

# CISCO ENTERPRISE AGREEMENT (EA)

Critical to Enterprise Software Success

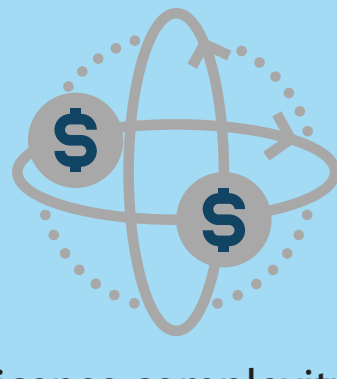
## PURCHASING SOFTWARE CAN BE COMPLEX AND RISKY

### COMPLEX SOFTWARE FOOTPRINT



Digitization means more to standardize, consume and manage. You need a simple way to purchase and manage software.

### UNPREDICTABLE SPENDING

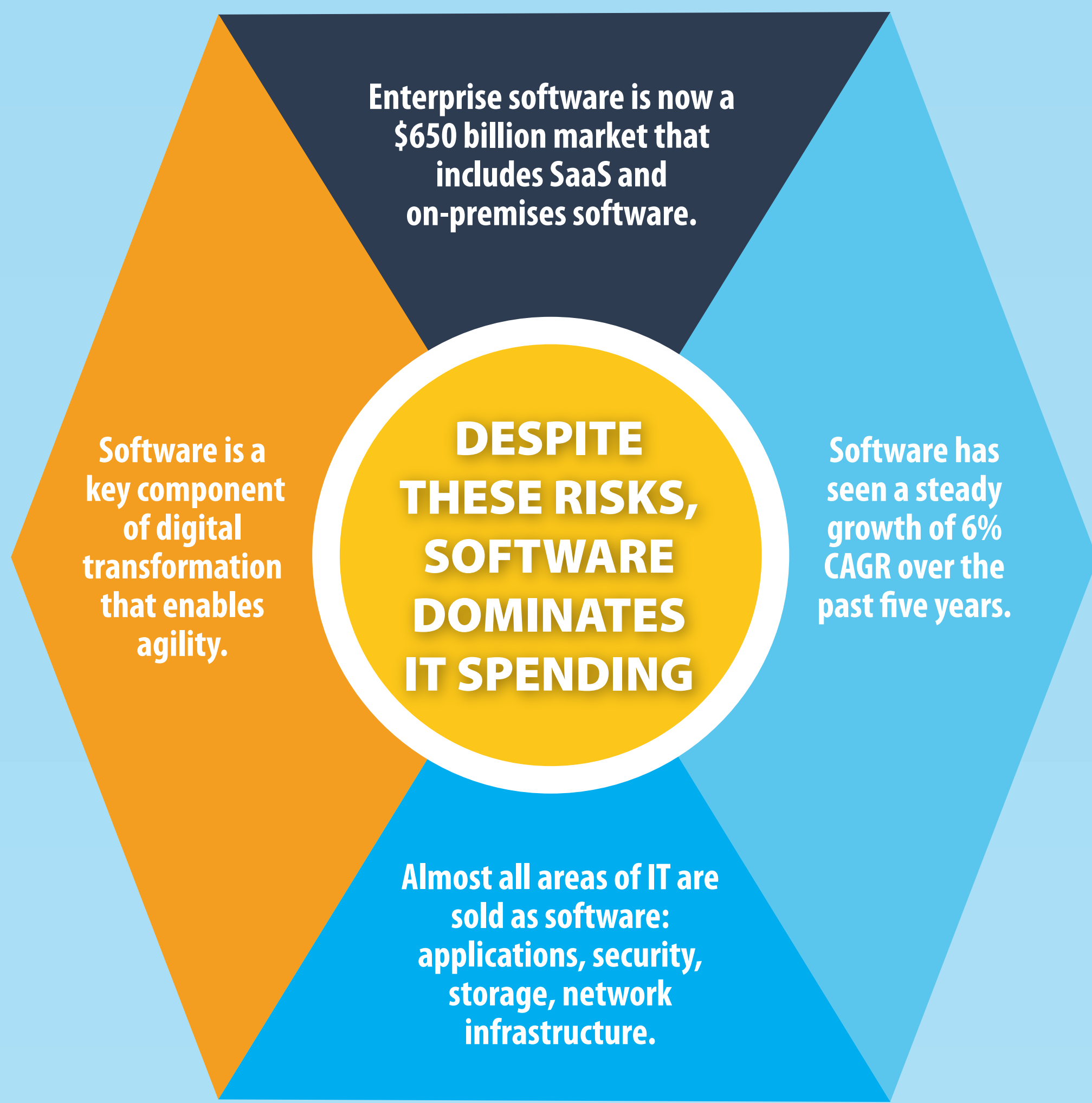


License complexity causes companies to exceed budget by an average of 28%. You need financial predictability.

