Cisco Software Capability Overview
Customers

Software Training Curriculum for Customers

Activity	Time	Role Description	Managing Application
Cisco Software: Capability Overview for Customers	45 minutes	• All Customer Roles	N/A
Cisco Software: Smart Account Request and Setup for Customers	1 hour	• All Customer Roles involved with Smart Accounts as Admins and Users	Cisco Software Central (CSC)
Cisco Software: Smart Account Administration for Customers	1 hour	• All Customer Roles involved with Smart Accounts as Admins and Users	Cisco Software Central (CSC)
Cisco Software: Smart Licensing Management with Smart Accounts	1 hour	• Software license and purchasing approver • License administration and management	Smart Software Manager (SSM)
Cisco Software: Classic Licensing Management with Smart Accounts	30 minutes	• Software license and purchasing approver • License administration and management	License Registration Portal (LRP)
Cisco Software: EA Workspace	1 hour	• EA Management	EA Workspace

Learn about:

Cisco Software Overview:

- Smart Accounts & Smart Licensing
- Cisco Enterprise Agreements
- Cloud/ SaaS

Agenda

1 [Smart Accounts Overview](#)

2 [Smart Licensing Overview](#)

3 [Cisco Enterprise Agreement Overview](#)

4 [Cloud/ SaaS Program Overview](#)

Smart Accounts Overview

What is a Smart Account?

...And what it isn't

✅ What it IS

- A Cisco.com service to organize your assets in a central location.
- Leveraged by multiple portals to enable your experience.

❌ What it is NOT

- Smart Licensing
- Cisco Enterprise Agreement (EA).

How can you use a Smart Account Today?

- ☐ Software licensing orders in CCW should be directly assigned to a specified Smart Account
- ☐ Smart Account assignment is mandatory for all new Smart Licensing orders
- ☐ Smart Accounts can be leveraged to centralize RMAs, License Transfers, and Enterprise Agreements for a Customer
- ☐ Adding Licenses to a Smart Account can prepare for a Customer's eventual migration to Smart Licensing

What is a Smart Account?

Customer Smart Account

- Where licenses are deposited and managed

- Can be managed by customer directly, designated VAR or authorized party through SSM or LRP

