



# My Cisco Entitlements (MCE)

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October 10, 2019

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

A man with a beard and glasses is sitting at a desk in an office, looking thoughtful. He is wearing a dark shirt and a yellow wristband. The background shows other people working at desks with computers.

What hardware  
do I own?

How complete is my  
Service Coverage?

Is my software  
compliant?

When are my  
subscriptions up  
for renewal?

Who can access my  
entitlements?

Am I effectively  
using the licenses  
I purchased?

# As a Partner, I need simplify and expand my operations for Digital Entitlements

How can I get full visibility into everything I fulfilled to my customers?

Can I get complete visibility to consumption to drive sales?

How can I manage & govern access to contracts?

How can I scale & serve my clients with better outcomes?

How can I optimize OPEX on digital fulfillment?

How can I help my customers with Smart Account & Asset Mgmt?



# 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

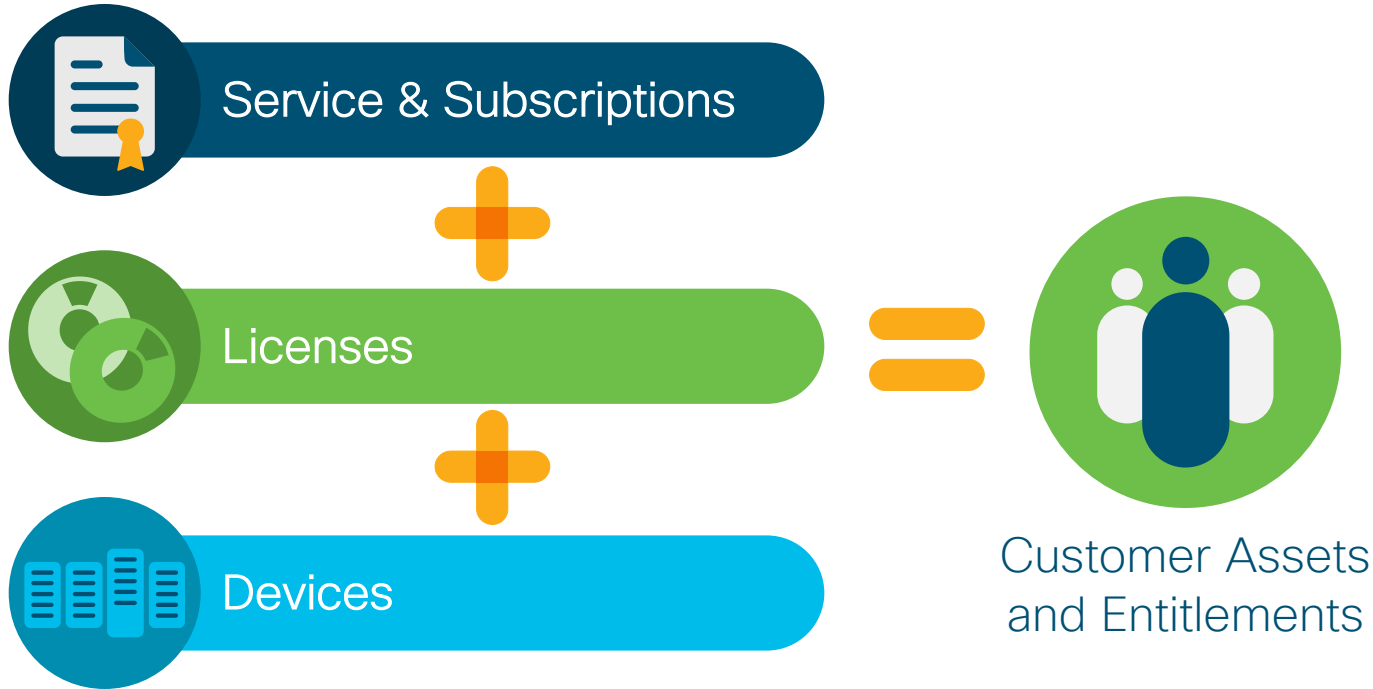


## Operational issues

- 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



## My Cisco Entitlements (MCE) Co-creating Value for all



### Customer

Maximize return on investment through usage insights on products and services

### Partner

Build and monetize entitlement management practices for your customer base

### Cisco

Secure delivery and comprehensive visibility to true-up, true-forward across our customer base

