

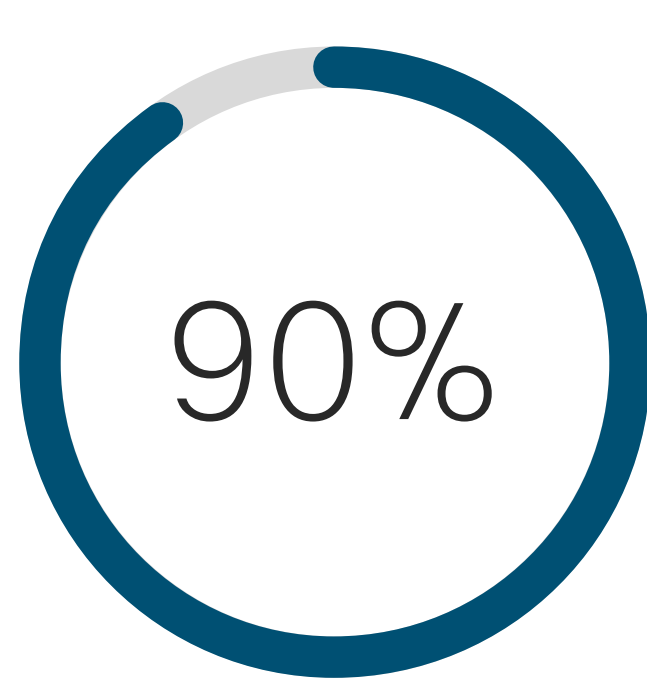
Get the most out of your Infrastructure Investments with Cisco Smart Licensing

Key findings from [ZK Research white paper](#)

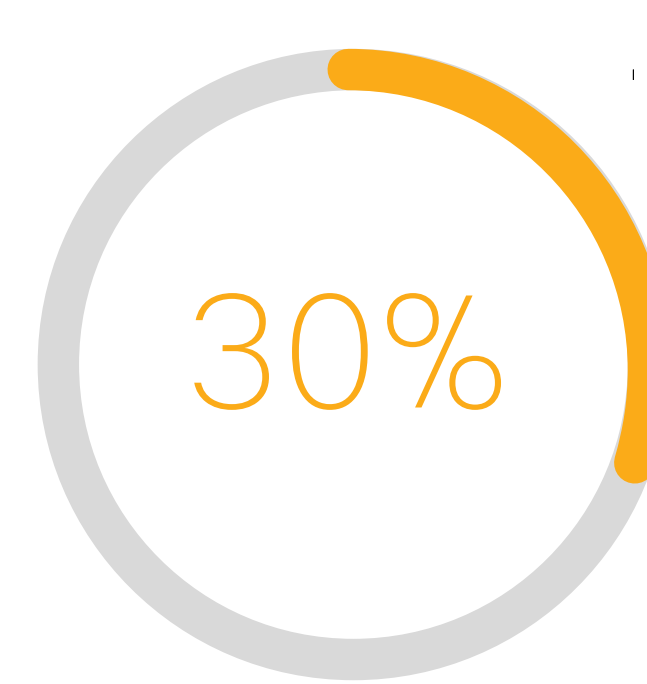
Digital transformation requires software agility.



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.

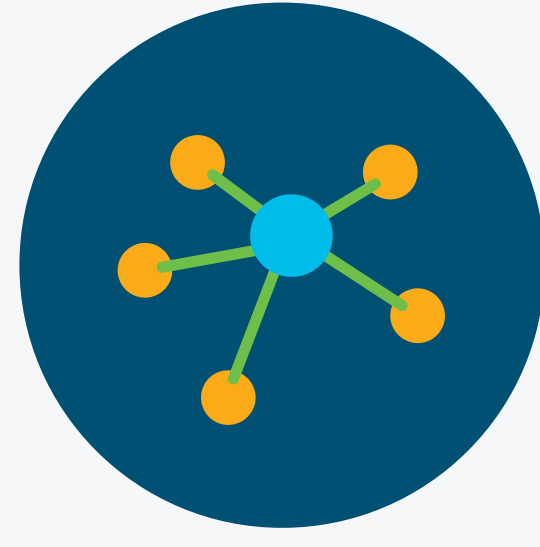
The challenge with traditional software licensing for IT Infrastructure



