

Cisco Enterprise Agreement

General questions

Cisco Enterprise Agreement buying program information

Q What is the Cisco® Enterprise Agreement (Cisco EA), and what are the benefits?

A The Cisco Enterprise Agreement is a 3- or 5-year agreement that provides enterprise-wide coverage of software enrollments for an easier software management experience than alternative buying programs. It is:

- **Easy to buy:** Customers receive a single agreement, term, and workspace for managing license entitlement
- **Easy to consume:** On-demand deployment, anytime access to new software, and True Forward (no retroactive billing)
- **Easy to manage:** Financial predictability, lower cost, and better visibility with EA Workspace

Q What can customers purchase under a Cisco EA?

A Cisco EA includes collaboration, Cisco DNA, Data Center choice, and Security choice enrollments.

Q What is an enrollment?

A An enrollment is a technology architecture or set of products that customers can buy under a single agreement from Cisco. Customers can start with one enrollment and expand to include other enrollments as needed to support their business needs.

Q What is the geographic availability for Cisco EA?

A Cisco EA is globally available. Contact your Cisco account team for more information.

Q Can Cisco EA cover just a portion of the customer's company?

A We cannot split an EA by divisions, only by legal entities. Cisco EAs require a 100% commitment from the legal entities selected in the scope of participating affiliates. If employees and/or devices reside in a separate legal entity, we can exclude that entity from the participating affiliate list, and they will not be able to use the software and services provided under the EA.

Q How is Cisco EA different from offerings by competitive vendors?

A Unique features of Cisco EA are its 20% user-based growth allowance (applicable for the collaboration and Security choice enrollment), True Forward, and cross-architecture coverage.

Q What is the End User Information Form (EUIF)?

A The EUIF is used to understand the scope of the Cisco EA. The customer dictates the boundaries of the legal entity that is included in the Cisco EA. This document is also used to obtain customer confirmation of sizing such as the number of knowledge workers, security content users, and infrastructure devices. Refer to this document for more information:
<https://community.cisco.com/t5/licensing-enterprise-agreements/cisco-enterprise-agreement-end-user-information-form-qrg/ta-p/3622747>

Q What is the 20% user-based growth allowance?

A During the term, customers may access additional software, Software as a Service (SaaS), and support services by up to 20% of the initial number of covered users identified in the EUIF for each enrollment without incurring any additional charges.

Q How does the 20% growth allowance work with different product families and models?

A The 20% growth allowance can be used within the purchased enrollments (according to offer rules). This does not apply to device-level enrollments.

Q What is the True Forward?

A True Forward is an annual adjustment process to account for growth in the Cisco EA and includes payment for that growth. If a customer overconsumes, the True Forward will take effect on the next anniversary and will continue until the end of the Cisco EA term.

For more information, please reference the True Forward Guide at :
<https://www.cisco.com/c/dam/en/us/products/collateral/software/enterprise-agreement-true-forward.pdf>.

Q What happens if there is a True Forward event in the final year of a Cisco EA term?

A The customer will be charged for the overages.

Q Can the customer scale down the quantity of products and services after entering the Cisco EA?

A No, a customer cannot scale down the quantity of products and services after entering the Cisco EA.

Q What is the EA Workspace?

A The EA Workspace is a simple, enterprise-wide software management and provisioning tool. It serves as a common platform for the Cisco EA. The EA Workspace enables customers to:

- Manage and provision licenses.
- Generate software licenses without using Product Authorization Keys (PAKs).
- Use their Smart Account to manage user access to EA licenses.

Training information can be found here: <https://community.cisco.com/t5/licensing-enterprise-agreements/cisco-software-ea-workspace/ta-p/3630533>

Q How do customers get access to the EA Workspace?

A: The customer must first create a Smart Account. The Smart Account is a customer- or partner-managed centralized account that provides full visibility into and access control of Cisco smart software licenses. After the Smart Account is created, go to the “License” quadrant on software.cisco.com and select Enterprise Agreements. Log in using your Cisco credentials and select the Smart Account associated with your Enterprise Agreement. You will then have access to view and manage your EA enrollments.

For more information on Smart Accounts, please visit [cisco.com/c/en/us/products/software/smart-accounts.html](https://www.cisco.com/c/en/us/products/software/smart-accounts.html)

Q What services are included or available in the Cisco EA?

