Re-Imagining your Wireless Experiences

Grow Networking
Future-Proof Workplaces

Presenters:

Sarah Marshall Nowell – Networking DAM

Mark Jacobs – Solution Engineer

What is driving the need to modernize the network?

AI is changing everything...

Cisco powers how people and technology work together across the physical and digital worlds

AI-ready data centers

Transform data centers to power AI workloads anywhere

Public and private clouds, on-premises, edge

Future-proofed workplaces

Modernize everywhere people work and serve customers

Campuses, branches, factories, homes, cars, hospitals, stadiums, hotels, and beyond

Digital resilience

Keep your organization secure, reliable, and performing with game-changing security, assurance, and observability across the entire digital footprint

Accelerated by Cisco AI

The Cisco Unified AI Assistant Vision
Security, Networking, Observability, Collaboration

Gen-AI-Powered AI Assistant

Objective

Develop an AI Assistant with the intelligence of all platforms across Cisco to create a cohesive ecosystem.
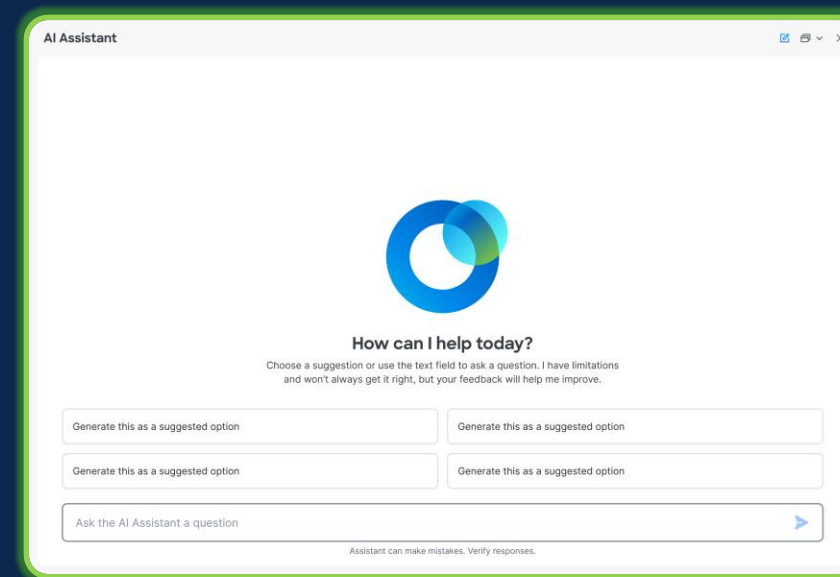
Customer Outcome

Reduces the MTTR or MTTI, lessening IT operational overhead.

Target Use Cases

Inter-product troubleshooting, configuration, optimization, doc skills.

AI Assistant

How can I help today?
Choose a suggestion or use the text field to ask a question. I have limitations and won't always get it right, but your feedback will help me improve.

Generate this as a suggested option | Generate this as a suggested option
Generate this as a suggested option | Generate this as a suggested option

Ask the AI Assistant a question

Assistant can make mistakes. Verify responses.

Gen-AI-Unified Ecosystem
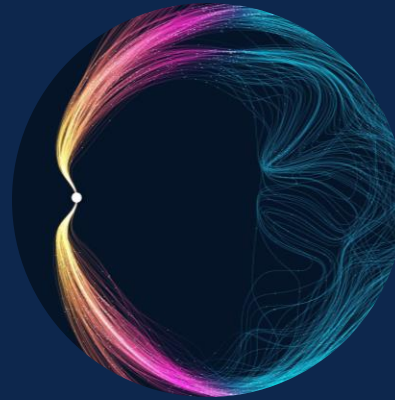
Security   Network   Observability   Collab

Directly addressing our customers' top challenges

Transforming Workplaces for RTO

- Delivering on the promise of "a magnet, not a mandate"
- Creating rich, collaborative, sustainable spaces
- Connecting an increasingly dense environment of devices, sensors, and new apps

Delivering AI-Ready Wireless

- Handle large amounts of data with more security, lower latency, and higher speeds
- Support seamless 8K streaming, augmented reality (AR), and VR,
- Mission-critical OT applications

Driving Growth, Delivering Resilience

- Orgs are struggling to get data-driven insights about physical spaces
- Drive growth, cost savings, and sustainability
- Bringing together Wi-Fi, Spaces, and UWB to enable organizations to grow and adapt to new challenges with ease

Cisco's (epic) WiFi-7 Launch...

