



# TRUE INNOVATORS DON'T COMPROMISE

Bring innovation to your network  
unlocking intelligence to explore new business models  
with Cisco Digital Network Architecture



[www.cisco.com/go/uk/DNA](http://www.cisco.com/go/uk/DNA)

# Unleash the innovation of your business

The world is changing rapidly. Business leaders know that their competitiveness will be defined by leveraging new opportunities. A new world where the Internet of Things, cloud, Big Data and mobility is the new economy. Despite this, it's sad to say that **innovation in business** is often held back by **aging IT infrastructures** failing to keep the pace with developments in the new, digital world.

We believe your **network should be at the heart of your creativity** – evolving with your organization to support your initiatives and boost your competitive edge. This is why we introduced **Cisco Digital Network Architecture**. It is an open and agile architecture that gives you choice and flexibility, and helps you unleash innovation at the core and at the edge of your network.

**An open and agile architecture.**



## Know your network

Today's market places power in the hands of the customers. Industry leaders know that **great customer experience dictates business outcomes** in a climate where "satisfactory" is no longer enough.

*"By 2016, 89% of companies expect to compete mostly on the basis of customer experience."*

Jake Sorofman and Laura McLellan, Gartner

With Cisco, you will finally be able to embrace analytics found at the edge of your network to drive innovation and deliver incredible experiences to your users. Thanks to **Cisco® Connected Mobile Experiences (CMX)** solution and **Cisco WLAN technology**, you can get **a realistic view of users, devices and applications** in your network with up to one-meter accuracy. We also provide industry – leading location-based data granularity to help you better understand how your users interact with the environment to make **better business decisions**.

To find out more:

Cisco CMX

Meraki® Location Analytics



# Refine your network, define your future

## The Internet of Things demands the world to innovate

Unleash your creativity by introducing IoT and mobility to your company. This will help you recognise new areas for innovation. That said, changes come with their challenges. Without [a solid network architecture](#) to support an ever growing number of applications, mobile devices, services, and connections, your business will ultimately fail to leverage these opportunities.

Our solutions guarantee [high quality experience](#) with [wireless innovations](#) that go beyond the wireless standard. By default [redundancy is integrated into the Cisco switches](#), and the power they provide, the access points and the wireless controllers are able to intelligently move users and devices instantly in the rare instance a network device is interrupted. Moreover, with [Cisco CleanAir®](#) technology you will be able to detect and resolve radio frequency interference issues as soon as they appear. These innovations will help you leverage your infrastructure to deliver a seamless user experience for applications and collaboration.

We are proud of our partnership with [Apple®](#) to take seamless wireless performance to another level. Your users will now be able to benefit from [Wi-Fi optimization and prioritization for business critical apps](#) directly on their Apple devices.



# 80%

of companies report  
problems with  
Radio Frequency  
Interference (RFI)

# Exploring innovation with the IoT

To fully embrace IoT, your network needs to be ready and able to support the new devices, applications and changing needs of today's users.

Our solutions will help you prepare your network for the connected world. We deliver networks with **multi-tier resiliency** so you can be confident your network will be ready and able when needed.



ZK Research predicts that the number of connected endpoints will explode between now and 2020.

## Cisco Stackpower Technology

**Cisco Stackpower®** feature aggregates all of the available power in a stack of switches and manages it as one common power pool for the entire stack. This solution provides better **power back-up and load sharing across the stack** making PoE deployments more flexible and resilient.

**An innovative feature that aggregates all of the available power in a stack of switches**

In addition, our Catalyst switches are equipped with **Universal Power Over Ethernet (UPOE®)** that provides **twice the power supply** than other available solutions on the market. This innovation allows higher availability to support new usages and those of tomorrow.

## Drive Innovation with DevNet

Traditionally, developers struggled to marry software applications with networking hardware; the network simply wasn't software-friendly and programmable. But to **drive innovation**, it's important to operate an open network that evolves together with the business. This is why we created **DevNet** - a new developer program that unites ISVs, customers and our partners to help you easily and rapidly build **Cisco-enabled applications**. DevNet simplifies coding by providing a variety of resources, including **engineering platform APIs**, SDKs, ready-to-use code samples, a developer sandbox, developer support, and community management. You are no longer restricted to out-of-the-box solutions. **DevNet provides all the necessary tools to help developers create innovative and personalized applications** building an automated and intelligent network.

To find out more:

Cisco StackPower

Universal Power Over Ethernet

DevNet



# Never let IT get in the way of your vision and innovation

Become digital ready today with  
Cisco Digital Network Architecture.

[www.cisco.com/go/uk/DNA](http://www.cisco.com/go/uk/DNA)