- Account Approvers – Owner of account and enters/approves agreements with Cisco

- Account Administrators – manages users access and privileges

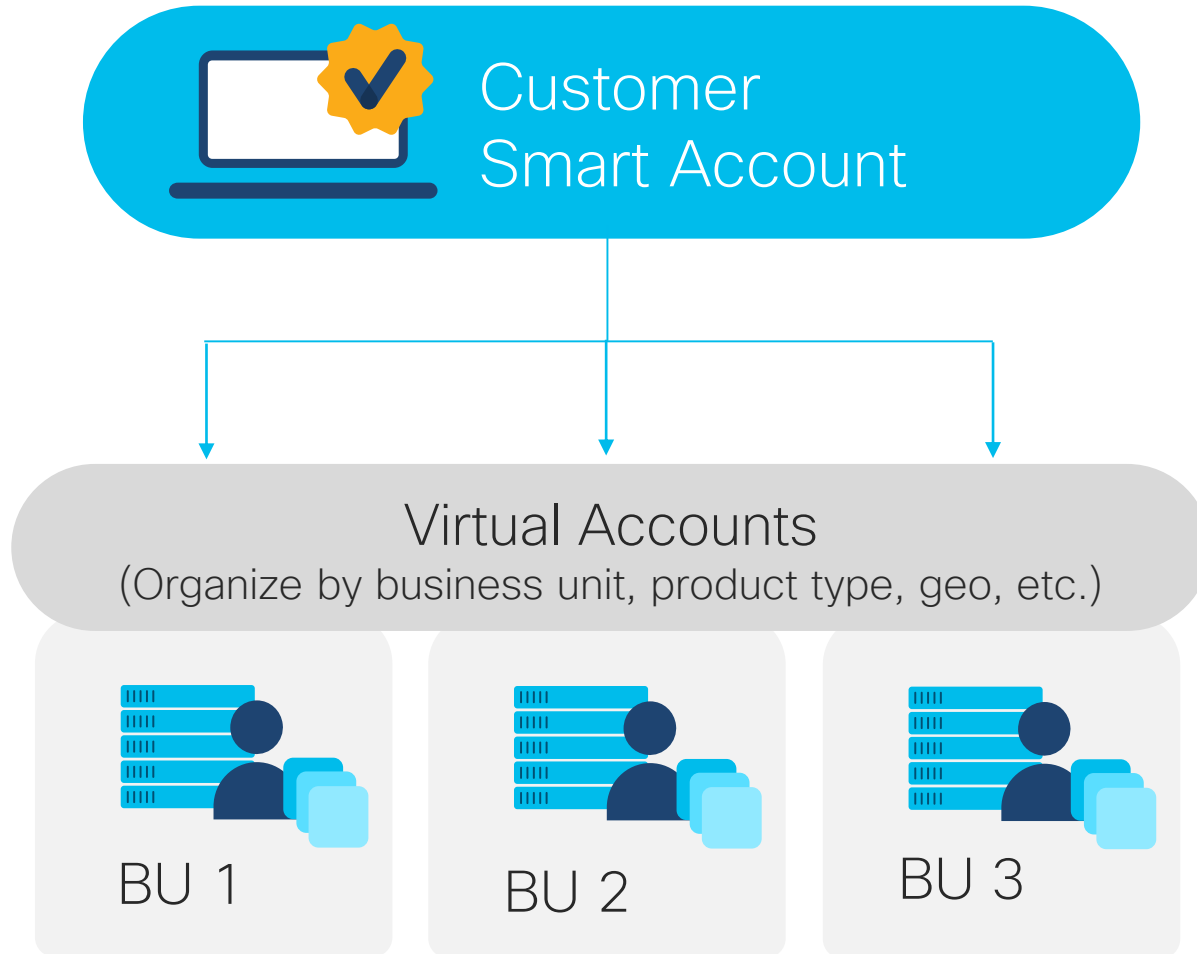- Administrator of account can view and make changes to licenses, review logs, track purchases, etc

Virtual Accounts
(Organize by business unit, product type, geo, etc.)

Virtual Accounts
Create Asset Pools with your Smart Accounts using Virtual Accounts

Customer
Smart Account

Virtual Accounts
(Organize by business unit, product type, geo, etc.)

BU 1

BU 2

BU 3

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.

What Data Can You Get from your Smart Account?

License Information
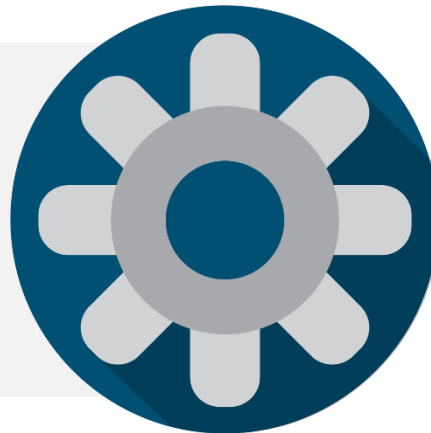Assets you currently own, etc.

Order Information
Asset acquisition details, applicable regions, etc.

Usage Information
Devices that are currently leveraging assets & remaining assets.

