



# Cisco ONE Software

## Partner FAQ

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## Cisco ONE Overview

**Q.** What is Cisco ONE™ Software?

**A.** Cisco ONE Software is a portfolio of new software products available to Cisco customers, spanning the technology categories of data center/cloud, WAN, access, and security. These product offerings simplify the way customers purchase software licenses within these technology platforms.

**Q.** How does Cisco ONE Software relate to Cisco's overall software strategy?

**A.** Cisco ONE Software is an integral part of Cisco's overall strategy of enabling Fast IT so that our customers are ready to take advantage of the opportunities enabled by the Internet of Everything. The Cisco ONE Software products are an important part of the evolution of our software strategy to deliver flexible and portable packaged solutions—not just features—that map to customers' desired business outcomes. These products will be available in several payment structures (perpetual and subscription) and across multiple buying models (transactional pay-as-you-go and contractual, multiyear enterprise licensing agreements [ELAs]).

We believe moving to a flexible software structure allows your customers to realize greater value from their investment and to more effectively address their business outcomes. Partners will realize improved financial benefits through the increased opportunity to deploy, up-sell, and cross-sell applications and services associated with the software.

**Q.** How can partners be more profitable with Cisco ONE Software compared to their profitability today?

**A.** Cisco ONE Software enables partners to build upon their existing Cisco practice investments and take advantage of new and existing incentive programs. It provides customers with a better experience by better serving business needs, simplifying the engagement, and providing greater overall value. Cisco ONE Software enhances and generates new, profitable lines of business for partners who have invested in building Cisco® software practices. It creates a foundation for new services and additional deployments while blocking the competition. New service creation opportunities include activation, adoption, software asset management, and other services that allow partners to better serve their customers' business needs, leading to new revenue streams.

For more information, email [ask\\_cisco\\_one\\_partner@cisco.com](mailto:ask_cisco_one_partner@cisco.com). Contact your partner account manager for more information on how to build out your Cisco software practice.

**Q.** What are the financial benefits to customers buying Cisco ONE Software?

- A.** Cisco ONE Software provides several financial advantages over the current licensing model.
- Licenses are transferrable between generations of hardware, thus eliminating the need to repurchase software when upgrading to new hardware.
  - Costs can be amortized over the lifetime of the software and paid from the more flexible operating expenses (OpEx) (rather than more strictly controlled capital expenditures [CapEx]) budget.
  - "Better Together" pricing provides lower initial costs and reduces the customer's total cost of ownership (TCO) over the software lifecycle. For example, in a typical unified access refresh, a customer could save 9 percent in software costs over a 5-year refresh lifecycle with Cisco ONE Software.

- Q.** What are the operational benefits to customers buying Cisco ONE Software?
- A.** Cisco ONE Software addresses many of the common headaches associated with purchasing and managing software:
- Currently, customers may have to choose from thousands of SKUs to find the appropriate software for their specific needs. Cisco ONE Software simplifies that decision into a 3x3 matrix:
    - Decide the deployment environment for the software: Data center/cloud, WAN, or access.
    - Decide the product type capabilities required: Foundation, application, and/or security.
  - Software licenses can be transferred across generations of hardware without additional costs.
  - A customer-accessible licensing portal allows licenses to be self-managed.
- Q.** Can you describe the before and after scenarios for a sample Cisco ONE Software customer from both a financial and operational perspective?
- A.** Consider the unified access use case for a hypothetical customer. Over a five-year refresh cycle, paying hardware and software support costs each year and refreshing all hardware for 500 branches at the fifth year, this customer would expect to pay around \$16 million under the current a la carte model. With the Cisco ONE Software model, however, costs over the same period would be \$14.5 million, for a savings of 9 percent.

The customer could also realize other significant benefits:

- First-year start-up costs could be lower if the customer buys in the subscription model.
  - Cost savings could be realized in the fifth year, because of license portability.
  - Greater value is available because the product includes advanced capabilities that would cost more if licensed in the existing a la carte model.
- Q.** Will Cisco ONE Software run on third-party hardware?
- A.** Cisco ONE Software contains some elements that run on purpose-built hardware, and some elements are packaged to run on industry-standard x86 hardware as virtual appliances. The software elements packaged to run as virtual appliances can be run on any industry-standard x86 hardware that meets the requirements for the software.
- Q.** Is Cisco ONE available for virtual appliances?
- A.** Currently Cisco ONE cannot be deployed on virtual machines. This is expected to change in the near future. At this time there is no set date for this change, nor is there a specific list of virtual machines that will offer Cisco ONE Software. However, you can be assured that the Cisco ONE team is currently working closely with engineering to include virtual devices in the Cisco ONE suite. When this capability becomes available, the only support service needed will be the Cisco Software Support Service (SWSS) associated with the Cisco ONE license product. There will be no need to purchase Cisco Smart Net Total Care™.

## License Portability

**Q.** What is license portability?

**A.** License portability is a key services-enabled benefit offered by the Cisco ONE Software model. Previously, software application licenses were node-locked to a specific device. With license portability, when a customer needs to move to a different device within the same product family, they are entitled to move their software licenses to that new device. This means, for example, that when doing a hardware refresh, the customer can take advantage of their existing investment in Cisco software and may not have to repurchase their licenses. Depending on the feature sets the customer uses, this can lead to significant savings.

