



# Cisco Digital Network Architecture (Cisco DNA™) Advisory Service

## What if you could build the foundation for a successful transformation to a digital architecture while maintaining a stable, secure network?

We have more than 30 years of expertise and can help you build an end-to-end strategy to make sure of a smooth transition.

The network connects all things digital. To succeed in the digital age, your network needs to evolve with your business to make sure it can reach its full digital potential. Let's build a cost-effective strategy to move to a digital architecture so your business can use the network to do extraordinary things, with confidence.

Cisco® Digital Network Architecture (Cisco DNA™) provides an open, software-driven platform that integrates critical innovations in networking software, such as virtualization, automation, analytics, and cloud, into one architecture. The Network. Intuitive.

## Benefits

- **Accelerate your network transition**, while maintaining a stable, secure network, with a strategic plan that prioritizes critical business needs
- **Reduce risk** with our expertise and proven methodology. We take a holistic approach to address gaps, identify dependencies, and prepare your resources
- **Reduce your operational expenditure** by promoting consistency, standardization and IT & Business insights across your environment

**“DNA-enabled solutions allow us to quickly deliver easy Wi-Fi, gain new business insights on customer trends and preferences, and substantially improve the way we engage visitors.”**

**Abbas Rizvi**  
Senior Network Manager,  
Santana Row Shopping Center

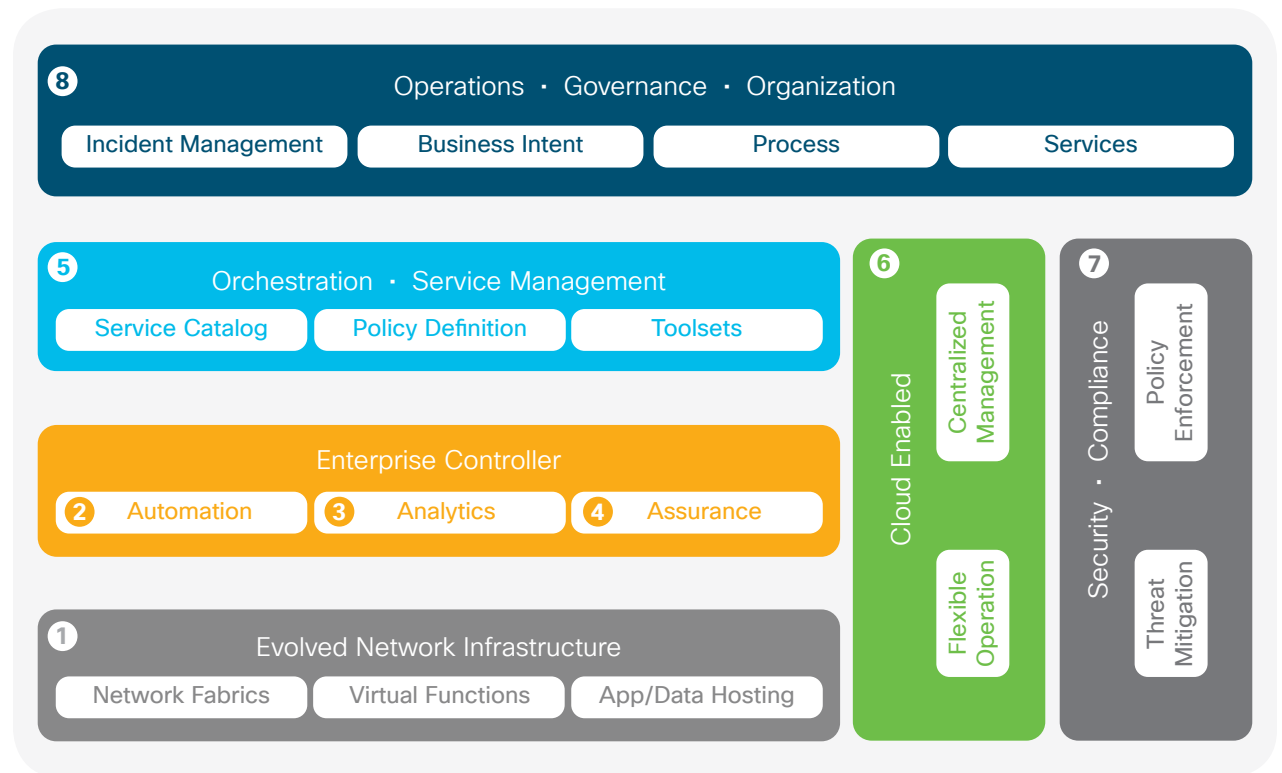
Without the right plan and migration strategy, network transitions can be complex. We can help you explore your DNA migration and transition options.

