



## Switch on to Services & Software

Add Cisco Services and software to your Catalyst 9200 Switch to unlock new value for you and your customers.



Find out more 

# Switch on to Services & Software

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## Switch on to Services

Cisco Catalyst 9200s are frequently sold in high volumes by Tech Data partners. You can add Cisco Services and software to your Catalyst 9200 switches to make the most of your customer's network and accelerate their journey to digitization.

The Tech Data team can advise and recommend the best combination of Cisco Services and software so that your customer can unlock more value with:

- Faster and painless implementation
- Less down-time and better reporting
- Support from experts in any way

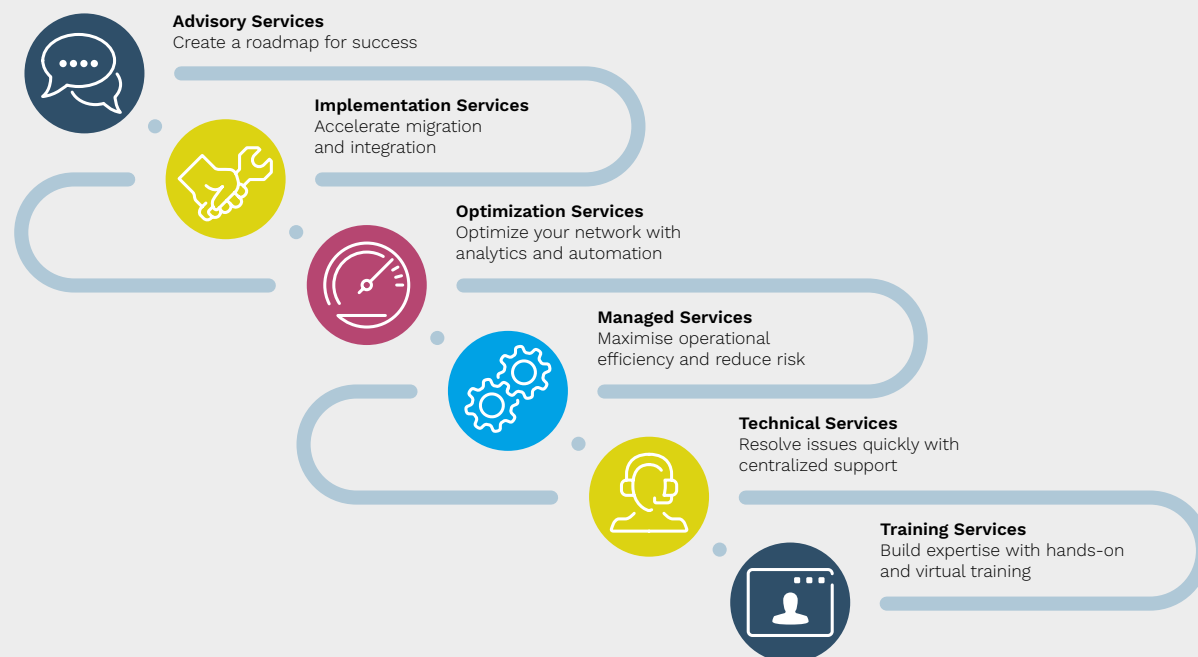
And as a Tech Data partner, you can enjoy all the benefits that Cisco Services and software provide:

- Recurring revenue to grow your business
- Deeper and longer-term customer relationships
- Expansion of your proposition from hardware into Cisco Services and software

Find out more about  
Cisco Catalyst switches



Cisco Services can help your customer succeed faster. With expert guidance, adoption strategies, centralized support and staff training, customers will quickly see the benefits.



## Advisory Services

Without the right plan and migration strategy, network transitions can be difficult. Cisco DNA Advisory Services are designed to help guide customers through any network transition, whether a full overhaul or just a simple upgrade.

The Cisco DNA Advisory Service works in unison with customers to create a strategic plan to achieve business objectives while maintaining a stable, secure network during any transition.

Cisco works together with customers to help them achieve their business goals by building a roadmap. As well as featuring predictive steps, strategy development, assessment workshops and recommendations, the roadmap includes:



**Strategy & Analysis:** To ensure the plan aligns to business goals



**Assessment:** Identify Technical Requirements

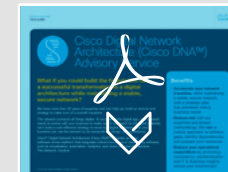


**DNA Digital Roadmap:** Develop an end to end digital roadmap to accelerate refresh



**Security Segmentation:** Develop a strategy and roadmap to implement security enclaves

Find out more about Advisory Services



## Implementation Services

The demands placed on IT teams are unprecedented and will only continue to increase. Simultaneously, digital transformation is forcing enterprises to search for new ways to enable digital capabilities, deliver IT services and manage assets.