A The price for the Cisco EA enrollments includes software and software support. Therefore, customers not only get enterprise-wide access to software with Cisco EA, they also get blanket software support. Note that enhanced and premium software support tiers are offered as an option and are available for the collaboration and security enrollments.

Customers have the option to leverage adoption services with Cisco Advanced Services or the Partner Lifecycle Advisor Program.

When purchased with Cisco DNA software, software support includes the following:

- Access 24x7 to the Cisco Technical Assistance Center (TAC)
- Major, minor, and maintenance software release updates
- License portability
- Investment protection
- Access to online resources and software downloads

Q Where can I find more Cisco EA content?

A Please refer to www.cisco.com/go/ea

Q What is the minimum purchase requirement for the Cisco EA?

A Cisco DNA is \$250,000 per enrollment, collaboration requires 250 knowledge workers, and Security and Data Center choice EAs are \$250,000 per agreement. However, there are variances by enrollment. Contact your account manager for more details.

Q How does the customer order hardware during the Cisco EA term? Won't they be charged again for the Cisco software?

A Associating a customer's Smart Account with the order in Cisco Commerce Workspace (CCW) will cause it to recognize that the hardware order is covered by an EA and will automatically discount the software cost by 100%. The software is built to order and will be preinstalled on the hardware before shipment.

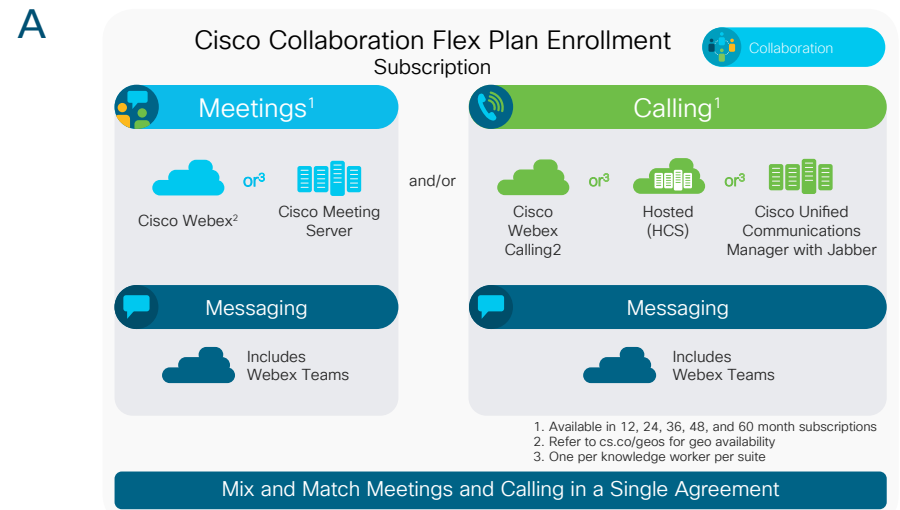
Q How does a customer get support for non-hardware-related failures?

A They should call Customer Interaction Network (CIN) and get access via their master contract number, which will list all products from Cisco product families covered under their Cisco EA contract. Although Software Support Service (SWSS) and software in general are not serialized, as long as the product family is listed on their master contract, the customer will be entitled. When a customer buys Cisco EA, we entitle all product families in the enrollment that the customer purchases.

Enrollment-specific questions

General collaboration enrollment information

Q How do I get more information about the various enrollments offered in a collaboration architecture?



Please reference the enrollment description guide:

<https://www.cisco.com/c/dam/en/us/products/collateral/software/enterprise-agreement-suites-overview.pdf>

Q Is the Cisco Collaboration Flex Plan offered as a Cisco EA?

A Yes, customers can purchase the Collaboration Flex Plan enrollment under the Cisco EA. Customers can enjoy many of the multi-enrollment advantages that Cisco EA provides.

For the Cisco Collaboration Flex Plan at-a-glance, please visit <https://www.cisco.com/c/dam/en/us/solutions/collateral/collaboration/cloud-collaboration/at-a-glance-c45-738046.pdf>

Q What are the collaboration enrollment details?

A Collaboration enrollments include subscription and perpetual offers.

Subscription enrollment includes Calling and Meetings for the Collaboration Flex Plan.

Perpetual enrollments include Unified Communications, Multiparty, Customer Collaboration, and Cisco Prime® Collaboration – Contact Center Assurance Option.