Smart Account Value Proposition for Customers

- **Central, transparent & secure** software license inventory management
- **Real-time visibility** to license consumption
- **Easy & secure delivery** of all new purchases to Customer's Enterprise Digital Wallet (SA)

- **User access control**
- Licenses belong to **a single account, not individual users**
- **Pooled licensing** enables **flexible license allocation**
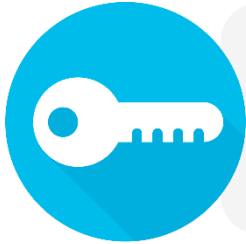
- **Low-touch keyless license** registration, consumption and activation for SL
- **Customer defined controls** to deploy/manage products & licenses

- Proactive coverage - automated notifications of **additions and expirations**
- **Full visibility and insights** to inform purchasing and renewal decisions

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Smart Accounts are leveraged by Smart licensing, Classic Licensing and Cisco EAs, associated to 3 different portals

Smart Licensing	Classic PAK Based Licensing	Cisco Enterprise Agreements (EA)
No PAKs needed, easy license ordering process and activation	Enterprise wide visibility of PAK licenses and devices for selected users	Simplified EA management, enterprise-wide visibility & automatic license fulfillment
Portal: Smart Software Manager (SSM)	Portal: License Registration Portal (LRP)	Portal: EA Workspace

Connected Smart Account Experience
Software.cisco.com is the homepage of the Cisco licensing portals

Cisco Software Central

Cisco Demo Customer

Download & Upgrade

Software Download
Download new software or updates to your current software

eDelivery
Get fast electronic fulfillment of software, licenses, and documentation

Product Upgrade Tool (PUT)
Order major upgrades to software such as Unified Communications

Upgradeable Products
Browse a list of all available software updates.

Network Plug and Play

Plug and Play Connect
Device management through Plug and Play Connect portal

Learn about Network Plug and Play
Training, documentation and videos

License

Traditional Licensing
Generate and manage PAK-based and other device licenses, including demo licenses

Smart Software Licensing
Track and manage Smart Software Licenses.

Enterprise Agreements
Generate and manage licenses from Enterprise Agreements.

View My Consumption
View all my customers based on smart accounts

Order

Buy Directly from Cisco
Configure, price, and order Cisco products, software, and services. Available to partners and to customers with a direct purchasing agreement.

End User License and SAAS Terms
Cisco software is not sold, but is licensed to the registered end

Administration

All Users:

Request a Smart Account
Get a Smart Account for your organization or initiate it for someone else

Request Access to an Existing Smart Account

Additional for Partners:

Request a Partner Holding Account
Allows Cisco Partners to request a Holding Smart Account

> Manage Smart Licenses in SSM, Traditional PAK licenses in LRP, and Enterprise Agreement in EA Workspace

> Create and Manage Smart Account in CSC

How to get a Smart Account

Request a Smart Account

1. Go to Cisco Software Central – software.cisco.com
2. Select "Request a Smart Account" and complete the request form
3. Automatic email is sent to Customer SA administrator

Request access to an existing SA

1. Go to Cisco Software Central – software.cisco.com
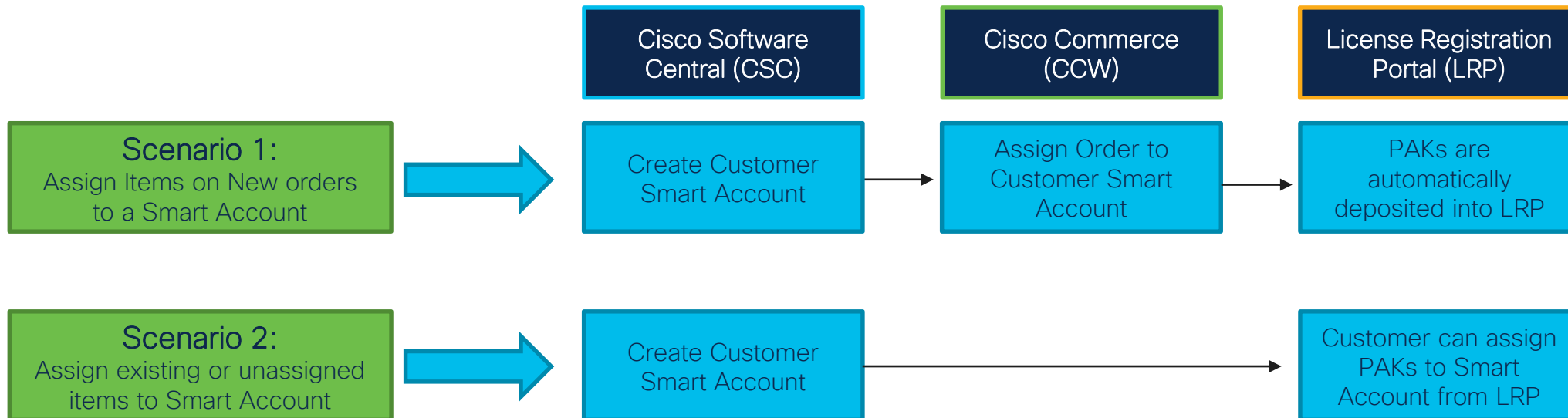2. Select "Request Access to an Existing Smart Account"
3. Enter Domain to notify SA Administrators