Digital transformation begins with implementing the right network foundation. The Cisco Catalyst 9200 Series Switches are designed to be the foundation for Cisco SD-Access, which together with Implementation Services helps customers evolve their network smoothly and successfully.

Cisco Implementation Services also help customers achieve:



**IT and business alignment:** Innovate faster and simplify operations with a proven SD-Access solution ready for automation and assurance



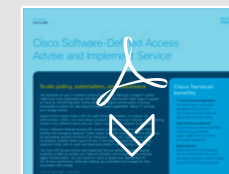
**Operational excellence:** Scale innovation and accelerate results using predictive steps, state-of-the-art tools, and expert guidance



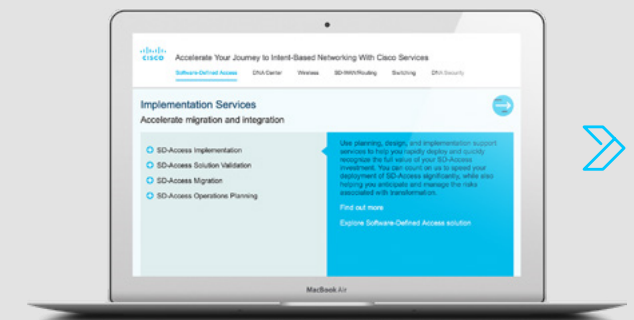
**Reduced risk:** Customers know that they are building SD-Access solution on a solid foundation based on Cisco's deep experience and best practices

Customers can count on Cisco Implementation Services to speed-up the deployment of their Catalyst 9200 switches and SD-Access significantly, while also helping them to anticipate and manage the risks associated with change.

Find out more about Implementation Services



How to accelerate migration and integration





## Optimization Services

Today's IT environment is more complex and challenging than ever. That's why the Cisco Catalyst 9200 is designed to be as efficient as possible, adapting and developing as customer networks grow. This reduces the time customers have to spend on network administration and gives them more time to concentrate on their business goals.

Cisco Business Critical Services are Cisco's Optimization Services created specifically to help customers on their journey to Cisco DNA.

A subscription service that covers all the components of DNA including the Catalyst 9200 Series Switches, Business Critical Services help customers overcome challenges such as reducing network complexity, optimizing IT, decreasing OpEx and accelerating technology transitions.

These Services help customers create a secure IT strategy and has a proven track record of delivering strong customer outcomes:



**262% ROI  
over 5 years**



**74% less  
downtime**



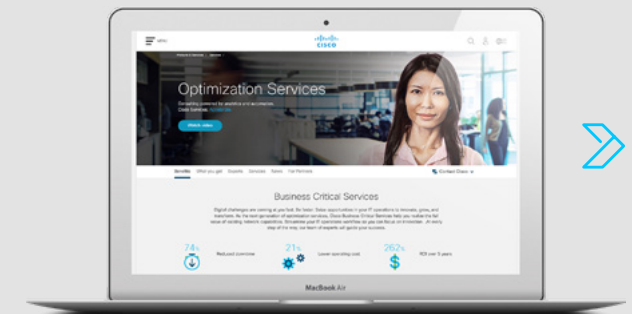
**21% reduced  
OpEx**



**30% increased  
efficiency**

Business Critical Services deliver innovation in analytics, automation, health insights, compliance, remediation, and proactive performance recommendations so customers can extract maximum value from their solution.

Find out more about Optimization Services



Business impact with Optimization Services



# Managed Services

Delivering on today's increased expectations for network performance and uptime, while balancing the ability to roll out new application architectures requires a constant balancing act.

Cisco Managed Services helps customers optimize and manage traditional IT environments, quickly adopt new technologies and transition to the cloud. Cisco can manage the network performance and ensure uptime of a customer's Cisco DNA-ready infrastructure, leaving customers to focus on achieving their business goals.

Focused specifically on helping customers manage their Catalyst 9200 Series switching environment as part of their journey to Cisco DNA, Cisco Managed Enterprise for SD-Access focuses on an ITIL based methodology.

