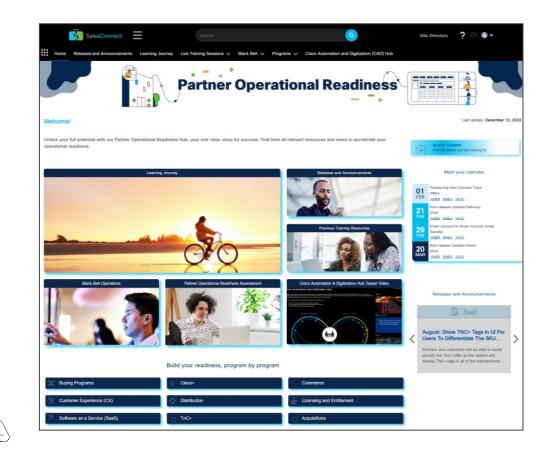
Welcome, we will begin soon.

Check out our Partner Operational Readiness Hub!

www.cisco.com/go/thehub



Welcome, we will begin soon.

Check out our Cisco Software Licensing page!

https://www.cisco.com/c/en/us/buy /licensing.html

Cisco Software Licensing

Simplifying your licensing journey

When it comes to Cisco, you have choice in how you purchase, consume, and deploy software.

Get started with Smart Licensing

Cisco Smart Licensing is a flexible software licensing method that simplifies the way you activate and manage licenses across your organization. Manage your Smart Licenses through your Smart Account.

logir

Create account

Flexible licensing options and usage visibility

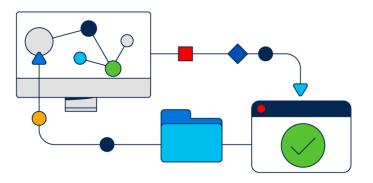
Highlights

We are delivering more visibility into your entitlements and more consistency across our portfolio and your experience.

Read the blog >

No registration required. Simply connect your new devices with your subscription out of the box.

Learn details >



(Smart Accounts / Smart Licensing)

Commercial Offers & Licensing Experience (COLx) Partner Operations Enablement (POE)

February 2024



Welcome

> This session will be recorded

Recording and deck will be shared



Exit survey feedback welcome

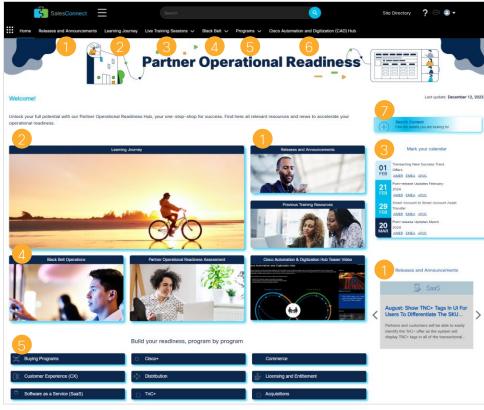
Agenda

- 1. POE and COLx website overview
- 2. About Cisco[®] Smart Accounts and Smart Licensing
- 3. Demonstration
 - Create Smart Accounts
 - Requesting Access
 - Create Virtual Accounts
 - Add Users
 - Registration Token
 - Smart License Usage
 - Transfer Licenses
 - Run Reports
- 4. Open Q&A
- 5. Resources

POE and COLx Website Overview

Commerce & Lifecycle Operations

Partner Operational Readiness Hub



https://cisco.com/go/TheHub

Releases and Announcements

Access the latest and past enhancements to our various programs and the Readiness Review archive.

Learning Journey

Courses designed to help you learn at your own pace about end-toend key capabilities and processes of Cisco tools and programs.

3 Live Training Sessions

Easily register for multiple sessions with a single click and access Previous Training Resources.

Black Belt

Provides a simplified and uniform role-based education framework across all Cisco architectures and solutions.

Programs

Access all program pages including Licensing & Entitlements.

