Introduction to Cisco Smart Licensing

Definition of licensing terms

Introduction to Cisco Smart Accounts

Smart Account data and benefits

Setting up a Smart Account

Smart Account types and roles

Smart Licensing using Policy and deployment methods

Service Providers and Managed Service Providers

Best practices and where to find help
Software Management is Complex Industry Wide

“Software Asset Management is becoming more challenging every year.”

- Licenses are complex, causing compliance issues and low utilization.
- Software management requires specialized knowledge, making it hard to optimize software spending.
- Manual approach is error prone, expensive and doesn’t scale, creating risk and increase cost.

Roger Williams, Research Director, Gartner. https://www.gartner.com/smarterwithgartner/prepare-your-it-asset-management-for-2020/
Make better, more informed decisions by knowing **what you’ve purchased** and **where it’s being used**

**SIMPLIFIED** software license management for purchase, activate, manage, renew, deploy, or upgrade

**Greater flexibility**

**Easier to manage**
Cisco Software Framework

Simplicity – Flexibility – Value

**Software Portfolio**

- Collaboration
- Security
- IoT
- Mobility & Video
- Network
- Compute
- Cloud

**Deployment Models**

- Cloud/Hybrid
- On-Premises
- Partner/SP Hosted and Managed

**Purchase Licensing Programs**

- Transactional Perpetual | Subscription
- Flexible Utility | Capacity | Advantage Licensing Program
- Enterprise & Service Provider License Agreements
Cisco Smart Licensing is different

License Flexibility
Software is not node-locked to hardware, so licenses are easily transferred

Easy Activation
Smart licensing establishes a pool of software licenses that can be use across your entire company

Simplicity
Cisco is standardizing smart licensing across all products
# Cisco Software Licensing - Comparison

<table>
<thead>
<tr>
<th>Traditional Licensing (PAK)</th>
<th>Smart Licensing (SL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical /Electronic delivery</td>
<td>Digital Fulfillment</td>
</tr>
<tr>
<td>Causes confusion – possible information loss</td>
<td>Automatic license provisioning</td>
</tr>
<tr>
<td>PAK Registration</td>
<td>Easy Registration</td>
</tr>
<tr>
<td>Manually register each device</td>
<td>No PAKs, easy activation and ready to use</td>
</tr>
<tr>
<td>Device Specific</td>
<td>Company-Specific</td>
</tr>
<tr>
<td>Licenses are limited to only one device</td>
<td>Flexible licensing to use across devices</td>
</tr>
<tr>
<td>Locked</td>
<td>Unlocked</td>
</tr>
<tr>
<td>Licenses were node locked</td>
<td>Add users and licenses as needed</td>
</tr>
<tr>
<td>Limited View</td>
<td>Complete View</td>
</tr>
<tr>
<td>Difficult to know what you own</td>
<td>Software, services, and devices</td>
</tr>
</tbody>
</table>
Smart Accounts

A Cisco Customer Smart Account is a customer-managed data repository providing full visibility and access control to Cisco software licenses, entitlements, and product instances across the company.

Cisco Smart Account

Smart Accounts are Foundational to Smart Licensing
Benefits

Organize and manage by business unit, geo or other company designation, and delegate admin duties

Greater visibility of Cisco® software licenses, entitlements and users across the organization

Centralized management of software licenses and entitlements to improve asset utilization

Drive down costs and improve ROI by making better informed purchase and renewal decisions

Easy | Fast | Free
Data you get from your Smart Account

License Information
Assets you currently own

Order Information
Asset acquisition details, applicable regions

Consumption Information
Reports on devices that are currently leveraging assets
How to get a Smart Account

Request a Smart Account

1. Go to Cisco Software Central
2. Editable profile appears
3. Automatic email is sent to Customer Smart Account administrator

Request access to an existing Smart Account

1. Go to Cisco Software Central
2. Select “request access to an existing smart account”
3. Enter Domain to notify administrators
Smart Licensing and Smart Accounts

Example Scenario
1. The customer is Big U
2. Big U has set up their Smart Account
3. In CCW they purchased 5 Advanced Licenses
4. Licenses are deposited in their Smart Account
5. Big U is currently using 2 licenses on their devices
6. 3 Licenses are still available to be used
7. Big U is in compliance

Ownership
Cisco Commerce Workspace (CCW) → Big University’s Smart Account
Big University has purchased and owns 5 Advanced Licenses

Usage
Registration → License Consumption
Acknowledgment: In-Compliance

2 Devices belong to Big University which consume 2 Advanced Licenses

Big U owns 5 licenses.................................................+5
2 licenses are being consumed.................................-2
Licenses are available to be used...............................+3
Big University is in Software Compliance
Smart Account Types

**Customer Smart Account**

- Where licenses are deposited by customer, designated VAR or authorized party
- Licenses can be consumed via CSSM or LRP or EA Workspace
- SMB customers with public domain can create ‘Limited Use’ Smart Account

**Partner Holding Account**

- Where smart licenses are stored by Partner or reseller temporarily until they can be transferred to a Customer Smart Account for use
- Licenses can’t be consumed

**Virtual Accounts**

(Organize by business unit, product type, geo, etc.)
Setting up your Smart Account

Users, Virtual Accounts, Other Settings

Organize software licenses using Virtual Accounts

Virtual Accounts can be set-up by business unit, product, geography or any other destination – you decide what works best for your organization

The result: Better utilization and more efficient planning
## Smart and Virtual Account User Roles