Access Smart Licensing, Classic PAK Licensing & Enterprise Agreement Licensing through Cisco Software Central (https://software.cisco.com)

Smart Accounts for Classic Licenses
## Smart Accounts Improve Experience with Classic PAK-based licenses

- PAKs and Devices are **visible at the enterprise level**, easily transferable, and tied to the account, not specific user, simplifying license management
- PAKs are **automatically available** in License Registration Portal (LRP) when assigned to a Smart Account upfront in CCW Order
- **Guaranteed Delivery** – PAKs will be available to all users with access to the Smart Account
- You can assign your Classic license to the Smart Account according to one of the following scenarios:

	Cisco Software Central (CSC)	Cisco Commerce (CCW)	License Registration Portal (LRP)
Scenario 1: Assign Items on New orders to a Smart Account	Create Customer Smart Account	Assign Order to Customer Smart Account	PAKs are automatically deposited into LRP
Scenario 2: Assign existing or unassigned items to Smart Account	Create Customer Smart Account		Customer can assign PAKs to Smart Account from LRP

Note: You can also create a Holding Account and associate orders to that Holding Account to provide enterprise-wide access to the order.

Smart Licensing Overview

Accessing Smart Licenses starts with a Smart Account

Cisco Smart Account
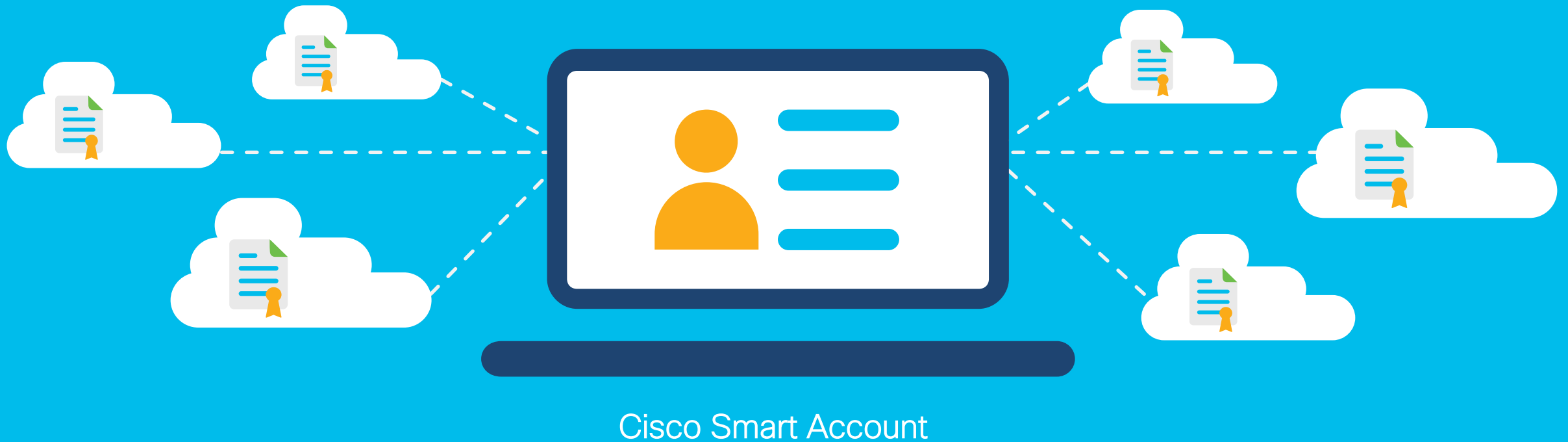
Smart Accounts are Foundational to Smart Licensing