**Q.** How do customers get license portability?

**A.** First, they must have purchased their licenses through the Cisco ONE Software licensing model. Licenses purchased outside of Cisco ONE Software are not eligible for license portability.

Second, they must have maintained an active Cisco SWSS contract from the initial date of purchase, or must reinstate support in line with Cisco's standard support reinstatement policy.

**Q.** The customer currently has Smart Net Total Care but not SWSS. Are they eligible for license portability?

**A.** Smart Net Total Care provides support for hardware and the base OS software. It provides many business-critical services such as advance hardware replacement. However, Smart Net Total Care does not provide software license portability for Cisco ONE Software.

To take advantage of license portability, customers must have a current SWSS agreement in place. SWSS provides the benefits of license portability, software technical support, continuous innovation, updates and upgrades, and software enhancements to Cisco ONE Software products. It delivers software support in a single offering, making it simple for customers to purchase, manage, and renew.

**Q.** The customer had a SWSS contract in the past. Can they reinstate it?

**A.** If they want to reinstate their software maintenance agreement, the standard Cisco Application Software Support Contract Reinstatement Policy applies. This policy is included in the [Software Transfer Relicensing Policy](#) document on Cisco.com. Cisco ONE Software does not have a separate policy.

**Q.** Do customers need a current hardware maintenance and support contract to take advantage of license portability?

**A.** No, customers need to have only a current SWSS contract. While Cisco recommends that customers have both SWSS for their software maintenance and Smart Net Total Care for the additional benefits provided to the hardware devices and OS software, Smart Net Total Care is not required in combination with SWSS for license portability.

**Q.** How do these policies apply if a customer has a subscription agreement? Does a customer need SWSS with a subscription contract?

**A.** If a customer purchases a subscription contract, they receive technical support, software usage rights, upgrade rights, and portability rights. There is a single price for these benefits, and customers have them for the duration of their subscription.

Customers do not require a separate SWSS contract. SWSS is sold only in support of a perpetual license. Subscription contracts include the equivalent coverage of SWSS along with the term-based right-to-use license for Cisco ONE Software products.

Subscription-based licensing will be offered in a future release of Cisco ONE Software. More details will be made available with the future release.

- Q.** The customer is interested in porting one of the licenses in their product to a different device. Can they do that?
- A.** The customer entitlement for portability is at the product level (for example, Foundation for Data Center Networking). These products cannot be unbundled into their components for portability to different devices. Your customer can, however, deactivate all licenses from the original device and port them to a new device.
- Q.** Are all of the software capabilities included within Cisco ONE Software portable between different devices, virtual machines, generations of hardware, and so on?
- A.** The entitlement to the software capabilities is portable, but that doesn't imply that all devices can run all the software within a Cisco ONE Software product. Cisco maintains a table that shows what features can be enabled on each device. While the customer is entitled to the features within their purchased software, they need to ensure that the device they intend to operate actually supports those features.
- Q.** How will the customer know whether their company is compliant with the software licensing policies?
- A.** The customer is responsible for remaining compliant with the licenses purchased. This typically matters only at times of hardware refresh. Cisco reserves the right to audit the customer environment through a third party to ensure compliance. Cisco is creating a software licensing portal that will assist customers in tracking their software license entitlements and determining whether they are compliant. These capabilities will be available in a future release.
- Q.** Do these portability policies apply to software included within the base software platform? For example, software such as the device operating system, controllers, and APIs?
- A.** No, the base software platform is not purchased as part of Cisco ONE Software and is not portable across devices. Because the price of this software is included in the device purchase, this shouldn't be an issue for customers, provided they understand where the base platform capabilities may differ between devices (similar to how they need to understand hardware differences between devices).
- Q.** If a customer purchases the advanced WAN collaboration SKU under the Cisco ONE program, as well as additional Cisco Unified Border Element (CUBE) licenses, are the additional CUBE licenses purchased at the time of the Cisco ONE order eligible for hardware migration, like the other software in the original Cisco ONE order?
- A.** No, the additional CUBE licenses are not eligible for portability.

### License Portability Use Cases

- Q.** What are the main use cases for license portability?
- A.** There are four main use cases for license portability:

1. [Hardware replacement](#)
2. [Equipment refresh—one-to-one swap](#)
3. [Equipment refresh—one-to-many or many-to-one](#)
4. [Moving from a physical device to a virtual machine, or vice versa](#)

We discuss each of these scenarios in detail in the following questions.

### Use Case 1: Hardware Replacement

- Q.** The customer had a hardware failure. The device was/was not under warranty. They do/do not have a Smart Net Total Care contract. What do they do?
- A.** Hardware replacement is outside of the scope of Cisco ONE Software license portability policy. The customer needs to follow existing procedures for hardware replacement. This may be a [warranty replacement](#). It may be through [Smart Net Total Care](#). Or it may be with a spare device they have available.