Cisco Wireless Wi-Fi 7 Access Points
We're stepping into the Wi-Fi 7 era with a full solution to help customers build a truly AI-ready Enterprise

Cisco Spaces
Going beyond basic wireless, reimagining the way users interact with physical environments, helping customers unlock new growth

Cisco Unified Experience for Wireless
Simplifying how customers do business with Cisco and scale operations with unified licenses, hardware, and support

Cisco
Sales Enablement and Acceleration

Introducing Cisco Wi-Fi 7 Access Points

Selling Next Generation Wireless

What to sell

Unified **Hardware**

Unified **Licensing**

Unified **Support**

Unified License

Cisco Spaces

Wi-Fi 7 Access Points

CW9176I & CW9176D1

Large, mission-critical deployments

- Tri-radio (12ss); 2.4/5, 5, 6 GHz
- UWB
- Built-in GNSS
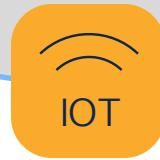- Single 10 Gbps port
- CleanAir Pro
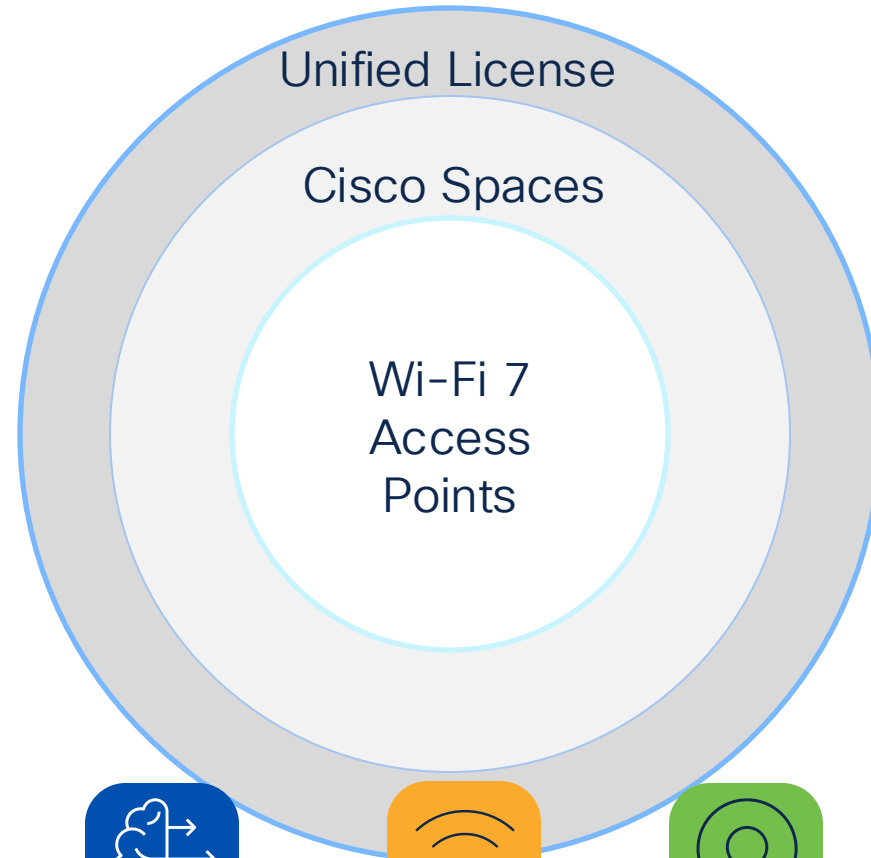
CW9178I