<u>Cisco Automation and Digitization (CAD) Hub</u>

This hub will provide you with an understanding of how our integrated solutions (APIs) can be used to achieve specific business outcomes.

Search Content

Easily find any type of content within our Hub.

COLx – Licensing Pages

Visit Cisco.com Licensing Page

Cisco Software Licensing

Create account

Simplifying your licensing journey

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Read the blog >

No registration required. Simply connect your new devices with your subscription out of the box.

Learn details >

- Get started with Smart Licensing and Smart Accounts.
- · Accessible to customers and partners

Licensing & Entitlements Page

forme Buying Programs 🗸 True Forward Smart Licensing and Entitlements Support Resources



Cisco Smart Software Collateral, Training and Support

Your center for approved Cisco Smart Account, License Management and Entitlement Documentation, Training, and Support





- This site contains the latest information for licensing training, documentation, and support options.
- · Accessible to partners and internals.

About Cisco[®] Smart Accounts and Smart Licensing

Commerce & Lifecycle Operations

Software management is complex industry-wide

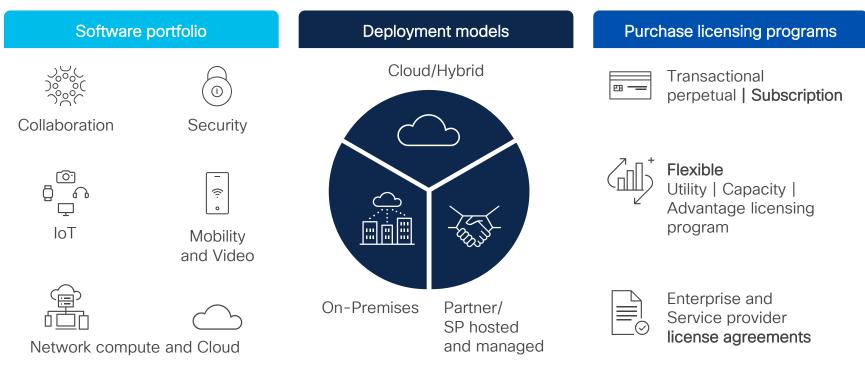


"Software Asset Management is becoming more challenging every year."

Roger Williams, Research Director, Gartner. https://www.gartner.com/smarterwithgartner/prepare-your-it-asset-management-for-2020/

Cisco Software Framework

Simplicity - Flexibility - Value



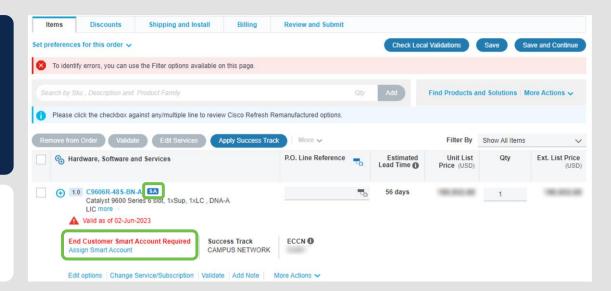
Cisco Smart Accounts



A Cisco® Customer Smart Account is a customer-managed data repository providing full visibility and access control to Cisco software licenses, entitlements, and product instances across the company.



All Smart License-enabled products must have a Smart Account assigned in CCW, to submit the Order.



Smart Accounts are foundational to Smart Licensing

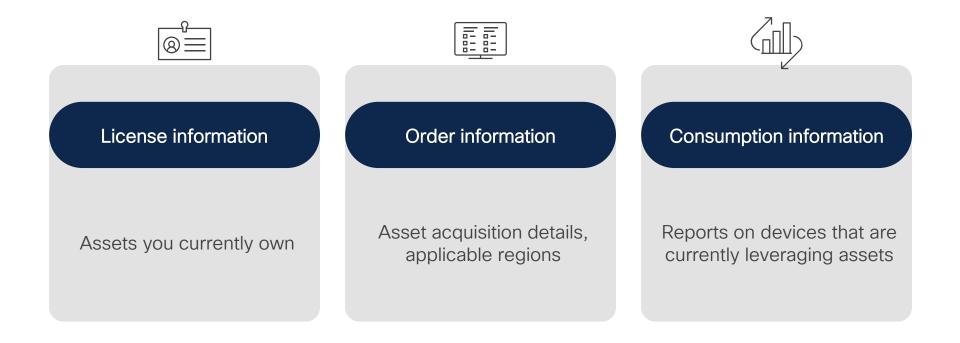
Customer benefits

Greater visibility of Cisco® software licenses, entitlements, and users across the organization

