Simplifying The Cisco Software Experience

Customer Smart Account Set-up

Leading Practice Guidelines

December 2017

NOTICE

Advanced Smart Account Administrators may wish to leverage smart accounts to sub-divide their company assets for improved reporting or management. The Smart Account system is designed to adapt to your individual requirements. Users who choose to proactively sub-divide their account should be familiar with Smart Accounts both conceptually and in practice.

⚠️ **Prior to using this document please ensure that you have attended the appropriate training sessions:**

Cisco Software Overview for Customers

Cisco Software Smart Account Setup and Administration for Customers

Cisco Software Classic Licensing with Smart Accounts

Cisco Software Smart Licensing Management with Smart Accounts

ℹ️ The following documentation is intended for advanced Smart Account Administrators

Overview

Customer Smart Accounts are the hub of Cisco's new software lifecycle approach. They enable centralized management and oversight of licenses and give customers, partners, and salespeople a comprehensive perspective on how software is being used across their organization including all geographies.

Customer Smart Accounts will provide a common location for information about and management of software assets.

Utilization Visibility: Customer Smart Accounts will provide accurate accounting of where and how assets are being used so customers and partners can optimize purchasing negotiations and deployment activities.

Improved Self Management: Effectively, efficiently and confidently self-manage Cisco licensing compliance and organize assets to meet your needs.

Increased Control: Improved tools to control access to assets and a consolidated status view that limits risks related to lack of visibility into asset status.

Improved Compliance Features: Adjust access to assets based on the legal and functional needs of your company. Use geographic boundaries to define access across your global ecosystem.
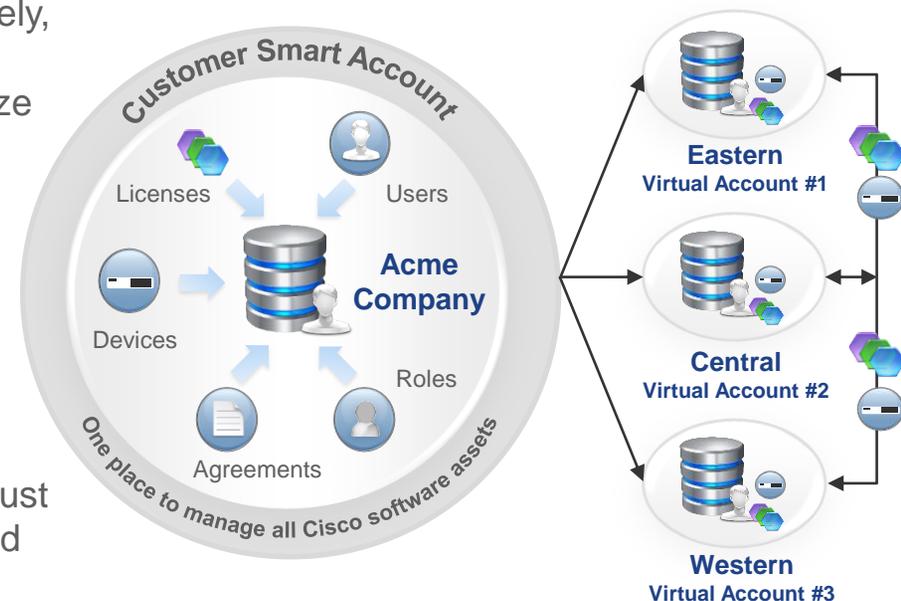
Smart Account Implementation:
Flexibility to meet your needs

Simplified Management

Manage assets and access in a single, simplified portal across all smart enabled products.

Managing The Cloud

Customize governance to comply with regional restrictions on the management of cloud-based services

Intelligent Purchasing

Gain visibility into ownership and utilization to simplify the purchasing decision-making process

Improved Security

Distribute administration of smart assets across your company while limiting access to only select administrators

Flexibility

Customize your Smart Accounts to align to both your business and processes in order to simplify management

For more information visit the Cisco Smart Accounts Site

Management Roles:

Smart Accounts are managed by individuals with specific roles and responsibilities. These roles can be assigned to anyone in your company and can be assigned to a partner or other third party if required.

Smart Account **Approvers**:

- Are authorized agents of the customer who can accept contractual agreements with Cisco for Smart Enabled products

Smart & Virtual Account **Administrators** can:

- Configure Customer Smart Accounts and Virtual Accounts
- Manage user setup and access
- Manage Assets in Customer Smart Accounts and Virtual Accounts

As you create Virtual Accounts you can assign specific users to manage those accounts. Customers can create multiple Virtual Accounts per Smart Account. For more information on Smart Account roles and management please see additional information here.

Small Business Customer Smart Account Leading Practices

Small Businesses can use Customer Smart Accounts to align software management to lightweight, agile organizations.

Small Business Profile:

Location
- Located in a single region or country.
- Limited variation in legal requirements or liability across the organization.

Organizational Structure
- Highly centralized organizational structure.
- Processes and management are located in one central location.
- Low number of operational divisions controlling assets across the company.