Smart Licensing is Different

Classic 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.

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.

Automated Provisioning | Efficient Consumption | License Portability

How Does Smart Software Licensing Work?

- Cisco Smart Licensing is a new way of thinking about licensing at Cisco that is being applied to all products
- Smart Licensing provides a Software Inventory Management System that provides Customers, Cisco, and Selected Partners with information about Software Ownership and Software Utilization
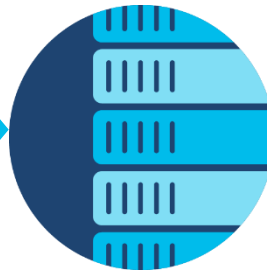
Ownership

Usage

Commerce (CCW)

'Smart' Account

Cisco Product

I Have Purchased 5 additional 'Advanced' Licenses for BigU.edu

Hello, I am Device-East5, I belong to BigU.edu and I am using 1x Advanced License

Hello, You are Device-East5, belonging to BigU.edu and the Physics department you are 'In-Compliance'

BigU.edu		
I Own:	10	+5
I am Using:	10	+1

Smart Licensing Enabled Products
A Smart Account is required to purchase Smart Software Licenses

▪ Limited **product families** are currently **Smart Licensing enabled**, but more will continue to be enabled to have the Smart Licensing functionality.

▪ When **ordering Smart Software Licensing**, Partners are required **to assign their Customer's Smart Account in Cisco Commerce (CCW).**

▪ When the order is fulfilled, **Smart Licenses will be automatically activated and available in the Customer's Smart Account. The Customer will manage these software licenses in Smart Software Manager**.

✓ See the list of Smart Enabled Product Families with Smart/Legacy and Minimum Version here

✓ See the list of Smart Enabled Product Families, features and behaviors on Cisco.com here

✓ See full list of orderable Smart Licensing Products here

✓ The Smart Licensing Product Roadmap is available here

*Please note that Smart Licenses cannot be consumed by the end Customers until they are assigned to the Customer's Smart Account.

Cisco Enterprise Agreement Overview

What is Cisco EA?

The Cisco Enterprise Agreement is 3- or 5-year agreement that provides enterprise-wide entitlement of software suites and services for a more flexible, easier, and simpler software management experience than alternative buying programs.

Easy to Consume!

- No retroactive billing, access to new software, and on-demand deployment

Easy to Buy!

- A cross-portfolio agreement that provides access to software catalogs across technology domains, for unique value within each enrollment

Easy to Manage!

- Know where you stand in one workspace, and enable co-termination of software subscriptions

Manage Licenses through the EA Workspace

The EA workspace is a simple, enterprise wide tool for managing and provisioning software license entitlements. It serves as a common platform for Cisco EA enrollments.

The EA WS enables Customers to:

Manage license consumption and track entitlements under the Cisco EA

Generate software licenses

Use their Smart Account to manage user access to EA licenses

Cloud/ SaaS Program Overview

What is SaaS?
Software-as-a-Service defined

SaaS is a software application delivered and managed as a service by a cloud provider like Cisco or a cloud enabler like a Partner.

Instead of acquiring software licenses to run on their own systems, Customers access the application/service through the internet (cloud).