Centralized management of software licenses and entitlements to improve asset utilization Drive down costs and improve ROI by making better informed purchase and renewal decisions Organize and manage by business unit, geo or other company designation, and delegate admin duties

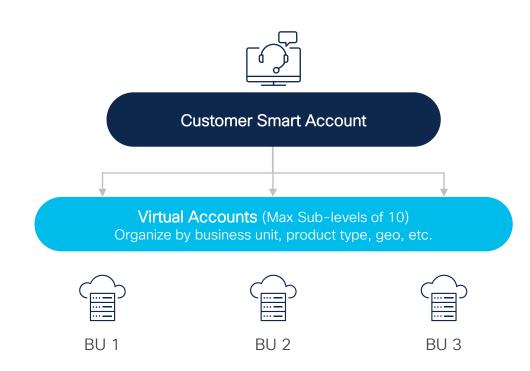
Easy | Fast | Free

Data you get from your Smart Account



Setting up your Smart Account

Users, Virtual Accounts, other settings



Organize software licenses using Virtual Accounts

Virtual Accounts can be set up by business unit, product, geography or any other destination – you decide what works best for your organization

The result: Better utilization and more efficient planning

Smart and Virtual Account User Roles





Smart Account Administrator

Edit Smart Account properties, add and edit users and Virtual Accounts, view event logs, and manage licenses for the entire Smart Account.

Smart Account Approver

Edit Smart Account properties, view all users, and view event logs. Approvers cannot manage licenses.

Note: This role is used less and less, as Admin and User roles are more preferred.

Smart Account User

Access all Virtual Accounts and perform licensing activities but cannot create new Virtual Accounts or manage users.

Virtual Account Administrator

Add and edit users to assigned Virtual Accounts, view event logs for assigned Virtual Accounts, view account agreements, and manage licenses for the assigned Virtual Accounts.



Virtual Account

User

Manage licensing

they are assigned

add new users.

to, but they cannot

for Virtual Accounts



Smart / Virtual Account Viewer

Access the Licensing tools and view the content or data but may not have the ability to add, delete, transact or modify.

Poll



Poll

Q1: All Smart License enabled products must have a Smart Account assigned to be able to submit the Order in CCW.

A. True

B. False

Commerce & Lifecycle Operations

Poll

Q1: All Smart License enabled products must have a Smart Account assigned to be able to submit the Order in CCW.

A. True

B. False



Commerce & Lifecycle Operations

Poll

Q2: What data can you get from a Smart Account?

- A. License information
- B. Order information
- C. Consumption information
- D. All of the above

Poll

Q2: What data can you get from a Smart Account?

- A. License information
- B. Order information
- C. Consumption information
- D. All of the above

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Commerce & Lifecycle Operations

What's the difference between a Customer Smart Account and a Partner Holding Account?

A Customer Smart Account – Is where licenses are deposited for Customers to access and consume, it serves as the repository for all Smart Licensing enabled Cisco assets. All Customers need to create a "Customer Smart Account" for their own licenses.



A Partner Holding Account - Partners or Resellers store Smart enabled products temporarily, before depositing them into an end customer Smart Account.

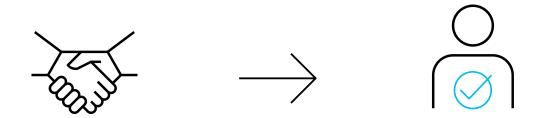
It is recommended that partners deposit licenses directly into the Customer Smart Account because licenses can only be consumed in the Customer Smart Account.