Streamlining Processes
- Interested in limiting license management overhead.
- May not have a dedicated license manager or team.
- More likely to have static hardware installations which don't require constant license management.
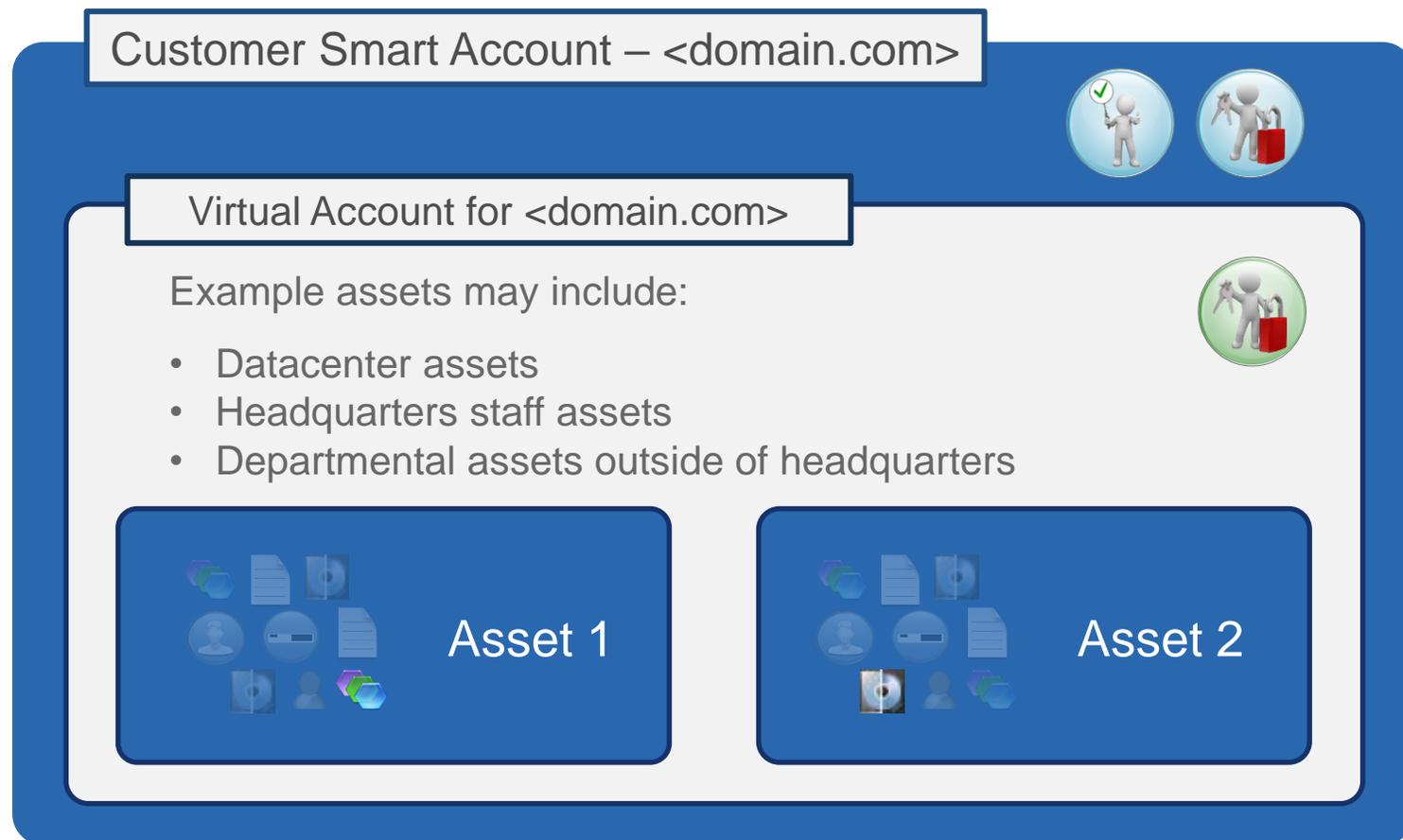
Small Business Customer Smart Account Setup

Small businesses can use a dedicated Customer Smart Account to keep track of asset and license use within their organization. Customer Smart Accounts also make it very easy to control assets and can streamline the management process for businesses that have small workforces.

Approver   Admin

Customer Smart Account – <domain.com>

Virtual Account for <domain.com>

Example assets may include:

- Datacenter assets
- Headquarters staff assets
- Departmental assets outside of headquarters

Asset 1

Asset 2

Small Business Customer Smart Account Example

A Small Business could set up their Customer Smart Account with a single Virtual account containing all products and allocate responsibility to two global roles:

- SA Approver

- SA Admin

Smart Account Hierarchy	Example Display String	Management Breakdown	
Company Smart Account	Acme.com		
Company Virtual Account Company Dept. Product 1 Product 2 Company Dept. Product 1	Default Virtual Account	SA Approver	SA Admin
	HR Dept. – CSR		
	HR Dept. – ASA		
	Corp Dept. – Cisco ONE Datacenter		

In this example a company may include products procured for the Human Resources and Corporate departments in a single Smart Account containing a single Virtual Account which is created by default and named as such. As the company grows more Virtual Accounts may be added and products re-organized across the new Virtual Accounts.

Medium Business Customer Smart Account Leading Practices

Medium Businesses can leverage Customer Smart Accounts to increase efficiency across multiple local offices.

Medium Business Profile:

Location
- Located in a single region or country.
- May have divisions within a geopolitical location.
- May have some regional tax or legal requirements related to purchasing or asset management.

Organizational Structure
- Semi-centralized organizational structure
- Processes and management are located in one central location.
- May have multiple operational divisions controlling assets across the company.

Streamlining Processes
- Interested in limiting license management overhead.
- May have a dedicated license manager or team.
- Manage assets across multiple geographies which may require license management or maintenance.
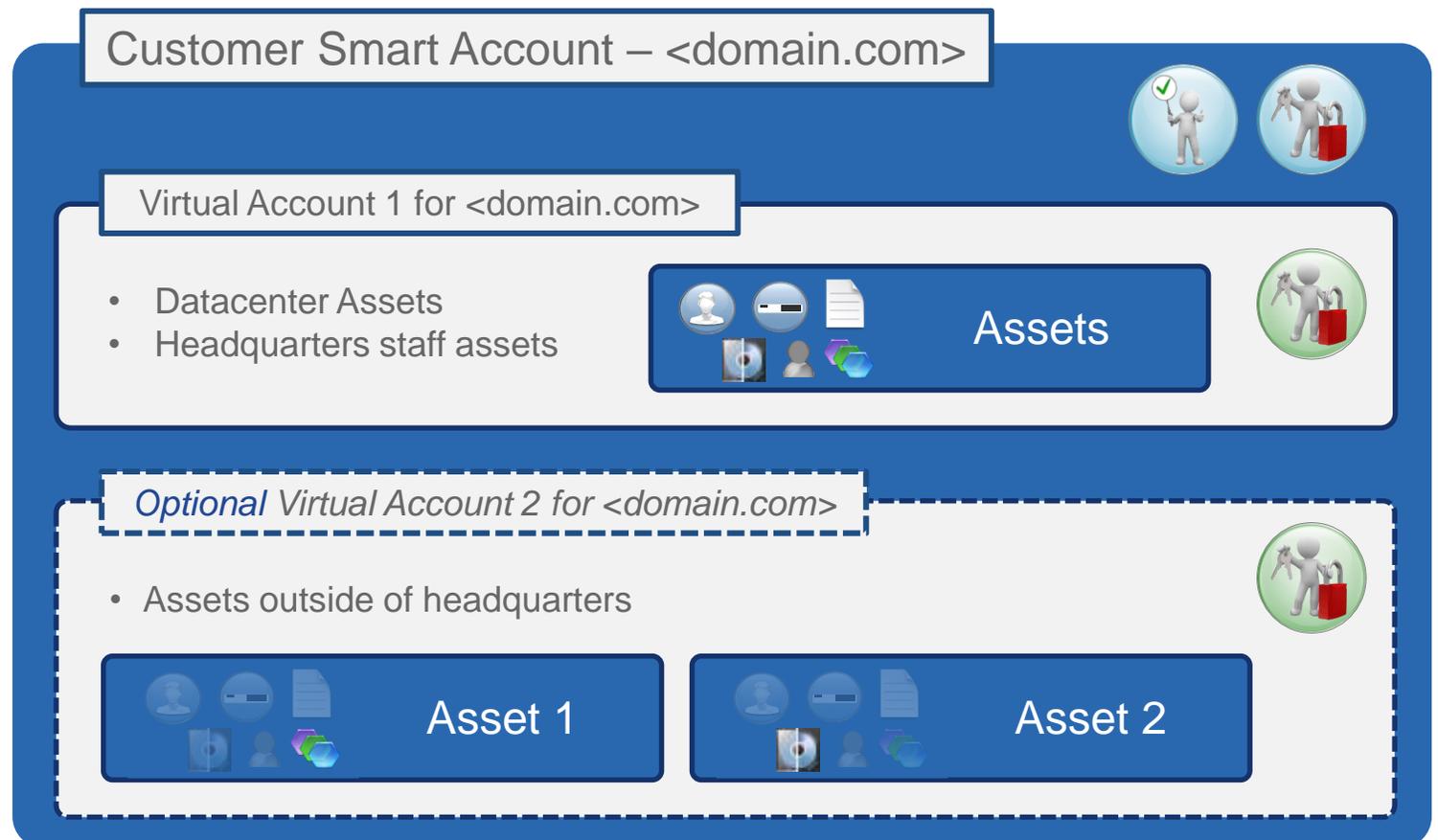
9

