Cisco Digital Network Architecture (DNA) Guide

Get started—the basics

Digitization

Digitization is fueled by key technology trends like mobility, IoT, cloud and analytics. Only the network brings all these elements together to allow organizations to reach their full digital potential. Digital disrupters are changing everything. By 2020, an estimated 40 percent of existing businesses will be affected by digital disrupters that drive new business models. Examples of digital disrupters include Uber, AirBnB, Music Streaming (Pandora/Spotify).

Cisco's approach to digitization—digital network architecture (DNA)
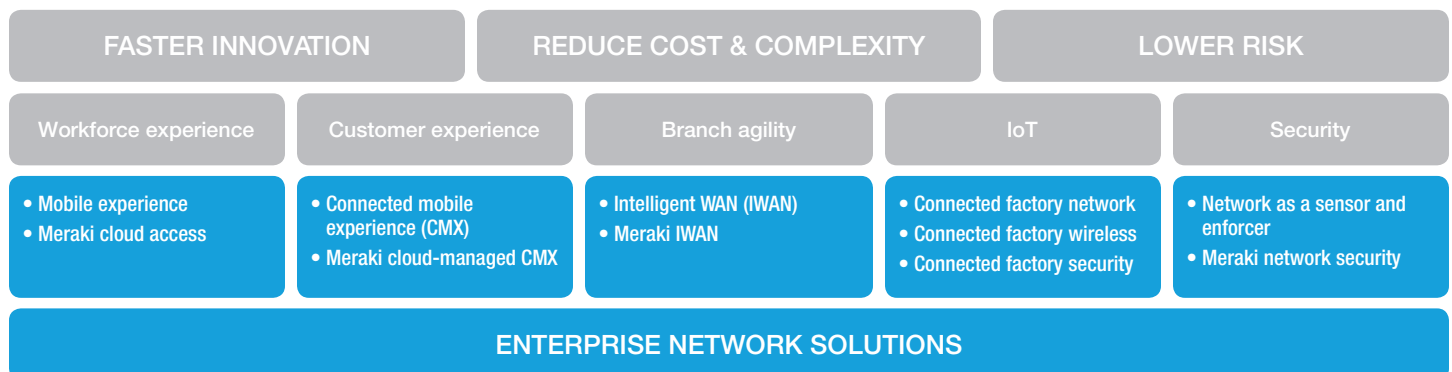
DNA is an open, software-driven, services-centric network architecture. It's designed to rapidly deliver services that enable IT to innovate faster, reduce costs and complexity, lower risk and meet compliance.

There are five compelling pillars to DNA to drive the discussion with end users:

- Workface experience
- Customer experience
- Branch agility
- Security
- Internet of Things (IoT)

Watch now

Why should you care about this $40 billion opportunity?

The digital transformation is occurring, and it's happening outside the traditional IT department. Other lines of businesses (sales/operations/marketing) are making and influencing technology decisions outside the IT department.

SalesConnect: Leverage these sales kits to craft your customer pitch.

How can you start the conversation?

1. Leverage the installed base of Cisco networks.
2. Engage different lines of business (LoB) within your customer base.

SalesConnect: Leverage these sales kits to craft your customer pitch.

Get Started

Cisco Ready: Business analytics initiative provides your team with actionable insights through installed base data so your team can sell more and sell faster.

- Enables seamless planning and qualification of opportunities
- Provides insight to customers' infrastructures
- Enables visibility into recurring service revenues
- Customized benchmark reports -> consultative conversations

Get Started

Lead with Assessments: Earn exclusive discounts and incentives.

Journey to Digital Network Architecture

FASTER INNOVATION		REDUCE COST & COMPLEXITY		LOWER RISK
Workforce experience	Customer experience	Branch agility	IoT	Security
• Mobile experience • Meraki cloud access	• Connected mobile experience (CMX) • Meraki cloud-managed CMX	• Intelligent WAN (IWAN) • Meraki IWAN	• Connected factory network • Connected factory wireless • Connected factory security	• Network as a sensor and enforcer • Meraki network security
ENTERPRISE NETWORK SOLUTIONS				

What resources do you have to drive DNA?

Start with a network assessment.

Assessments are designed to improve and optimize your customers' existing IT environments, identify critical issues and map them to potential solutions as well as plan for upgrades and upcoming deployments.