The key distinguisher between the two is that Licenses can only be consumed in the Customer Smart Account, not a Partner Holding Account

Can a Partner have a Customer Smart Account?

Partners who will be **ordering/consuming** licenses for **themselves** will also **need a Customer Smart Account**.

Partners may also have the additional role of helping manage their Customer's Smart Account.



Can a Partner have access to a Customer Smart Account and Virtual Accounts?

User roles that can be assigned to a Partner from a Customer's SA Admin:



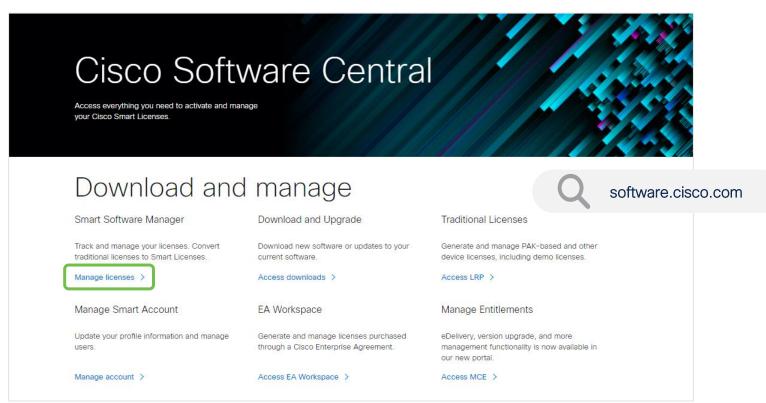
By authorizing access to Partner Users in their Smart Account, Customers implicitly acknowledge that it will enable Partners to access all the information within the Smart Account that includes Licenses, Devices and so on.

The Customer is responsible for all the actions performed by their Partners which includes any licensing transactions as well.

Can a Partner have access to a Customer Smart Account and Virtual Accounts?

Role	Access Level	Select this when	
Smart Account Administrator	Partners can view and manage license inventory for the entire Smart Account and can also perform Account management activities.	You can select this option if only one Partner will be managing your entire Smart Account, and if the Partner needs to manage Users and Virtual Accounts on your behalf.	
Virtual Account Administrator	Partners can view and manage licenses only in specific Virtual Account(s) for which they have been granted access. Partners can also manage Users in the assigned Virtual Account(s).	You can select this option if the Partner will be managing licenses in specific Virtual Account(s) but not within all the Virtual Accounts. Please note that the Partner will also be able to manage Users for the assigned Virtual Account(s).	
Smart Account User	Partners can view and manage license inventory for the entire Smart Account.	You can select this option if the Partner will be managing your entire Smart Account, but you would like to keep control over the Account management activities (adding/ deleting Virtual Accounts and User management).	
Virtual Account User	Partners can view and manage license inventory for assigned Virtual Account(s).	You can select this option if the Partner will be managing licenses within a particular Virtual Account, but you would like to keep control over adding or deleting Users within that Virtual Account.	
Smart / Virtual Account Viewer	Partners can view the content or data but may not have the ability to add, delete, transact or modify.	You can select this option if the Partner will only need the ability to view the data and contents associated with a Smart or Virtual Account, as they will not be able to perform any transactions.	

Where can a Partner manage a Customer Smart Account?