Medium Business Customer Smart Account Setup

Medium Businesses can use a dedicated Customer Smart Account to divide up their asset management between multiple regions arranged by product family or organizational lines. Virtual Accounts can be used to further divide management tasks, while maintaining portability within the Customer Smart Account.

Approver   Admin

Customer Smart Account – <domain.com>

Virtual Account 1 for <domain.com>

- Datacenter Assets
- Headquarters staff assets

Assets

Optional Virtual Account 2 for <domain.com>

- Assets outside of headquarters

Asset 1   Asset 2

Medium Business Customer Smart Account Example

If a company is operating across two distinct departments it may be beneficial to divide Customer Smart Accounts up into logical groups based on departmental management patterns leveraging Virtual Accounts.

Customer Smart Account Definition by Department

Smart Account Hierarchy	Example Display String	Management Breakdown	
Company Smart Account	Acme.com	Global SA Approver	Global SA Admin
Company Virtual Account — Company Dept. Product 1 Product 2 Product 3	HR Dept.	Dept. Approver HR	Dept. Admin HR
	CSR		
	ASA		
	CiscoOne Datacenter		
Company Virtual Account — Company Dept. Product 1 Product 2	Corp Dept.	Dept. Approver Corp	Dept. Admin Corp
	CSR		
	CiscoOne Datacenter		

In this example a company may include products procured for the Human Resources and Corporate departments in a single Smart Account segmented into two Virtual Accounts containing the products owned/managed by each department.

Medium Business Customer Smart Account Example

If a company is operating in two distinct regions it might be better to divide up software assets based on geographical regions, again leveraging Virtual Accounts.

Customer Smart Account Definition by Geographic Region

Smart Account Hierarchy	Example Display String	Management Breakdown	
Company Smart Account	Acme.com	Global SA Approver	Global SA Admin
Company Virtual Account — Company Region Product 1 Product 2 Product 3	Eastern Region	Regional Approver Eastern	Regional Admin Eastern
	CSR		
	ASA		
	CiscoOne Datacenter		
Company Virtual Account — Company Region Product 1 Product 2	Western Region	Regional Approver Western	Regional Admin Western
	CSR		
	CiscoOne Datacenter		

In this example a company may include products procured for the regional locations in a single Smart Account segmented into two Virtual Accounts containing the products owned/managed by each region.

Large Business Customer Smart Account Leading Practices

Large Businesses can leverage Customer Smart Accounts to streamline processes, increase efficiency, and adhere to changing restrictions on data access.

Large Business Profile:

Location
- Located in a multiple distinct regions or countries.
- Adheres to complex legal requirements or liability across the organization.

Organizational Structure
- Centralized process driving a global company.
- Autonomous divisions controlling assets across the country with independent P&L.
- Require recursive, multiple levels of asset management.
- Have a full compliment of User Personas in each regional location.

Streamlining Processes
- Interested in limiting license management overhead.
- Has a dedicated license manager or team, possibly multiple teams.
- Fluid asset utilization across the company with significant management activity.
- Required by law to adhere to restrictions based on location.

Should my Large Business have multiple Customer Smart Accounts?

Multiple Customer Smart Accounts can be set up (via an exception process) to satisfy company segmentation requirements but there are some significant restrictions in what visibility and functionality is available to users as a result.

✅ Set up separate Customer Smart Accounts if:

- Your company does not have a dedicated individual to serve as a global Customer Smart Account Administrator to set up virtual accounts for independent global or regional divisions.
- A holding company with multiple independent companies may want to set up separate Customer Smart Accounts for each wholly owned subsidiary.

⚠️ Limitations of separate Customer Smart Accounts:

- Licenses can not be moved between Customer Smart Accounts in a self serve fashion. A case will have to be opened with Cisco Support Team to move entitlements between accounts.
- Reports can not be generated across multiple Customer Smart Account domains providing a single view of what you own and what you are using.

