



# Get Smart with Cisco Smart Accounts

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# Agenda



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

# Cisco Software Framework

Simplicity, Flexibility, Value

## Software Portfolio



Collaboration



Security



IoT



SP Mobility  
and Video



Network Compute and Cloud

## Deployment Models

Cloud/Hybrid



On-Premises

Partner/SP Hosted,  
Managed

## Purchase Licensing Programs



Transactional  
Perpetual | **Subscription**



**Flexible**  
Utility | Capacity |  
Advantage Licensing Program



Enterprise and  
Service Provider  
License Agreements

# Accessing Smart License starts with Smart Accounts

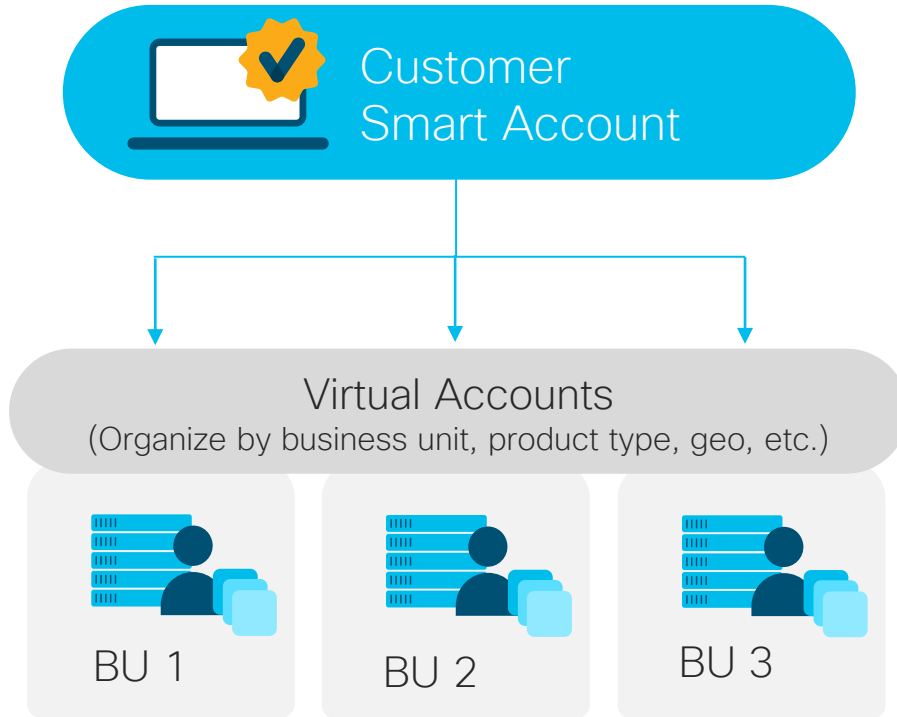


Cisco Smart Account

Smart Accounts are Foundational to Smart Licensing

# How should I set up my Smart Account?

Organize your account – Users, Virtual Accounts, other settings



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.

# Cisco Software Licensing

## Traditional Licensing (PAK)



Physical / Electronic delivery  
Customers get confused



PAK Registration  
Manually register each device.



Device-Specific  
Licenses are specific to only one device.



Locked  
Use only what you paid for.



Limited View  
Customers do not know what they own.



## Smart Licensing (SL)



Digital Fulfillment  
Automatic license provisioning



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



Company-Specific  
Flexible licensing. Use across devices.

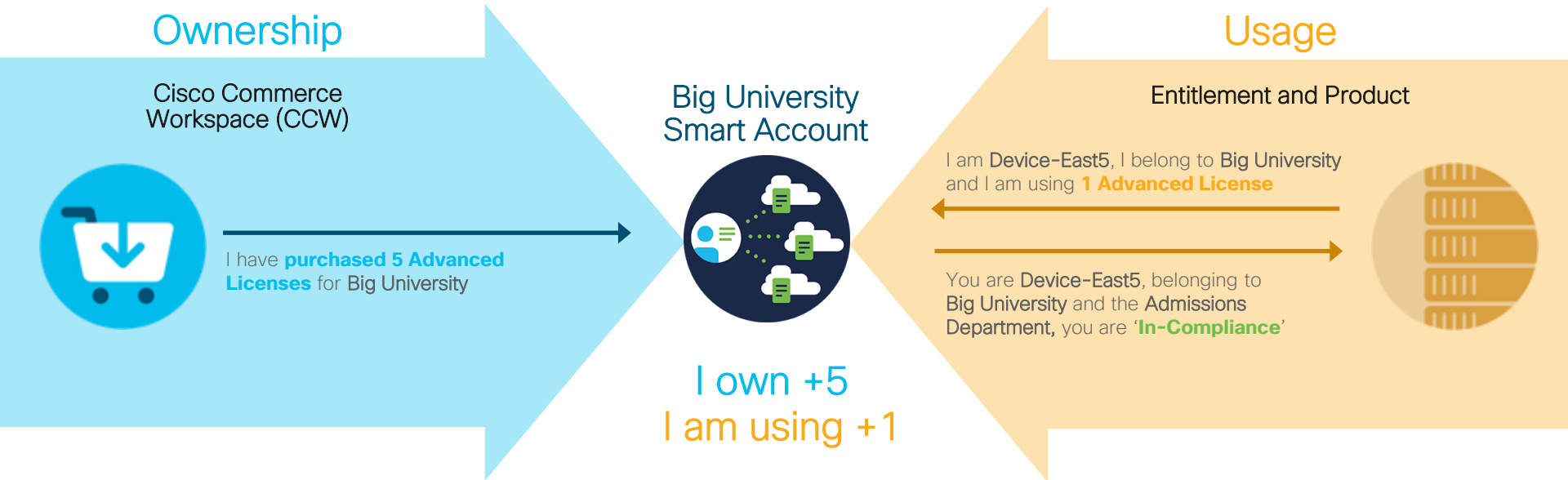


Unlocked  
Add users and licenses as needed.



