

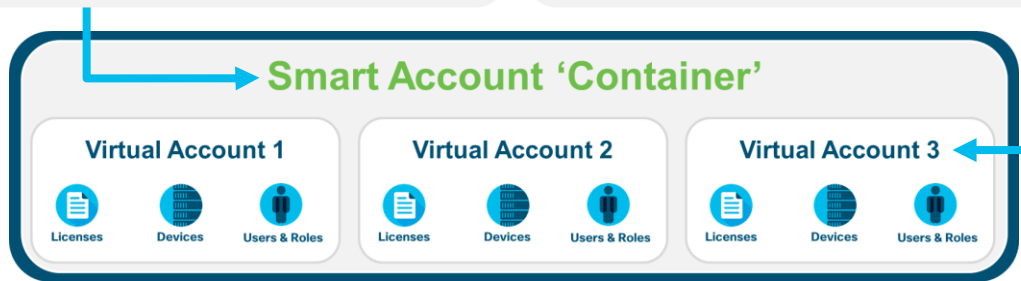


Connecting the Dots: Smart Account and Smart License Learning Series




Customer Smart Account Structure Overview

A **Smart Account** is a 'container' that allows you to organize all of your Cisco licenses, devices, account agreements and users access.

Virtual Accounts are the subfolders in a Smart Account, which allows you to internally organize licenses, devices and user access.



Best Practices for Structuring a Customer Smart Account

-  Create Virtual Accounts to organize your assets by location, technology group, business departments or reporting structure for ease of management. Keep it simple!
-  Avoid creating multiple Customer Smart Accounts for your company as you can't transfer assets between your Smart Accounts.
-  While ordering, always assign to a specific Virtual Account within your Customer Smart Account or Partner Holding Account

Should You Create Multiple Customer Smart Accounts?

- Most customers need only a single Smart Account and leverage the flexibility of Virtual Accounts to meet their asset management needs.
- 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. This requires approval from Cisco.

Set up multiple Customer Smart Accounts if:

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

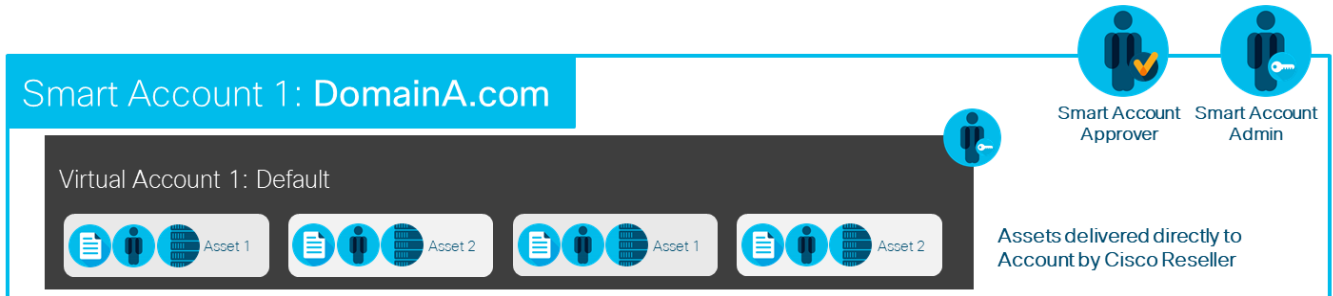
Limitations of multiple Smart Accounts:

- 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 assets between smart accounts.
- Reports can not be generated across multiple Smart Account domains providing a single view of what you own and what you are using.

Structure Smart Account Based on Your Company's Size!

Small Businesses: Customer Smart Account Structure and Considerations

- Small businesses can use a dedicated Customer Smart Account to keep track of asset and license use within their organization and streamline the management process.
- Set up a Customer Smart Account with a single Virtual account containing all products and allocate responsibility to two global roles – Smart Account Approver and Smart Account Admin.



Location

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

Organizational Structure

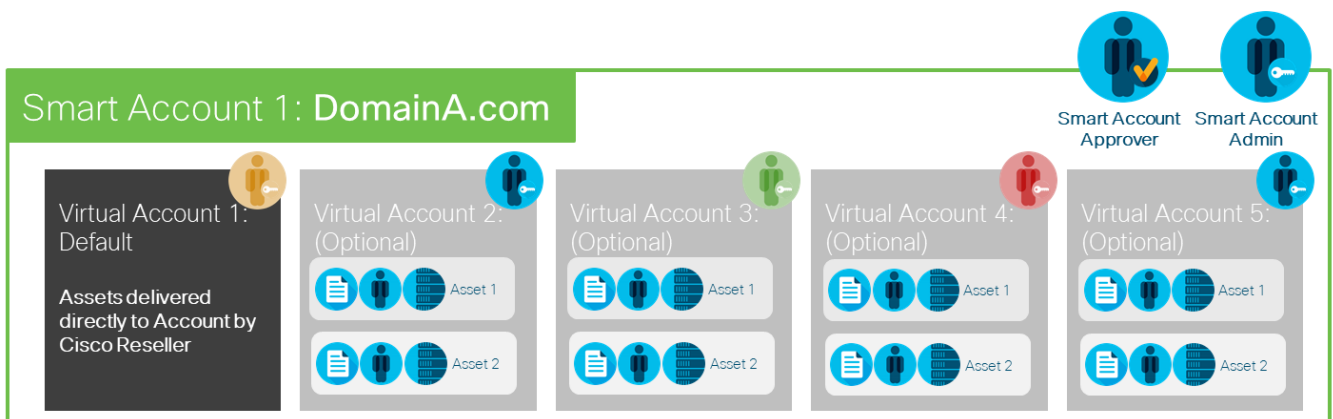
- Highly centralized organizational structure.
- Processes and management are located in one central location.
- Low number of operational divisions controlling assets across the company

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.

Medium-Sized Businesses: Customer Smart Account Structure and Considerations

- Medium-sized 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



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.

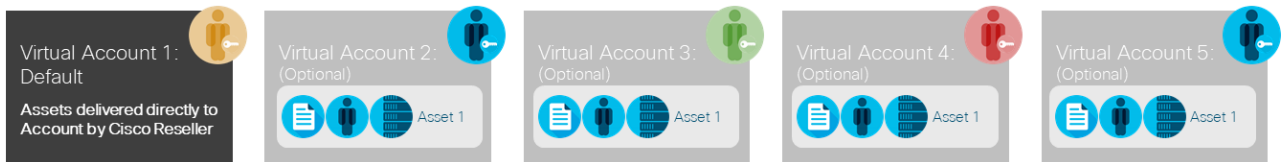
Streamlining Processes

- Interested in limiting license management overhead.
- May have a dedicated license manager or team.
- Manage software and devices across multiple geographies which may require license management or maintenance.

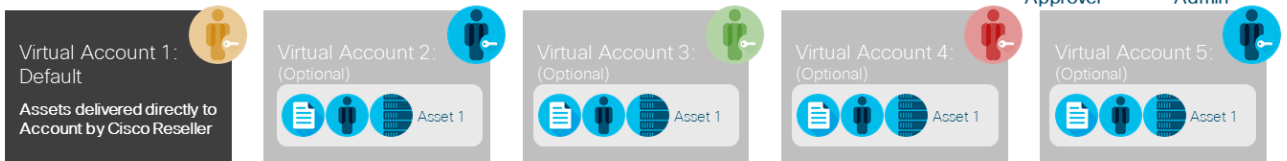
Large Businesses: Customer Smart Account Structure and Considerations

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.

Smart Account 1: DomainA.com



Smart Account 2: DomainB.com



Location

- Located in 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 complement 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.