ℹ️ **Cisco recommends your company establish only a single Smart Account unless you have specific requirements which offset the limitations of multiple Smart Accounts**
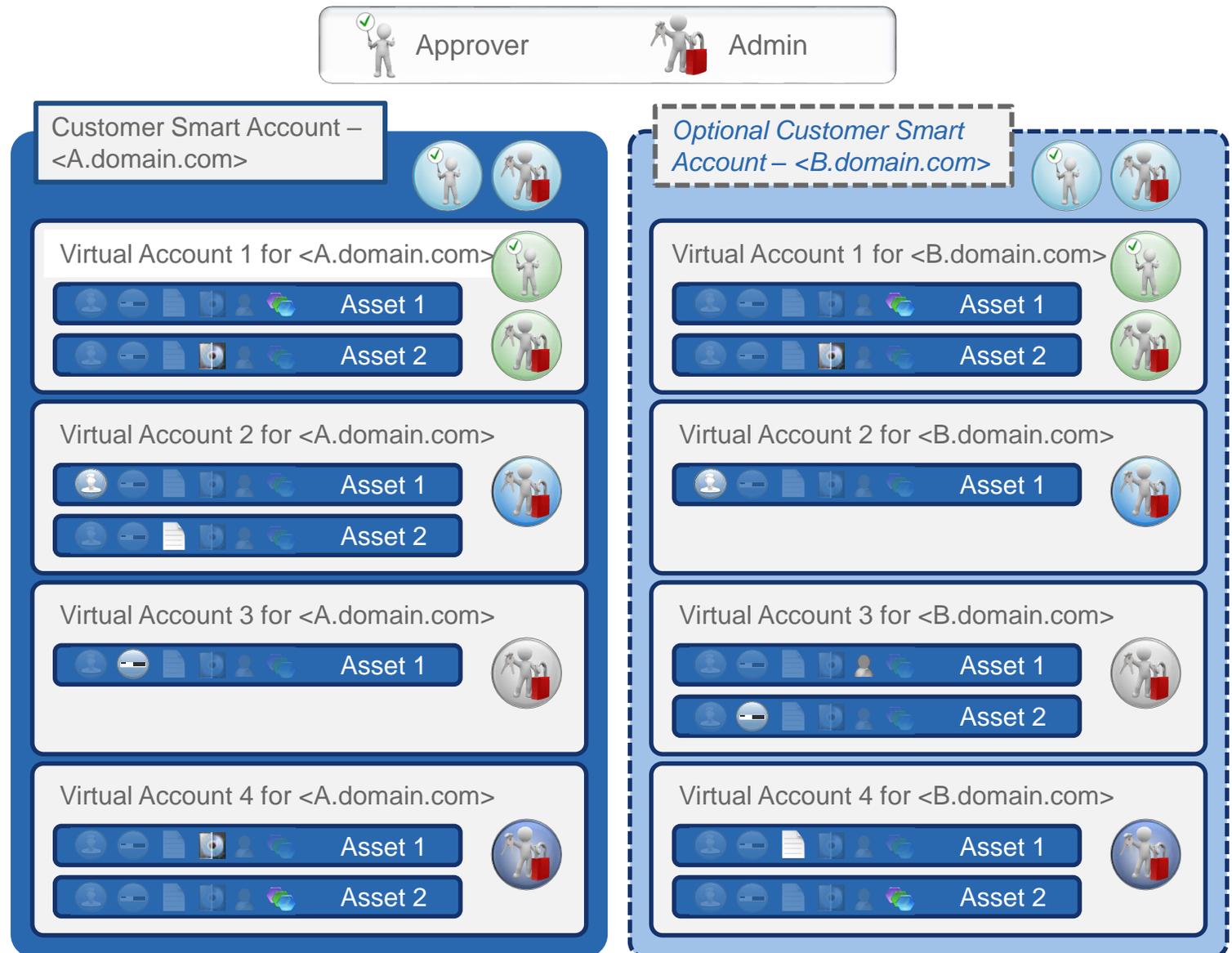
Large Business Customer Smart Account Setup

Large businesses can use multiple Customer Smart Accounts to manage complex global asset ecosystems that require multiple tiers of controls and security to address international regulations, tax laws, and other constraints.

Approver   Admin

Customer Smart Account – <A.domain.com>

Virtual Account 1 for <A.domain.com>
- Asset 1
- Asset 2

Virtual Account 2 for <A.domain.com>
- Asset 1
- Asset 2

Virtual Account 3 for <A.domain.com>
- Asset 1

Virtual Account 4 for <A.domain.com>
- Asset 1
- Asset 2

Optional Customer Smart Account – <B.domain.com>

Virtual Account 1 for <B.domain.com>
- Asset 1
- Asset 2

Virtual Account 2 for <B.domain.com>
- Asset 1

Virtual Account 3 for <B.domain.com>
- Asset 1
- Asset 2

Virtual Account 4 for <B.domain.com>
- Asset 1
- Asset 2

15

Large Business Customer Smart Account Example

A Customer Smart Account can be organized by **Product Family**, with global product family administrators and regional administrators who manage the assets in each country the organization operates in as required.

Smart Account Hierarchy	Example Display String	Management Breakdown	
Company Smart Account	AcmeInternational.com	Global SA Approver	Global SA Admin
Company Virtual Account Product Group & Country Product 1 …. n	Security.US – CSR ASA	Product Country Approver US Security	Product Country Admin US Security
Company Virtual Account Product Group & Country Product 1 …. n	Security.France - CSR	Product Country Approver France Security	Product Country Admin France Security
Company Virtual Account Product Group & Country Product 1 …. n	Security.Germany – CSR ASA	Product Country Approver Germany Security	Product Country Admin Germany Security
Company Virtual Account Product Group & Country Product 1 …. n	CiscoONE.US – Datacenter WAN	Product Country Approver US CiscoONE	Product Country Admin US CiscoONE
Company Virtual Account Company Dept. Product 1 …. n	CiscoONE.France - Datacenter	Product Country Approver France CiscoONE	Product Country Admin France CiscoONE

In this example a company may include products procured for the regional locations in a single Smart Account segmented into multiple Virtual Accounts containing the product groups owned/managed by each country.

Large Business Customer Smart Account Example

A Large, Multi-National Business could create multiple Customer Smart Accounts and then subdivide them by **geographic region** and assign administration and approval rights by region.

Smart Account Hierarchy	Example Display String	Management Breakdown	
Company Smart Account	AMER.AcmeInternational.com	AMER SA Approver	AMER SA Admin
Company Virtual Account Company Country Product 1 …. n	US	Reg. Approver AMER	US Admin
	Security		
	CSR		
Company Virtual Account Company Country Product 1 …. n	Canada		Canada Admin
	CSR		
	ASA		
	CiscoOne Datacenter		
Company Smart Account	EMEAR.AcmeInternational.com	EMEAR SA Approver	EMEAR SA Admin
Company Virtual Account Company Country Product 1 …. n	France	Reg. Approver EMEAR	France Admin
	ASA		
	CSR		
Company Virtual Account Company Country Product 1 …. n	Germany		Germany Admin
	CSR		
	CiscoOne Datacenter		

In this example a company may create separate smart accounts for each regional business entity. Products procured for each country may be segmented into multiple Virtual Accounts containing the product groups owned/managed by each country. Please refer to the restrictions in documented in this section covering this scenario which is ***not recommended by Cisco*** unless specific requirements are met.

17

Where Can I Find More Information?