Once the customer has obtained the replacement hardware, they have the right to use the software that was on the original device on the new device. They should be sure to transfer the existing entitlements—including software licenses and any software maintenance agreements (SWSS)—to the new device. They can use the Cisco [software licensing portal](#) (Cisco.com login required) to accomplish this.

### Use Case 2: Equipment Refresh—One-to-One Swap

- Q.** It is time for my customer to do a hardware refresh. They are doing a one-to-one swap of their older devices. What policies are applicable to their software portability?
- A.** The hardware product family on which the customer has deployed their licenses determines their portability options. Licenses are portable only within a product family (for example, a Cisco 2900 Series Integrated Services Router [ISR] to another 2900 Series ISR). Devices with greater capabilities—because they gain more benefit from the capabilities in the Cisco ONE Software product—are categorized in a higher series.

While there is no cost associated with porting Cisco ONE Software to a device within the same or lower series of a product family (for example, a 2901 ISR to a 2911 or a 3901 ISR to a 2911), there is a software upgrade fee for refreshing to a higher-series device (for example, a 2901 ISR to a 3925), as the customer receives greater capabilities. Cisco will publish upgrade SKUs to enable this.

Cisco will provide the customer with a classification of device families and series for Cisco ONE Software at the time of general availability.

The price for Cisco ONE Software will be consistent within a given product family for a given software product.

Table 1 provides a consolidated view of the license portability options in the one-to-one equipment refresh scenario.

**Table 1.** Equipment Refresh—One-to-One Swap Use Cases

Use Case	Policy	Cost
<b>Refresh a device with a device in the same series</b> Example: 2901 to 2911 ISR	Assuming a SWSS contract is in place, the software can be used on the new device	None.
<b>Refresh a device with a device in a higher series.</b> Example: 2901 to 3925 ISR	The customer must pay a software upgrade fee to use the software from the original device on the replacement device. They must purchase an upgraded SWSS contract for the new software. They will receive a credit for the old support contract.	The license cost on the new device minus the license cost on the old device, at current list prices, is subject to customer-negotiated discounts. The customer will also need to consider the cost of the upgraded SWSS contract.
<b>Refresh a device with a device in a lower series.</b> Example: 3925 to 2901 ISR	The customer is entitled to use the software contained on the original device on the lower-series replacement device. They retain license portability rights associated with the original device family, so they could subsequently refresh the device back to the original device family. The customer may opt to downgrade the license permanently to the lower-series device family, which would allow them to renew their SWSS contract at a lower price. In that case, the license entitlement would be set permanently to the lower-series family.	None. The support contract remains with the original device family. If the customer permanently downgrades, they may renew their SWSS contract at a lower price.

Use Case	Policy	Cost
<b>Refresh a device with a next-generation device.</b> <b>Example: 3925 to 4000 Series ISR</b>	<p>This is a special case, and depends on whether the next-generation 4000 Series is considered to be in the same series as the existing device or in a higher or lower series. Depending on the series, the policies outlined above apply.</p> <p>The customer must migrate the software licenses to the next-generation device before the device reaches end of support, at which point their SWSS contact will have expired and they will not meet the portability criteria.</p>	<p>The series of the next-generation device will determine the cost. Depending on the series, the policies outlined above apply.</p>

### Use Case 3: Equipment Refresh—One-to-Many or Many-to-One

- Q.** The customer has two 12-port switches, which they want to combine into one 24-port switch. (Alternately, they have one 24-port switch that they want to break out into two 12-port switches). How does license portability apply?
- A.** This is not allowed. License portability is applicable only for the 1:1 scenarios described in the previous section. See Table 2.

**Table 2.** Equipment Refresh—One-to-Many or Many-to-One Use Cases

Use Case	Policy	Cost
<b>The customer would like to replace two 24-port switches with one 48-port switch, with the total capacity remaining the same (or any other 2:1 combination)</b>	Not allowed.	Not applicable.

### Use Case 4: Moving from a Physical Device to a Virtual Machine, or Vice Versa

- Q.** The customer wants to run some of their Cisco software on a virtual machine. Can they port their licenses over to a virtual machine?
- A.** Yes they can, with a few caveats. The customer must pay an upgrade fee to use the software contained on the physical device as a virtual machine (VM). The price increase is because the software contained within the base platform of the device (such as the operating system) was not included in the original Cisco ONE Software product, but now would be included within the VM offer.

The upgrade price is calculated as the license cost of the Cisco ONE Software product as a VM minus the license cost of the Cisco ONE Software product on the physical device. This is calculated at current list prices, subject to customer-negotiated discounts. Virtual device licensing will be offered in a future release of Cisco ONE Software. More details will be made available with a future release. Cisco will publish upgrade SKUs at that time to enable this licensing.

- Q.** Can the customer port their software licenses to a virtual machine in every use case?
- A.** No, they can't. Not all software included in Cisco ONE Software is capable of running on VMs. When it can be run on a VM, it is subject to the software license policies described in the previous question.
- Q.** The customer purchased Cisco ONE Software for a virtual machine but now would like to run it on a physical device. Can they port their licenses from a virtual machine to a physical device?
- A.** The customer is required to purchase the physical device with the base software platform (such as the operating system) and then is entitled to use the Cisco ONE Software product(s) originally contained on the VM on the new device at no additional charge.

