

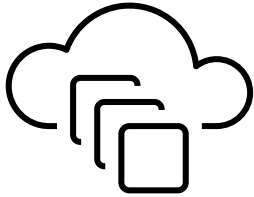


Cisco Smart Licensing

Using Smart Accounts

November 2021

Agenda



- Introduction to Cisco Smart Licensing
- Definition of licensing terms
- Introduction to Cisco Smart Accounts
- Smart Account data and benefits
- Setting up a Smart Account
- Smart Account types and roles
- Smart Licensing using Policy and deployment methods
- Service Providers and Managed Service Providers
- Best practices and where to find help

Software Management is Complex Industry Wide

“Software Asset Management is becoming more challenging every year.”



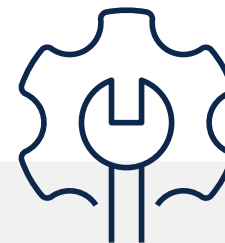
Licenses are complex

Causing compliance issues and low utilization



Software management requires specialized knowledge

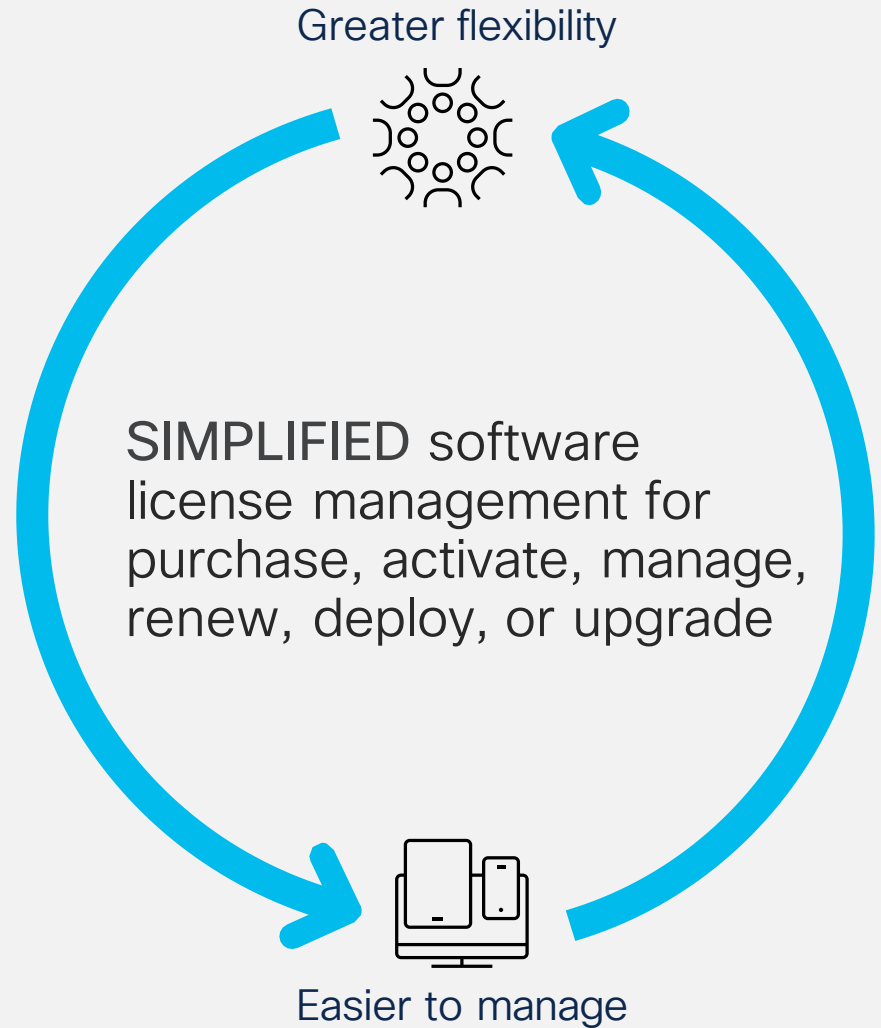
Making it hard to optimize software spending