	Delivered by you		Ingram Micro delivered
	Cisco Active Advisor	**Cisco-funded network assessment (CFNA): DRN assessment**	**Ingram Micro Professional Services: infrastructure assessment**
Description	Free cloud-based service analyzes your equipment's risk and personalizes recommendations for network improvement and security.	The digital-readiness network assessment is designed to evaluate a customer's readiness to become an IT company. This assessment enables you to identify the customer's key business initiatives and position relevant digital solutions to meet end-customer needs.	• Base assessment • Upgrade simulation • Additional RN50, virtual/physical • Additional reports
Benefit	• Reduced network risk • Lifecycle information available in minutes • Intuitive interface • Always available (24/7)	Identify network upgrade opportunities to help refresh the installed base. • Prioritize areas of concern, such as obsolete hardware and software. • You'll be provided with professional services opportunities.	• Quickly respond to client needs without investing in permanent resources. • Ingram Micro Expert Services can be delivered both locally and remotely. • Providing actionable data helps clients make better decisions and builds loyalty. • Win new clients by uncovering hidden issues not discovered by your competition. • Grow business and drive higher margins with a broader range of professional services.
Positioning	Smaller end-user opportunity	Must be Premier and above with field-deployable resources to complete strategic end user's larger IT footprint	Maintaining the skill sets and resources to respond quickly and effectively can be a challenge. Ingram Micro Expert Services were developed to help empower and expand your services and expertise beyond your current capabilities. Ingram Micro provides everything needed to deliver valuable planning services.
Cost	Free	Your engineering resources	Up to $3,000
Resources	Active Advisor page	Funded Network Assessment page	Ingram Micro Infrastructure Assessment page

Earn incentives and iiscounts when offering network assessments to your customers.

	Delivered by you		Ingram Micro delivered
	Cisco Active Advisor	**Cisco-funded network assessment (CFNA): DRN Assessment**	**Ingram Micro Professional Services: infrastructure assessment**
Incentive	$250 per assessment	$3,000 per assessment	50% discount, up to $5,000 per quarter
Requirements		$200K (net) minimum	

Proof of performance (PoP)	Completed report sent to ciscoassessmentincentive@ingrammirco.com	• First tab of assessment site visit report
		• End-of-sale (EoS) reports/last-day-of-support (LDoS) reports
		• Wireless PoP template
		• Proposed bill of materials
			A detailed report with an IT benchmark score, data on the network and server infrastructure and data analysis with recommendations are provided.
			• IT inventory including end-of-life (EOL) devices
			• IT benchmark score
			• Topology diagram
			  • Review of top industrywide IT issues and security vulnerabilities
			  • Virtualization candidates
			  • Bandwidth bottlenecks
			  • Backup failures & critical log

Reimbursement process	Credit memo once PoP is provided	You must submit assessments through Cisco SIRE tool: http://www.cisco-sire.com/	Discount provided up front

Resources and programs available for you to be profitable and competitive

Program	Fly Higher XCHANGE	Trade-in Migration Program (TMP)	Opportunity Incentive Program (OIP)	Value-Incentive Program (VIP)/Cisco Service Partner Program (CSPP)
Description	Xtra trade-in instant discounts for Cisco network, mobility and security product deals under $50,000. The XChange Program has been designed to give you that little bit Xtra to help target your small business customers and new prospects.	Promotion to encourage businesses to migrate to the newest Cisco technology with attractive discounts for Cisco and competitive gear	Deal registration program to recognize additional value you provide when hunting or developing new Cisco business	VIP/CSPP offers you monetary rewards when you focus your practice on technologies/services
Benefits	• Simple trade-in program with quick discount approval • No gear required to send to Ingram Micro or Cisco • Stackable with Fast Track & OIP	• Helps you sell the latest and highly differentiated Cisco products • Engages you in consultative selling	• Encourages you to invest in developing new opportunities, knowing that your efforts will be rewarded • Provides you with a financial advantage in upfront discounts when you create demand-generation capability	• Substantial improvements to your profitability • Rewards for investing in and promoting network architectures and emerging offerings to customers
Discount/Rebate	Up to 6%	Up to 18%	Up to 8%	Up to 20%
Requirements	$5,000 to $50,000 deals (GPL) max $250K per quarter	Must send trade-in gear back to Cisco.	$10,000	Eligibility criteria are based on your delivery quality and technology focus, not size.
Register deal/program	Xchange Portal	Cisco Commerce Workspace	Cisco Commerce Workspace	VIP CSPP

Incentives to close Ingram Micro-led assessment offerings

Offer	You earn cash when you close either a Cisco Active Advisor or Ingram Micro Professional Services assessment.
Incentive	$500-$2,000 (max $10K per quarter)
Tiers (all net price)	10,000: $500 20,000: $1,000 30,000: $1,500 40,000+: $2,000
Proof of performance	Submit Ingram Micro invoice to CiscoAssessmentIncentive@ingrammicro.com
Reimbursement process	Credit memo once PoP is provided

Don't leave money on the table. There are many different incentives and rebates available to you from Cisco and Ingram Micro. Contact your Cisco team today.

CiscoAssessmentIncentives@ingrammicro.com • **(800) 456-8000 ext. 76471, option 1**