The Cisco DNA Advisory Service helps you create a strategic plan to achieve business objectives through technology while maintaining a stable, secure network during your transition. We work

with you to understand where you want to take your business. Then we build a roadmap with predictive steps to take you there.

This strategy encompasses not only technology, but also your people and processes. This service uses our new Cisco DNA 8 framework to identify eight primary areas to address during network transformation and map out how each area can improve your success (Figure 1).

Figure 1. Cisco DNA 8 framework



## Full speed ahead

In this world of digital business, the stakes are high, but the risks are higher. The move to digital has enterprises needing to master new business models, new processes, and new threats in ever shorter time frames.

But 83 percent of your IT budget is used simply to maintain the status quo.

You need a strategy for network transition that will enable you to:

- Move with confidence with prioritized IT management efforts
- Be proactive to make sure of maximum performance from your infrastructure, people, and processes

To succeed, you need:

- Enhanced security to protect your network and reduce risk
- Increased (operational/network) visibility to make it easier to uncover and prevent issues
- Improved capabilities and operational practices to support your business goals

This holistic approach simplifies planning discussions and enables you to concentrate on the critical areas:

- Where should you focus people, budget, and time?
- How can you get the most out of your new technology and optimize what exists today?
- What gaps do you address first? Why?

We equip you to make better business decisions so you can prioritize investments and use your limited resources more wisely. This service supports all Cisco DNA innovations and solutions, such as:

- **Software-Defined Access (SD-Access):** Policy-based network automation and assurance
- **Cisco Software Defined WAN (SD-WAN):** Policy based automation for SD-WAN
- **Network Automation and Assurance:** Automation & proactive insights for better service management
- **Security:** Predictive threat mitigation
- **Virtualization:** Virtualized network services

Cisco DNA helps you respond to new opportunities at digital speed, using an open, software-driven approach. Our Cisco DNA services help you move to a new network architecture, while maintaining a stable, secure network with:

**Evolved network infrastructure:** Reduce operational expenditure by addressing network hardware as well as the enhanced capabilities of E-NFV and support for network fabrics.

**Automation:** Realize the full value of DNA by using the automation capabilities of DNA Center to provision and manage your devices consistently.

**Analytics:** Tune your network functions, mitigate threats, and improve incident management through the enhanced analysis of data collected from the network infrastructure and application performance.

**Assurance:** Make sure components work together to manage the network effectively to make sure of the delivery of applications and services according to defined requirements.

**Orchestration and service management:** Simplify your efforts by performing and combining automated tasks to achieve desired outcomes.

**Cloud enabled:** Reduce costs and increase productivity by moving management functions into the cloud, while also making sure of unified functions and consistent service delivery.

**Security and compliance:** Reduce risk by addressing security and compliance needs across the entire architecture with centralized policies and simplified management.

**Operation, governance, and organization:** Increase your business agility by going beyond the technical environment to address other organizational functions and how they work together to meet the changing needs of your business.

## Key capabilities

As part of this holistic approach, Cisco DNA Advisory Service delivers the following capabilities:

- **Strategy & Analysis** – Align to business goals
- **Assessment** – Identify Technical Requirements
- **DNA Digital Roadmap** – Develop an end to end digital roadmap to accelerate refresh
- **Security Segmentation** – Develop a strategy and roadmap to implement security enclaves

## The Cisco Services advantage

Cisco Services help customers build the foundation to achieve extraordinary outcomes. We are consistently at the forefront of pivotal industry transitions.

We help customers spend less time securing their business and just making things work and more time on new ideas to drive business forward. Plus, our experts can devise a strategy to extract maximum value from your resources.

Let us show you how one of the industry's most experienced global services organizations can make sure of and ensure your business success.

Contact your Cisco or partner representative today and request our Cisco DNA Advisory Service.

## For more information

Learn more about our enterprise networking services and how they help accelerate your transition at [www.cisco.com/go/enservices](http://www.cisco.com/go/enservices).