# Transforming asset and entitlement management practice

Monetize Asset  
Management



Expand Sales with  
Consumption View



Lower Cost for  
Fulfillment



Scale Software  
Operations



Secure Service  
Delivery



One platform - Fulfill all | Manage all | Secure all

Manage customers' assets directly or leverage ISO standards APIs

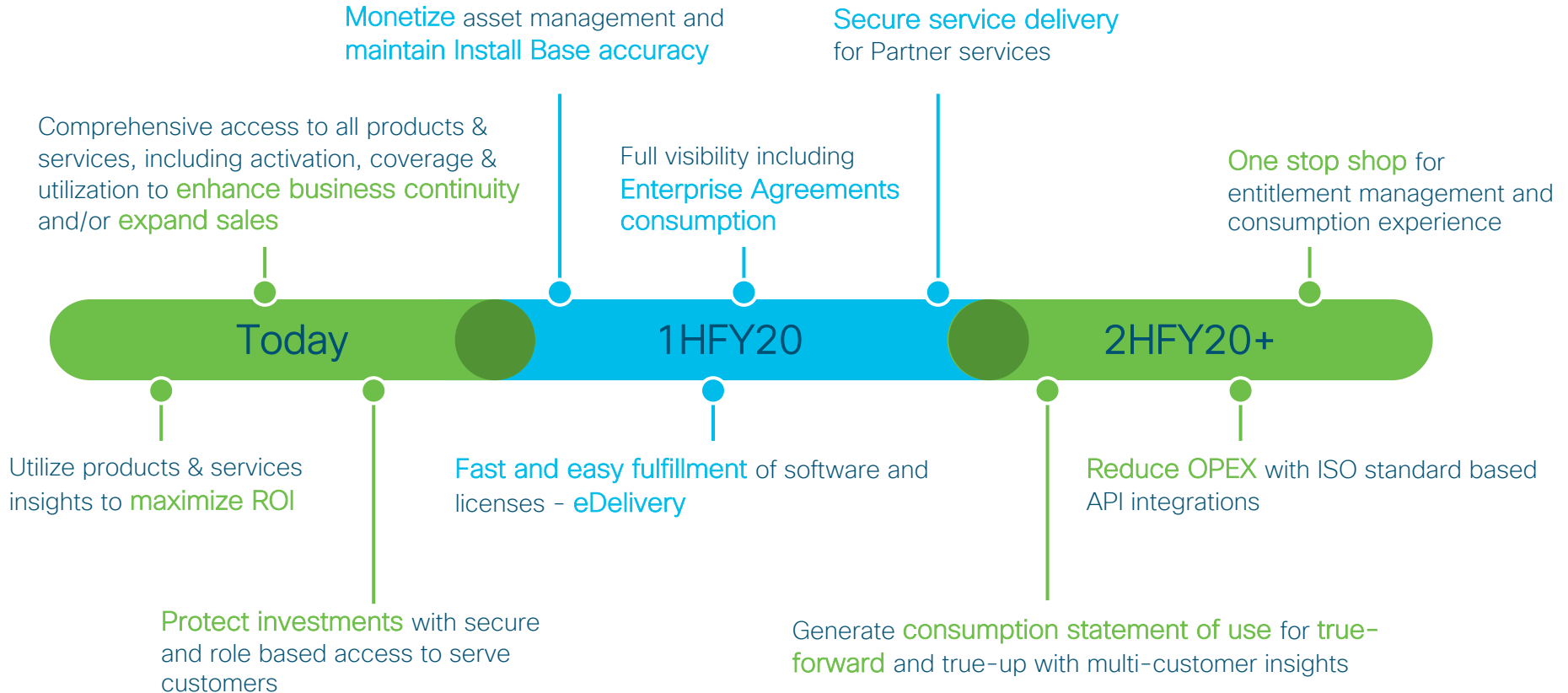
Monitor accurate consumptions to drive true-forwards; Up/cross-sell through enterprise-wide view