Cisco Managed Services can help customers achieve:



**Speed transformation:** Helps customers securely adopt new technologies and proactively manage and pre-empt network issues to extend the value of a customer's new Intent-Based Network



**Improve IT efficiency:** Simplifies network complexities, while applying lean processes to reduce costly inefficiencies to optimize the IT infrastructure



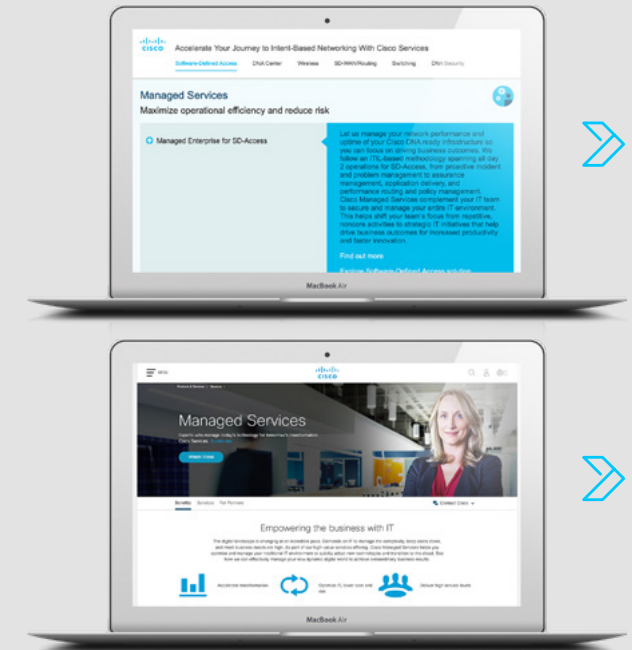
**Mitigate risk:** Maximize network performance, while minimizing risk to keep business running even as the customer's network grows and changes



**Show business effects:** Keep a sharp focus on driving business outcomes, not just maintaining the network infrastructure that supports it.

Cisco Managed Services work together with the customer's IT team and help to shift their focus from repetitive noncore activities to strategic IT initiatives that drive business outcomes.

## More about Managed Services



## At a glance brochures





## Training Services

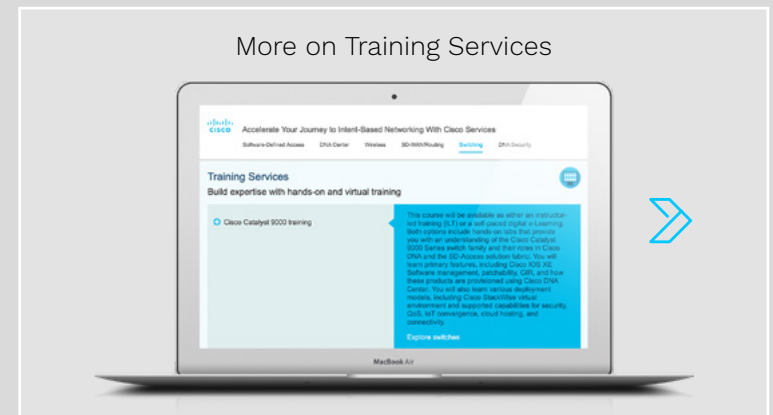
No-one knows the customer's IT environment better than the IT team. But for them to continue on their transformation journey, it's critical for the team to constantly undergo training to learn new skills to help the business achieve disruption.

Cisco Training Services are there to support the customer whatever their training needs. For the Cisco Catalyst 9200 Series switches, Cisco offers a specific training course that is available either as instructor-led training or as self-paced digital eLearning.

Both options include hands-on labs that give trainees an understanding of the Cisco Catalyst 9000 Series switch family and their roles within the Cisco DNA and the SD-Access solution fabric.

Attendees to the course will learn primary features including Cisco IOS XE Software Management, patchability, GIR and how these products are provisioned using Cisco DNA Center. Attendees will also learn various deployment models, including Cisco StackWise virtual environment and supported capabilities for security, QoS, IoT convergence, cloud hosing and connectivity.

