



# MCE – My Cisco Entitlements

Cisco Partner View

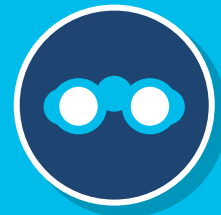
License and Entitlements Change Management

May 2020

# My Cisco Entitlements



Complete visibility  
In real time  
On one platform



VIEW

See cross-portfolio  
licenses, devices  
and metrics live



MANAGE

Plan, track, and  
control usages to  
maximize ROI



SECURE

Manage user  
roles and access  
to protect your  
investments

# Partner Benefits

## MCE Transforms Software Entitlement Management

Lower Cost for Fulfillment



Scale Software Operations



Secure License Delivery



Expand Sales with Consumption View



Monetize Asset Management



### MCE EXPERIENCE

Self-serve for delivering classic, smart licenses through eDelivery

tools and platforms consolidation

Drive operational excellence and scale software operations through ISO standards API support \*

Unify user access management to deliver licenses through Smart Account \*

Monitor accurate consumptions across offers to drive true-forwards \*

Up/Cross-sell through enterprise wide (EA) view \*

View customers' assets and entitlements directly \* and manage (MACD) those \*

Available now

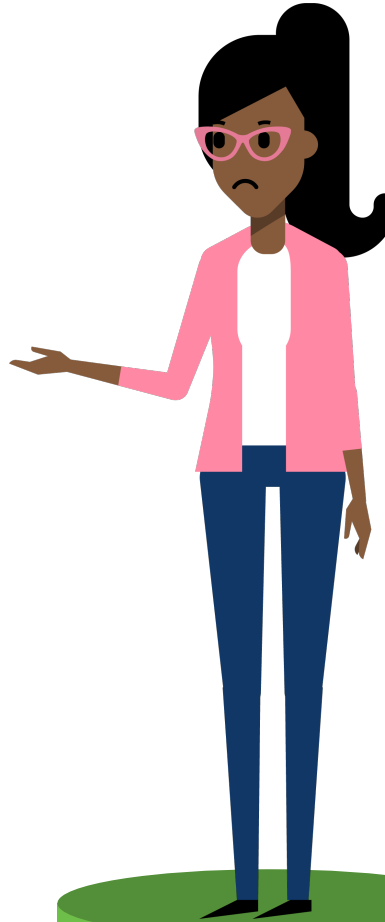
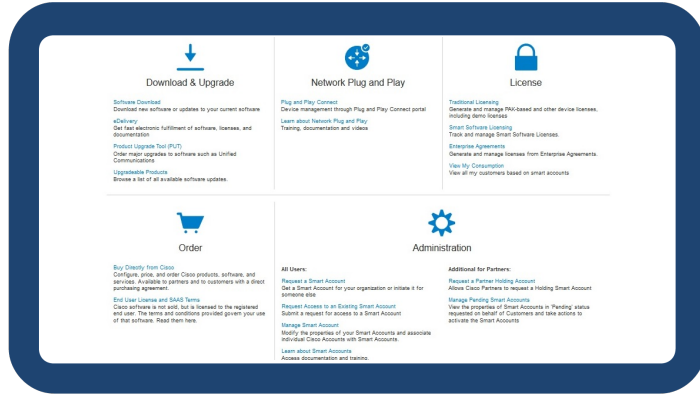
Will be available in the future

\* With access to end customer Smart Account

WITHOUT  
MCE

# Partners

## Managing Licenses and Entitlements



*Partners navigate a complex array of portals.*

*This is true for both your Network Admin managing licenses you consume in your own network, as well as the Account Manager who is managing licenses on behalf of a Customer.*

18  
DIFFERENT  
PORTALS

Without MCE there are as many as 18 different portals needed to manage licenses and entitlements

KATE  
Network Admin /  
Account Manager

# Partners

## Managing Licenses and Entitlements

WITH  
MCE

### MCE and Smart Accounts

Partners Can Effectively Manage their own Network

Partners Can Act on the Customers' Behalf to Manage Entitlements



KATE

Network Admin /  
Account Manager

### MCE IS A ONE-STOP-SHOP



*MCE brings a broad set of license and entitlements capabilities to one place.*

*Manage both yours and your Customer's network.*

### Smart Accounts are the key to unlock MCE's potential to Manage Customer Assets:

1. Customers Assign a Partner to their Smart Account
2. By doing so, Partners can act on behalf of their Customer to:
  - See the entitlements where they are associated to the Customer's Smart Account
  - Organize and manage entitlements
  - Verify electronic items are deposited into the Customer Smart Account
  - Take other administrative actions

# Partner Visibility

## USE CASE 1

### Manage **Your** Licenses and Entitlements

Partners are also Cisco's Customer and purchase: Devices, Software and Subscriptions and Services for use in their own network.