- [Software at Cisco](#)

- [Cisco Smart Accounts](#)

- [Cisco Smart Software Licensing](#)

- [Cisco ONE Software](#)

- [Software Operations Exchange](#)

Glossary

Partner	A Cisco Partner resells Cisco products directly to customers or via other partners in a 2-Tier model. Partners may also be Cisco Customers, and portions of their business may be service provision.
Customer	Cisco Customers purchase products for their own company use and ownership. Many partners are also Cisco Customers.
Service Provider	A Service Provider is a type of Cisco Customer that resells a service created by Cisco products to end users without selling the Cisco Hardware or Licenses to another Customer outright. Service Providers may also offer Partner services in addition to service provision.
Distributor	A Distributor is a type of partner that resells Cisco products or services to other partners.
Customer Smart Account	A Customer Smart Account stores licenses, entitlements, and other elements which are owned by the owner of the smart account.
Virtual Account	A Virtual Account is a non-hierarchical system for sorting assets which have been assigned to a Smart Account. Virtual Accounts can be used to segment reporting and/or administration of assets within a Smart Account.
License	A license is the agreement which defines the legal use of software, hardware or services. Licenses define the number and type of entitlements available for consumption
Entitlement	An entitlement is the manifestation of the license as a consumable digital good. An entitlement provides a means for accounting of how many products or services have been used in accordance to a license.

Appendix: Best Practices for Standard Customer Smart Account Structure

Small or Medium Business Company Operating in one Country or State, with Local Presence

Company Type: Small or Medium Business Company operating in one Country or State, local presence.

Company Information/ Structure: 1 office location

Number of Smart Accounts: 1 Customer Smart Account

Number of Virtual Accounts: 1 Virtual Account (Default)

Structure of Virtual Accounts: N/A

Number of Users/ Admins:
- 1 Smart Account Approver
- 2 Smart Account Administrators and Approvers
- Delegate Smart Account access to 1 Partner Admin of choice
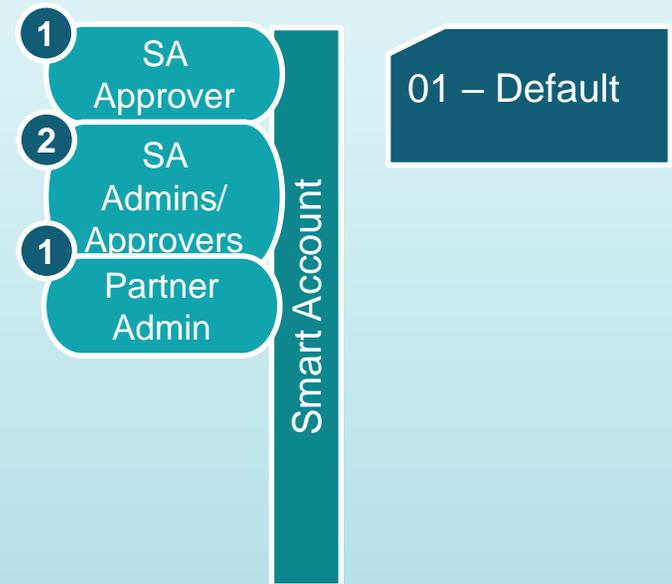
1	SA Approver
2	SA Admins/ Approvers
1	Partner Admin

Smart Account

01 – Default

KEY: Smart Account   Virtual Account   SA Role

Appendix: Best Practices for Standard Customer Smart Account Structure

Global or Regional Enterprise Company with Global or Regional Presence

Company Type: Regional Enterprise Company
Typical enterprise operating at a global or regional level.

Company Information/ Structure: 20+ locations (offices, production sites or logistic/ distribution sites).
Global presence (e.g. Americas, Europe, Asia), or
Regional presence (e.g. Europe or US).

Number of Smart Accounts: 1 Customer Smart Account

Number of Virtual Accounts: 20-60 VAs

Structure of Virtual Accounts: by Location (City, Country)

Number of Users/ Admins:
- 2-5 Account Admins and Approvers, 2-5 Admins,
- 1-2 Approvers
- 5-10 Account Users
- 5-10 Virtual Account Admins, 5-10 Virtual Account Users
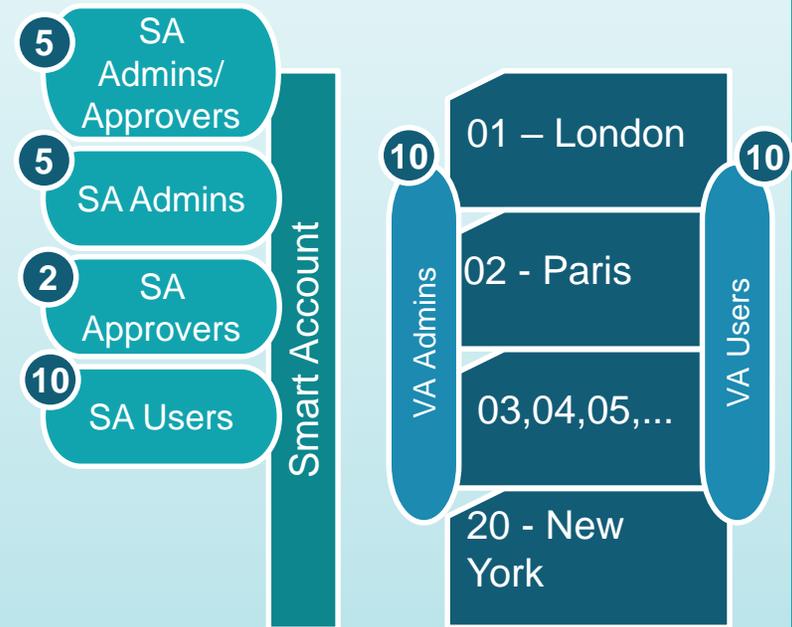
5 SA Admins/ Approvers
5 SA Admins
2 SA Approvers
10 SA Users

Smart Account

10 VA Admins
10 VA Users

01 – London
02 - Paris
03,04,05,...
20 - New York

KEY: Smart Account | Virtual Account | SA Role | VA Role

21

Appendix: Best Practices for Standard Customer Smart Account Structure

Service Provider with Global or Regional Presence

Company Type: Service Provider operating at a global or regional level, providing Internet, Phone and TV services.

Company Information/ Structure: company operating at a global or regional level. Offices in multiple locations.

Number of Smart Accounts: 1 Customer Smart Account,
1 Partner Holding Account (only necessary if operating as Reseller).