### More on Training Services





## Technical Services

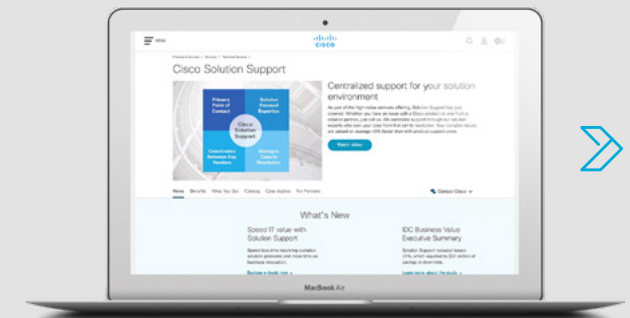
With customized solutions as the new normal, customers need a support model that incorporates this and one that can focus on the entire solution, not just point products.

That's why Cisco has solution-level experts who are a central contact point, making it simple for customers to open a case and get any issue with any product within their solution deployment resolved.

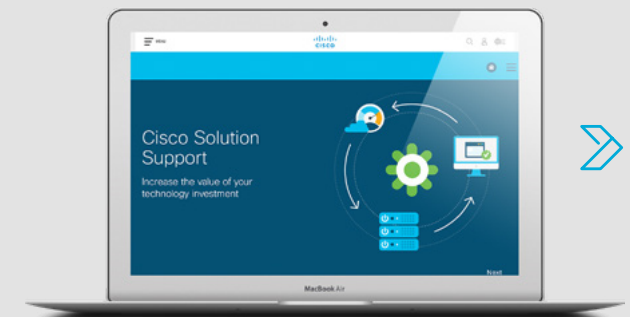
Cisco Solution Support combines Cisco product support - Cisco Smart Net Total Care or Software Support - with solution-level support into one service. It means customers have technical support for their Catalyst 9200 Series switch, or for their SD-Access environment as a whole. The Cisco team are experts in Cisco DNA and coordinate product support teams when needed, as well as owning each customer case from first call to resolution.

In a Cisco study of 10,000 support cases, Cisco Solution Support resolved complex issues on average 43% more quickly than product support. This helps customers maintain solution performance and reliability, scale the solution more quickly while maintaining operational performance and maximizing ROI.

Find out more about Technical Services



Read about Cisco Solution Support



## Switch on to Software

Cisco Catalyst 9200 Series switches extend the power of intent-based networking and Catalyst 9000 hardware and software innovation to a broader set of deployments. Catalyst 9200 Series switches offer rich features, perfect for the mid-market and simple branch deployments. With its family pedigree, Catalyst 9200 Series offers simplicity without compromise – it is secure, always on and provides IT simplicity.

The Cisco platform software can take your customer's network to new levels of innovation and automation, while protecting it from threats. Cisco IOS XE and DNA architecture are built with powerful features that can help your customer achieve their network vision.

The Cisco software platforms that underpin all of the Cisco Catalyst 9000 Series family is designed to answer your customer's switching and wireless needs, while delivering high performance and maintaining simplicity:



**Cisco IOS XE**



**The Foundation of Software-Defined Access**



**Smart Operation**



**High-performance IP routing**



**Software offers**

Find out more about software attached to Cat 9200



## Cisco IOS XE

Cisco IOS XE Software gives customers new levels of network configuration, operation and monitoring through automation. The software is open, standards-based and extends across the lifecycle of a network device. The automation options include:

**Automated device provisioning** allows customers to automatically upgrade software images and install configuration files on switches when they are being deployed for the first time.

**API-driven configuration** provides robust open APIs over NETCONF and RESTCONF using YANG data models for external tools to automatically provision network resources.

**Granular visibility** enables model-driven telemetry to stream data from a switch to a destination as well as near-real-time network monitoring, leading to quick detection and rectification of failures.

**Seamless software upgrades and cold patching** provide fixes for critical bugs and security vulnerabilities and allow customers to add patches between regular maintenance releases.

**Cisco Trust Anchor Technologies** keep the Cisco Catalyst 9200 Series switches highly secure, enabling hardware and software authenticity assurance for supply chain trust.

Find out more about Cisco IOS XE





## The Foundation of Software-Defined Access

Cisco DNA with SD-Access is a software-driven architecture that accelerates and simplifies customers' network operations. The programmable architecture frees IT staff from time-consuming, repetitive network configuration tasks to focus on innovation.

SD-Access enables policy-based automation from edge to cloud with foundational capabilities that include simplified device deployment, unified management of wired and wireless networks, network virtualization and segmentation, group-based policies and context-based analytics.

SD-Access also gives customers confidence that they are achieving full network visibility and monitoring as well as end-to-end Quality of Experience (QoE). With simplicity in mind, SD-Access has fast issue resolution and network remediation, and can have plug and play features enabled to ease branch office deployments – making it an ideal platform for the Catalyst 9200 Series switches.