Large, high-density deployments

- Quad radio, 4x4, 16ss (2.4, 5, 5,6)
- UWB
- Built-in GNSS
- Dual 10 Gbps ports for redundancy
- CleanAir Pro

IOT

MAPS
AI Powered
3D Mapping

IoT
Management

LOCATION
WIFI, BLE
& UWB

*Tier A Countries

Cisco Wi-Fi 7 Series Access Points
Premium, multilingual AP platform for the future-ready digital enterprise

Unified Product, Single SKU, Global Use AP
Catalyst On-Prem or Meraki Cloud Ready

Unmatched Wi-Fi experience

Tri-band concurrent Flexible Radio Assignment (FRA) for changing needs.

Dedicated AI/ML-powered scanning radio for CleanAir Pro

Smart, resilient infrastructure

Smart power consumption

Flexible feature uses given power budget

Dual 10 Gig uplink ports for resiliency

Multilingual IoT radios

Third-gen IoT 802.15.4 radio USB with 4.5W for new IoT technology

Hybrid Location System with GNSS/GPS, Wi-Fi & UWB

AP Auto Locate, Indoor Navigation, Asset Tracking & AFC

Container hosting on AP

Host IOx applications at edge with access to integrated IoT radio and USB module

Global use access points for resilient connectivity
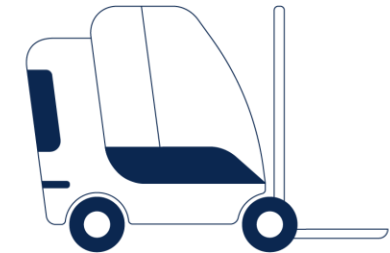
Unified hardware

Same hardware regardless

of region or management

Seamless onboarding
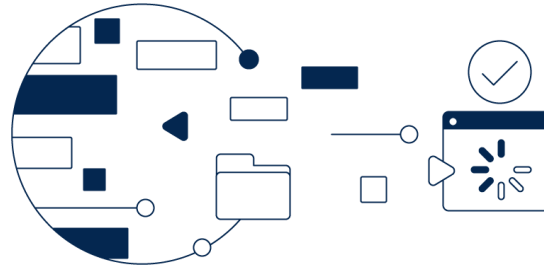
Smarter onboarding

management selection

Future-proofed flexibility

Simplification of product

and licensing for repurpose

Giving IT teams and partners the easiest, fastest path ever to wireless from Cisco

Options for Ordering Wi-Fi 7 APs

Ready to Go (-RTG)

Fastest shipment, no customization

- Single unit
- Includes low-profile AP mounting bracket
- Includes ceiling grip

Configurable (-CFG)

Customize accessories & packaging

- Single or 10-Pack option
- Selection of mounting bracket options & ceiling rail clip
- Option to opt-out of brackets

Special Handling (-CFG++)

For TAA-compliant orders

- TAA-compliant country of origin
- Single unit or multi-pack options
- Selection of mounting bracket options & ceiling rail clip
- Option to opt-out of brackets

Smarter, seamless onboarding on the best platforms with Cisco Wireless Wi-Fi 7 APs and Networking Subscription

Deploy the product with the preferred management, today.

Swap in a snap, tomorrow.

No license or hardware change required.

Is Your Customer Switching Ready?

To make the most of the advanced capabilities in CW9176 and CW9178, use UPOE and mGIG switches.

Best

UPOE+ with mGIG

Catalyst 9300X*

+ certain C9300 and C9300L SKUs; see data sheets for detail.