Number of Virtual Accounts: 20-100 VAs

Structure of Virtual Accounts: by Country, City, Metropolitan
Area, Department, Business Line, other organizational unit.

Number of Users/ Admins:
- 2-5 Account Admin and Approver,
- 2-5 Account Admins, 2-10 Account Users,
- 10-20 Virtual Account Admins
- 10-20 Virtual Account Users

KEY: Smart Account | Virtual Account | SA Role | VA Role | Holding Account

Appendix: Best Practices for Standard Customer Smart Account Structure

Regional IT Services Company with Regional Presence

Company Type: Global or Regional IT Services Company

Company Information/ Structure: 1-5 offices in a specific Region (e.g. North America or Europe)
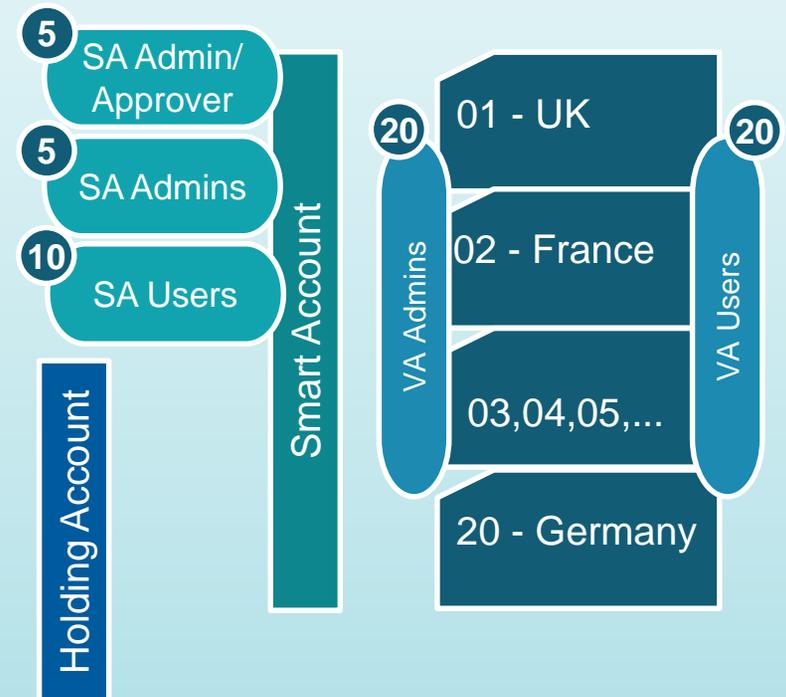
Number of Smart Accounts: 1 Customer Smart Account,
1 Partner Holding Account (only if operating as Reseller)

Number of Virtual Accounts: 20-25 VAs

Structure of Virtual Accounts:
by End Customer Company, or by location (City, Metropolitan Area).

Number of Users/ Admins:
- 2-5 Account Admins and Approvers
- 1-2 SA Approvers
- 2-5 Account Users,
- 2-5 Virtual Account Admins
- 2-5 Virtual Account Users

(5) SA Admins/ Approvers

(2) SA Approvers

(5) SA Users

Smart Account

Holding Account

(5) VA Admins

01 - Cust. 1

02 - Cust. 2

03,04,05,...

20 - Cust. 20

(5) VA Users

KEY: | Smart Account | Virtual Account | SA Role | VA Role | Holding Account |

Customer Smart Account Set-up

23

Appendix: Best Practices for Standard Customer Smart Account Structure

Cloud Services Company with Global or Regional Presence

Company Type: Cloud Services Company

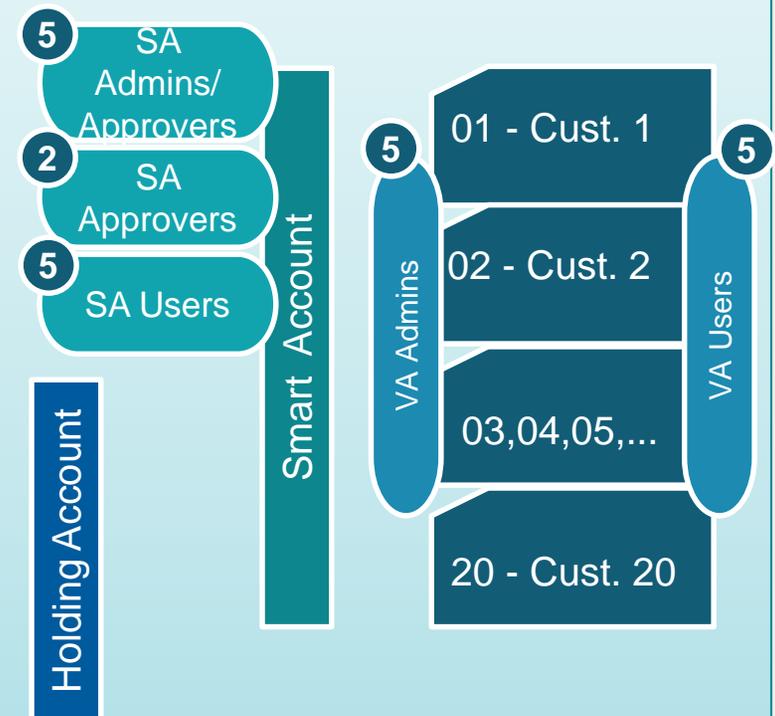**Company Information/ Structure:** 5+ global (or regional) locations (ex. in the Americas and/or in Europe).

Number of Smart Accounts: 1 Customer Smart Account,
1 Partner Holding Account (only if operating as Reseller)