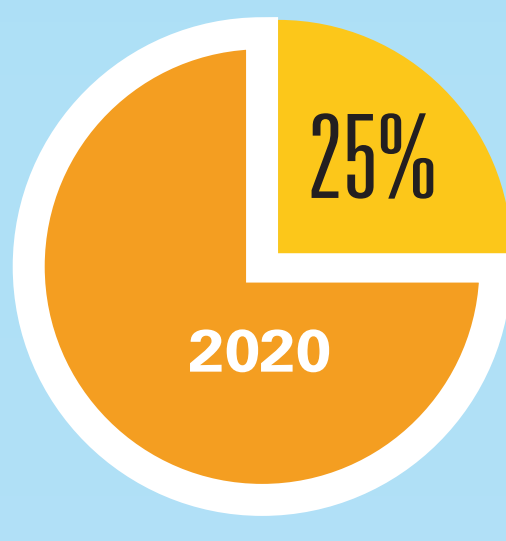
### TRUE-UP IS A TRUE PAIN



Time consuming and costly true-up retroactive fees challenge your software and business growth. You need terms that do not retroactively penalize growth.



## SOFTWARE PURCHASING IS EVOLVING



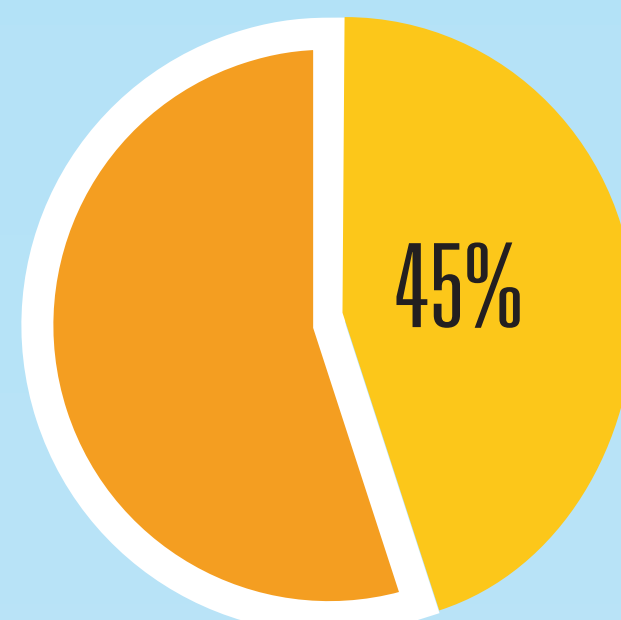
Business outcomes are driving IT spending. Only **10%** of applications are sold as a result of outcomes today, **growing to 25%** in 2020.