Q What is a knowledge worker and a peak concurrent agent?

A Knowledge workers are your employees and contractors that use devices as a normal part of their job duties that are performed on your behalf.

This definition is embedded in the Cisco EA EUIF that the end user signs.

To learn more about counting and defining knowledge workers, please reference the following document: https://apps.na.collabserv.com/wikis/home?lang=en-us#!/wiki/W47593be3d2f3_49a8_b870_69f1b6c0d344/page/Defining%20and%20Counting%20Knowledge%20Workers

The peak concurrent agent count is the maximum number of agents concurrently online at any given point within the past 12 months.

General Cisco DNA enrollment information

Q What is offered as part of Cisco DNA enrollment?

A

Cisco DNA Enrollment – Subscription		
Routing	Switching	Wireless
Cisco DNA Premier Network and application assurance using real-time analytics and WAN optimization	Cisco DNA Premier Stealthwatch, ISE Base + ISE Plus, Cisco DNA Advantage	Cisco DNA Premier CMX Base, ISE Base + ISE Plus, Cisco DNA Advantage
Cisco DNA Advantage SD-WAN with app-aware policies, segmentation and optimization for cloud connectivity	Cisco DNA Advantage SD-Access, Assurance, Analytics, Security, IoT, Telemetry, Visibility, Cisco DNA Essentials	Cisco DNA Advantage Assurance and Analytics, Advanced Automation, Cisco DNA Essentials
Integrated Services Routers, ASR 1000, vEdge, ENCS	Cisco Catalyst® 3000, 4000, 6000, 9000	WLCs and Access Points
WAN	Access	

Q How do I get more information about the various enrollments offered in the Cisco DNA EA?

A Please reference the following documents.

- Enrollment description guide: <https://www.cisco.com/c/dam/en/us/products/collateral/software/one-software/solution-overview-c22-738976.pdf>

Q What are the Cisco DNA SKUs?

A Please reference the ordering guide: <https://www.cisco.com/c/dam/en/us/products/collateral/software/ea-cisco-one-ordering-guide.pdf>

Q **What happens to Cisco ONE™ EA customers? How do they get access to new innovation?**

A

If the customer has an Enterprise Agreement with Cisco ONE Foundation or Advanced, they are eligible to get Cisco DNA starting in April 2019 through the EA Workspace. Cisco ONE Foundation for Switching, Wireless, and WAN and Cisco ONE Advanced for WAN will receive Cisco DNA Essentials entitlement. Cisco ONE Advanced for Switching and Wireless will receive Cisco DNA Advantage entitlement. In addition, customers will have access to the software prerequisites needed to take full advantage of all Cisco DNA capabilities. Customers who wish to take advantage of additional Cisco DNA capabilities can access them at any time and pay at the True Forward milestone.

Q **How does license portability work for Cisco ONE Software under Cisco EA?**

A

The guidelines are the same as for a transactional purchase of Cisco ONE Software. If the customer wants to move an existing license to a new hardware chassis, they would need to send an email to c1-portability-support@cisco.com with the request. This would not be counted as a new license deployment.

Q **Can customers continue to get Cisco ONE through Cisco EA?**

A

Going forward, Cisco EA will only offer Cisco DNA for switching, wireless and WAN. Cisco ONE perpetual offer will not be available through Cisco EA.

Q **How do tiers affect license portability for Cisco ONE Software under the Cisco EA?**

