



Cisco True Forward: Get Out in Front of Driving Customer Growth

Breaking the “pay to grow” cycle

Tired of surprising customers when it's time to true-up?

Your customers check in with you once a year.



But retroactive true-up charges can sting.



No one wants to be penalized for growth.

Break the “pay to grow” penalty.



True Forward

Only with the Cisco Enterprise Agreement.

Partnering with Cisco helps you serve your customers



Adjusts contracts forward to the next annual cycle.



No retroactive charges.
No growth penalty.
No changes to license pricing over the agreement.
No surprises.

Here's how it works

Customer Purchased 2000 Access Points with a 3-year Cisco EA for Wireless Access

Licenses Deployed

2000
Wireless AP Licenses

2100
Wireless AP Licenses

Charge for 100 AP licenses for the remaining two years

2300
Wireless AP Licenses

Charge for 200 AP licenses for the remaining one year

2350
Wireless AP Licenses

Usage for third year is free and a new total count of 2350 will be utilized for the follow-on EA

Contract Term

Contract Start

Year 1
+100 licenses

Annual Review True Forward Event

Year 2
+200 licenses

Annual Review True Forward Event

Year 3
+50 licenses

End of EA Term

Cisco True Forward enables growth without penalty.

Learn more about Cisco Enterprise Agreement.

Learn More