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 of 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

<table>
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<tr>
<th>Sign up for the Infinite Broadband Unlocked licensing plan.</th>
<th>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.</th>
<th>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.</th>
<th>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.</th>
<th>Identical to traditional licenses, Core Peak Bandwidth licenses are perpetually owned, and additional licenses are purchased quarterly to reflect your core peak bandwidth growth.</th>
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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.