Cisco Software Licensing

Traditional Licensing (PAK)



Physical/Electronic delivery Causes confusion

•	•	•
1 • 1	•	•
1 • I	•	

PAK registration Manually register each device



Device-specific Licenses are limited to only one device



Locked Licenses were node locked



Limited view Difficult to know what you own



Easy registration No PAKs, easy activation, and ready to use



Company-specific Flexible licensing to use across devices

Smart Licensing (SL)

Automatic license provisioning



Unlocked

Digital fulfillment

Add users and licenses as needed



Complete view

Software, services, and devices

Types of Cisco Software Licenses and tools

Smart Accounts are used to establish your account, and to set up Virtual Accounts, users, groups and access levels

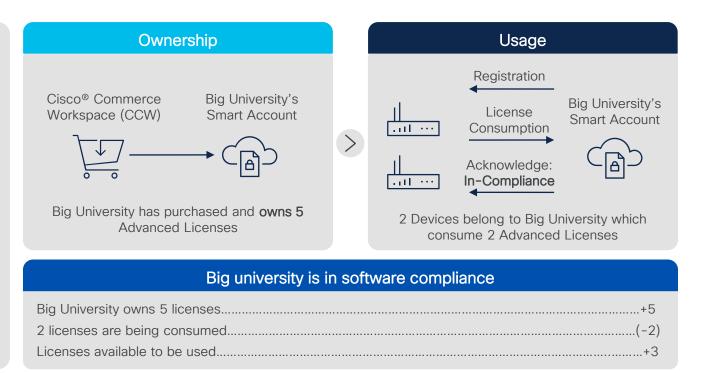
Type of license	PAK Licenses	Smart, SLP and/or Hybrid licenses	RTU Licenses
Use this tool	License registration portal	CSSM/My Cisco [®] Entitlements	Customer system
To do this	 Generate license Port licenses Convert PAK to smart Reassign to different Virtual Accounts/user/ device/access 	 Generate token Convert hybrid to smart Reassign to different Virtual Accounts/users/ device/access Portability and node lock 	 Locally managed, honor-based software license on customer system

Activate Smart Account or CSSM by following our <u>Quick Start Guide</u>

Smart Licensing and Smart Accounts

Example scenario

- 1. The Customer is Big University
- 2. Big U has set up their Smart Account
- 3. In CCW they purchased 5 Advanced Licenses
- 4. Licenses are deposited into their Smart Account
- Big U is currently using 2 licenses on their devices
- 6. 3 Licenses are still available to be used
- 7. They are in compliance



Smart Licensing/Smart Licensing Using Policy (SLP)

Benefits

- No Day 0 Friction
- No Eval Mode
- Less Cisco Connectivity
- Supports Closed Networks
- Maintains Regulatory
 Compliance

Smart Licensing

- Day 0 registration is required
- Mandatory evaluation mode
- Regular interval Licenses reporting
- Acquire before use model
- Permanent License Registration (PLR)/ Specific License Registration (SLR) for off-line customers

Smart Licensing using Policy (SLP)

- Day 0 registration not required
- Eliminates evaluation mode

>

- Usage reports are stored on the device and **reported later**
- Acquire before use **only for export** control Licenses
- No PLR/SLR required due to flexible policy model

The Smart Licensing using Policy is an evolved version of Smart Licensing Starting with IOS-XE 17.3.2 and 17.4.1 all products running these versions or higher will support Smart Licensing using Policy

Converting existing assets to Smart Licensing





PAK Conversion

Convertible unfulfilled PAKs (classic) **unassociated with a device in your Smart Account** directly to Smart Licenses

Device Conversion

Convertible classic licenses (PAK-based) **associated** with a device in your Smart Account to Smart Licenses

Device-led Conversion

Classic/Perpetual right to use (RTU) licenses to Smart Licenses automatically, **upon device registration to your** Smart Account

Detailed prerequisites and steps provided in back up slides

Smart Licensing Deployment Methods - Connected



Direct cloud access

Cisco product sends usage information directly over the internet, no additional components needed.



Cisco Product Transport Gateway Or HTTPs Proxy





Easier to Use

Direct cloud access through an HTTPs proxy

Cisco Products send usage information over the internet via a Proxy Server–Smart Call Home Transport Gateway (Free VM Download) or off-the-shelf Proxy (such as Apache).

Mediated access through an on-premise collector

Cisco Products send usage information to a local connected collector, which acts as a local license authority. Periodically, an exchange of information will be performed to keep the databases in sync.