Manual approach is error prone, expensive and doesn't scale

Creating risk and increase cost

Make better, more informed decisions by knowing **what you've purchased** and **where it's being used**



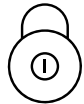
Cisco Software Framework

Simplicity – Flexibility – Value

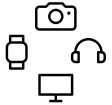
Software Portfolio



Collaboration



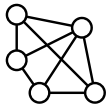
Security



IoT



Mobility &
Video



Network
Compute



Cloud

Deployment Models

Cloud/Hybrid



On-Premises

Partner/SP
Hosted and
Managed

Purchase Licensing Programs



Transactional
Perpetual |
Subscription

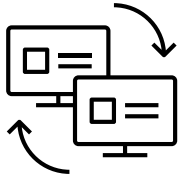


Flexible
Utility | Capacity |
Advantage Licensing
Program



Enterprise & Service
Provider License
Agreements

Cisco Smart Licensing is different



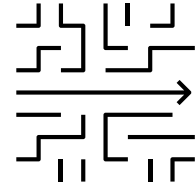
License Flexibility

Software is not node-locked to hardware, so licenses are easily transferred



Easy Activation

Smart licensing establishes a pool of software licenses that can be use across your entire company



Simplicity

Cisco is standardizing smart licensing across all products

Cisco Software Licensing - Comparison

Traditional Licensing (PAK)



Physical /Electronic delivery
Causes confusion – possible information loss



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

Smart Licensing (SL)



Digital Fulfillment
Automatic license provisioning



Easy Registration
No PAKs, easy activation and ready to use



Company-Specific
Flexible licensing to use across devices

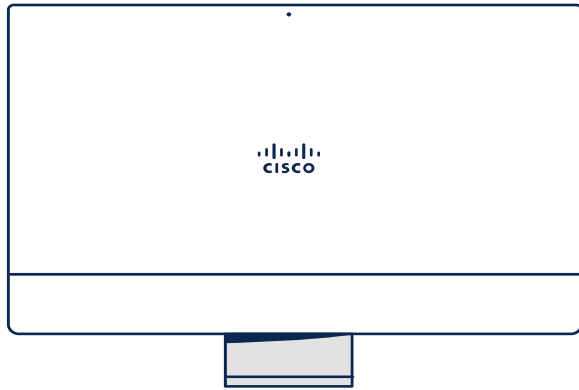


Unlocked
Add users and licenses as needed



Complete View
Software, services, and devices

Smart Accounts



Cisco Smart Account

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.

Smart Accounts are Foundational to Smart Licensing

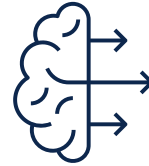
Benefits



Organize and manage by business unit, geo or other company designation, and delegate admin duties



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

Easy | Fast | Free

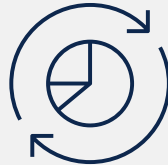
Data you get from your Smart Account

License Information
Assets you currently own

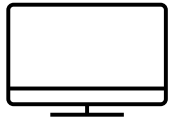


Order Information
Asset acquisition details,
applicable regions

Consumption Information
Reports on devices that are
currently leveraging assets

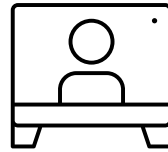


How to get a Smart Account



Request a Smart Account

- 1 Go to [Cisco Software Central](#)
- 2 Editable profile appears
- 3 Automatic email is sent to Customer Smart Account administrator



Request access to an existing Smart Account

- 1 Go to [Cisco Software Central](#)
- 2 Select “request access to an existing smart account”
- 3 Enter Domain to notify administrators

Smart Licensing and Smart Accounts

Example Scenario

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

Ownership

Cisco Commerce Workspace (CCW)