Webex
Google Docs
Salesforce
Amazon

Skype
Gmail
Wordpress
Citrix

Features and Benefits: Traditional vs. SaaS

Traditional Model
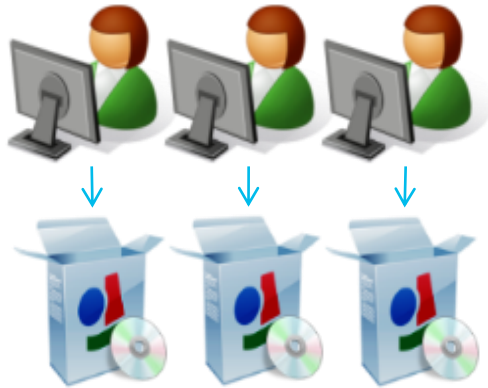
SaaS Model

- Software paid up front
- Capital expense (less flexible)
- Longer/costly integration and implementation expense & risk
- Annual maintenance/support costs
- Upgrade deployment costs

- Immediate ROI. "Pay as you grow"
- Operating expense (more flexible)
- Minimal integration and implementation cost and risk
- No annual maintenance/support costs
- No upgrade deployment costs

Additional Resources

Additional Resources – Software

Location	Category	Audience	Description
http://cisco.com/go/smartaccounts	Smart Accounts	All	Cisco Smart Accounts Overview
http://cisco.com/go/smartlicensing	Smart Licensing	All	Cisco Smart Software Licensing Overview
Training Schedule Orderable Smart Licensing SKU List	Across Software	All	Additional Software training and informational resources
Cisco Software Training Documents for Customers on the Communities	Across Software	All	Software training materials on the Communities
Smart Accounts and Smart Licensing FAQ	Smart Accounts/ Smart Licensing	All	Frequently Asked Questions for Smart Accounts and Smart Licensing
Smart Accounts and Smart Licensing On-Demand Training Materials	Smart Accounts/ Smart Licensing	Customers	Smart Accounts and Smart Licensing Training Materials for Customers
EA Workspace FAQ	EA Workspace	Customers	Cisco Enterprise Agreements & EA Workspace Frequently Asked Questions
EA Workspace User Guide	EA Workspace	Customers	End to End EA Workspace Training Guide
EA Video	EA Workspace	All	EA Workspace Overview Video
SaaS Subscriptions Community Page	Cloud/ SaaS	Partners	SaaS Subscriptions Community Page

Customer Support – Software

Software Licensing Support:
If you have support questions about Software Licensing, open a case via
Support Case Manager (SCM).

To learn more on how to open a case in SCM, click here.

Product Support: Technical Assistance Center (TAC)
For Technical Support questions, please contact Cisco TAC:
Worldwide Support Contacts

EA Workspace Support
✓ For Collaboration EA Support, contact EA Collaboration Operations (collab-ela-support@cisco.com)
✓ For Security EA 1.0 Suite questions, contact EA Security Operations (secela-ops@cisco.com)
✓ For Security EA 2.0 & Choice EA Suites questions, open a case via Support Case Manager (SCM).
✓ For Cisco ONE, Cisco DNA, and Data Center EA questions, open a case via Support Case Manager (SCM).
✓ For EA Workspace access or Smart Account questions, open a case via Support Case Manager (SCM). To learn more on how to open a case in SCM, click here.

Questions?

Version History (October 2019)

Slide #	Details	Release
7	Removed Cisco ONE from the intro slide & speaker notes.	

Version History (March 2020)

Slide #	Details	Release
21	Updated screenshot – modified EA Workspace User Interface	March 2020

Version History (April 2020)

Slide #	Details	Release
21	Updated screenshot – modified EA Workspace User Interface	April 2020

Version History (May 2020)

Slide #	Details	Release
27	Customer Support - update to the slide, to include Support Case Manager	May 2020

Version History (June 2020)

Slide #	Details	Release
All slides	PPT format update/refresh	June 2020