<table>
<thead>
<tr>
<th>Role</th>
<th>Permissions and Capabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Smart Account Administrator</strong></td>
<td>Edit Smart Account properties, add and edit users and Virtual Accounts, view event logs, and manage licenses for the entire Smart Account.</td>
</tr>
<tr>
<td><strong>Smart Account Approver</strong></td>
<td>Edit Smart Account properties, view all users, and view event logs. Approvers cannot manage licenses.</td>
</tr>
<tr>
<td><strong>Smart Account User</strong></td>
<td>Access all Virtual Accounts and perform licensing activities but cannot create new Virtual Accounts or manage users.</td>
</tr>
<tr>
<td><strong>Virtual Account Administrator</strong></td>
<td>Add and edit users to assigned Virtual Accounts, view event logs for assigned Virtual Accounts, view account agreements, and manage licenses for the assigned Virtual Accounts.</td>
</tr>
<tr>
<td><strong>Virtual Account User</strong></td>
<td>Manage licensing for Virtual Accounts they are assigned to, but they cannot add new users.</td>
</tr>
<tr>
<td><strong>Smart / Virtual Account Viewer</strong></td>
<td>Access the Licensing tools and view the content or data but may not have the ability to add, delete, transact or modify.</td>
</tr>
</tbody>
</table>

**Note:** This role is used less and less, as Admin and User roles are preferred.
## Types of Cisco Software Licenses and Tools

Smart Accounts are used to establish your account, and to set up virtual accounts, users, groups and access levels.

<table>
<thead>
<tr>
<th>Type of license</th>
<th>PAK Licenses</th>
<th>Smart, SLP and/or Hybrid Licenses</th>
<th>RTU Licenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use this tool</td>
<td>LRP</td>
<td>CSSM/MCE</td>
<td>Customer System</td>
</tr>
<tr>
<td>To do this</td>
<td>• Generate license</td>
<td>• Generate token</td>
<td>• Locally managed, honor-based software license on customer system</td>
</tr>
<tr>
<td></td>
<td>• Port licenses</td>
<td>• Convert hybrid to smart</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Convert PAK to smart</td>
<td>• Reassign to different virtual accounts/users/device/access</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Reassign to different virtual accounts/user/device/access</td>
<td>• Portability and node lock</td>
<td></td>
</tr>
</tbody>
</table>
**Smart Licensing / Smart Licensing using Policy (SLP)**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Smart Licensing</th>
<th>Smart Licensing using Policy (SLP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ No Day 0 Friction</td>
<td>• Day 0 registration is required</td>
<td>• Day 0 registration not required</td>
</tr>
<tr>
<td>✓ No Eval Mode</td>
<td>• Mandatory evaluation mode</td>
<td>• Eliminates evaluation mode</td>
</tr>
<tr>
<td>✓ Less Cisco Connectivity</td>
<td>• Regular interval Licenses reporting</td>
<td>• Usage reports are stored on the device and reported later</td>
</tr>
<tr>
<td>✓ Supports Closed Networks</td>
<td>• Acquire before use model</td>
<td>• Acquire before use only for export control Licenses</td>
</tr>
<tr>
<td>✓ Maintains Regulatory Compliance</td>
<td>• SLR/PLR for off-line customers</td>
<td>• No SLR/PLR required due to flexible policy model</td>
</tr>
</tbody>
</table>

*The Smart Licensing Using Policy is an evolved version of Smart Licensing. Starting with IOS-XE 17.3.2 and 17.4.1 all products running these versions or higher will support Smart Licensing using Policy.*
Smart Licensing Deployment Methods - Connected

- **Direct cloud access**
  - Cisco product sends usage information directly over the internet, no additional components needed.

- **Direct cloud access through an HTTPs proxy**
  - Cisco Products send usage information over the internet via a Proxy Server–Smart Call Home Transport Gateway (Free VM Download) or off-the-shelf Proxy (such as Apache).

- **Mediated access through an on-premise collector**
  - Cisco Products send usage information to a local connected collector, which acts as a local license authority. Periodically, an exchange of information will be performed to keep the databases in sync.

**Increased Security**

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Mediated access through an on-premise collector – optional disconnected

Cisco Products send usage information to a local disconnected collector, which acts as a local license authority. Once a month, an exchange of synchronization information will be performed either connected or disconnected to keep the databases in sync.

License Reservation: (PLR/SLR)

Designed for highly secure intelligence and military environments where communications with outside is difficult. Products will operate normally without regular communication to CSSM.

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Service Provider (SP) Scenarios

Smart Accounts Per GTM
- Create Smart Accounts per Business Models (Resale, Managed Services, Infrastructure)
- Tag the licenses by technology and customer

Smart Accounts Per Domain / Entities
- Smart Accounts set per Service Provider Domain (Security, Data Center, Network, Collaboration)
- Smart Accounts set per Service Provider Entity or Affiliate

Smart Accounts Per Region / Country
Create Smart Accounts per Region (EMEAR, APJC, Americas) or per Country based on Service Provider Structure
Managed Service Provider (MSP)

**Sell to**

- License ownership remains with the MSP
- MSP provides a Managed Service
- License belongs in the MSP Smart Account

**Sell Through**

- License ownership sold to end customer
- SP may continue to provide a managed service or consume license directly divisionally
- License belongs in the end customer SA
Best Practices

- Create Virtual Accounts to organize and assign licenses and devices
- Avoid creating multiple Smart Accounts per company as you can’t transfer licenses and devices between them
- For partners, if there is no Customer Smart Account, assign the end customer email and then create a Customer Smart Account
- While ordering, select the Customer Smart Account or, default to the Partner Holding Account and assign to a specific Virtual Account
- Assign the Customer Smart Account early in the sales process beginning with deals and quotes

*Licenses can only be consumed in a Customer Smart Account*
Smart Account and Licensing Support Contacts

**Hardware Support**

**Licensing Support**
Open a support case via Support Case Manager (SCM)
https://www.cisco.com/go/scm. Click here to learn more!

**License Transaction Support**
Ask Licensing
Cisco Licensing Hub