The customer retains license portability rights associated with the original VM, so they could subsequently refresh the physical device back to a VM at no additional charge.

## License Portability Operations

- Q.** How does a customer port the licenses to the new device?
- A.** Initially, the customer will still deploy their physical devices similar to the way they deploy them under the current licensing model. Cisco will provide activation keys and the correct software images for the new devices. Cisco is working on tools to improve the customer experience by enabling more seamless deployment of the software products, license management, and capabilities.
- Q.** The customer is interested in porting one of the licenses in their product to a different device. Can they do that?
- A.** The customer entitlement for portability is at the product level (for example, Foundation for Data Center Networking). These products cannot be unbundled into their components for portability to different devices. Your customer can, however, deactivate all licenses from the original device and port them to a new device.
- Q.** Are all of the software capabilities included within Cisco ONE Software portable between different devices, virtual machines, generations of hardware, and so on?
- A.** The entitlement to the software capabilities is portable, but that doesn't mean that all devices can run all of the software within a Cisco ONE Software product. Cisco will maintain a table that shows what features can be enabled on each device. While the customer is entitled to the features within their purchased software, they need to ensure that the device they intend to operate actually supports those features.
- Q.** How will the customer know whether their company is compliant with the software licensing policies?
- A.** The customer is responsible for remaining compliant with the licenses purchased. This typically matters only at times of hardware refresh. Cisco reserves the right to audit the customer environment through a third party to ensure compliance.

Cisco is creating a software licensing portal that will assist customers in tracking their software license entitlements and determining whether they are compliant. These capabilities will be available in a future release.

- Q.** Do these portability policies apply to software included within the base software platform? For example, the device operating system, controllers, and APIs?
- A.** No, the base software platform is not purchased as part of Cisco ONE Software and is not portable across devices. Because the price of this software is included in the device purchase, this shouldn't be an issue for customers, provided they understand where the base platform capabilities may differ between devices (similar to how they need to understand hardware differences between devices).
- Q.** How do customers migrate equipment and software they already own to the new Cisco ONE Software licensing model?
- A.** Cisco is developing promotional offers that will give customers credit for their existing software license purchases when moving to the Cisco ONE Software model. These will be managed as promotional campaigns to accelerate customers' migration to Cisco ONE Software.

## Midcycle Refresh Questions

- Q.** What if my customer is in the middle of a refresh and wants to transition to the Cisco ONE Software model?
- A.** **Midcycle refresh upgrade opportunities require careful judgment.** We want to do the right thing for our customers and make it easier for them to standardize on Cisco ONE Software, so they can take advantage of benefits such as portability and access to ongoing innovation. But improper use of midcycle refresh SKUs can be disadvantageous for Cisco.

Customers who are in the middle of a refresh cycle can migrate network devices purchased within the last two years to Cisco ONE Software by purchasing a midcycle refresh product SKU. These SKUs can be found in the [Master SKU list](#). There are two types of midcycle refresh product SKUs: (1) full price and (2) discounted. To be eligible for the discounted SKU, a customer must already have purchased an eligible component (see Table 3). The discounted midcycle refresh SKUs are not published on the Cisco Global Price List (GPL), and all orders for these SKUs are kept on compliance hold until the [ask-ciscoone-pm@cisco.com](mailto:ask-ciscoone-pm@cisco.com) alias approves the deal. To expedite the process, please ensure that your opportunity qualifies as described by the scenarios in the table.

**Table 3.** Products Eligible for Midcycle Refresh

Domain	Eligible Product/s
Access—Switching (Cisco Catalyst® 3000 or 4000 Series)	IP Base
Access—Switching (Catalyst 2000 level or 6000 Series)	N/A
Access—Wireless	Wireless LAN Controller plus Cisco Prime™ Infrastructure Lifecycle license
Data center—Compute	N/A
WAN—ISR	SEC License
WAN—Cisco ASR 1000 Series	AES license
WAN (application)—ISR	Unified Communications
Data Center—Networking (Cisco Nexus® 5000, 6000, or 7000 Series)	SBUN license
WAN (Application)—ASR 1000 Series	CUBEE license

For customers that do not qualify for the discounted midcycle refresh SKU, use either the new purchase/new refresh or the full-price midcycle refresh SKUs. Further guidance is provided in Table 4.

**Table 4.** Deal Guidance

Scenarios	Offer
Purchased hardware and eligible software within the last 2 years	Sell midcycle refresh <b>discounted</b> SKU
Purchased hardware but no eligible software within the last 2 years	Sell midcycle refresh <b>full-price</b> SKU
All other midcycle refresh scenarios*	Position the midcycle refresh <b>full-price</b> SKU Discount as needed

\* Doesn't address pricing for migration to a higher-tier device family per the portability policy.

- Q.** Do customers get any discount based on their existing ownership of hardware or software?
- A.** It depends. Cisco ONE Software features both full-price and discounted SKUs. To use the discounted SKUs, the customer **must** meet the eligibility requirements.
- Q.** What if the customer does not have an eligible product?
- A.** If the customer does not own one of the eligible products listed in Table 3, you should use the full-price (not discounted) SKUs.