Catalyst 9400
Powered by Sup-2 & Gen 2 Line Cards

Better

Catalyst 9300* & C9300L*

UPOE

Catalyst 9400
Powered by Sup-2 & Gen 1 Line Cards
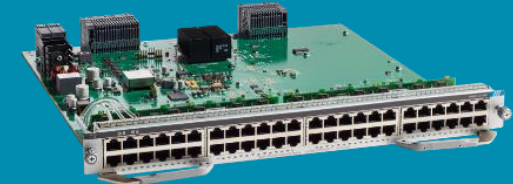
Good

POE/POE+

APs will be functional but will have reduced capabilities when operating with any POE or POE+ switch. PoE specifications will be documented in the deployment guide.

*also available in -M

Introducing Integrated UWB Support for AnyLocate in Wi-Fi 7!

UWB

What is Ultra Wideband (UWB)?
A short-range, high-frequency wireless technology enabling <1 meter location accuracy

Which APs include embedded UWB?
CW9176I, CW9176D1, and CW9178I

Is it replacing other sources of location data, like Fine Time Measurement (FTM)?
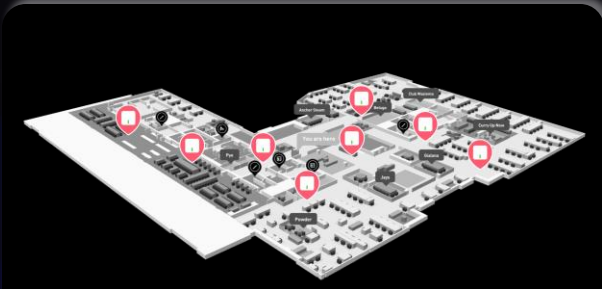No, it will be used in complement with FTM to enhance the accuracy of AP-to-AP location, which is the foundation of other location use cases.

Is UWB available yet in client devices?
UWB is supported in a growing number of devices from vendors like Apple, Google, Samsung. Cisco is working toward device support with major vendors.

Common Framework for

Location. Maps. IoT. API.

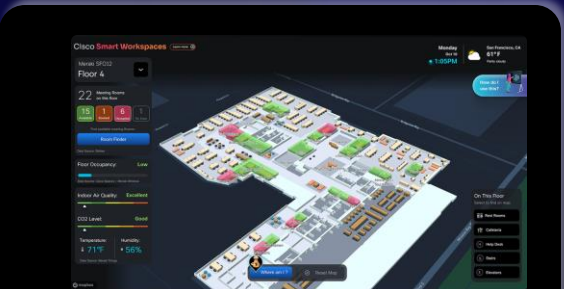**Auto Placement of APs on map**
for IT teams

Place Sensors on a map
for IT teams

Detect & Locate Clients & Devices
for IT/OT Teams

Asset Tracking
for Operations

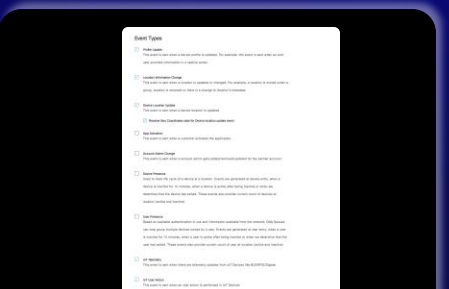**Digital Signage Experience**
for Employees & Facilities Teams

Occupancy Analytics
for Real-Estate & Facilities

Indoor Wayfinding
for Employees & WPR

Contextual Notifications
for Marketing & Loyalty

APIs
To extend to enterprise

Wi-Fi licensing includes Cisco Spaces

+ CISCO SPACES

Unified Licensing MVP Launch: Dec 2024

UL – Essentials

| Meraki Enterprise | DNA-E | Spaces Extend |

UL – Advantage

| Meraki Advanced | DNA-A | Spaces ACT |

Unified Licensing Model

Network licensing perpetuates two distinct and competing experiences

Catalyst Experience

Catalyst SKU's

+ Cisco DNA Licensing (Device term license, mandatory attached)