Find out more about SD-Access





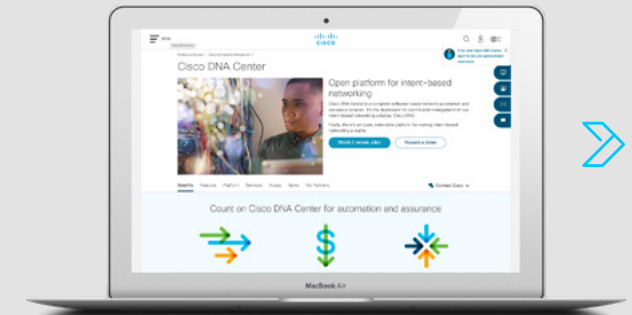
## Smart Operation

The Cisco Catalyst 9200 Series switches are designed to be smart and intelligent and feature several operational benefits that ease integration, access and management.

The WebUI is an embedded GUI-based device-management tool that simplifies device deployment and manageability. It comes with the default image, so customers don't need to enable anything or install any license on the device. RFID tags are embedded in the switches for easy asset and inventory management and LED blue beacon lights make them easy to find.

Power consumption is kept at a minimum with optimum power saving with Energy Efficient Ethernet (EEE) on the RJ-45 ports and low-power operations for industry best-in-class power management and power consumption capabilities. Trouble shooting and configuration can be done via Bluetooth dongle, enabling customers to use this wireless interface as an IP management port.

Find out more about Smart Operation



Read Intent-Based Networking Getting Started Guide



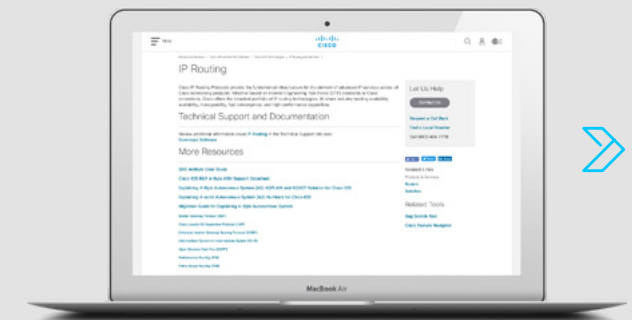


## High-performance IP routing

The Cisco Express Forwarding (CEF) hardware routing architecture delivers extremely high-performance IP routing in Cisco Catalyst 9200 Series switches. CEF is advanced, Layer 3 IP switching technology that optimizes network performance and scalability for networks with large and dynamic traffic patterns, such as the internet, on networks characterized by intensive web-based applications, or interactive sessions.

CEF Hardware routing architecture features IP unicast routing protocols, Advanced IP unicast routing protocols, Enhanced Interior Gateway Routing Protocol and Intermediate System-to-Intermediate System Version 4 for load balancing and constructing scalable LANs.

Find out more about High-performance IP routing



## Software offers

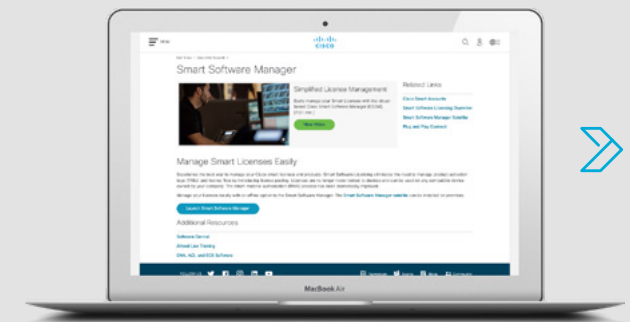
The Cisco Catalyst 9000 family of switches have a simplified licensing package:

**The base licensing** package includes Network Essentials and Network Advantage licensing options that are tied to the hardware. The packages cover switching fundamentals, management automation, troubleshooting and advanced switching features. These base licenses are perpetual and without an expiration date.