- Q.** Why do some of the products in Table 3 indicate N/A?
- A.** These Cisco ONE Software products do not have a product eligible for midcycle refresh. You should use the full-price (not discounted) SKUs to migrate them to the Cisco ONE Software model.
- Q.** How do I handle customers with existing Smart Net Total Care contracts?
- A.** Smart Net Total Care covers base OS features and support of the network device. SWSS covers the software in the Cisco ONE Software suites. We should avoid having customers disrupt their existing Smart Net Total Care contracts. However, we can handle migrations to Cisco ONE Software on an exception basis. Please send an email to [ask-ciscoone-pm@cisco.com](mailto:ask-ciscoone-pm@cisco.com) to discuss your opportunity.

For more information regarding midcycle refresh, refer to the [Mid-Cycle Refresh Guide](#) on the Cisco ONE Partner Community.

### Quoting and Ordering

- Q.** How do partners quote and book Cisco ONE Software?
- A.** Cisco ONE Software and services are included on the Cisco Global Price List and are orderable through the Cisco Commerce Workspace (CCW). Each Cisco ONE Software SKU is associated with a hardware device SKU. Thus, if a customer orders a Cisco 2911 ISR, you would include the Cisco 2911 ISR Cisco ONE Foundation, Advanced, and/or Security software licenses for a 1-, 3-, or 5-year term. Order Smart Net Total Care with the desired level of hardware support. Software Support Service (SWSS) is required in the first-year perpetual license and is renewed annually. Subscription-based offers include the license and SWSS coverage in the subscription term, which must be renewed for continued use of the application.
- Q.** My customer already has Smart Net Total Care. Why do they also have to buy SWSS?
- A.** Cisco is a company founded on innovation. Traditionally, when Cisco released new product offerings, either through in-house development or via acquisitions, these products were sold separately to customers. When Cisco released major version upgrades, these were typically bundled with new devices, requiring customers to purchase new hardware and software to receive these new features.

As part of the SWSS contract, customers are entitled to ongoing software updates and upgrades. If those features won't run on existing, outdated devices, software portability provides the ability to transfer that software to the latest models (fees may apply for upgrades). Additionally, as Cisco incorporates new products and features into the Cisco ONE Software suites, customers with an active SWSS contract are immediately entitled to those latest capabilities. Cisco's intent is to regularly add more capabilities to the software suites.

- Q.** Are any subscriptions required after year one of a Cisco ONE Software suite?
- A.** Yes, Cisco Intercloud Fabric™ has a one-year Cisco ONE subscription, and after year one you have to renew the subscription.
- Q.** Why is the product I am ordering on a New Product Hold (NPH)?
- A.** This hold is used to prevent product fulfillment until specific NPI requirements defined by the Cisco business unit or supply chain are met. As the products and services supported by the Software Ops Help Desk are in incubation, many of them are designated as requiring NPH. If you notice that one of your customer's orders is on hold, please reach out to the help desk with the sales order number, and an agent will help you release the hold.

- Q.** Why is there an export compliance hold on my order?
- A.** Orders are export-screened to ensure that they are compliant with U.S. and global export regulations, based on part, shipping point, bill-to address, ship-to address, and end user. If information is required to release an order, the export team will contact the customer. These holds are used on orders containing nonretail encryption products for screening to comply with U.S. regulations.

An export compliance hold is automatically applied when an order is found to have nonretail encryption products. It is either manually or automatically released within 72 hours once the order passes compliance screening by the export ops team. The team will contact a customer within two U.S. business days if an order cannot be released. For more information on the export classifications of products, use the Public Export Product Data ([PEPD](#)) tool.

For additional support, consult the “Support and Resources” section in this document.

- Q.** Why is there a compliance hold on my order?
- A.** This type of hold is used to prevent product fulfillment until specific compliance requirements defined by the Cisco business unit are met. If your order is not processing as a result of a compliance hold, consult the “Support and Resources” section in this document.
- Q.** Is Cisco ONE available in an enterprise licensing agreement (ELA)?
- A.** Yes, a Cisco ONE ELA will be in the pilot phase in FY16. Please contact your PAM for more information.
- Q.** Is Cisco ONE available as part of the Advantage ELA?
- A.** Yes, Cisco Advantage will be in the pilot phase in FY16. Please contact your PAM for more information.
- Q.** I need to find a Cisco ONE equivalent SKU for a traditional product ID. Where can I locate this information?
- A.** This information can be found in the [Cisco ONE Consolidated Mapping Guide](#).
- Q.** I need to expedite an order. How do I go about doing so?
- A.** More information on expediting orders can be found at the following locations: [Obtaining Access to Submit Order Expedites](#) and [Customer Service Central – Order Expedite Automation](#).
- Q.** What SKUs are included in each of the Cisco ONE Software suites?
- A.** For information regarding Cisco ONE SKUs, refer to the [Cisco ONE Master SKU List](#).
- Q.** Where can I find more information about the offer structure for each of the Cisco ONE Software bundles?
- A.** Please refer to the [Offer Structure Guide](#) in the Cisco ONE Software Partner Community.
- Q.** Where can I find more information about not-for-resale (NFR) training and labs for Cisco ONE Software?
- A.** Refer to the [NFR Guide](#) on the Cisco ONE Partner Community.
- Q.** Where can I find additional information about ordering Cisco ONE Software?
- A:** Please reference the [Cisco ONE Ordering Guide](#).

