



# Get Smart with Cisco Smart Accounts

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# Agenda



- ✓ **About Cisco Smart Accounts and Smart Licensing**
- ✓ **Demonstration**
- ✓ **Q&A**
- ✓ **Where to get more info**

# What exactly is a Smart Account?

A **Cisco Customer Smart Account** is a customer managed data repository providing full visibility and access control to Cisco software licenses, entitlements, and product instances across the company.

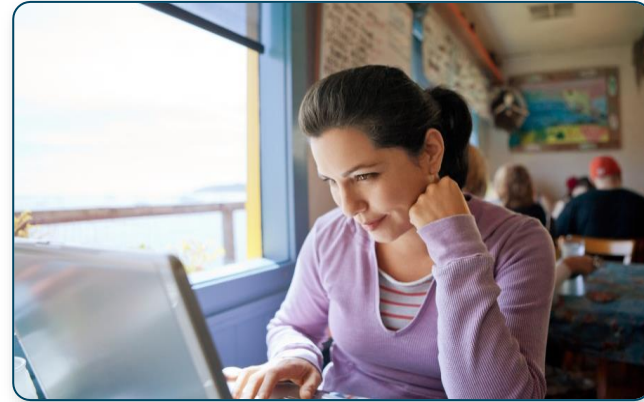


# Think of a Smart Account like online banking...

You have \$ in the bank and you can ...

- Automate deposits
- See all your money
- Have checking, savings
- Move money
- Pay bills

In one secure system, quickly and easily...



My Accounts Summary

COLLAPSE

Add a Non-USAA Account Reorder and Customize Groups and Accounts

Banking (6)		Balance	Amount Owed
<b>Checking Account</b>		\$22,260	\$250
<b>Checking Account</b>	I want to	\$3020	
Transfer funds USAA Deposit@Home			
<b>General Savings</b>		\$5500	
Order checks and/or deposit slips with envelopes			
<b>My Auto loan</b>		\$8090	
Add or change overdraft protection Activate debit card Report card lost/stolen/damaged			
<b>House Taxes</b>		\$5000	
View all options			
<b>House Fund</b>	I want to	\$900	
<b>World MasterCard</b>	I want to		\$250
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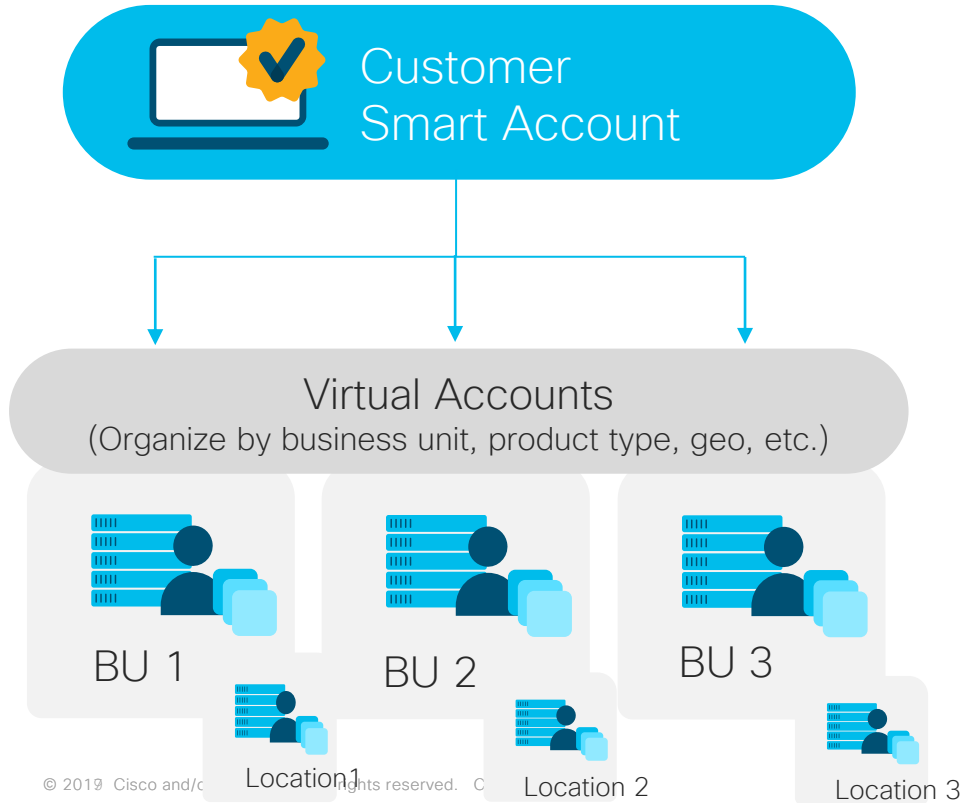
Without having to ...

