

# Top 5 Reasons to Choose Catalyst 9000 Switches



Designed for the new era of networking, with ASIC and software innovations to deliver an intent-based network. With twice the capacity to support more users and devices, all for a lower price than previous generations.

The Cisco Catalyst 9000 family stands alone.

Discover what you can do with these top 5 reasons.

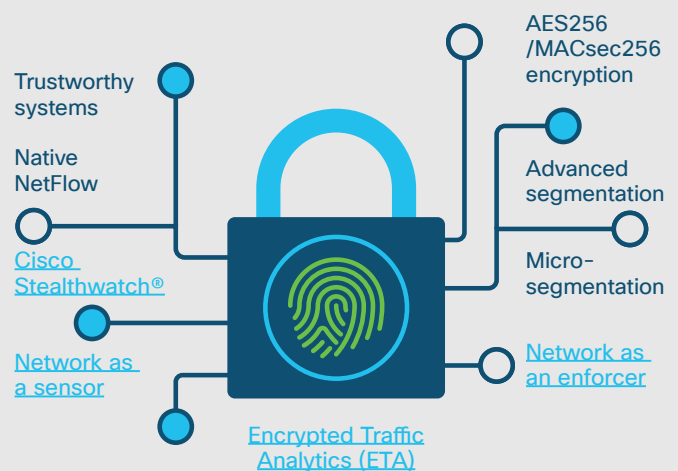
## Reason 1

### Kick up your defenses

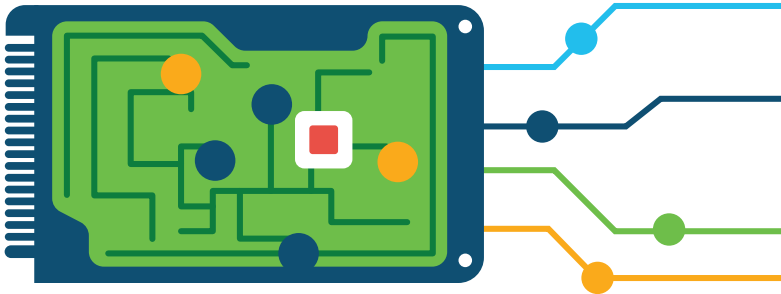
Our Catalyst 9000 is the first purpose-built platform designed for full fabric control with [Cisco Digital Network Architecture \(Cisco DNA™\)](#) and [Software-Defined Access \(SD-Access\)](#). This means simplified design, provisioning, maintenance, and security across the access network to the core. Change hours of work to minutes with Cisco DNA™ and Software-Defined Access (SD-Access). Automate patching capabilities. Simplify operations. Overcome security vulnerabilities without slowing down to certify a new software image.

Get state-of-the-art malware detection with Cisco Encrypted Traffic Analytics (ETA). Use behavioral and pattern-based analytics on encrypted traffic to thread the needle between privacy and security.

Get support for:



## Reason 2



### Respond faster with programmability

Change your network at the speed of business with the Cisco Catalyst 9000 family as your foundation. Run third-party off-the-shelf applications hosted in containers for maximum flexibility and security.

You get:

- UADP 2.0 ASIC and Cisco IOS® XE Software which supports model-driven programmability
- x86 CPU
- NETCONF/YANG scripting
- Streaming telemetry

### Optimize mobility

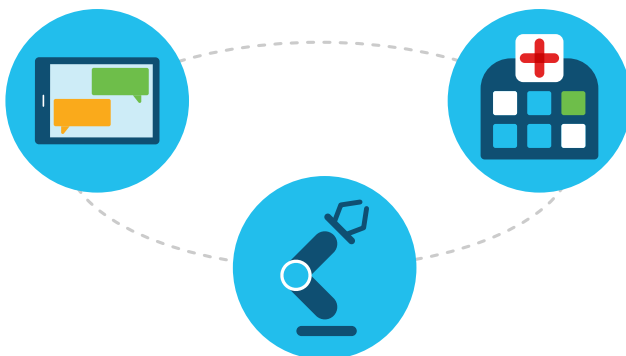
Gain extraordinary visibility into wired and wireless access networks. The Cisco Catalyst 9000 family offers converged network services across security segmentation, policy, and Encrypted Traffic Analytics for both user-operated and IoT devices.

Get support for the industry's highest-density Wave 2 deployments with Multigigabit Ethernet, our enhancement to the IEEE 803.2bz standard.

## Reason 3



## Reason 4



### Manage the scale of IoT

Easily segment your network through network virtualization.

Our Catalyst 9000 family has Cisco Universal Power over Ethernet (Cisco UPOE™), the highest-density PoE in the industry, plus Audio Video Bridging (AVB)/IEEE 1588, and service discovery, along with Perpetual PoE/PoE+, which is critical to allow IoT devices to always be powered on and secure for the rest of the network.

## Reason 5

### Be cloud ready

Simplify, secure, and transform your cloud environment.

With our DevOps toolkit, you can:

- Use off-the-shelf applications
- Create and manage applications that can be locally hosted on the switch, in a container-based hosting environment



## Make software buying easier.

Buying the features and capabilities you need is easier with the Cisco Catalyst 9000 family, the first in the Catalyst portfolio to offer simple, tiered [Cisco DNA software subscriptions](#) for switching.

Get more details on how the [Cisco Catalyst 9000 family](#) delivers innovations and compares.

Ready to start benefiting?

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