Poor visibility into what a company owns



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



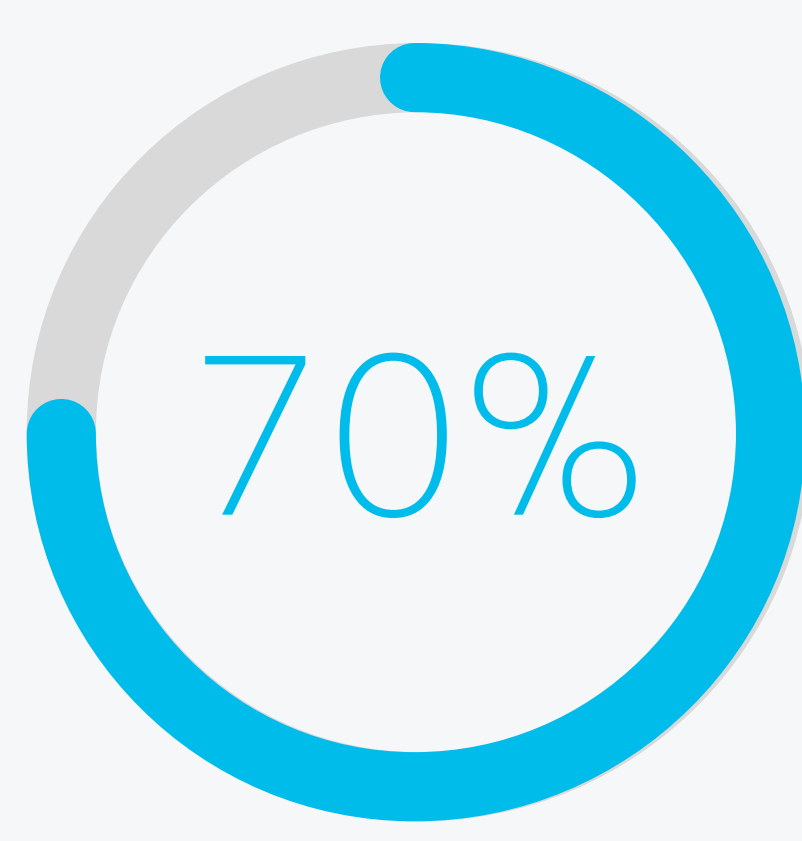
Ordering and managing licenses is complex