- Track manually
- Wait a month
- Visit bank
- Send checks
- Balance all accounts

In a variety of methods, all by paper.

# How should I set up my Smart Account?

Create Asset Pools with your Smart Accounts using Virtual Accounts



Organize your licenses the way you want with Virtual Accounts

Virtual Accounts can be set up by business unit, product, geography or other destination - you decide what works best for your organization.

**The result:** Better utilization and more efficient planning.

# How do Smart Licenses differ from Traditional (PAK) licenses?

## Traditional (PAK) Licenses



**Limited View**  
Customers do not know what they own.



**PAK Registration**  
Manually register each device.



**Device-Specific**  
Licenses are specific to only one device.



**Locked**  
Use only what you paid for.



## Smart Licenses



**Complete View**  
Software, services, and devices in easy-to-use portal.



**Easy Registration**  
No PAKs. Easy activation. Ready to use.



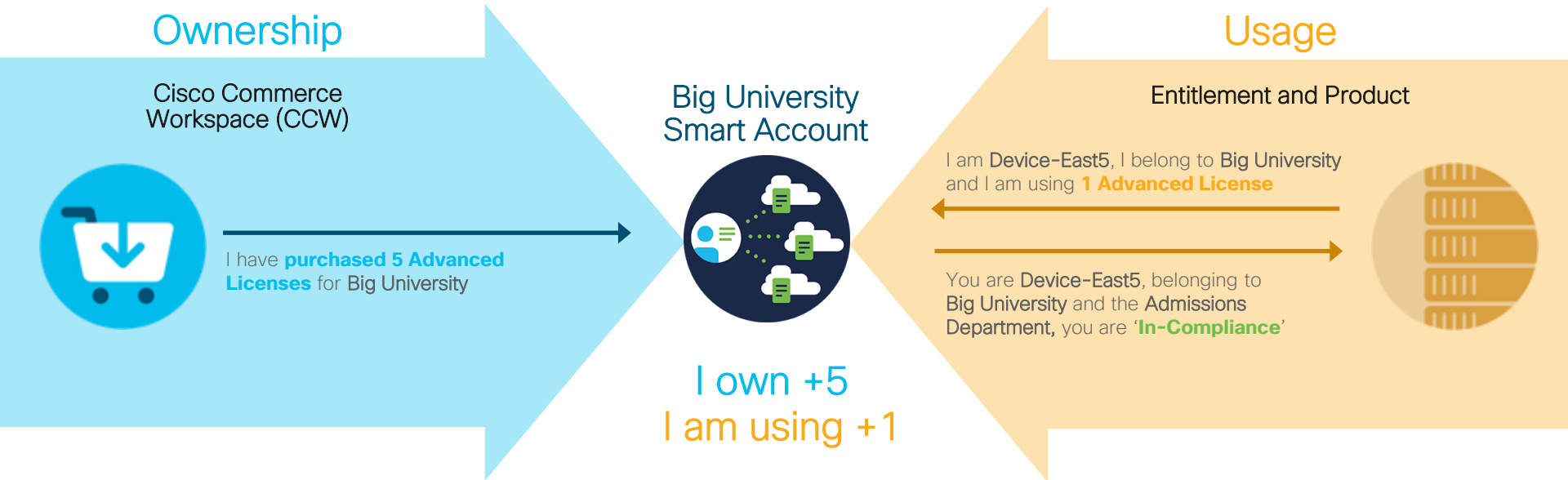
**Company-Specific**  
Flexible licensing. Use across devices.