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

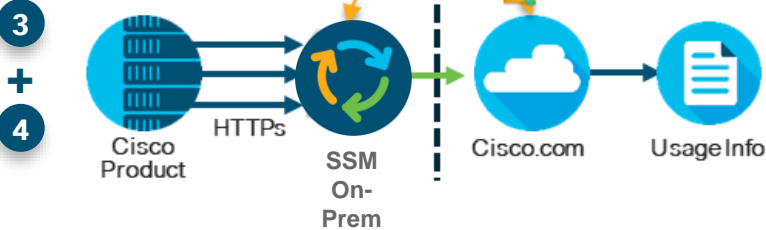
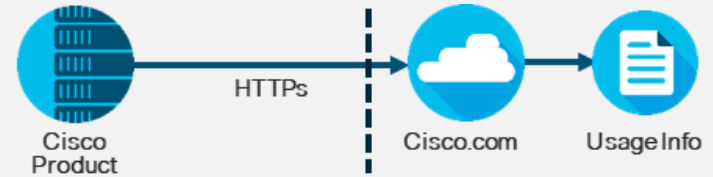
# How Does Smart Licensing Work with Smart Accounts?



# Deploying Smart License Enabled Products

## Access To Cisco

- 1 Cisco product sends usage information directly **over the internet or through a HTTP Proxy Server**. No additional components are needed.
- 2

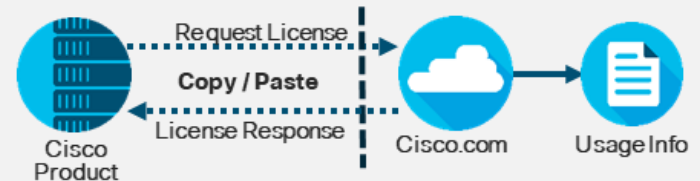


## Access Through An On-Premise License Management

Cisco products send usage information to **Smart Software Manager locally installed**. Periodically, exchange information **automatically** in connected environments or **manually** in disconnected environments.

## No Access – License Reservation

Use copy/paste information between product and Cisco.com to manually check in and out Licenses. Functionally equivalent to current node locking, but with Smart License tracking.

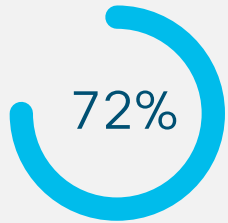




# Smart License Transformation & FAQ



Smart License  
Enabled products



Products sold as  
Smart License only

01 [Cisco Smart Licensing – Enabled Products](#)

02 Understand PID & Order Content – PAK or Smart Licensing

03 Order assignment in CCW.

04 Familiarize with Smart Software Manager & eDelivery on MCE

# My Cisco Entitlements

<http://www.cisco.com/go/mce>



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

# My Cisco Entitlements (MCE)



My Cisco Entitlements

Account Overview

Orders

Services & Subscriptions

Licenses

Devices

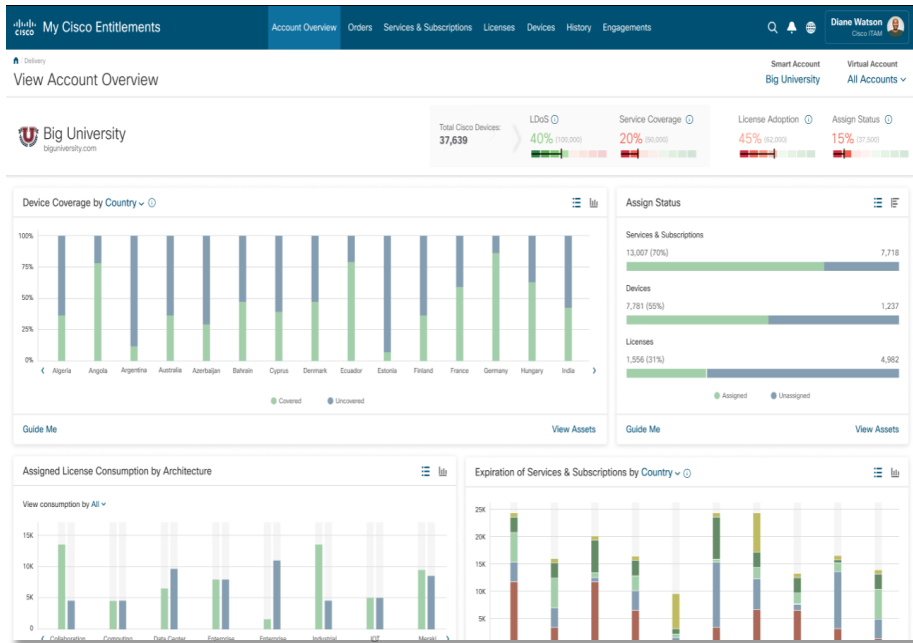
History



Christine Doe  
Partner



## Account Overview



## Learn *how* to work in MCE

Learn how to [navigate](#) MCE by watching a video

Understand MCE [user roles](#)

You can learn how to [edit](#) Virtual Account assignments

See [how](#) to open a support case

## Examples of what you can *do*

[Order](#) software upgrades from the 'Licenses' tab

[Assign](#) Virtual Accounts from 'Services and Subscriptions'

Perform eDelivery/Orders functions such as: [access orders](#), [manage orders](#), [send OBA](#), and [download digital assets](#) from the 'Orders' tab

# Questions



Demo



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

Questions



# 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](#)  
Access additional [training documents here](#)



My Cisco  
Entitlements

See your licenses, devices and metrics in one place  
<http://www.cisco.com/go/mce>