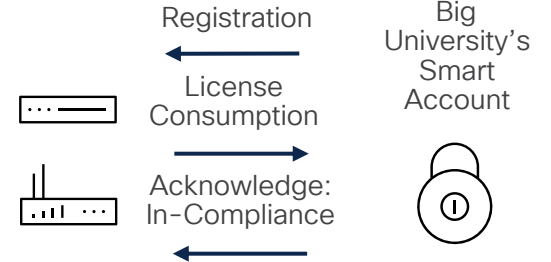


Big University's Smart Account



Big University has purchased and owns 5 Advanced Licenses

Usage



2 Devices belong to Big University which consume 2 Advanced Licenses

Big U owns 5 licenses.....+5
2 licenses are being consumed.....-2
Licenses are available to be used.....+3
Big University is in Software Compliance

Smart Account Types



Customer Smart Account

- Where licenses are deposited by customer, designated VAR or authorized party
- Licenses can be consumed via CSSM or LRP or EA Workspace
- SMB customers with public domain can create 'Limited Use' Smart Account

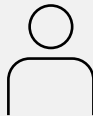
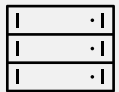


Partner Holding Account

- Where smart licenses are stored by Partner or reseller temporarily until they can be transferred to a Customer Smart Account for use
- Licenses can't be consumed

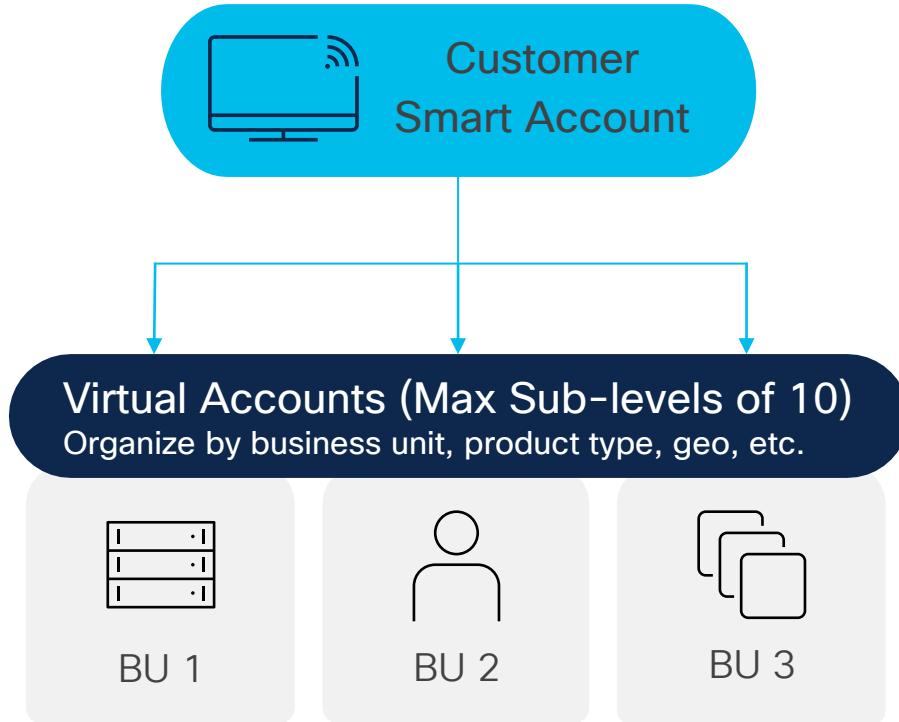
Virtual Accounts

(Organize by business unit, product type, geo, etc.)



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

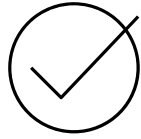
The result: Better utilization and more efficient planning

Smart and Virtual Account User Roles



Smart Account Administrator

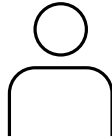
Edit Smart Account properties, add and edit users and Virtual Accounts, view event logs, and manage licenses for the entire Smart Account.



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 preferred.



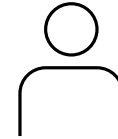
Smart Account User

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 for Virtual Accounts they are assigned to, but they cannot add new users.



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.

