virtual infrastructure



Automation

Automate provisioning, device updates, and device lifecycle management



AI/ML

Analytics and assurance

Improve network performance and spend less time troubleshooting with AI and machine learning



Security and policy

Create user and group policies and increase security threat protection

WHY DNA CENTER?

Delivers essential capabilities to automate network deployment and management



Visibility

Discovery, inventory,
single pane of glass



Intent

Policies, configurations



Deploy

Provision,
plug-and-play



Manage

Software image
management, changes,
compliance



Extend

Assurance, security,
third-party applications

Plan



Develop



Deploy



Optimize



Support



SMART NETWORKS, SMART MANAGEMENT

Complete network management system

- Single pane of glass for all devices
- End-to-end health information in real time
- Granular visibility
- Simplified workflows

Automation for provisioning

- Zero-touch deployment
- Device lifecycle management
- Policy enforcement

Analytics for assurance

- Verify intent of network settings
- Proactively resolve issues
- Reduce time spent troubleshooting

Platform for extensibility

- Integrate APIs with third-party solutions
- Integrate and customize ServiceNow
- Evolve operational tools and processes

The old method

50  days

The new method

25  minutes

Total workflow for

Fifty devices

WHAT ABOUT SECURITY?

Is there a connection?



WHAT ABOUT SECURITY?

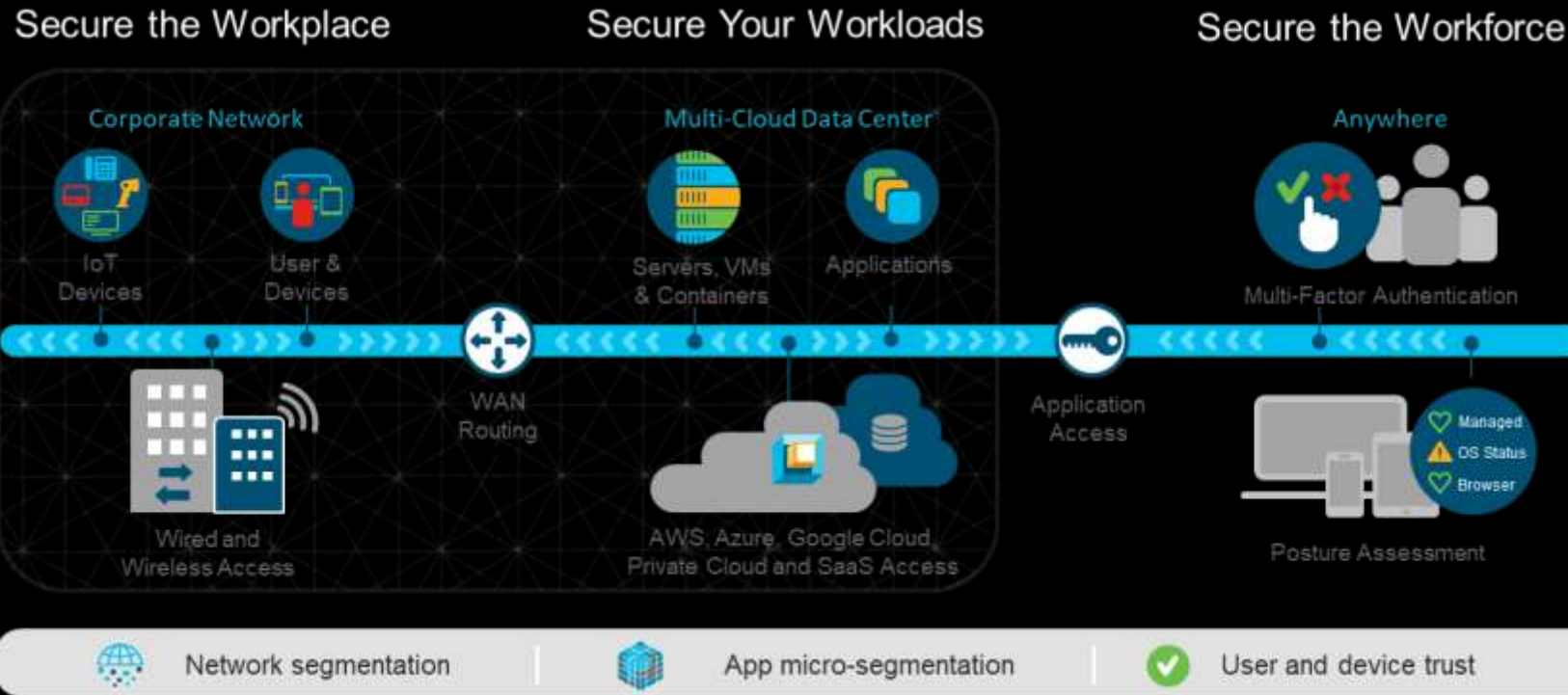
Yes there is a connection!

- Casino → Computer Room → Customer Data
- IoT
- Lobby Aquarium with Thermostats
- Thermostats → Casino's Core Network



Source: Business Insider, April 2018

SECURE EVERYTHING



WATCH EVERYTHING

Identify who and what is on the network



Understand how
they're communicating



*Encrypted & Unencrypted data

Determine risk profile
and compliance



User, device and app inventory/context



Traffic accounting



Risk, threats and written policy needs

REMEDiate EVERYTHING