Self-serve for delivering classic and smart licenses, services; tools and platforms consolidation

Drive operational excellence and scale software operations through API support and cross-customer views

Unify user access management to deliver services through Smart Account

# MCE Roadmap





# What the analysts are saying about MCE



Will Townsend,  
Moor Insights

*“Competitors don’t have anything like this.”*

*“You are solving a huge pain point.”*



Brandon Butler,  
IDC

*“Cisco’s recent enhancements to entitlement management are a positive step for enterprise customers. The redesigned and informative user portal will provide customers centralized visibility into licenses across multiple networking and IT domains, allowing for easier management and better usage tracking.”*

# Sneak peek

## Devices

### Full view of hardware and devices:

- Product inventory and ID
- Support coverage
- Geo location
- Architecture

The screenshot displays a 'Devices' page in a network management system. It features a search bar at the top left, a 'Filters' sidebar on the left, and a main table of device records. The table has 9 columns: Device Name, Product Number / End of Support, Device Identifier, Virtual Account, Contract Number / Contract Duration, Product Instance, Architecture / Sub-Architecture, Software Version, and Customer / Customer Site ID. The table contains 10 rows of data, including devices like FTX1704E23X, FTX1704E23Y, FTX1839JK1, FTX1904GHF, FTX1904HSQ, MSA191604GB, MSA191604DX, FTX164415AJ, and RGL161840E2.

DEVICE NAME	PRODUCT NUMBER / END OF SUPPORT	DEVICE IDENTIFIER	VIRTUAL ACCOUNT	CONTRACT NUMBER / CONTRACT DURATION	PRODUCT INSTANCE	ARCHITECTURE / SUB-ARCHITECTURE	SOFTWARE VERSION	CUSTOMER / CUSTOMER SITE ID
FTX1704E23X	AIR-AP1142N-A-K9 30-Sep-2018		DEFAULT			Wireless 802 - Wireless	Unknown	
FTX1704E23Y	AIR-AP1142N-A-K9 30-Sep-2018		DEFAULT			Wireless 802 - Wireless	Unknown	
FTX1839JK1	AIR-SAP2020-A-K9 31-Dec-2021		DEFAULT			Wireless 802 - Wireless	Unknown	
FTX1904GHF	AIR-SAP2020-A-K9 31-Dec-2021		DEFAULT			Wireless 802 - Wireless	Unknown	
FTX1904HSQ	AIR-SAP2020-A-K9 31-Dec-2021		DEFAULT			Wireless 802 - Wireless	Unknown	
MSA191604GB	ASA5500X-SSD120+		DEFAULT			Security Network Security	Unknown	
MSA191604DX	ASA5500X-SSD120+		DEFAULT			Security Network Security	Unknown	
FTX164415AJ	ASA5512-SSD120-K9 31-Mar-2019		DEFAULT			Security Network Security	Unknown	
RGL161840E2	ASA5555-K9		DEFAULT			Security Network Security	Unknown	

Availability

# Features available now

Available  
now



Gain insights into asset usage and coverage



Track license, service and subscription details



Search, filter, sort, export, edit columns, and save as personalize views



Open a support case, Order software upgrade



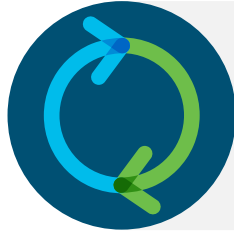
Assign assets to Smart Accounts/Virtual Accounts to organize