Increased Security

Smart Licensing Deployment Methods - Disconnected

Easier to Use



PLR License Request 1x (1x per term SLB) Cisco Product (SLR) PLR License Response 1x (1x per term SLR)

Mediated access through an on-premise collector – optional disconnected

Cisco Products send usage information to a local disconnected collector, which acts as a local license authority. Once a month, an exchange of synchronization information will be performed either connected or disconnected to keep the databases in sync.

License Reservation: (PLR/SLR)

Designed for highly secure intelligence and military environments where communications with outside is difficult. Products will operate normally without regular communication to CSSM.

Increased Security

Smart Account best practices



Create Virtual Accounts to organize and assign your licenses and devices.



Avoid creating multiple Smart Accounts for your company as you can't transfer licenses and devices between them.



If no customer Smart Account, then assign the end customer email to a deal or quote and create a customer Smart Account.

While ordering,
always select the
customer Smart
Account or default
partner holding
account and assign
to a specific
Virtual Account.



Assign the end customer Smart Account to a deal or quote so that licenses get provisioned.

Licenses can be consumed only in a customer Smart Account

Poll



Poll

Q3: Role-based user access is applied at the Smart and Virtual Account Levels?

A. True

B. False

Poll

Q3: Role-based user access is applied at the Smart and Virtual Account Levels?

A. True

B. False

Poll

Q4: Virtual Account administrators can add or edit users in ____.

- A. Smart Account
- B. Assigned Virtual Accounts
- C. All Virtual Accounts
- D. All of the above

Poll

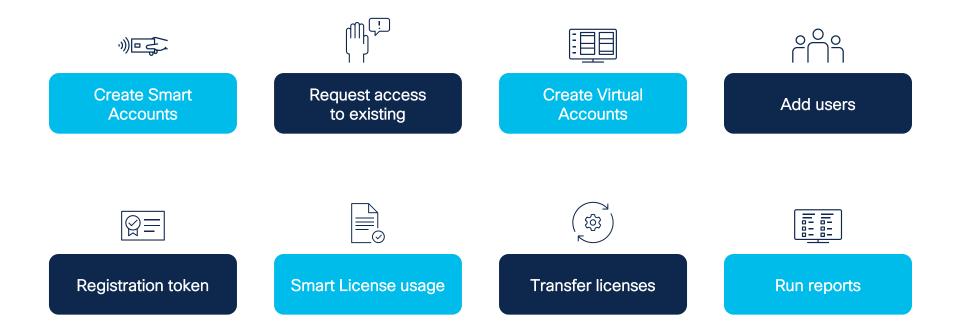
Q4: Virtual Account administrators can add or edit users in ____.

- A. Smart Account
- **B. Assigned Virtual Accounts**
- C. All Virtual Accounts
- D. All of the above

Demonstration



Demonstration



Poll



Poll

Q5: How many Virtual Accounts can be created under one Smart Account?

A.	2
Β.	1
C.	5
D.	Many

Poll

Q5: How many Virtual Accounts can be created under one Smart Account?

A.	2
В.	1
C.	5
D.	Many

Poll

Q6: Virtual Accounts can be set to Public or Private Access Level?

A. True

B. False



Poll

Q6: Virtual Accounts can be set to Public or Private Access Level?

A. True

B. False

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Resources







Hardware support

https://www.cisco.com/c/en/us/support/web/tsd-cisco-worldwide-contacts.html



Licensing support

How to complete over 70 common licensing transactions with step-by-step instructions, 2-minute videos, Guide Me, or open a case. <u>https://www.cisco.com/go/scm</u>. Click <u>here</u> to learn more!



