



# My Cisco Entitlements

Manage your hardware, software subscriptions and services




# Agenda

- About My Cisco Entitlements
- Demonstration
- Q/A
- Where to get additional information



# As a Customer, tracking IT assets and entitlements can be a daunting task



What hardware do I own?

When are my subscriptions up for renewal?

How complete is my Service Coverage?

Is my software compliant?

Am I effectively using the licenses I purchased?

Who can access my entitlements?

# Without full visibility, organizations risk exposure



## Legal issues

Software compliance  
Lost entitlements/ PAKs  
Software audits



## Financial issues

Over purchasing and/or  
under purchasing of software  
Ineffective contract negotiations  
Costly audits

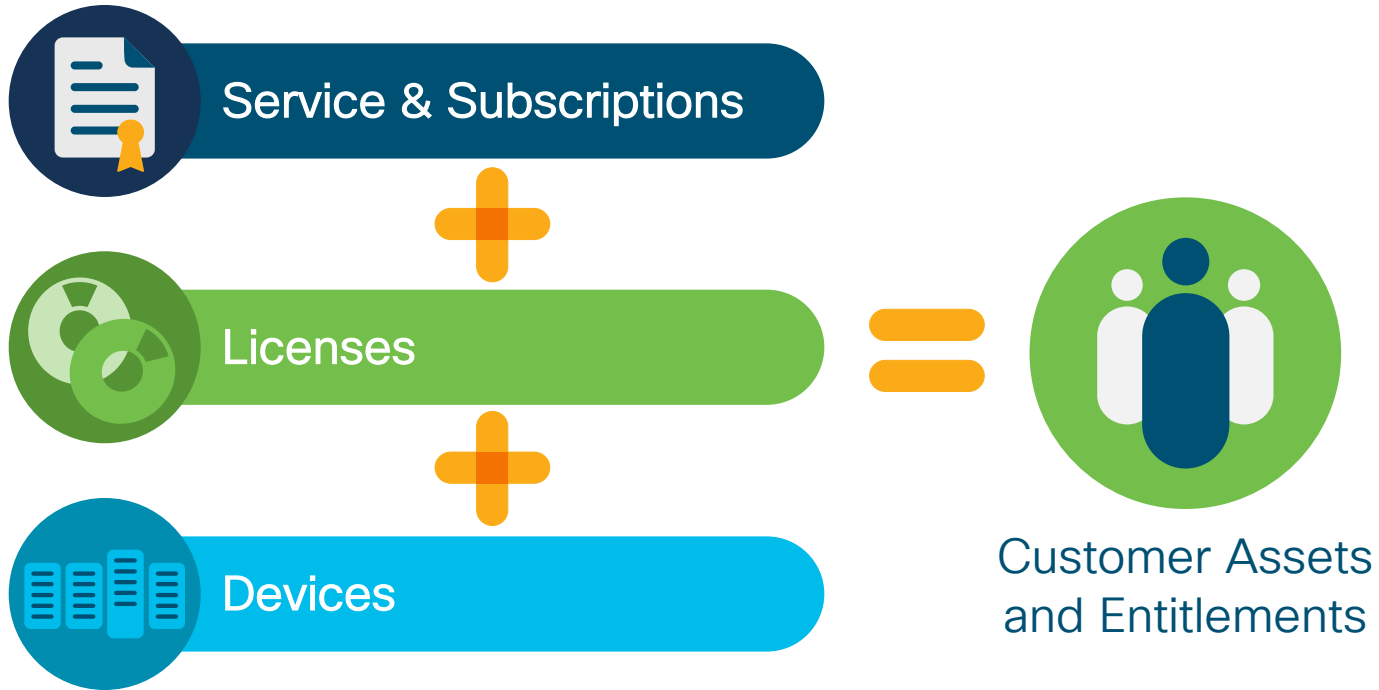


## Operational issues

Poor utilization tracking  
Unused software – “shelfware”  
No holistic view into support  
and service contracts

Limited visibility into IT assets and entitlements can leave organizations open to significant legal, financial and operational exposures

# Customers need insight into what they own and what they are consuming

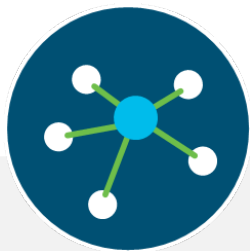


## Insights into:

- Customer entitlements
- Customer activation and adoption
- Usage and expirations

# Customer Benefits – Enabling real business outcomes

Available  
now



## Real-time insights

Simple view of products and services, along with activation and utilization metrics

Full  
visibility



## Optimize cost

Plan and control usages of your products and services

Maximum  
ROI



## Enhance business continuity

Proactively identify products and services coverage and compliance

Reduce  
risk



## Secure and consolidate user access

Simplify the way you manage your information

Protect  
investments

# Questions and Answers



Complete your  
online survey

## Additional Information and Support

- Browse introductory and how-to videos, onboarding steps, and user guide in the Resources section at [MCE](#) on Cisco.com
  - TIP: Don't miss the anchor location [video](#)
- Access training materials and support in the Get Help and Feedback rollovers in MCE
- Additional training and webinars for Smart Accounts/Smart Licensing and My Cisco Entitlements at the [Cisco Community](#)
- Simplifying the Cisco Software Experience Training [Cisco Community](#) for topics including Smart Accounts/Smart Licensing