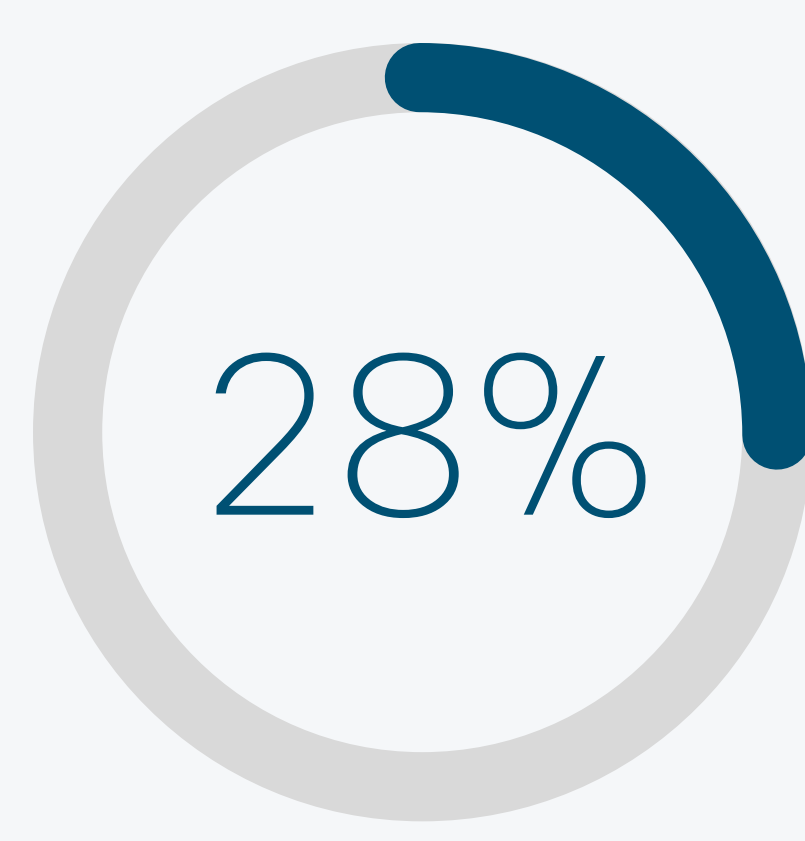
Manual management is not practical



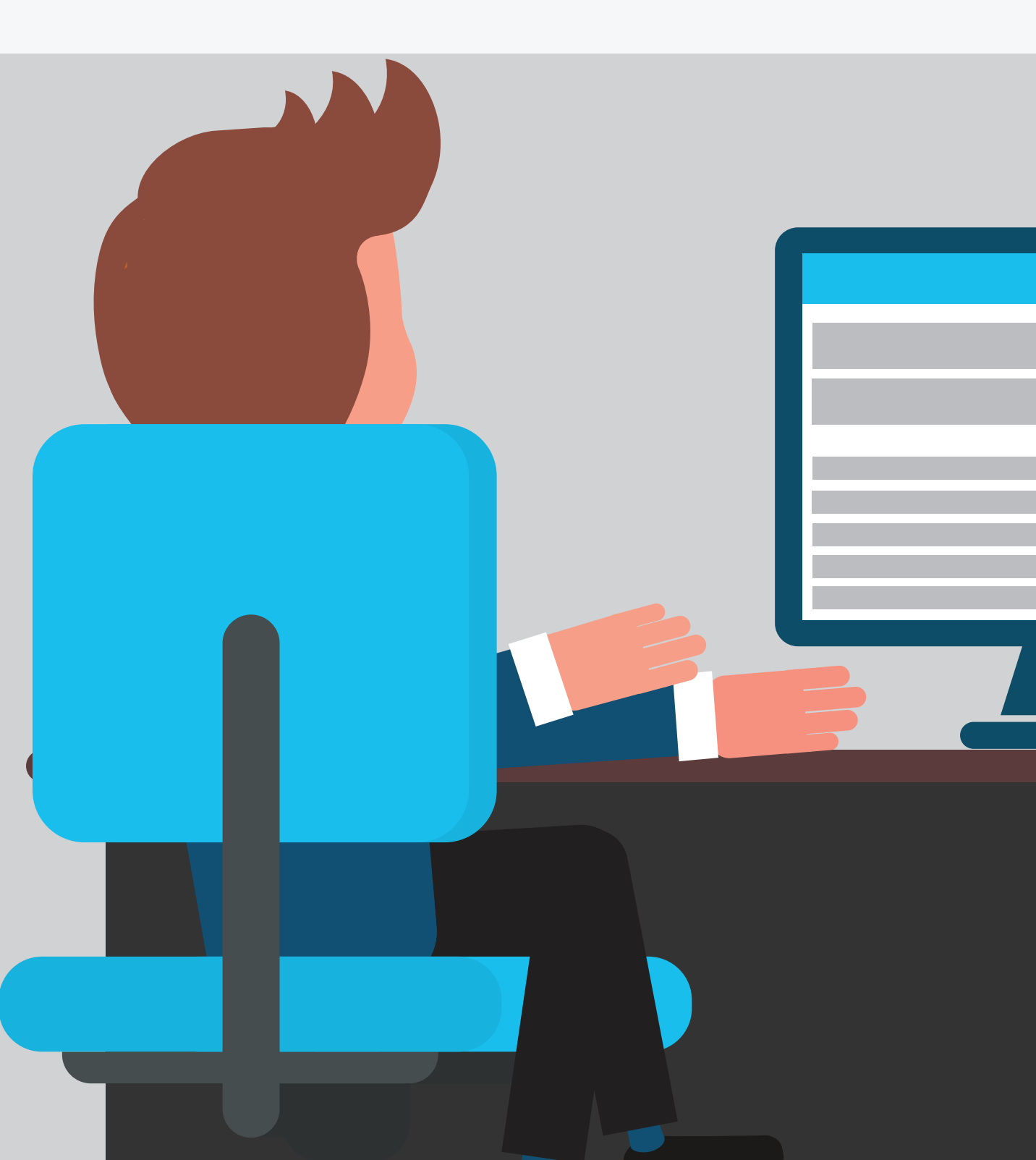
Activation keys limit flexibility



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 28% 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.



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.

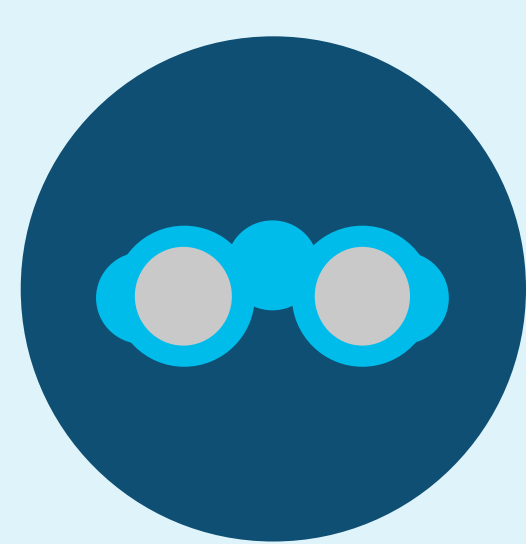
Registration

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.

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



Real time visibility



Centralized management



Cost effective



Organizational flexibility



Smarter infrastructure decisions



Easy to use system



Alignment with digital transformation



License portability



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”**