**Unlocked**  
Add users and licenses as needed.

Automated Provisioning | Efficient Consumption | License Portability

# How Does Smart Licensing Work with Smart Accounts?

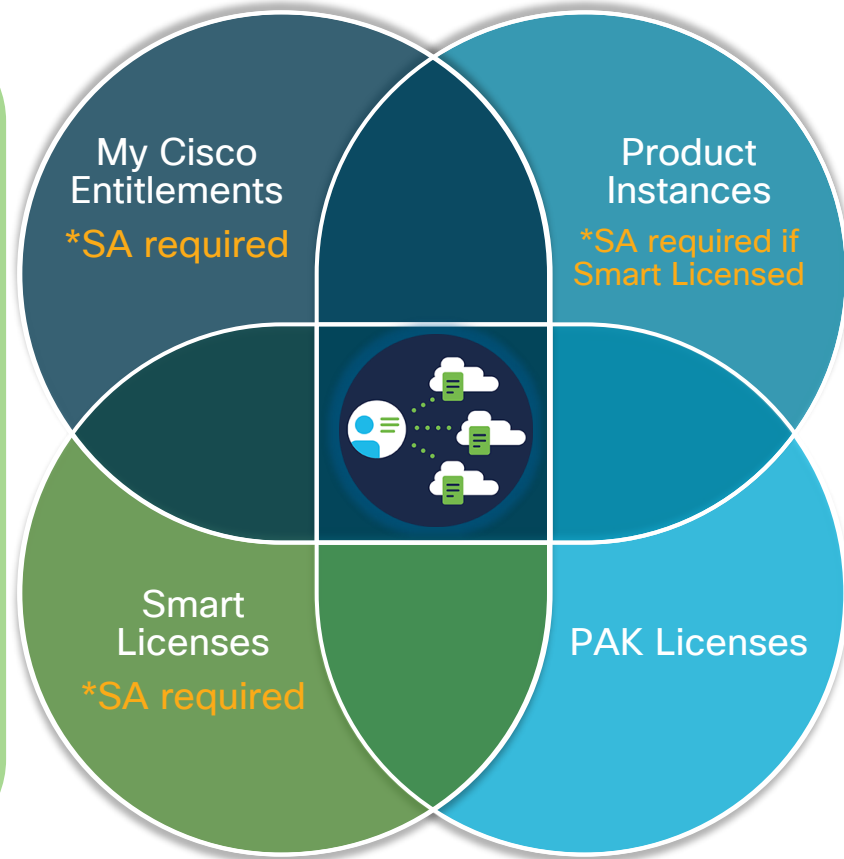


# Why do I need a Smart Account

A Smart Account is required for Smart Licenses and the new My Cisco Entitlements.

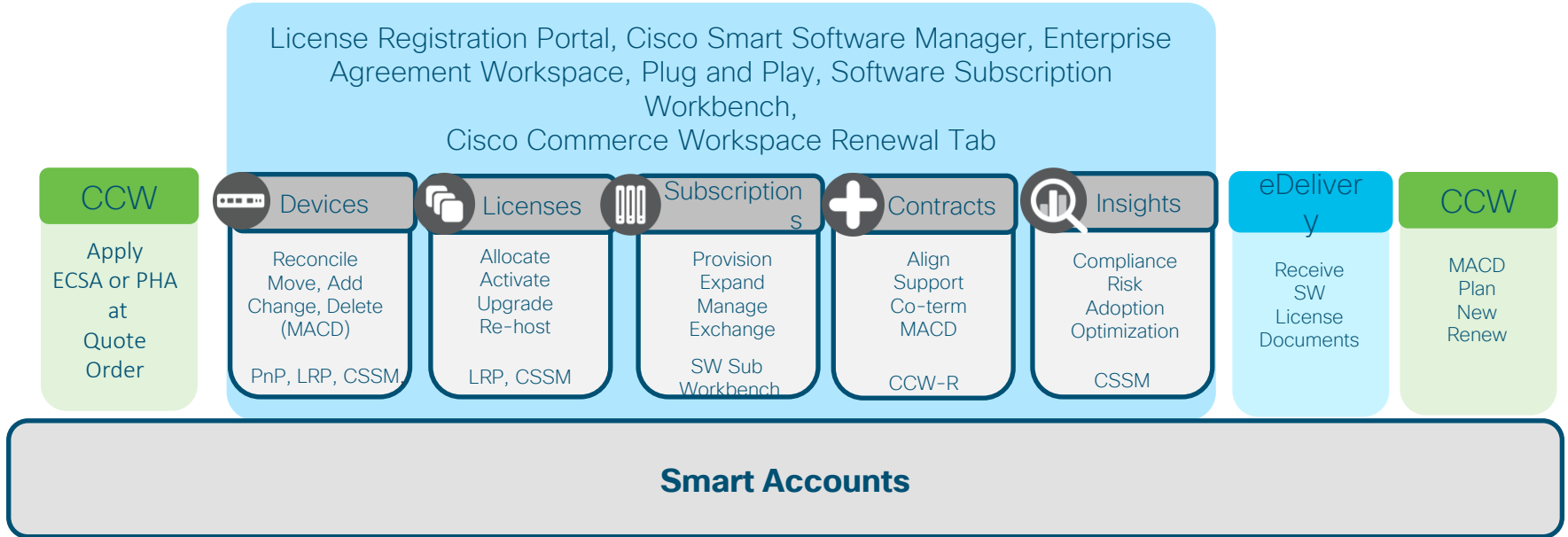
You can also see all your license usage in one place if you associate PAK licenses to a Smart Account.