**\$150B**

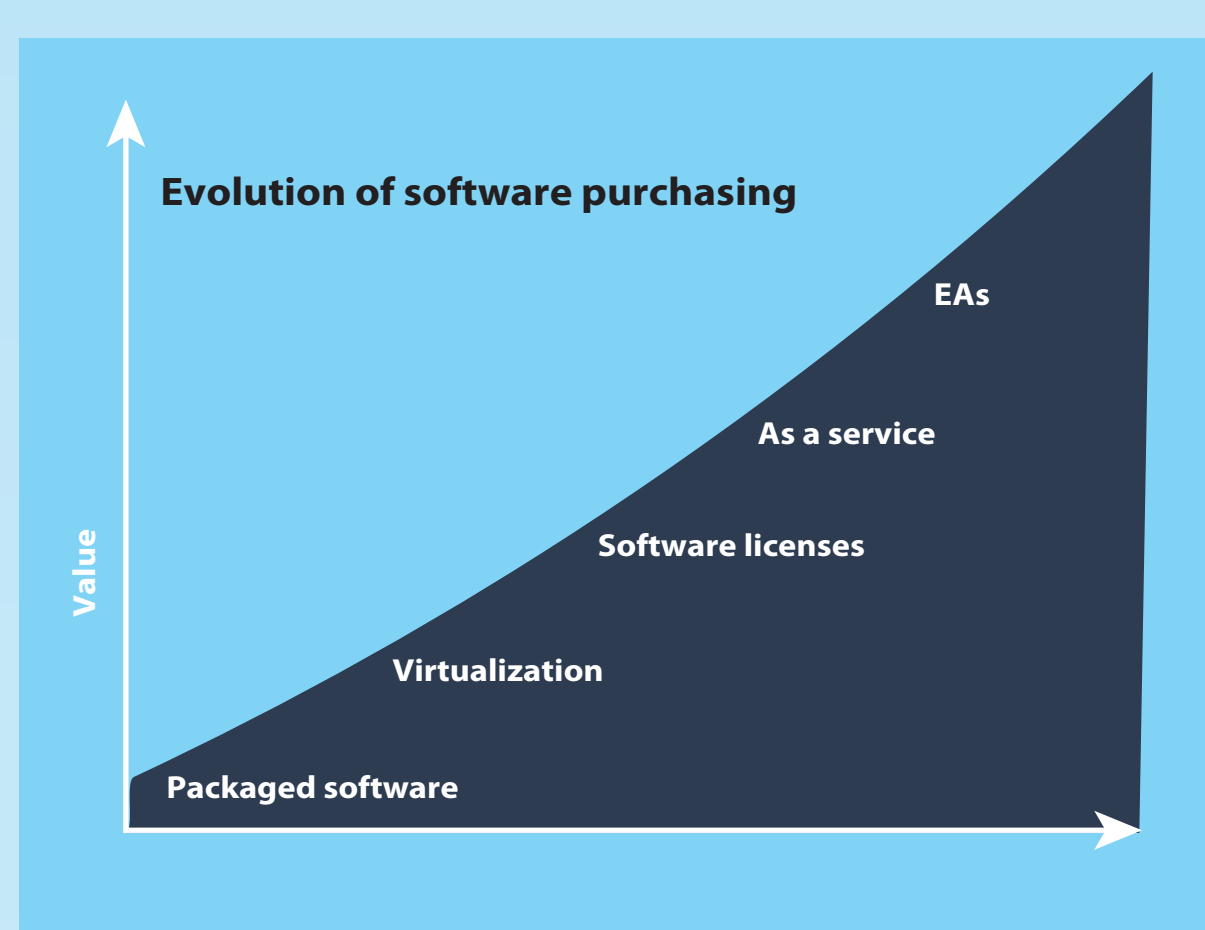
Software subscription **revenue** grew **19%** from 2015 to 2016 and now totals \$150 billion.



Customers **prefer subscription models**, and **EAs** are becoming increasingly popular.



**45%** of companies purchase cloud services using **enterprise software agreements**.



## CONSIDER THE CISCO ENTERPRISE AGREEMENT



### SIMPLIFIED PURCHASING AND MANAGEMENT

Single agreement, cross-architecture, single term (3-5 year), single intuitive license management workspace and easy renewals



### GOOD VALUE

Investment protection and financial predictability with 20% built-in growth and a unique True-Forward that only adjusts going forward rather than retroactive billing



### FLEXIBLE BUYING MODELS

Software and applications that can be deployed when and where they are needed, and payments that fit varying budgetary needs

To get the simplicity, value and flexibility needed to solve your software buying challenges, consider Cisco's Enterprise Agreement, which provides benefits throughout the software life cycle and the industry's only true forward as an alternative to true-up pricing.