A

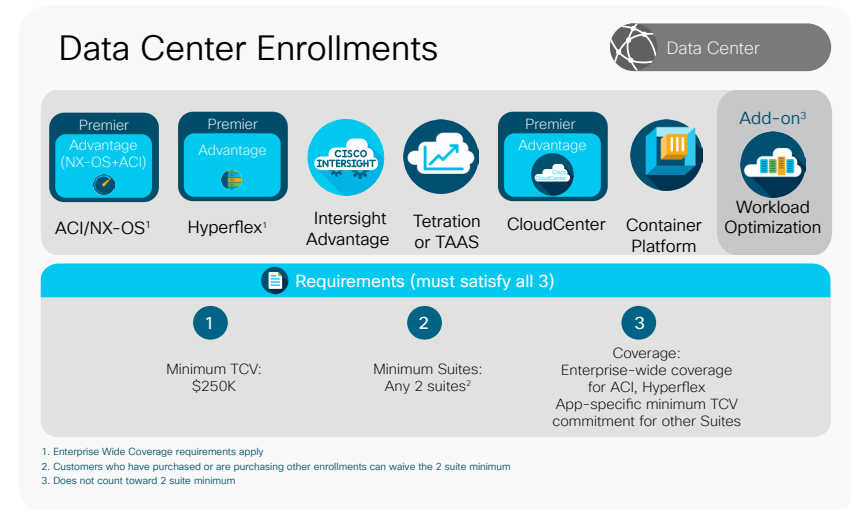
If the new device is in the same portability tier, there would be no cost to move the license. If the new device is in a higher portability tier, the customer would need to pay the difference in price at the next True Forward. The portability tier guidelines can be found here: <https://www.cisco.com/c/en/us/products/collateral/software/one-software/tiering-guide-cisco-one.html?cachemode=refresh>.

General Data Center enrollment information

Q **What is offered as part of the Data Center enrollment?**

A

Customers without a Cisco EA can choose a minimum of any two suites from the diagram below. If a customer already has a Cisco EA, they can choose a minimum of one suite. Cisco Workload Optimization is offered as an add-on and does not count toward the minimum. Enterprise-wide coverage is required for the Cisco ACI® and Cisco HyperFlex™.



Q **What is the minimum Total Contract Value (TCV) for the Data Center enrollment?**

A

Cisco has kept the entry point low with \$250,000 net TCV across the Data Center enrollment. Net is inclusive of discount and installed base credits. We have reduced some of the suites entry to \$125,000 or enterprise-wide but the \$250,000 minimum TCV still must be met. For example, as long as a customer meets the coverage requirements, they can sign up for a 5-year term on both Cisco Intersight™ for \$150,000 and Cisco ACI for \$100,000, satisfying the \$250,000 TCV. For suites without coverage requirements, the customer must meet each minimum. For example, they could sign up for a 5-year term for \$125,000 in Intersight Advantage and \$125,000 in Cisco Workload Optimization Manager to reach the \$250,000 minimum.

Suite	Min. Coverage/TCV
ACI Advantage/Premier	Enterprise-wide Coverage
Hyperflex	Enterprise-wide Coverage
Intersight Advantage	\$125K
Tetration	\$125K
Tetration as a Service	\$250K
CloudCenter on-prem	\$125K
CloudCenter as a Service*	\$250K
Workload Optimization	\$125K
Container Platform	\$125K

* Not available at launch

Q **What if the customer wants to deploy NX-OS in some of their data centers and Cisco ACI in others?**

A

Both Cisco ACI Advantage and Premier offer customers a choice of a Cisco ACI or NX-OS deployment.

Q **How is each suite metered?**

A

Metering is dependent on the suite. For example, Cisco ACI is metered on the Cisco Nexus 9000 Series Switch, and HyperFlex is metered on HX node. See the details below.

Suite	Meter
ACI Advantage/Premier	Switch (N9K)
Hyperflex	HX Node
Intersight Advantage	Server (Cisco UCS)
Tetration	Workloads
Tetration as a Service	Workloads
CloudCenter on-prem	Management Hours
CloudCenter as a Service*	Management Hours
Workload Optimization	VM
Container Platform	CCP Node

* Not available at launch

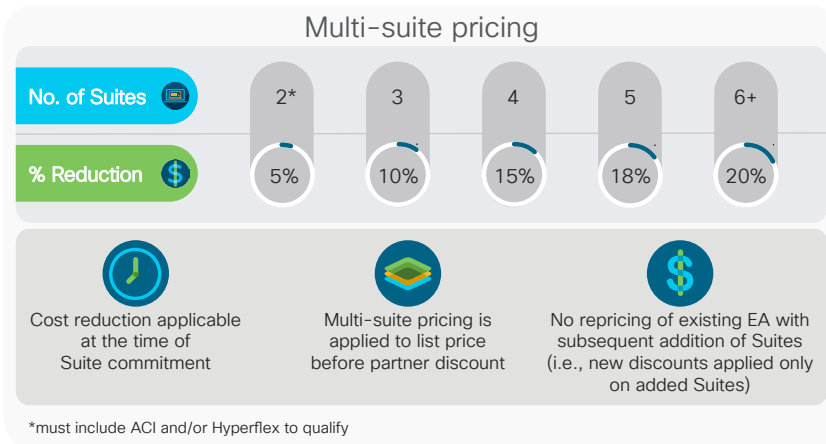
Q **Why should a customer buy the data center products as a Cisco EA?**

A

In addition to benefits including True Forward, single term, and single workspace, buying data center enrollments as a Cisco EA gives customers additional value through multi-suite pricing.