Centrally manage user access

# Features coming soon

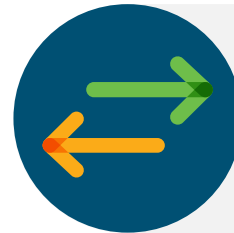
Coming  
soon



Perform moves, adds, changes, and deletes on assets and entitlements







Upgrade/rehost licenses,  
Register products/services,  
Download software



Request RMA  
(Return Material Authorization)

# Roadmap FY20

# Roadmap FY20

	1H FY20	2H FY20 and Beyond
 <p><b>Onboarding</b></p>	<ul style="list-style-type: none"> <li>Smart Account Assignment:           <ul style="list-style-type: none"> <li>Licenses <b>L</b></li> <li>Partner Support services <b>S</b></li> <li>Service Provider <b>S</b></li> </ul> </li> <li>Exclude <b>D L</b></li> <li>Import Assignment <b>D L S</b></li> </ul>	<ul style="list-style-type: none"> <li>Default Smart Account <b>S</b></li> <li>Assignment from Partner View <b>D L S</b></li> </ul>
 <p><b>View</b></p>	<ul style="list-style-type: none"> <li>Partner View <b>S</b></li> <li>Enterprise Agreements <b>L</b></li> <li>True Forward Consumption View <b>S</b></li> <li>Cloud Feature Usage <b>L</b></li> <li>Consumption and Source Export <b>L</b></li> <li>Localization <b>D L S</b></li> </ul>	<ul style="list-style-type: none"> <li>Partner View <b>D L</b></li> <li>ISO APIs <b>D L S</b></li> <li>View Cases</li> <li>View RMA</li> <li>Tags <b>D L S</b></li> <li>Custom Roles</li> </ul>
 <p><b>Insights</b></p>	<ul style="list-style-type: none"> <li>License Compliance <b>L</b></li> <li>Multi-Customer Partner Insights:           <ul style="list-style-type: none"> <li>True Forward <b>L S</b></li> <li>S&amp;S Expiration <b>S</b></li> <li>Device LDoS <b>D</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Alerts and Notifications</li> <li>Pending SA Requests</li> <li>Service Requests</li> <li>RMA Trends</li> </ul>
 <p><b>Actions</b></p>	<ul style="list-style-type: none"> <li>Edit Account Assignment <b>D L S</b></li> <li>Download Software <b>D L S</b></li> <li>Open RMA <b>D S</b></li> <li>Edit device <b>D</b></li> <li>CX Lifecycle <b>D L S</b></li> </ul>	<ul style="list-style-type: none"> <li>Device Inventory Reconciliation <b>D</b></li> <li>Generate/Reserve license <b>L</b></li> <li>Rehost license <b>L</b></li> <li>Manage Smart license Tokens <b>L</b></li> <li>Convert or Port <b>L</b></li> <li>CX Lifecycle <b>D L S</b></li> </ul>



Devices



Licenses



Services & subscriptions

# My Cisco Entitlements scope details



## Personalized Views

Globally, across all Smart Accounts, you can save and recall the most often used pagination, filters, sorts, and columns. Customize your view in one tab, or across multiple Smart Accounts and set as your default view.



## Smart Migration Status

A new dashboard tile for SA Admins to track the contracts and overall progress of Smart Access Migration.



## Smart Account Assignment

Ability to initiate Virtual Account assignment of Classic Licenses, Partner Support Services (PSS), and Service Providers (SP) Contracts.



## Exclude

Ability to remove licenses, devices, service, and subscriptions from all insights and inventories that you don't need or use, and still maintain the ability for that item to remain viewable & restorable.



## Import Assignment

Perform initial Virtual Account assignment in bulk. Ability to export an unassigned view, edit the Virtual Account in Export View, and then upload those VA assignments in bulk.



## Partner View

Ability to view, filter any license, device, or service and subscription when your company is the Bill-To or Reseller Bill-To on a sales transaction.



## Enterprise Agreements

View Cloud entitled licenses and Smart and Classic License entitlements along with your available usage quantities.