## Pricing and Promotion

- Q.** With the Cisco ONE Software model, will customers be forced to buy all Cisco software instead of purchasing software features a la carte?
- A.** Cisco ONE Software offers our customers two ways to buy Cisco software. Customers can continue to purchase Cisco software features as they always have, by purchasing hardware and then buying select software capabilities and building a custom package. With Cisco ONE Software, customers have a new consumption option: Customers can buy a hardware platform and license the software separately. Cisco ONE Software products provide combinations of applications and features to address the most common business use cases at our most attractive prices. These provide the customer with improved deployment flexibility and portability to better support their business outcomes.

- Q.** Some customers may find that Cisco ONE Software forces them to purchase more than they need, and many may prefer buying their software a la carte. How do you respond to this?

- A.** Customers still have the option to buy the software a la carte. Cisco ONE Software is an addition to, rather than a replacement for, the current model.

- Q.** What is the difference between perpetual and subscription licensing?

- A.** Cisco ONE Software offers both perpetual and subscription licensing models. In the subscription model, the customer pays an annual fee that includes the cost of the right-to-use license(s) term and the cost of Software Support Service for software support, suite updates, version upgrades, and license portability. If the customer decides to cancel the subscription, they lose the right to use the license(s).

In the perpetual model, the customer pays the entire cost of the perpetual right-to-use license(s) at the time of purchase. The customer must maintain an annual SWSS contract in order to get software support, updates, upgrades and license portability rights. If the customer stops paying the SWSS contract, they can continue to use the license on that device. However, they would not be eligible for support, updates, upgrades, or license portability if they move to a new device in the future.

- Q.** Do customers have to prepay for the full term of their Cisco ONE Software subscriptions?

- A.** Customers have the option to prepay for one or more years of Cisco ONE Software subscriptions. Cisco ONE Software is offered in a one-year minimum term. Cisco will introduce annual payments for subscription in CY16.

- Q.** What profitability programs are available to Cisco partners selling Cisco ONE Software?

- A.** Cisco ONE Software is part of the Cisco Value Incentive Program ([VIP](#)), which offers up to a 15 percent rebate on the software. Other eligible promotions include the Cisco Opportunity Incentive Program ([OIP](#)), which offers up-front discounts for creating net-new demand, and the Cisco Teaming Incentive Program ([TIP](#)), which rewards partners for value-added opportunities on deals initiated by Cisco. Services rebates for Cisco ONE Software are available through the [Cisco Services Partner Program](#). For partners hoping to build labs or increase training on Cisco ONE Software, the standard not-for-resale ([NFR](#)) rates apply. For any other information regarding partner promotions, visit the [Incentives & Promotions](#) page on Partner Central.

- Q.** What promotions are available to Cisco partners selling Cisco ONE Software?

- A.** In addition to the profitability programs for partners, Cisco offers a set of promotions for Cisco ONE Software. These include the Cisco ONE Enterprise Cloud Suite SWSS Promotion when purchasing Cisco ONE Foundation for Compute/Enterprise Cloud Suite ([more information](#)), the Cisco ONE Wireless Promotion for

migration to new 5520 or 8450 wireless controllers ([more information](#)), and the Winning with Wireless Promotion ([more information](#)).

- Q. What VIP rebates are available for Cisco ONE Software?
- A. For general information, refer to the [Cisco ONE VIP 26 Overview](#). For more detailed information, refer to the [Cisco ONE VIP 26 Matrix](#).
- Q. Is the Cisco Services Partner Program available for Cisco ONE Software?
- A. Yes, it is available. For information, go to the [Cisco Services Partner Program](#) website.

### Competitive Questions

- Q. What advantages does Cisco ONE Software have over similar software packaging strategies from VMware, F5, or others?
- A. Many of these vendors concentrate on specific areas of the network. VMware, for example, focuses solely on the data center. Cisco ONE Software provides solutions across the data center/cloud, WAN, and access, with security overall.

Cisco ONE Software provides higher value with our products, which include functionality not available from these vendors. Cisco ONE Software is also easier to purchase—value is packaged into simple products compared to other vendors' solutions, where a customer has to choose a la carte and work with other vendors to get a complete solution.

- Q. What advantages does Cisco ONE Software have over point product vendors that sell only one networking technology?
- A. Cisco ONE Software extends across data center, WAN, and access, with both built-in and appliance-based security. It is organized around common customer use cases, allowing customers to consider business outcomes in their planning. This works well in displacing point product vendors who can't discuss cross-network or business-enhancing solutions.
- Q. What advantages does Cisco ONE Software have over point product vendors that sell multiple technologies, such as HP?
- A. Cisco ONE Software takes a solution or use-case approach to solving customer problems. This distinguishes it from pure technology vendors, which are more product focused.
- Q. How can Cisco ONE Software help raise barriers to entry for our competitors?
- A. When customers purchase Cisco ONE Software products, they receive many packaged capabilities that can be used as a barrier to entry for competitors. Let's take the example of Juniper.