On-premise management
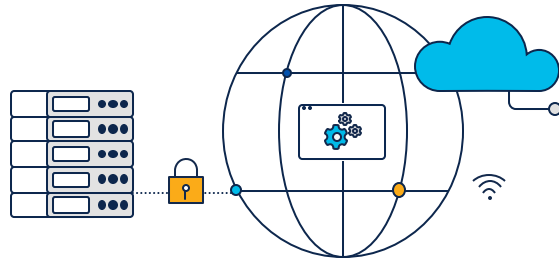

Meraki Experience

Meraki SKU's

**+ Meraki Licensing** (Subscription or device term license)

Cloud management

Introducing a Unified Experience for Cisco Networking Customers

One Unified Experience

Unified **Hardware**

Unified **Licensing**

On-Premise Management   Hybrid   Cloud Management

Unified **Support**

Consistent, reliable product support included for hardware and software with RMA Upgrade options

Cisco Networking Subscription is our new unified licensing model that offers a seamless, secure, and integrated network experience.
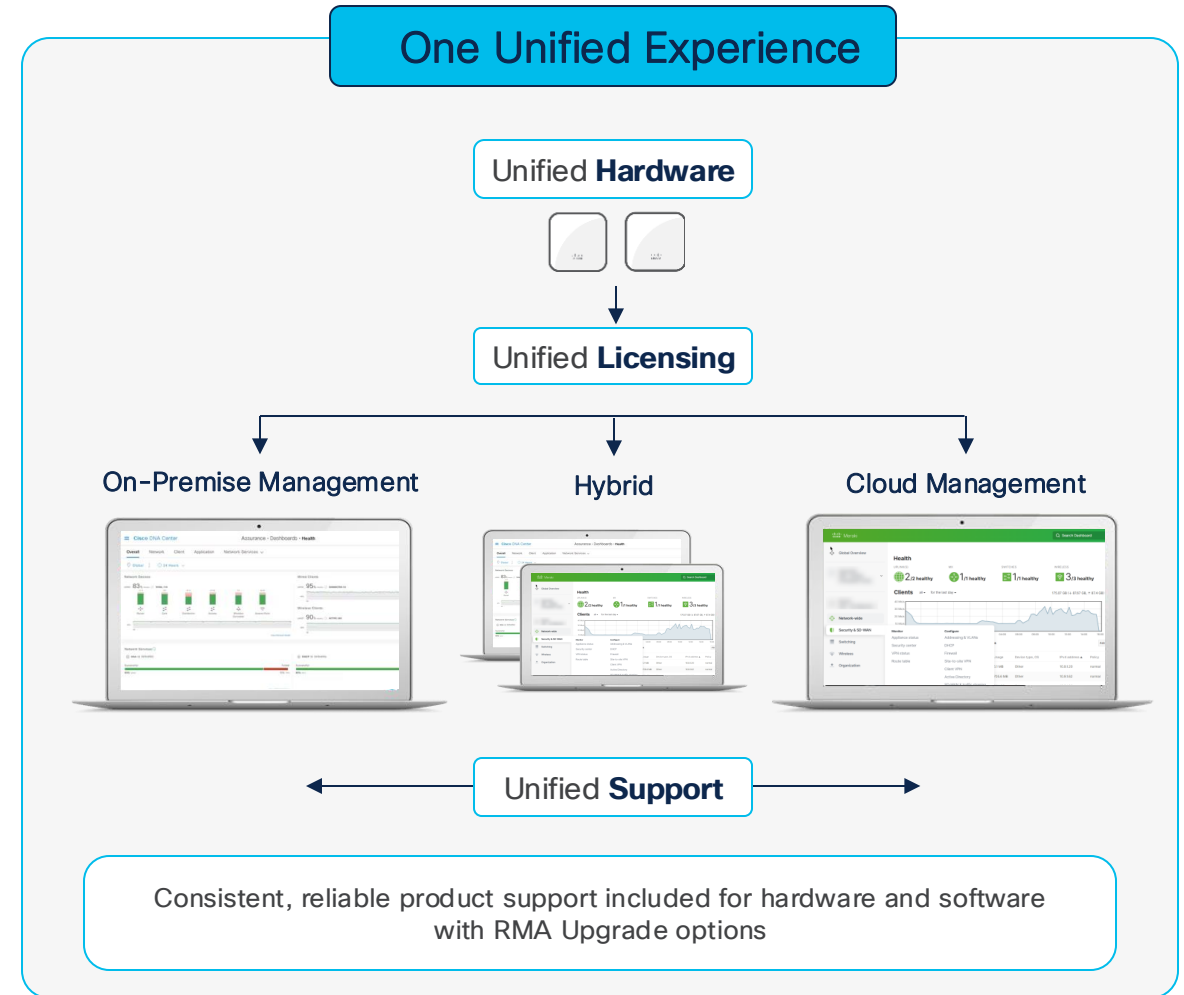
Approach customers as One Cisco