View and manage all of your licenses and entitlements in MCE

## USE CASE 2

### Manage **Your Customer's** Licenses and Entitlements

Your Customer can grant you access to all of the data within their Smart Account with the following restrictions:

- Cannot see who sold the asset
- No start dates of the coverage are shown
- Non-Cisco Branded service levels are not shown

# MCE Value Proposition



## Proactive Risk Mitigation

- Visibility to subscription and services expiry and coverage risk
- Monitor consumption of EA's and Flexplans
- Drive True-Forwards



## Centralize Asset Management

- Manage all of your own assets
- Or, manage your Customer's assets by them granting you access to their Smart Account
- PUT tool now part of MCE



## Monetize Asset Management

- Use MCE directly to reduce cost and complexities
- Plan and organize assets



## Lower Cost for Fulfillment

Unify your fulfillment activities related to eDelivery in a centralized location



## Gain Actionable Insights

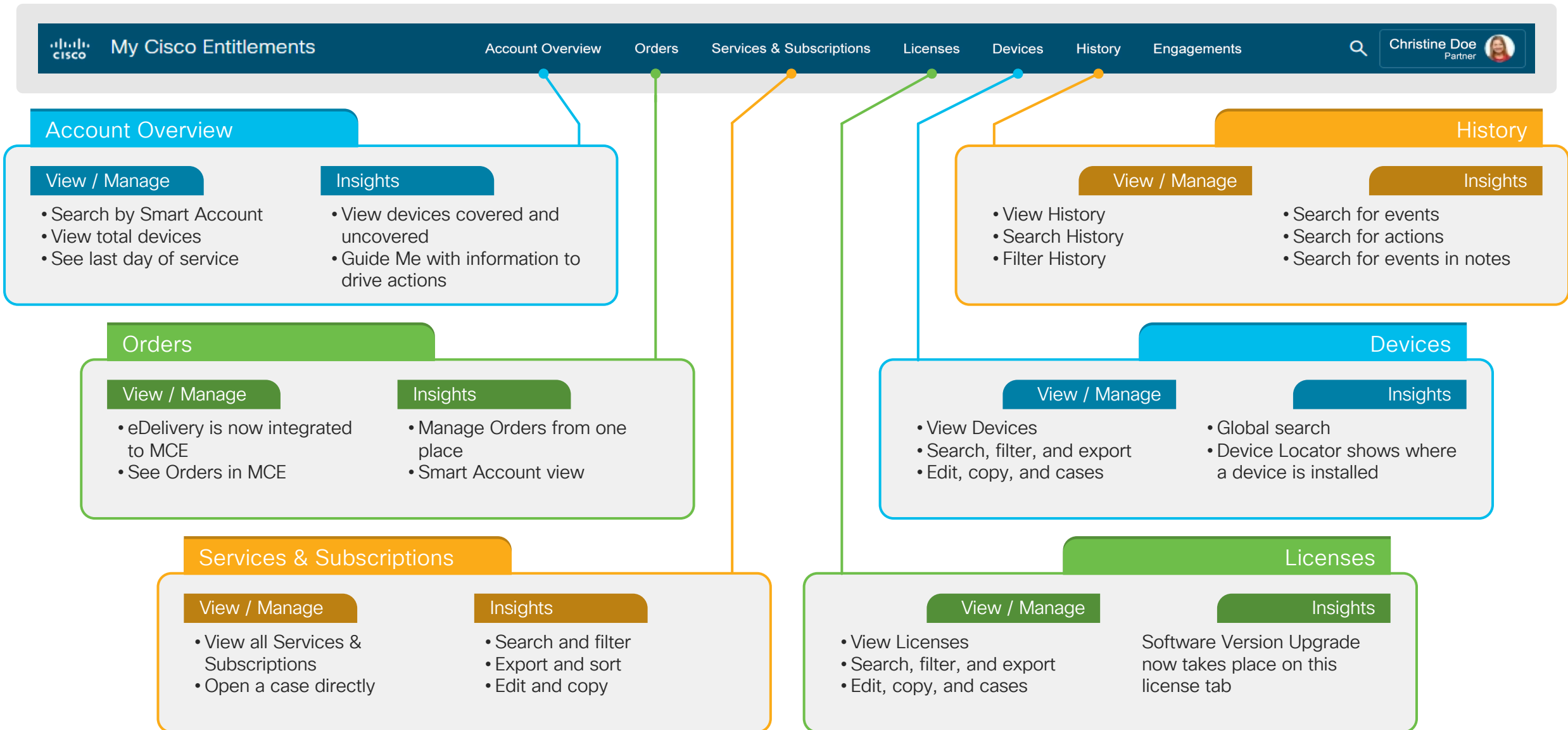
- Delivers meaningful insights
- Flag a hotspot

*A Single  
Pane of Glass*

Here is a look at MCE  
before we jump to a Demo



# MCE Navigation Overview



Demo

Let's have a look live

# Resources

- [Cisco Smart Accounts Overview](#)
- [Cisco Smart Licensing](#)
- [Cisco Smart Software Manager](#)
- [Smart Account and CX Overview Training – Video](#)
- [Smart Account and Smart Licensing Partner Training – Video](#)
- [Cisco Software Training](#)
- [MCE Home Page on Cisco.com](#)
- [MCE Quick Reference Guide](#)
- [MCE User Guide](#)

