

License Types & License Management Tools

Cisco Smart Licensing is Cisco's next-generation software licensing solution that simplifies how you activate, monitor, and manage both perpetual and subscription licenses across your organization. By leveraging Smart Accounts and Virtual Accounts, you gain real-time visibility and control over all your Cisco software assets—eliminating manual processes and enabling dynamic license allocation as your business needs change. Now, with Cisco License Central serving as the central hub for licensing management, you can efficiently oversee licenses, subscriptions, contracts, and devices in one modern interface, making it easier than ever to ensure compliance, optimize usage, and support your organization's growth.

Cisco Software Central

[Cisco Software Central](#) is the portal for accessing everything you need to activate and manage your Cisco licenses.

Cisco License Central

Cisco License Central (is a centralized platform that provides visibility of orders, licenses, subscriptions, contracts & devices, with a modernized user experience, from initial order, activation, utilization, asset allocation & renewal planning Built with customer & partner input, Cisco License Central continues to evolve to eventually merge all Cisco licensing tools into one simple interface for easier and faster license management.

Cisco Smart Software Manager

Cisco Smart Software Manager (CSSM or SSM) allows you to manage all your Cisco software licenses. It is designed to help you manage current licensing needs, review usage trends, and plan for future requirements. Some of the key functions available include creating and managing smart and virtual accounts, managing product instance registration tokens, transferring licenses between virtual accounts, and viewing and running reports on licensing activity.

Ask Licensing

Ask Licensing is your go-to digital assistance application that combines AI and automation, so you get instant answers and guidance. You can access Ask Licensing through Support Case Manager, the Licensing Hub, Cisco Software Central, Cisco Smart Software Manager, and Cisco License Central.

License Registration Portal

License Registration Portal (LRP) is a platform used to manage and download your traditional (PAK-based) licenses for Cisco products.

Cisco Traditional Licensing

Traditional licensing refers to a legacy model where licenses are tied to specific devices using Product Activation Keys (PAKs). This model requires manual registration and installation of license files on each device.

Note: A Product Activation Key (PAK) is an 11-digit alphanumeric code provided by Cisco when you buy a traditional software license. Think of it as a receipt that confirms your purchase and helps you activate the

software features on your device. By linking the software to your hardware, the PAK ensures that your license is valid and ready to use.

To start using Smart Licensing, you need to purchase the required smart-enabled licenses for your Cisco devices and software.

1. Determine licensing requirements.
2. If your company does not already have a Smart Account, create one by logging into the Cisco Smart Software Manager (SSM) at <https://software.cisco.com>. Setting up a Smart Account is a one-time process required for your organization to manage software licenses and entitlements centrally.
3. Purchase licenses through a Cisco partner, reseller, or direct, using Cisco Commerce Workspace (CCW). Ensure your licenses are linked to your Smart Account during [the CCW purchasing process](#).

Verify in Cisco Smart Software Manager or Cisco License Central that the purchased licenses are visible; they should automatically populate in your Smart Account

For detailed step-by-step instructions and videos on each topic, please visit the Cisco [Licensing Support page](#).