Smart Accounts will be leveraged by Cisco for other uses in the future.





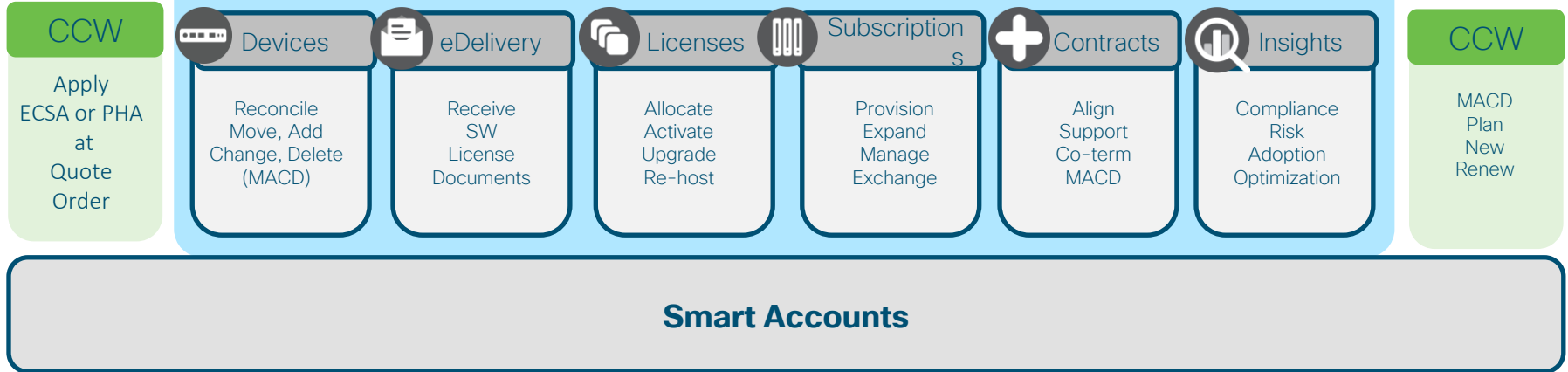
# Deployment and Lifecycle Management Today



# Deployment & Lifecycle Management Tomorrow



## My Cisco Entitlements



# Questions



Demo



- ✓ **Create Virtual Accounts**
- ✓ **Add users**
- ✓ **Registration Token**
- ✓ **View Smart License usage**
- ✓ **Transfer licenses**
- ✓ **Run reports**

# Questions



Closing



# Smart Account and Licensing Support Contacts



Hardware  
Support

<https://www.cisco.com/c/en/us/support/web/tsd-cisco-worldwide-contacts.html>



Licensing  
Support

Open a support case via Support Case Manager (SCM)  
<https://www.cisco.com/go/scm>. Click [here](#) to learn more!



Smart Licensing  
Training &  
Documents

Access [Live Training Here](#)  
Access a [comprehensive list of training documents HERE](#)  
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