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Cisco Infinite Broadband Unlocked Licensing

How Infinite Broadband Unlocked Licensing works

The Infinite Broadband Unlocked licensing plan is designed to simplify DOCSIS licensing and eliminate impediments to your business success. The Infinite Broadband Unlocked licensing plan replaces the existing disparate licenses on your Cisco cBR-8 with one comprehensive license: the Core Peak Bandwidth (CPB) license. The Core Peak Bandwidth license removes the need to individually manage the multiple license types associated with traditional BAU license models and eliminates previous licensing restrictions. For example, Infinite Broadband Unlocked eliminates additional license costs for offering 1 Gb/s and greater service speeds across your entire footprint, splitting service groups and evolving to a Distributed Access Architecture (DAA), and converging video and data services on your Cisco cBR-8 core.

The Infinite Broadband Unlocked licensing plan operates on a quarterly schedule, where you pay for additional Core Peak Bandwidth licenses to supplement the Core Peak Bandwidth licenses you already own. Unique to Infinite Broadband Unlocked, the price of new Core Peak Bandwidth licenses is proportional to the number of subscribers on your Cisco cBR-8 footprint, not what bandwidth you use or how you use it. Since network traffic through a CCAP core is proportional to the number of subscribers served across your CCAP footprint, the Infinite Broadband Unlocked licensing model uniquely aligns your incremental DOCSIS license investment with your business success.

Each quarter, as your Core Peak Bandwidth grows, additional Core Peak Bandwidth licenses equal to the growth in your core peak bandwidth are automatically billed and then added to your existing Core Peak Bandwidth license inventory. Your total core peak bandwidth is calculated by measuring core traffic through all of your CCAP cores and then taking the 95th percentile of the monthly peak and reporting it to a Smart License server to automatically manage the licensing process.

Benefits

• Replace legacy, existing licensing types and complex license management with a single license type
• Deploy new, high-speed, services regardless of subscriber take rates and discourage competitive overbuilds with fiber or wireless, without additional licensing costs
• Seamlessly migrate from DOCSIS 3.0 to DOCSIS 3.1 without additional licensing costs
• Improve control and efficiency in your network, split service groups or migrate to a Distributed Access Architecture (DAA) to improve network throughput and reduce operating expenses without impacting your licensing costs
• Improve and simplify operations by converging data and video on your cBR8 without additional licensing costs
• Predictably manage CapEx license investment increments and reduce upfront expenses
• Accurately forecast and budget for license costs per subscriber, independent of service types and speeds offered
Benefits

- Improve your competitive positioning by offering extremely high speed services across your entire footprint
- Improve your operational efficiency through network convergence, smaller service groups, and a Distributed Access Architecture (DAA)
- Improve your business planning with a more predictable and efficient allocation of CapEx

Unlock your network

The Infinite Broadband Unlocked licensing program has been designed to align Cisco’s cBR-8 licensing with your business success. With Cisco Infinite Broadband Unlocked, the formula is simple:

1. Purchase Cisco cBR-8 CCAP hardware
2. Select the Infinite Broadband Unlocked licensing plan
3. Take control of your network and begin deploying highly competitive services with improved efficiency
4. Grow your market share and reap the rewards

Contact your Cisco Account representative to learn more.

The Basics of Infinite Broadband Unlocked

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<thead>
<tr>
<th>Benefits</th>
<th>The Basics of Infinite Broadband Unlocked</th>
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<tbody>
<tr>
<td>• Improve your competitive positioning by offering extremely high speed services across your entire footprint</td>
<td>Sign up for the Infinite Broadband Unlocked licensing plan.</td>
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<tr>
<td>• Improve your operational efficiency through network convergence, smaller service groups, and a Distributed Access Architecture (DAA)</td>
<td>Control and optimize your network. No more haggle and hassle of licensing costs for things like node splits, edge bandwidth, traffic type, and data speeds.</td>
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<td>• Improve your business planning with a more predictable and efficient allocation of CapEx</td>
<td>There is just one license, Core Peak Bandwidth.</td>
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As your business grows, additional Core Peak Bandwidth licenses are purchased and added to your inventory, based on the number of subscribers in your network.

Smart License server automatically invoices for additional licensing needs and then delivers the licenses upon payment. Additional license needs are predictable and proportional to your growth. Identical to traditional licenses, Core Peak Bandwidth licenses are perpetually owned, and additional licenses are purchased quarterly to reflect your core peak bandwidth growth.

The Infinite Broadband Unlocked licensing model provides you with a simpler and more predictable method for managing your licenses while retaining the CapEx benefits of traditional licensing. With Infinite Broadband Unlocked the Core Peak Bandwidth licenses are perpetually owned, and adding additional Core Peak Bandwidth licenses is predictable and proportional to your business growth. Unlike consumption based bandwidth models that are treated as an operating expense, network operators can treat Core Peak Bandwidth licenses as perpetually owned CapEx assets similar to traditional DOCSIS licenses.

Infinite Broadband Unlocked licensing provides you with superior flexibility and room for growth, compared to the combined cost of upgrading existing CCAP platform hardware and then dealing with license upgrades. IBU licenses are designed to grow with your business needs, and your evolving network.