

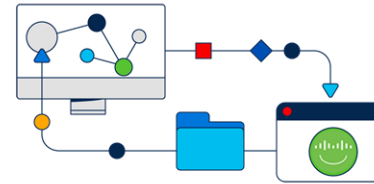
Welcome, we will begin soon.

The Asset Transfer Manager tool empowers Cisco Partners and Customers to autonomously initiate license and device transfers between Smart Accounts, frequently without Cisco Support intervention.

We are glad you are here to learn about the Asset Transfer Manager.

<https://www.cisco.com/c/en/us/support/licensing/licensing-support.html>

Cisco Digital Self-service Licensing Suite



The cornerstone of streamlined digital assistance for Cisco's licensing systems.

Digital Self-service Licensing Suite:

- Smart Account Asset Transfer Manager in [Cisco Software Central](#)
- Ask Licensing transaction support [online](#) and within our [licensing tools](#)
- [Support Case Manager](#) - With Ask Licensing and Guide Me

Welcome, we will begin soon.

Check out our Partner Operational Readiness Hub!

www.cisco.com/go/thehub



The screenshot shows the Cisco Partner Operational Readiness Hub website. At the top, there is a navigation bar with the SalesConnect logo, a search bar, and a site directory. The main header features the title "Partner Operational Readiness" with a graphic of a building and a person. Below the header, there is a "Welcome!" message and a brief introduction. The page is organized into several sections: "Learning Journey" (a large image of a person on a bicycle), "Releases and Announcements" (a person on a phone), "Previous Training Resources" (two people at a laptop), "Black Belt Operations" (a person in a meeting), "Partner Operational Readiness Assessment" (a person at a computer), and "Cisco Automation & Digitization Hub Teaser Video" (a video player). On the right side, there is a "Search Content" box and a "Mark your calendar" section with a calendar grid showing dates from July 20 to August 24. Below the calendar, there is a "Commerce" section with a "June: Quote Level Alert In CCW-R To Be Enabled" message. At the bottom, there is a "Build your readiness, program by program" section with buttons for Buying Programs, Cisco+, Commerce, Customer Experience (CX), Distribution, Licensing and Entitlement, Software as a Service (SaaS), TnC+, and Acquisitions. The footer includes "Engage with us!" and three columns of information: "Stay Informed!", "Get Customer Service Support", and "Let us know what you think".



Welcome to the Asset Transfer Manager Demonstration

Released: January 12, 2024

Cisco Commerce & Lifecycle Operations Enablement and Licensing

February 29, 2024



About today's session

- ▶ This session will be recorded
- 📁 Recording and deck will be shared
- ❓ Questions encouraged in the Q&A panel
- 💡 Exit survey feedback desired

Agenda

1. Introduction
2. Demo
3. Q&A
4. Resources

Who is presenting

Jamil Smith

*Cisco Licensing Global
Process Owner*

Sree Viswanathan

*Cisco Licensing Asset Transfer
Manager tool Product Owner*

What we do

Improve our Customer and Partner experience!

We collaborate with your Cisco Account Managers and Cisco Customer Service Executives to:

- 🌐 Identify problems and implement licensing solutions
- 🌐 Define global licensing support processes for consistency
- 🌐 And drive enhancements to Cisco licensing applications

Cisco Asset Transfer Manager

This new Cisco feature allows Smart Account Administrators the ability to transfer licenses and devices between two Customer Smart Accounts, often without needing to open a Cisco support ticket.

Administrators will save time and effort by eliminating the need to locate, track and evaluate assets across multiple accounts.

This ensures prior purchased licenses and devices are not underutilized and limits new unnecessary purchases.

Where, Who, What



Found on Cisco Software Central
<https://software.cisco.com/>



Used by Smart Account Administrators



To transfer licenses and devices

Some Considerations

- Smart Account Administrator for both accounts
- Have legal entity approval to transfer assets
- Domains can be different
- If a different legal entity, approval process required
- Legal and export compliance checks included
- Enterprise Agreement Workspace and On Prem are not part of this release
- Additional FAQs in the [Asset Transfer Manager User Guide](#)

Asset Transfer Manager Demo

Sree Viswanathan

Commerce & Lifecycle Operations



Q&A



Commerce & Lifecycle Operations



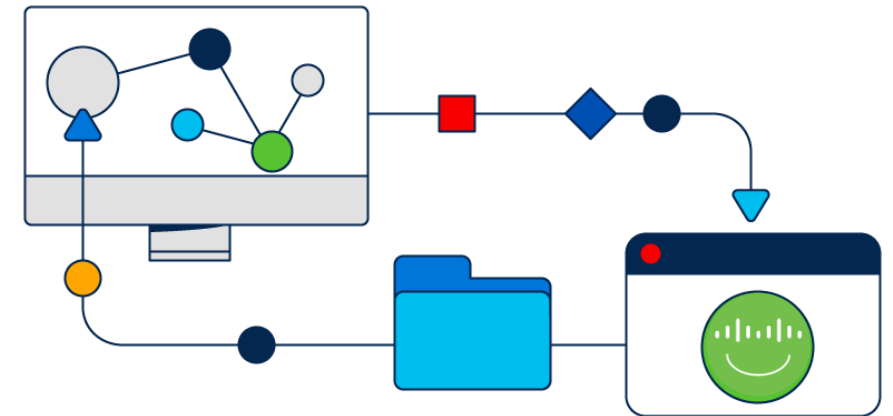
Licensing Resources

Asset Transfer Manager

- [Asset Transfer Manager Demo VoD](#)
- [Asset Transfer Manager User Guide](#)
- Find the tool at [Cisco Software Central](#)

General Licensing Support

- [Licensing Transaction Support on Cisco.com](#)
- [Licensing Transaction Support Videos](#)
- [Licensing Support Case Manager](#)
- [Licensing Courses Partners](#)
- [Licensing Courses Customers](#)





The bridge to possible

Commerce & Lifecycle Operations