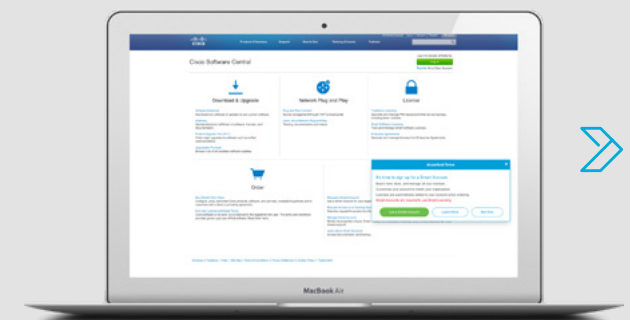
**The add-on licensing** package includes the Cisco DNA Premier, DNA Advantage and DNA Essentials options. The features provide Cisco innovations on the switch, as well as on Cisco DNA Centre. The DNA add-on licenses are available as a subscription for 3, 5, or 7 years.

Additionally, Cisco DNA Premier subscriptions offer a flexible way to buy software for the access, WAN, and data centre domains. Customers can also manage their licences by creating Smart Accounts using the Cisco Smart Software Manager and order devices and licensing packages from a centralized website.

Find out more about Cisco Smart Software Manager



Visit Cisco Software Central





## Enhancing Catalyst 9200 with Cisco Capital

Questions from your customer around how to fund a solution can cause a bottleneck in the sales process. Ease the challenge with Cisco Capital, a flexible leasing and financing solution to suit any of your or your customer needs. Cisco Capital can extend the usual 30 day credit terms for partners, finance a technology investment for your customers, or help them purchase certified pre-owned equipment.

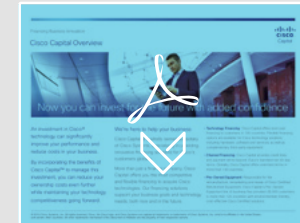
There are three easy ways to use the service:

**Easylease** A 36-month payment plan. Calculate your customers' technology costs then divide by 36. That's the amount customers pay every month. At the end of the term either return the technology or pay 1% of the total cost to own it.

**Commercial Payment Options** For larger deals over £200,000, this option enables customers to invest in technology with competitive interest rates and multiple end-of-term options.

**Cisco Easy Pay** Take 90% of the Cisco hardware costs, add 100% of your Cisco software and services costs, then divide by 36 for customers' monthly payments. At the end of the terms, either return, refresh or retain the technology for 10% of the original hardware price.

See Cisco Capital Overview





## The benefits of Cisco Capital

Cisco Capital is more than just a way to help your customers invest in new technology to aid their digital journey. Cisco Capital gives your customers options, so they can find the right financing to suit their specific needs. By helping your customers secure the financing, in return you can realise the deal sooner and start focusing on finding other new customers.

Cisco Capital offers benefits for everyone:

### Distributor benefits

- Frees up reseller credit lines
- Differentiates the business by bringing more value to partners
- Helps grow your recurring revenue by selling multi-year subscriptions

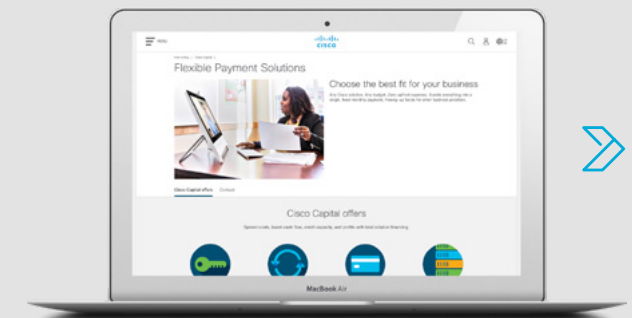
### Partner benefits

- Secures the deal with the customer by giving them multiple financing options
- Protects against currency fluctuation
- Ensures the full contract value is achieved faster
- Helps resellers bundle more services

### Customer benefits

- Spreads the total cost over 3 years or more
- Means they can pay for the TOTAL SOLUTION on a price-per-month basis
- Opportunity for them to have 0% financing on their technology investment
- Accelerates their journey to digital transformation

Find out more about Cisco Capital offers



**The demand of fast advancing security threats, evolving IoT, cloud and mobility integration are accelerating the pace of change within the network. Customers are under threat if they don't keep up.**

The network lies at the heart of your customer's digital transformation. A network that is open, programmable, integrated and secure maximizes business agility, allowing new business opportunities to be pursued and captured.

The Cisco Catalyst 9200 switches are the smart choice when it comes to transforming your customer's network. Catalyst 9200 Series switches help customers simplify complexity, optimize IT and reduce operational costs by leveraging network intelligence, automation and human expertise.

Give your customers the opportunity to build tomorrow's networking infrastructure today, supported by Cisco Services and software from the enterprise networking experts.



**Contact your local Tech Data Cisco Services experts today!**

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