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	LRP	CSSM/MCE	Customer System
To do this	<ul style="list-style-type: none">• Generate license• Port licenses• Convert PAK to smart• Reassign to different virtual accounts/user/ device/access	<ul style="list-style-type: none">• Generate token• Convert hybrid to smart• Reassign to different virtual accounts/users/ device/access• Portability and node lock	<ul style="list-style-type: none">• Locally managed, honor-based software license on customer system

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
- SLR/PLR for off-line customers

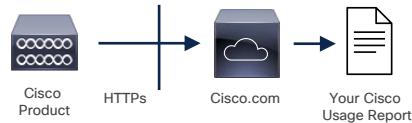
Smart Licensing using Policy (SLP)

- 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 SLR/PLR 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*

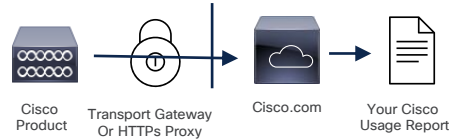
Smart Licensing Deployment Methods - Connected

Easier to Use



Direct cloud access

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



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).



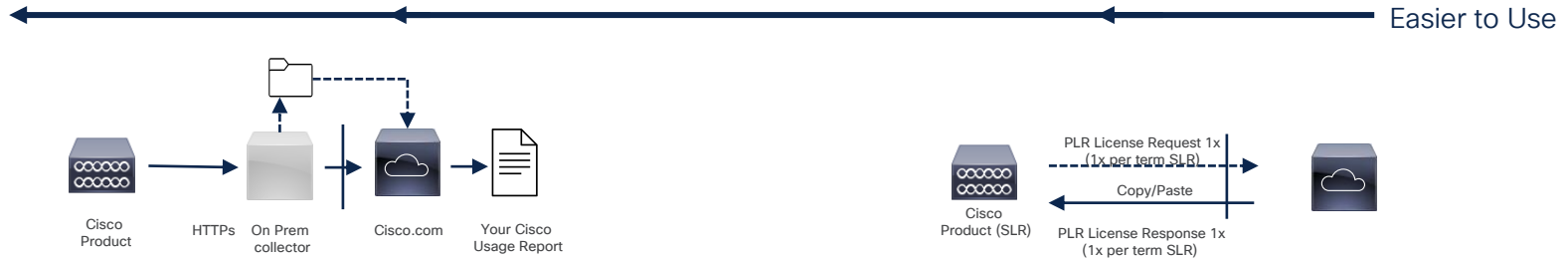
Mediated access through an on-premise collector

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



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



Service Provider (SP) Scenarios



Smart Accounts Per GTM

- Create Smart Accounts per Business Models (Resale, Managed Services, Infrastructure)
- Tag the licenses by technology and customer



Smart Accounts Per Domain / Entities

- Smart Accounts set per Service Provider Domain (Security, Data Center, Network, Collaboration)
- Smart Accounts set per Service Provider Entity or Affiliate



Smart Accounts Per Region / Country

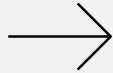
Create Smart Accounts per Region (EMEAR, APJC, Americas) or per Country based on Service Provider Structure

Managed Service Provider (MSP)

Sell to



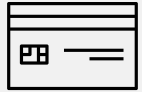
MSP
Smart
Account



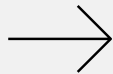
End Customer
Consumption

- License ownership remains with the MSP
- MSP provides a Managed Service
- License belongs in the MSP Smart Account

Sell Through



MSP



SP Divisional or
Customer
Smart Account

- License ownership sold to end customer
- SP may continue to provide a managed service or consume license directly divisionally
- License belongs in the end customer SA

Best Practices



Create Virtual Accounts to organize and assign licenses and devices



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



For partners, if there is no Customer Smart Account, assign the end customer email and then create a Customer Smart Account



While ordering, select the Customer Smart Account or, default to the Partner Holding Account and assign to a specific Virtual Account



Assign the Customer Smart Account early in the sales process beginning with deals and quotes



Licenses can only be consumed in a Customer Smart Account

Smart Account and Licensing Support Contacts



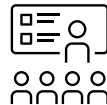
Hardware
Support

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



Licensing
Support

Open a support case via Support Case Manager (SCM)
<https://www.cisco.com/go/scm>. Click [here](#) to learn more!



License
Transaction
Support

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The bridge to possible