Smart Licensing training and documents

Access <u>Smart Licensing & Entitlements</u> homepage Access <u>live training here</u> Access a <u>comprehensive list of training documents here</u> Access <u>Get Smart with Smart Training</u> Access <u>Smart Licensing and Accounts FAQ</u>





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The bridge to possible



Back Up Slides



Summary of license conversion processes

Conversion modes	Prerequisites	Summarized steps
Through LRP (License Registration Portal)	 Device has convertible licenses present on it. Device is tagged to the SA, VA. 	 Log on to the LRP portal using the link: <u>https://software.cisco.com/software/swift/lrp/</u> Select the correct VA where the PAK is located. Select the PAK which needs to converted to smart entitlement. From the PAK context option, select "Convert to Smart Licensing." Select SKUs under PAK and quantity of Licenses to be converted and Submit. Licenses are converted to smart entitlements; Success message is shown. Entitlements available on CSSM under selected Smart and Virtual Account.
Through CSSM (Cisco® Smart Software Manager)	 PAK should not be fulfilled. PAK should be tagged to the SA, VA. PAK should have convertible licenses entitlement. CSSM convert to Smart Licensing tab should have synced with the latest PAK info. 	 Log on to the CSSM portal and select the following tabs: software.cisco.com > Manage licenses > Convert to Smart license tab. Go to Convert PAKs tab. Assigned PAKs will show up on the CSSM portal. Click Convert to Smart License. Select SKUs under PAK and quantity of Licenses to be converted. Review and confirm. Once converted to Smart Entitlement, the old classic licenses will be invalidated.

Summary of license conversion processes

Device conversion

Conversion modes	Prerequisites	Summarized steps
Through LRP	 PAK should not be fulfilled. PAK should be tagged to the SA, VA PAK should have convertible licenses entitlement 	 Log on to the LRP portal using the link: <u>https://software.cisco.com/software/swift/lrp/</u>. Select the correct VA where the device is located. Go to Device tab. Locate the device to be migrated (please filter using PLM UUID/UDI SN/MAC address/Host ID etc.). Select the device where the classical licenses needs to be converted to Smart entitlements. From the context option, select "Convert licenses to Smart Licensing" option. Select SKU and quantity of Licenses to be converted. Review, Confirm, and click Submit. Once the licenses are fully converted, the device will be removed from LRP. Confirmation message will be shown once the licenses are converted. The entitlements will now be available on Cisco® Smart Software Manager (CSSM) under selected Smart and Virtual Account.
Through CSSM	 Device has convertible licenses present on it. Device is tagged to the SA, VA. CSSM convert to Smart Licensing tab should have synced with the latest device info. 	 Log on to the CSSM portal and select the following tabs: software.cisco.com > Manage licenses > Convert to Smart license tab. Go to Convert Licenses tab. Assigned Device will show up on the CSSM Portal. The CSSM portal will be refreshed every 1 hour. If the assigned device is not visible in CSSM, please recheck after an hour. Go to Convert Licenses tab and click Use License Conversion wizard or select the device from the list. Click Convert to Smart License. Select SKU and quantity of Licenses to be converted. Review, Confirm, and click Submit.

Summary of license conversion processes

Conversion modes	Prerequisites	Summarized steps
Through DLC (Device-Led Conversion)	 Device has convertible licenses present on it. Device should support DLC process Device-Led Conversion to Smart Licensing should be enabled in CSSM (Log in to CSSM from <u>https://software.cisco.com/ff</u> Click the Convert to Smart Licensing tab. > Click the Conversion Settings tab and check this option). Device is updated to the correct IOS version (Check product related documentation for details). You have registered your device in CSSM. You have configured the Layer 3 connectivity to the CSSM On-prem. (Only in case of On-prem). 	 Register device to Smart Account. Execute License smart conversion start command on CLI to directly deposit existing Perpetual licenses into Smart Account. Device will send the migration data to the CSSM. The CSSM will then take time to convert the licenses and deposit them into your account. Following Start of DLC process, devices establishes communication with CSSM, and process cannot be interrupted. However, in case communication breakdown and to cancel current attempt, use "license smart conversion stop." Going back to Inventory -> Licenses on CSSM, you should see the count for your perpetual type license automatically increment by 1 for each device that you converted.