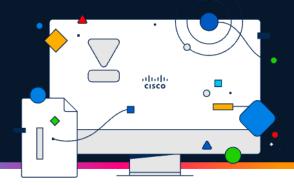# Cisco Licensing Experience & Operations

> *Making licensing simpler, smarter, better*

September 2025 Newsletter for Partners and Customers

We are off to a strong start in Q1; the enhancements delivered in August and September will delight Cisco License Central users because they reimagine the foundational aspects of license management, paving the way for an impactful October release. From start to finish, Q1 capabilities offer you a simplified, improved license management experience. Read on to learn all about them.

New Releases

▶ We're Reimagining Smart Accounts

License management should be simple. So, we're taking the next step to reduce and manage complexity by reimagining Smart Account Administration within Cisco License Central. This unifies Smart Account and Virtual Account management functions in a single, intuitive, role-based interface.

Here's What We've Already Changed:

► **Simplified Roles:** User management is simplified with just three roles: admin, user, and viewer.

► **Direct Updates:** Smart Account Administrators can directly update key Smart Account details within Cisco License Central.

► **Improved Visibility & Control:** View, manage, and export user role access requests, with features like search, filtering, and real-time status.

► **Enhanced Virtual Account Management:** Custom tagging has been removed from Virtual Accounts, and workflows created which link Virtual Accounts and user actions.

► **Tailored Actions:** Manage detailed lists of Users, User Groups, and Virtual Accounts within selected Smart Accounts, with available actions based on their role.

Here's What Is Coming in October:

► **An Account Management tab** arranged in a table view with a detailed, searchable directory of all Smart Accounts and Virtual Accounts a user has access to or could request access to.

► **A new table view** of a detailed, personalized, searchable directory of all Smart Accounts linked to a user's email domain or existint access.

Watch and Share Our Smart Account How To Videos:

► *Add Users to Smart Account in License Central*

► *Create user groups to manage users within Smart Account in License Central*

► *Modify user's access in Smart Account in License Central*

► *Remove users from Smart Account in License Central*

► *Add Virtual Account to Smart Account in License Central*

► *Modify Virtual Account in License Central*

► *Delete user from Virtual Account in License Central*

► *Set up Nested Virtual Accounts in License Central*

► *Approve/ Decline Smart and Virtual Account access request in License Central*

► *Manage the Restricted/Unrestricted access levels of Virtual Accounts in License Central*

► *Modify access level of the User in a Virtual Account in License Central*

▶ License Management Functions Added to Cisco License Central

The Get License (Smart Conversion) feature is now fully integrated into Cisco License Central. You can perform smart conversions and manage all key licensing activities directly within Cisco License Central – no need to start from PAKs or devices. Simply begin the Get License workflow from the available licenses in your Cisco License Central inventory. The process guides you through selecting licenses, entering quantities, choosing target virtual accounts, and reviewing before confirming.

▶ New On-Prem Infrastructure Support

Cisco Smart Software Manager On-Prem (Version 9-202507) now supports installation on Nutanix, Azure, and KVM-Ubuntu infrastructures. This major enhancement in platform compatibility gives users greater flexibility to deploy SSM On-Prem in a wider variety of virtual environments, including AWS, VMware ESXi, and Microsoft Hyper-V.

In addition, SSM On-Prem now also supports improved performance and stability with the 3-node High Availability architecture, enabling enhanced performance, advanced failover capabilities, and greater service continuity.

▶ Cisco Smart License Utility Announcement

The new version 2.5.1 of the Cisco Smart License Utility (CSLU) was released August 28, 2025. All customers using Windows 11 should upgrade to CSLU version 2.5.1 to ensure proper functionality of the CSLU utility and seamless synchronization with their devices.

Download Version 2.5.1

▶ AI-Powered Digital Assist: Ask Licensing Enhancements

The Ask Licensing bot is our AI-powered digital assistant, integrated into Cisco's licensing tools and support platforms. It provides instant answers, guidance, and support for licensing-related queries. Ask Licensing is more than a bot. If you can't find what you are looking for, you can use Ask Licensing to chat with a Cisco support expert or request a follow-up phone call when submitting a case.

These five new enhancements to Ask Licensing were added in September:

▶ **New Smart Account Transaction:** Smart Account Administrators can add or remove users from within Ask Licensing without the need to contact Cisco Support.

▶ **Intuitive Navigation:** When you use Ask Licensing, you'll now see the menu options arranged vertically instead of horizontally. This new layout guides you through prerequisites, instructions, and troubleshooting, making it easier to find what you need.

▶ **Custom Case Severity:** You can select the severity of your case (critical, high, moderate, low) where applicable.

▶ **Flexible Communication Options:** For select case categories, you're no longer limited to email. Now, you can choose your preferred way to communicate – email, phone, or virtual Webex space. The phone and virtual Webex space options provide live human to human exchange with a Cisco support expert.

▶ **Select Specific Products**: when submitting a case in Ask Licensing, you'll specify the associated product you're working with (e.g., routers, switches) by selecting it from a radio button and dropdown list. This selection helps route the case to the most qualified agent to expedite the support process.

Get Ready: Coming in October

▶ **License Management**

- ▶ Centralized Event History
- ▶ On-Prem Management Integration
- ▶ Email Preferences and Notifications
- ▶ Device-Led Bulk License Operations

▶ **UNX**

- ▶ Cloud Order Lines (representing cloud licenses) are now displayed in the Orders Tab

▶ **Enterprise Agreements**

- ▶ Interactive cards offering an at-a-glance view of all your EA suites, usage data, and key dates
- ▶ Features for enhanced visibility and control, like detailed billing SKU info and detailed consumption reports
- ▶ Clear visibility into hardware assets covered by each suite
- ▶ Shortcuts to customer support

Ways to Stay Informed

Licensing Enablement and Adoption Webinar

We are transitioning from our monthly Stakeholder Awareness Sessions to sessions hosted by the Licensing Enablement and Adoption team, bringing you real-time demonstrations and timely updates on key initiatives such as the evolution of Cisco License Central.

All current attendees will be automatically included in the new sessions, so you won't miss out! You'll soon receive new calendar invites for upcoming webinars. If you're new, please register using the link provided.

Register Now

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