Number of Virtual Accounts: 40-80 VAs

Structure of Virtual Accounts: by End Customer Company

Number of Users/ Admins:
- 2-5 Account Admins and Approvers
- 2 Account Approvers
- 2-10 Account Admins
- 20-30 Virtual Account Admins
- 20-30 Virtual Account Users
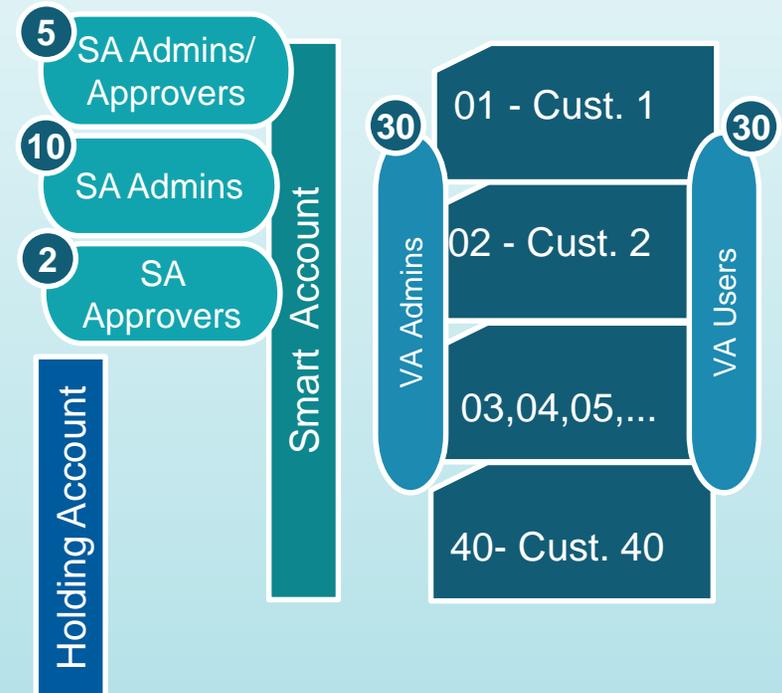
5 — SA Admins/ Approvers

10 — SA Admins

2 — SA Approvers

Holding Account

Smart Account

30 — VA Admins

30 — VA Users

01 - Cust. 1

02 - Cust. 2

03,04,05,...

40- Cust. 40

KEY: Smart Account | Virtual Account | SA Role | VA Role | Holding Account

Appendix: Best Practices for Standard Customer Smart Account Structure

Public Sector – Regional/ National Department of IT within Region, State, or Country

Company Type: Public Sector – Regional Department of IT

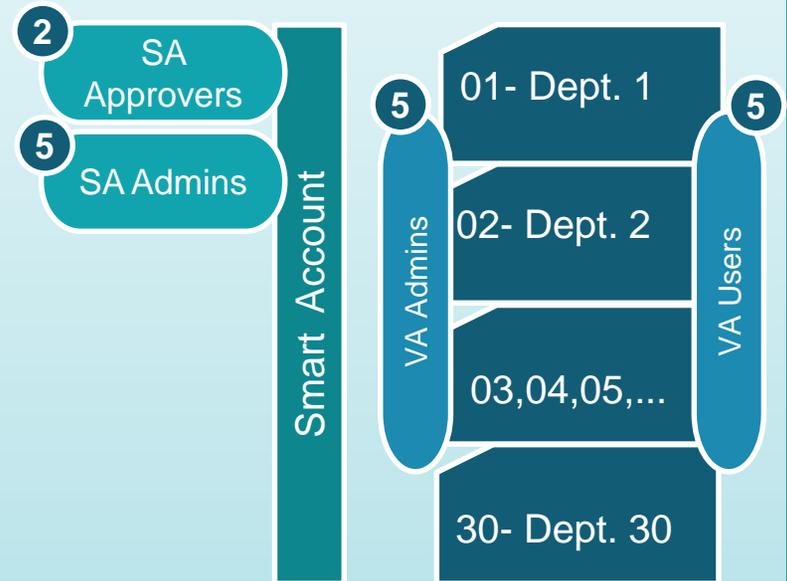**Company Information/ Structure:** Regional or National Department of Information Technology

Number of Smart Accounts: 1 Customer Smart Account

Number of Virtual Accounts: 20-30 VAs

Structure of Virtual Accounts: by Department (of Commerce, of Environment, of Education, of Transportation, etc.)

Number of Users/ Admins:
- 2 Account Approvers
- 5 Account Admins
- 2-5 Virtual Account Admins
- 2-5 Virtual Account Users

Smart Account

2 — SA Approvers

5 — SA Admins

5 — VA Admins

5 — 01- Dept. 1

02- Dept. 2

03,04,05,...

30- Dept. 30

5 — VA Users

KEY: Smart Account | Virtual Account | SA Role | VA Role

Appendix: Best Practices for Standard Customer Smart Account Structure

Public Sector – Military within Region, State, or Country

Company Type: Public Sector – Military
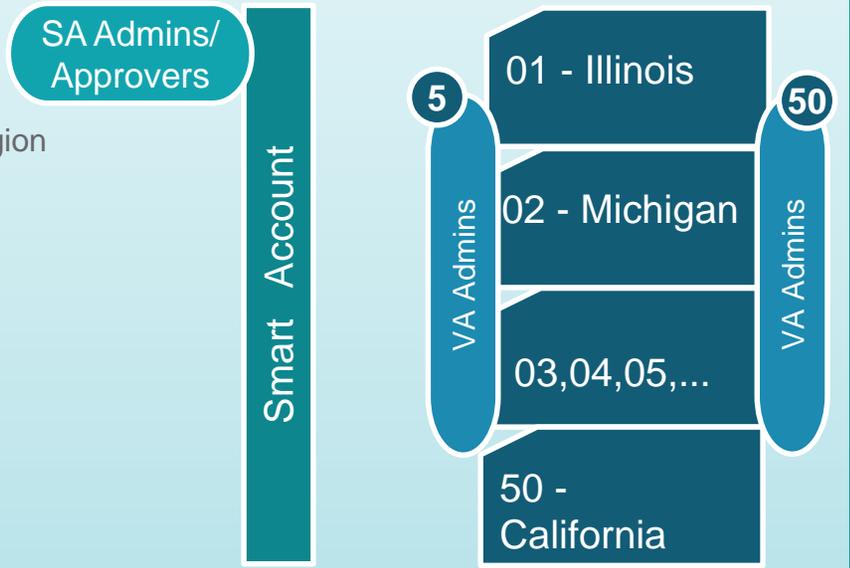
Company Information/ Structure: Military

Number of Smart Accounts: 1 Customer Smart Account

Number of Virtual Accounts: 50-100 VAs

Structure of Virtual Accounts: by State, Region or City

Number of Users/ Admins:
- 2-5 Account Admins and Approvers
- 2-5 Virtual Account Admins
- 20-50 Virtual Account Users

SA Admins/ Approvers

Smart Account

VA Admins

5

01 - Illinois

02 - Michigan

03,04,05,...