Cisco ONE Software provides additional value not available with Juniper. For example, our Cisco ONE for WAN suite includes Application Visibility and Control (AVC) and Wide Area Application Services (WAAS)—features that a customer would have to purchase from Juniper's partner, Riverbed. Likewise, the Cisco ONE for Access suite includes all of the functionality for an integrated wired and wireless network. With Juniper, a customer now has to purchase wireless from Aruba.

In addition, the software license portability available in Cisco ONE Software keeps costs low at the time of network refresh. The costs savings available due to license portability encourage customers to remain with Cisco at network refresh time, and not issue a new RFP to multiple vendors.

### Services/SWSS Questions

- Q.** What service offerings and programs are available in Cisco ONE Software?
- A.** The service offerings and programs available in Cisco ONE Software are Smart Net Total Care, SWSS, Partner Support Service, and Combined Services.
- Q.** Is Software Support Service (SWSS) required with Cisco ONE?
- A.** SWSS is required in the first-year perpetual license and is renewed annually.
- Q.** What does SWSS cover?
- A.** SWSS provides the benefits of license portability, software technical support, continuous innovation, updates and upgrades, and software enhancements to Cisco ONE Software products, as shown in Table 5.

**Table 5.** Features Included in SWSS

Software Support	24 x 7 Cisco TAC Support	Registered Access to Cisco.com	License Portability	Access to Software Innovation	Suite Software Updates
Software Support	√	√	√	√	√

- Q.** Is Smart Net Total Care required with Cisco ONE Software?
- A.** Smart Net Total Care is not required for Cisco ONE, but is highly recommended.
- Q.** What does Smart Net Total Care cover?
- A.** Smart Net Total Care provides support for hardware and the platform/OS software. It provides many business-critical services, such as advance hardware replacement, global Cisco Technical Assistance Center (TAC) support, and updates to base platform/OS features.
- Q.** Are Cisco ONE Software customers eligible for license portability?
- A.** Customers must have maintained an active SWSS contract from the initial date of purchase, or must reinstate support in line with Cisco’s standard support reinstatement policy.
- Q.** Do customers need a current hardware maintenance and support contract to take advantage of license portability?
- A.** No, customers need to have only a current SWSS contract. While Cisco recommends that customers have both SWSS for their software maintenance and Smart Net Total Care for the additional benefits provided to the hardware devices and OS software, Smart Net Total Care is not required in combination with SWSS for license portability.
- Q.** What are the services discounts within Cisco ONE Software?
- A.** Standard services discount apply; there are no specific discounts for Cisco ONE.
- Q.** If a customer purchases the Foundation SKU and SWSS on an ISR running WAAS, is Software Application Support plus Upgrades (SASU) needed to cover the WAAS software?
- A.** Yes, SASU is required for WAAS software support.

- Q.** I am experiencing challenges quoting services for the ISR platform. I cannot get CCW to quote both Smart Net Total Care and SWSS on the same order. When I add one, the other is deleted. How do I quote both?
- A.** This is a known system limitation that is related to an inability to quote SWSS and SASU on the same order. Until a long-term fix is available, please remove the product ID that has the SASU line item and add both Smart Net Total Care and SWSS to the configuration. Once this has been done, go back to the product options menu and re-add the product line item that was removed. Place the order and then place a second order for SASU coverage.
- Q.** If my customer wants to purchase Cisco ONE Software now, but not use the software immediately, can the purchase of SWSS be delayed?
- A.** SWSS must be purchased within 90 days of the Cisco ONE Software purchase.
- Q.** My customer has existing devices to which they would like to add Cisco ONE Software. These devices are currently covered under a service contract. How would this be handled?
- A.** Customers can add Cisco ONE Software to their existing devices with the purchase of midcycle refresh product IDs and SWSS. Existing service contracts would remain unchanged unless there are more than two years left on a multiyear service contract.
- Q.** Can services be co-terminated with Cisco ONE Software?
- A.** Co-termination is supported by Cisco ONE, and follows the same process as for scenarios that don't involve Cisco ONE Software.
- Q.** If the customer does not choose to buy Smart Net Total Care on the hardware, but purchases SWSS for the software, can the customer still call the Cisco TAC for software issues?
- A.** If the customer elects to purchase only SWSS, they will have support entitlement only for the software contained in the Cisco ONE Software suite. Any software that is outside of the Cisco ONE Software suite, including the base OS that ships with the device, would not be entitled to support.
- Q.** If the customer does not purchase Smart Net Total Care and still needs TAC support for the hardware, but not replacement of the hardware, does SWSS cover TAC support for calls?
- A.** SWSS does not provide any support entitlement for Cisco ONE hardware or for the base OS that ships with the device. For hardware and base OS support, a Smart Net Total Care contract is needed.
- Q.** Once a customer's SWSS contract runs out, how long do they have to make the decision to renew their SWSS contract to remain compliant?
- A.** The customer must renew SWSS within 30 calendar days after the contract end date, or reinstatement will begin from the day after the contract end date.
- Q.** Why does a zero-dollar SWSS SKU display for my hardware line item?
- A.** Smart Net Total Care covers the hardware and base OS. The Smart Net Total Care SWSS option shows up as a zero-dollar ECMU SKU mapped to hardware and exists only due to system limitations. That SKU would be selected only when a customer opts out of Smart Net Total Care coverage. To select a hardware support option, edit services to make the selection. (A fix for this problem will be implemented in 2016.)