## True Forward Consumption View

With pre-arranged software buying programs such as Flex and Enterprise Agreements, view your license usage and exposure to True Forward events.



# My Cisco Entitlements scope details (cont.)



## Cloud Feature Usage

View the usage of Cloud feature licenses along with your on-premise Classic and Smart Licenses.



## Consumption and Source Export

With Assigned View exports, you have the ability to analyze offline where the license entitled came from (source), and what is being used (consumption).



## Localization

All menus, messages, columns, and instructions are translated into a few local languages.



## Insight-license Compliance

Provides a summarized view to resolve which Virtual Accounts and features are under or over-used and enable targeted actions such as re-allocate and deploy.



## Multi-Customer Partner View Insights

**True Forward, S&S Expiration, device LDoS:** Partner Inventory View will identify actionable hotspots based on the cross-customer views.



## Edit Account Assignment

Singly or in bulk, you can change Virtual Accounts licenses, devices, or services and subscriptions assigned. Remove an asset from your Smart Account (SA Admin only).



## Download Software

Deep link directly in context of a license or device to the Software Download Center for access to guest level and contract entitled software Images.



## Open RMA

Initiate a specific product return for replacement or repair when entitled under contract.

# My Cisco Entitlements scope details (cont.)



## Edit device

Update device attributes such as install location, device name, or add devices missing from Cisco's inventory.



## CX Lifecycle

Access premium CX Lifecycle services such as ask the expert, accelerators, learning, and advanced and proactive views with deep telemetry and powerful insights.



## Default Smart Account

Ability to assign Smart and Virtual Account to new products when added to existing service contracts based on order end customer information.



## Assignment from Partner View

Without access to the end customer Smart Account, assign licenses, devices, or service and subscriptions to initial Smart and Virtual Accounts.



## ISO APIs

Secure ISO-19770 compliant APIs enable access to all views and actions available online in MCE.



## View Cases

View the status and case details for the Technical Support Cases that you or your Smart Account initiated. In future, initiate case updates and status changes.



## View RMA

In your device inventory, you can view an open RMA with status and progress, as well as view your historical RMAs.



## Tags

Create, assign, group, filter, search, and manage User definable tags on your devices, licenses, or service and subscriptions.

# My Cisco Entitlements scope details (cont.)



## Custom Roles

Ability to assemble and customize roles with groups of permissions to simplify maintenance.



## Alerts and Notifications

Configure preferences or categories, frequency, and level of summary for actionable advisories, such as expirations, that are related to your Smart Account.



## Pending Smart Account Requests

View your access requests along with those (SA/VA Admin only) requested for your approval with quick links to actionable assignment.



## Service Requests Insights

Summary of you or your company's open and/or historical Technical Support Cases to identify critical responses or any required follow-up.



## RMA Trends Insights

Identify weaknesses or insights into network availability risk with a summary of the types of product failures over time.



## Device Inventory Reconciliation

Keep your inventory in-sync with Cisco using Cisco Standard Collector data, or other sources in a self-service workflow, and identify any required alignments.



## Generate/Reserve license

From your unified license inventory, you are able to generate Classic License files, or request Smart License Reservation (SLR) activation codes, and address your license activation needs.



## Rehost license

Request rehosting of Classic Licenses to new products, or release and amend Smart License Reservation activation codes, from your unified device inventory.

# My Cisco Entitlements scope details (cont.)



## Manage Smart License Tokens

Create new or manage existing Smart License tokens to enable activation of products on Smart Licensing.



## Convert or Port

Utilize your software contract entitlements to upgrade, convert, or exchange your existing license entitlement to new or refreshed platform entitlements.

# Let's hear from you



Start today! Tell us how would you like to partner in the MCE journey?



Share your feedback if you're already on this journey!

Contact us at [myciscoentitlements@cisco.com](mailto:myciscoentitlements@cisco.com) for support

Additional resources: [www.cisco.com/go/mce](http://www.cisco.com/go/mce)

