Get the most out of your Infrastructure Investments with Cisco Smart Licensing

Key findings from ZK Research white paper

Digital transformation requires software agility.

$14B

90%

30%

Businesses spent more than $14 billion on technology in 2019 to make IT more agile.

90% of organizations have at least one digital transformation initiative underway.

30% of software sales are tied to business outcomes, up from 10% three years ago.

The challenge with traditional software licensing for IT infrastructure

Revivality rate what a company owns

Software is tied to a person or device, not the company

Ordering and managing licenses is complex

Manual management is not practical

Activation keys limit flexibility

70%

28%

ZK Research found that 70% of businesses have been audited in the past 12 months.

Organizations have exceeded their software budget by an average of 26% annually.

Introducing Cisco Smart Licensing

The Smart Licensing model makes the license registration process fast and easy.

Cisco Smart Licenses differ from traditional licensing in four ways:

Knowledge

Traditional license methods are done using spreadsheets or home-grown tools.

With Smart Licenses, all Cisco software, services, and devices are available in an easy-to-use portal.

Registration

Activation keys require each device to be registered manually. With Smart Licensing, the concept of PAK has been eliminated and the products self-register for easy activation and are ready to use.

Ownership

Traditional licenses are device-specific so there needs to be one license per device.

Smart Licenses are designed to be flexible and put in a pool, so they can be moved around to different devices or redeployed.

Flexibility

Traditional licenses only give access to devices that have been paid for. Smart Licenses allow for customers to temporarily go into an overuse situation that can be resolved later.

Benefits of Smart Licensing and Smart Accounts

Cost effective

Organizational flexibility

Smarter infrastructure decisions

Easy to use system

Alignment with digital transformation

License portability

Real time visibility

Centralized management

Top 3 recommendations from ZK Research

1. Consider the network a strategic asset

2. Simplify the process of managing software

3. Cisco customers should embrace Smart Licensing & Smart Accounts

Get started with your Smart Account today by visiting software.cisco.com and select “Request a Smart Account”.

Follow @CiscoSoftware on Twitter

© 2019, Cisco. All rights reserved.