



# Software Licensing Buying Programs Available at Cisco

Cisco offers a selection of buying programs tailored to your specific business requirements. Programs include:

- Transactional
- Advantage
- ELA 2.0 (Enterprise License Agreement)

Cisco offers programs from pay as you go and a la carte for a limited budget to flexible consumption with volume pricing and termed price protection. There are programs for collaboration, Cisco ONE Software, and security. Some programs require minimum TCVs (Total Contract Value) in 3 or 5 year terms. Features include single pane visibility and blanket coverage for software support across the enterprise. Let's break out what's currently available.

## Benefits

- Buying program for any business model
- Commitment to the degree your business model allows
- Programs designed for growth
- Price protection and blanket support and services
- Consolidate all software requirements into one agreement

## Advantage Benefits

- Choose the quantity and combinations of software based on your evolving business needs
- Track your license consumption with visibility into completed orders
- Support and subscriptions start at consumption and end at term
- Right-size your investment based on your needs and roadmap
- Volume pricing and price protection offered for a 3-year term

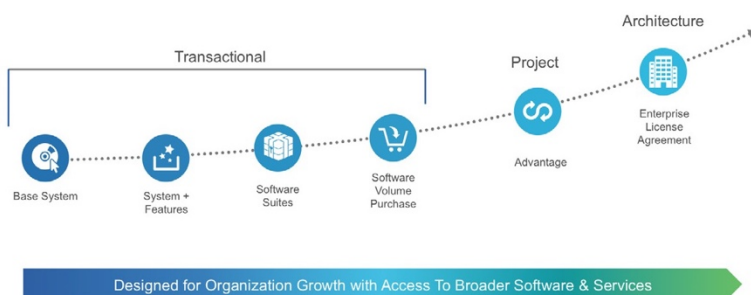
## Transactional

The Cisco Transactional Licensing Program provides the option to purchase software when you need it at the specific quantities necessary at the time you need them. If you need more software licenses, you simply purchase more.

## Advantage

Advantage is a software licensing program that provides flexible consumption with volume pricing across Cisco's software portfolio. It gives you access to a broad software catalog and a portal to track consumption with prorated software support and subscriptions. It also lets you choose the size of your investment and offers price protection over a 3-year term.

**Figure 1.** Software buying programs available with Cisco



## ELA 2.0 Benefits

- A single contract and term with services monitored with a single pane of visibility
- Includes 20% growth allowance and not needing to update contract in current year regardless of growth
- Standardized offers across networking, collaboration, security, analytics and more
- Blanket coverage for software support across enterprise
- License portability across physical, virtual and cloud infrastructure
- Flexible payment options
- Seamless scalability

## ELA True-Forward

An annual adjustment process to increase the total size of the ELA at pre-agreed terms and pricing. Customers can grow above the 20% growth allowance, true up later, and not be charged a retroactive fee.

## ELA 2.0

The Cisco ELA 2.0, which encompasses Collaboration, Cisco ONE Software, and Security, is a multiyear agreement providing organizations with enterprise-wide entitlement to pre-defined software suites. It is designed to provide simplicity, flexibility and greater value. This new plug-n-play platform gives customers enhanced software buying, fulfillment, and management experience with centralized licenses in the ELA Workspace regardless of their current portfolio of Cisco software products.

**Figure 2.** Software buying programs comparison table

Buying Model	Transactional	Advantage	ELA 2.0
Offering	A La Carte	C1, Collaboration, Security	C1, Collaboration, Security
Term and Price	One-Time Price	3-Year Fixed Price	3 or 5 Year Fixed Price
Meter	No Minimum	250K Net TCV (Total Contract Value) per Suite	C1: 250K Net TCV per Suite Collaboration: Minimums Based on # of Users and Vary per Suite
Target Customer	<ul style="list-style-type: none"> <li>• Limited Budget</li> <li>• Ambiguous Business Plan</li> <li>• All Segments</li> </ul>	<ul style="list-style-type: none"> <li>• Decentralized Budget</li> <li>• Project-Based Business Plan</li> <li>• All Segments</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise-Wide Budget</li> <li>• Long-Term Strategic Business Plan</li> <li>• All Segments</li> </ul>
Customer Benefits	No Commitment, Pay as You Go	Price Protection, Flexible Consumption	Single Contract, Single Term, 20% Growth Allowance, True-Forward
Discounts	Limited	Volume, Multi-year	Multi-year
Consumption Model	Many Individual Transactions	Up-front Investment Drawdown Flexibility	Defined Suites of Software and Services
Cisco Capital Availability	Yes	Yes	Yes
Visibility to License	Separate	Self Service Portal	ELA Workspace
Growth	Need More, Buy More	Need More, Top-up Investments and Draw Down	Need More, 20% Growth Allowance and True-Forward
Available Through Partner	Yes	Yes	Yes
Support and Subscription	PO Based Service Coverage	Pro-rated and Co-terminated	Blanket Enterprise-Wide and Co-terminated Service Coverage for the Suites Purchase

## Next Steps

Assess your ongoing software needs and your software road map. Then speak with your Cisco account team or Cisco Authorized Partner to set up your preferred Cisco Licensing Buying Program.