One Hardware

- **Consistent PID structure for hardware:** No PID variations driven by management mode

- Customers can **choose to deploy** their networks on cloud, on-prem, or hybrid with the same hardware

One License

- **Single Cisco license** per device that enables all management modes

- **Common licensing tiers** (Essentials and Advantage) for both cloud and on-prem deployments

One Support

- **Consistent and reliable product support** included in the Cisco Networking Subscription for hardware and software

- **RMA Upgrade** options for hardware

Continuing our Subscription Transformation

Meraki Subscription → Evolving to become → Cisco Networking Subscription
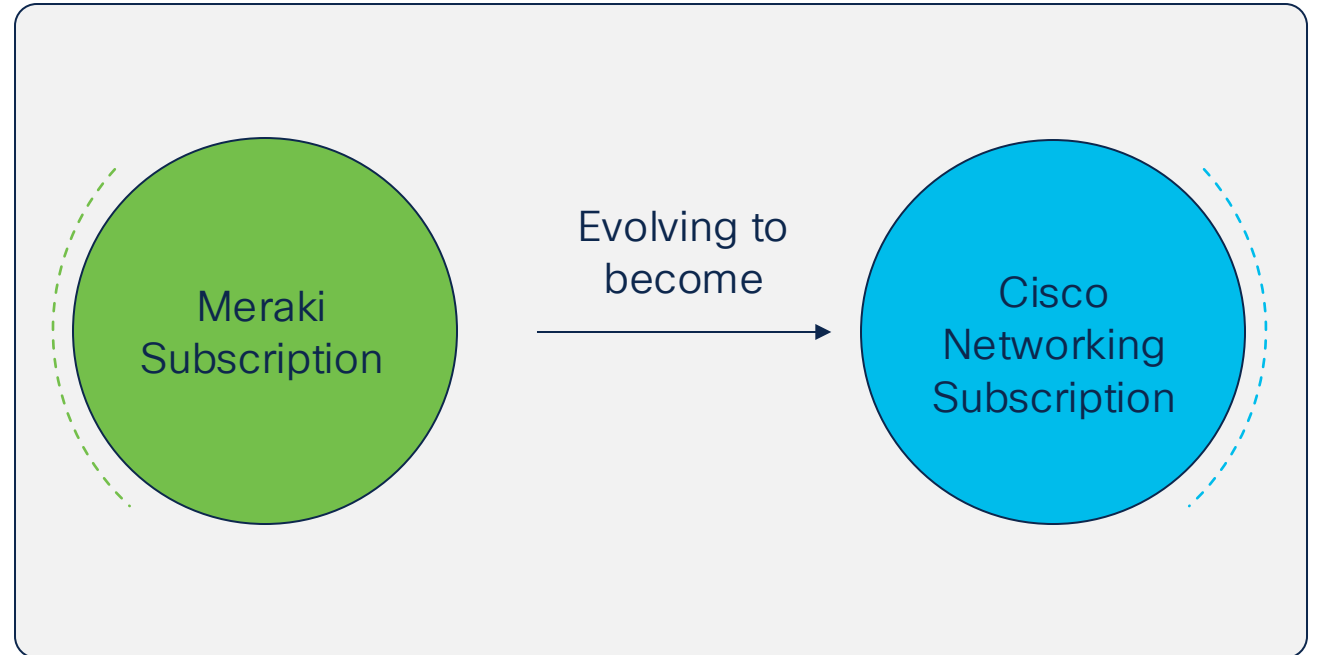
Cisco Networking Subscription features and benefits