50 - California

VA Admins

50

KEY: Smart Account | Virtual Account | SA Role | VA Role

Appendix: Best Practices for Standard Customer Smart Account Structure

Global Business Process Services with Global Presence

Company Type: Global Leader in Business Process Services

Company Information/ Structure: Global leader for business process outsourcing services.
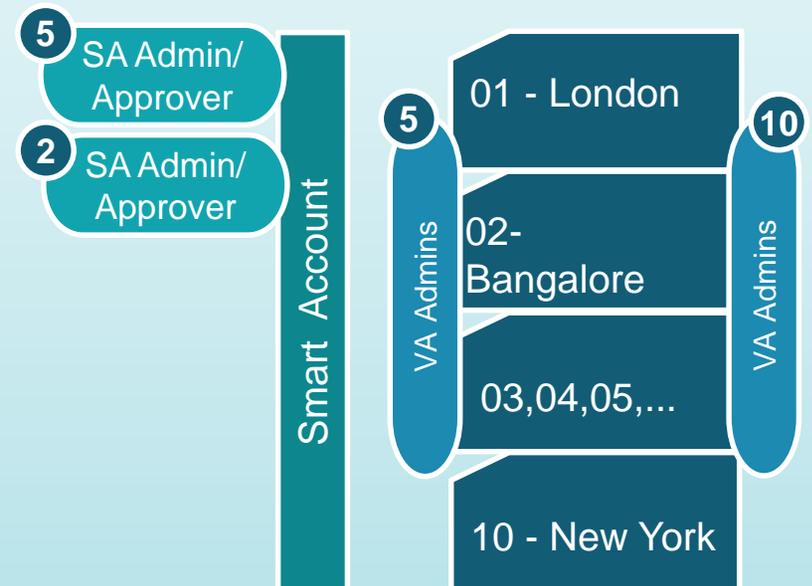10+ locations (10+ countries) and delivery centers.

Number of Smart Accounts: 1 Customer Smart Account

Number of Virtual Accounts: 10-50

Structure of Virtual Accounts: by City, globally
(cities in the US, Mexico, LATAM, India, Europe).

Number of Users/ Admins:
- 2-5 Account Admins and Approvers
- 2 Account Approvers
- 5-10 Virtual Account Admins
- 5-10 Virtual Account Users

5 SA Admin/ Approver
2 SA Admin/ Approver

Smart Account

5 VA Admins
10 VA Admins

01 - London
02- Bangalore
03,04,05,...
10 - New York

KEY: Smart Account | Virtual Account | SA Role | VA Role

27

Appendix: Best Practices for Standard Customer Smart Account Structure

Smart Account Decision Tree - Survey

Check the Smart Account Decision Tree **online survey**

This short survey provides Leading Practices and Recommendations for Partners and Customers on how to organize their Smart Account.

Appendix: Smart Account Roles

CCW Order View management incorporated automatically for applicable Holding Accounts.

Smart Account Approver	Smart Account Administrator	Virtual Account Administrator
Can only approve Smart Account legal agreements on behalf of the Account Owner. Includes no User or Administrator privileges.	Manages all aspects of the Smart Account and its Virtual Accounts. The Smart Account Administrator can view and manage license inventory for the entire Smart Account, and also perform Account management activities.	Similar to the Smart Account Administrator, but limited to selected Virtual Accounts. Can perform license management activities and also User management for selected Virtual Accounts.

Smart Account User	Virtual Account User
Similar to a Smart Account Admin, this role allows access to all Virtual Accounts. A Smart Account User can perform licensing activities, but cannot create new Virtual Accounts or perform User management activities.	Similar to a Smart Account User, but is limited to the Virtual Account the User is assigned to – they can perform license management activities, but cannot add new users to their assigned Virtual Account.

Appendix: Mapping to Smart Account Roles

Partner Holding Account - Roles

Access to Holding Account and Partner Roles Involved

1 The access to the Partner Holding Account provides the following options:

- Visibility to the orders assigned to a Partner Holding Account in Cisco Commerce.
- Ability to re-assign the license on the order from the Partner Holding Account to the Customer Smart Account.
- Option to set up email notification settings: receive an email when orders are provisioned to the Holding Account.

2 Examples of Partner Roles that should have access to the Partner Holding Account:

Partner Role	Partner Function	Smart Account Role* (Global Role)	Virtual Account Role* (Local/ Dept. Role**)
Post-Sales Specialist	Anyone who is reassigning an order from a Partner Holding Account to an End Customer's Smart Account.	Smart Account User	Virtual Account User
Purchasing Team Manager	Person managing the Purchasing Team.	Smart Account Admin	Virtual Account Admin
IT Admin Specialist	Person managing the IT Administration	Smart Account Admin	Virtual Account Admin

*A Smart Account Admin or User has access to the entire Smart Account, while a Virtual Account Admin or User has access only to selected Virtual Account(s).
**Local/Department Role: the Partner may want separate Virtual Accounts by Organizational Unit * (ex. business line, product family, department, region, country, etc.) to allow separate access/ visibility to different purchasing departments and post-sales departments.

Appendix: Mapping to Smart Account Roles

Customer Smart Account – Roles

Access to Customer Smart Account and Customer Roles Involved

1 The access to the Customer Smart Account provides the following options:

- License Management in SSM, LRP, EA Workspace (for Users and Admins)
- Smart Account Administration: Users, Virtual Accounts, Agreements (for Admins)

2 Examples of Customer Roles that should have access to the Customer Smart Account:

Customer Role	Customer Function	Smart Account Role* (Global Role)	Virtual Account Role* (Local/Dept. Role)**
License Management Specialist	Person managing licenses in SSM, LRP and EA Workspace.	Smart Account User	Virtual Account User
License Management Supervisor	a) Person managing the Smart Account: accepting the Smart Licensing Agreement, adding/deleting Users, adding/deleting Virtual Accounts. b) Person supervising the team of License Management Specialists and/or managing licenses in SSM, LRP and EA Workspace.	Smart Account Admin	Virtual Account Admin
Systems Engineer	Person who configures (registers) products in SSM.	Smart Account User	Virtual Account User
Purchasing Specialist or Manager	Person purchasing licenses from Cisco or the Partner. May need to verify that the licenses purchased are available in the Smart Account. May need to check if there are license shortages and purchase more licenses if needed.	Smart Account User	Virtual Account User
Legal Department Specialist or Manager	Person from the legal department in charge of accepting the Smart Licensing Agreement. This role can also edit account properties. No access to SSM, EA Workspace, LRP.	Smart Account Approver	N/A
IT Admin Specialist	Person managing the IT Administration	Smart Account Admin	Virtual Account Admin

*A Smart Account Admin or User has access to the entire Smart Account, while a Virtual Account Admin or User has access only to selected Virtual Account(s).
**Local/Department Role: the Customer may want separate Virtual Accounts to segment licenses by Organizational Unit * (ex. business line, product family, department, region, country, etc.) and/or to allow separate access control to different sets of licenses.