Q How is the multi-suite pricing applied?

A Multi-suite pricing is applied to the list price before any additional discount and is applied at the time of enrollment commitment. Customers purchasing any three suites are entitled to an additional 10%, 4 suites are entitled to 15% five suites are entitled to 18%, and six or more suites are entitled to a 20% discount. In addition, customers buying Cisco ACI or HyperFlex with one other suites are entitled to a 5% discount.



Q What if a customer needs help to drive adoption of the software?

A All Cisco EA customers who purchase the Data Center enrollment are entitled to receive one “ask the expert” session. This includes one-on-many interactive webinars, a targeted approach to adoption challenges, and live Q and A via chat.

In addition, Data Center choice customers are entitled to an “accelerator” with their purchase of the Cisco ACI, HyperFlex, and Tetration enrollments. The accelerator provides on-on-one remote coaching with demonstrable benefit at completion as well as help with a fixed scope (4 to 6 hours over 10 days).

All accelerators and “ask the expert” sessions cover a selection of software, onboarding, implementation, and product use as adoption topics.

Q What happens to Cisco ONE EA customers? How do they get access to new innovation?

A If the customer has an Enterprise Agreement with Cisco ONE Data Center Networking Foundation or Advanced, they are eligible to get Cisco ACI Advantage starting in April 2019 through the EA Workspace.

Q How does license portability work for Cisco ONE Software under Cisco EA?

A The guidelines are the same as for a transactional purchase of Cisco ONE Software. If the customer wants to move an existing license to a new hardware chassis, they would need to send an email to c1-portability-support@cisco.com with the request. This would not be counted as a new license deployment.

Q Can customers continue to get Cisco ONE Data Center Networking Foundation or Advanced through Cisco EA?

A Going forward, Cisco EA will only offer Cisco Data Center suites as described above.

General security choice enrollment information

Q What is offered as part of the Security choice enrollment?

Security Choice Enrollment Security

Pick any 3+ Products

- NGFW
- AMP for Endpoints
- Email Security
- Umbrella
- Cloudlock
- Stealthwatch
- ISE
- WSA

Optional: Threat Grid, AnyConnect, Cisco Defense Orchestrator, Virtual Private Cloud

- Q** **How do I get more information about the various security enrollments offered in Cisco EA?**
A Enrollment description guide: <https://www.cisco.com/c/dam/en/us/products/collateral/software/security-enterprise-license-agreement/security-choice-ea-aag.pdf>
Ordering guide: CDC url
- Q** **How does Cisco EA differ from the security Enterprise License Agreement (ELA) 1.0 offer?**
A While both offers single agreement, and co-terminates with investment protection, Security choice offers 10–20% discount and offers flexibility for customers to buy what they need to address their business needs.

Partner-related Cisco EA questions

General information

- Q** **How do I know if my partner is eligible to sell the Cisco EA?**
A You can find eligible Cisco EA partners with the Partner Locator tool. Click Advanced Search Criteria > Additional Partner Programs. Check the box of the EA enrollments you require: Access, Wireless, Switching, WAN, DC compute, DC network, Cust Collab, HCS-LE, Collab UC, WBX OnPrem, TP, or PC.
- Q** **Can a third-party importer be used in the Cisco EA deals?**
A Yes, but the third-party importer must meet the requirements to sell the Cisco EA, including having the buying model's commerce certification.
- Q** **Do partners have access to the Cisco EA Workspace?**
A Yes, partners will have visibility into their customer's entitlement and consumption in the EA Workspace.
- Q** **Where can partners go to get additional information about the Cisco EA?**
A To learn more about the Cisco EA, partners can visit <https://www.cisco.com/go/software-4partners-and-click-the-Cisco-EA-tab-To-get-seller-enablement-resources-partners-should-visit-the-Cisco-EA-SalesConnect-hub>.
- Q** **Where can partners go to get additional support?**
A For additional support, partners should reach out to ela-partners@cisco.com.