| Predictable	Flexible	Adjustable	Inclusive	Reliable
Payment options	**Terms**	**Renewal dates**	**Licensing**	**Discount protection**
Monthly, Quarterly, Annual or Pre-Pay	Any monthly increment between 12 and 84 months (120 months by exception)	Align subscription renewal date with cost center needs	Different license tiers (Essentials or Advantage) can be included in the same subscription	Enjoy discount protection throughout the subscription term when adding new licenses

License Management

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Cisco Networking Subscription
management
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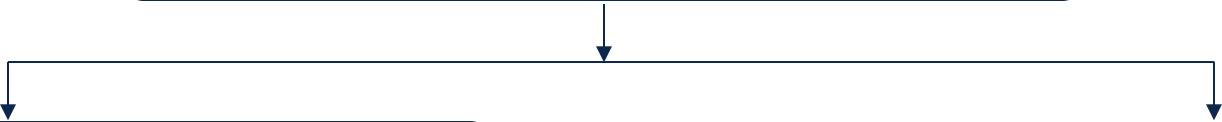
Meraki Dashboard

Device Management	Cloud, On-Prem, Hybrid
Device & License Visibility	Meraki Dashboard & CSSM
Access to EA licenses	Meraki Dashboard

Choose for cloud-ready customers

Cisco Smart Software Manager (CSSM)

Including Catalyst Center

Device Management	On-Prem
Device & License Visibility	CSSM
Access to EA licenses	EA Workspace

Choose for cloud averse or air-gapped customers

NOTE: If customers have Cloud Monitoring for Catalyst, choose Meraki Dashboard for management. Cloud monitoring for Catalyst provides an integrated view of Catalyst devices, seamlessly integrated into the Meraki dashboard experience
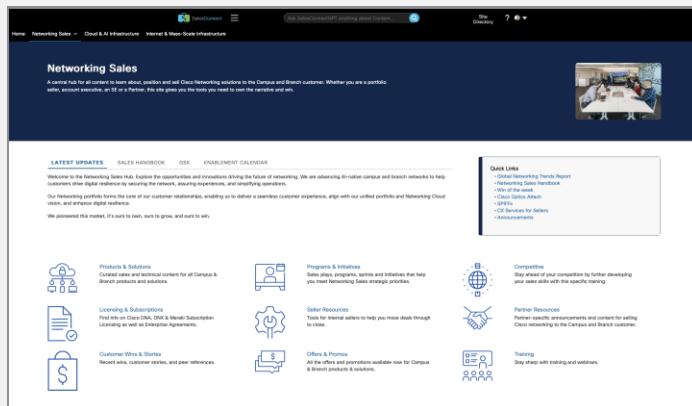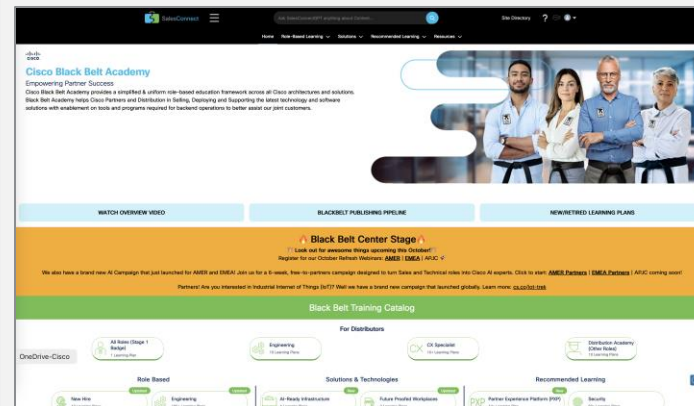
Partner Resources & Promos

Where to learn more

SalesConnect

- Cisco Networking Sales Licensing
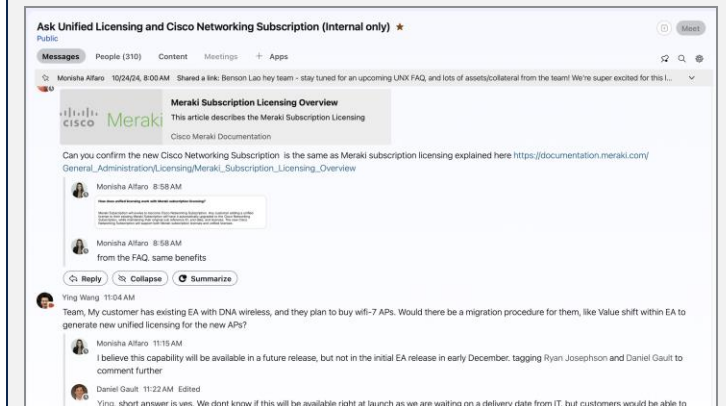
- Wireless product page

Black Belt

- Unified Licensing Learning Map

https://cs.co/goblackbelt

Webex

- Ask Unified Licensing and Cisco Networking Subscription (Partner & Distributor) Webex space

https://eurl.io/#s6UNVbiQv

Customer Assessment Incentives – Generate Pipeline

What is Customer Assessment Incentive?

Cisco's Customer Assessment Incentive for Networking provides a framework and personalized roadmap to help organizations assess and evolve their network that supports strategic digital initiatives and business goals. The assessments will facilitate the development of network capabilities to support new business models, services, applications and devices, while also addressing major trends like mobility, cloud, analytics and IoT.

Value of Customer Assessments

Customer
Network Optimization, IT efficiency and productivity, Agility, Innovation, Reliable Intuitive Performance

Partner
Market Differentiation, Client Trust & Loyalty, New Revenue Streams, Value added Services
- $7500 Incentives for Networking, Security and Collab, with SIRE Registration & Proof of Performance including unique $100K Deal Reg

Cisco & Partner
Platform Adoption, Network Modernization, Pipeline Generation, Increased Deal Size, Refresh Opportunities

Assessments/ Specializations	Secure Networking	Secure Network Management	Secure Edge
Use Cases/ Outcomes	• Secure Campus, Branch or WAN • Secure Wireless-First Access • Adaptive Network Policy • End to End Threat Visibility • End to End Segmentation • Secure Network Transport • Cloud On-Ramp • Sustainability	• Automate onboarding and policy activation • Deliver consistent user experience • AI driven data and telemetry • Network Visibility & Assurance • Provide API's and extend through ecosystem • Cloud On-Ramp • Sustainability	• SD-WAN • SASE • SSE • Remote Work • Cloud On-ramp for SaaS • Sustainability

For internal use only. Not for external use or consumption.

Future-Proof with the Full Stack Customer Offer

Now includes Wi-Fi 7 hardware + unified licensing

Switching

Catalyst Switching 60W/90W/mGig (C9K HW + ADV)

Meraki MS 60W/90W/mGig (HW + ADV)

Must purchase 2

+

Wireless

All Wi-Fi 6E & Wi-Fi 7 (HW + ADV)

Must purchase 10

+

Routing

Catalyst Routing (C8K HW + ADV)

Meraki MX (HW + SDW)

+

Software Attach

Secure Access

ThousandEyes

Cisco SPACES

Cisco+ Secure Connect

Secure Network Analytics

Cisco Identity Services Engine (ISE)

Buy More, Save More!

Pick **Two** = +20% Off   Pick **Three** = +23% Off   Pick **Four** = +25% Off

- Discounts stack with hunting/teaming only
- 'Software Attach' discounts may differ per deal reg rules
- Quantity minimums apply