### Enablement and Training

- Q.** I would like to increase my knowledge of Cisco ONE Software. Is any online training available to partners?
- A.** Yes, Cisco has a set of e-learning modules available [here](#). To test your knowledge, take the COLT assessment [here](#).

## Smart Accounts

**Q.** What is a smart account?

**A.** Cisco smart accounts are customer- or partner-managed accounts providing full visibility and access control to Cisco software licenses and product instances across a company. Set up on software.cisco.com, smart accounts are similar to an online bank account, where users can store, manage, and move assets from one place to another.

Before customer smart accounts, licenses and entitlements were associated with an individual Cisco.com user ID. This resulted in restricted and limited individualized management and reporting capabilities across the company, as individuals within an organization did not have an enterprise wide view of what software was owned, who was using it, and what was still available for use. This reduced customers' ability to optimize their investment in Cisco software.

**Q.** What is the value of smart accounts for partners?

**A.** Smart accounts enable you to build lifecycle management services via adoption metrics and overutilized or underutilized licenses, deliver operational efficiencies, and intelligently expand sales based on real customer data.

**Q.** How do I create a smart account?

**A.** There are two different types of smart accounts:

- Customer smart accounts: Activate and manage licenses
- Holding smart accounts: Store licenses until they are delivered to the customer

The type of account you want to create depends on your role. Consult the [Smart Account Quick Reference Guide](#) for more information on choosing the right account for you, and for detailed walk-throughs of requesting and setting up a smart account.

**Q.** How do I link a smart account to an order?

**A.** You can find a walk-through of the steps needed to link your customer's smart account in the [Step-by-Step Guide for Ordering and Assigning a Smart Account in Cisco Commerce Workspace](#).

**Q.** How do customers deposit Cisco ONE Software licenses into a smart account?

**A.** Customers can deposit licenses in a smart account via the [License Registration Portal \(LRP\)](#). If a customer's smart account is listed on the order, the product activation key (PAK) consolidation team will deposit it there.

**Q.** I am interested in consolidating all of my customers' Cisco ONE Software PAK-based licenses. Is this possible?

**A.** Yes. Cisco is enhancing your ease of doing business by offering an on-demand PAK consolidation service for Cisco ONE Software purchases. To consolidate your Cisco ONE PAKs and have them deposited into your smart account, please email [licensing@cisco.com](mailto:licensing@cisco.com). You may also contact Cisco Licensing Support at 1-800-553-2447 to speak directly with an agent.

**Q.** I never received my PAKs, or some of my PAKs are missing, or my licenses were deposited in the incorrect smart account. What should I do?

**A.** Please contact the TAC and provide your sales order number or contract number so they can open a case with the support team.

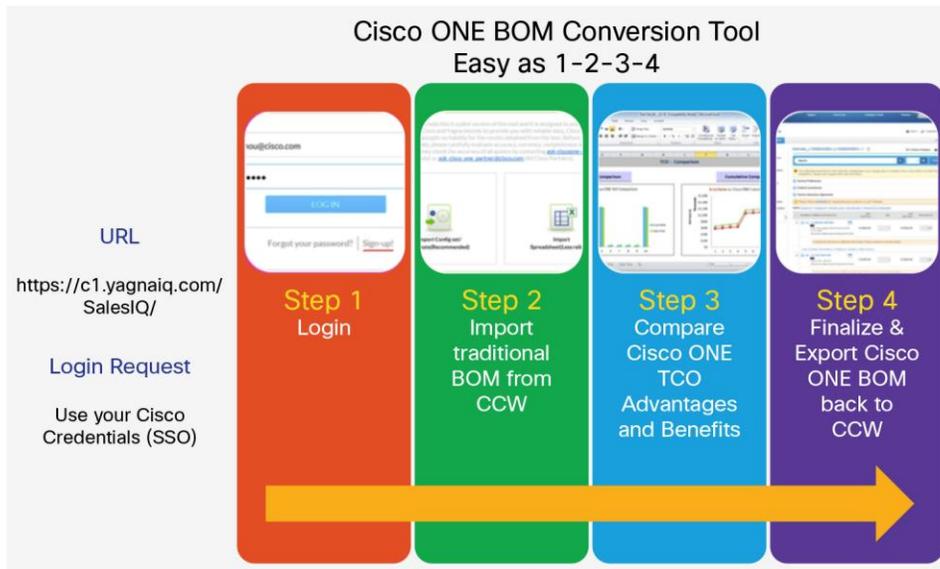
- Q.** Are smart accounts required for all Cisco ONE Software purchases?
- A.** Smart accounts are required only for Enterprise Cloud Suite software purchases.
- Q.** My customer's Cisco ONE Software product is not the Enterprise Cloud Suite. Do I still need to set up a smart account?
- A.** Even if you have a Cisco ONE Software product other than Enterprise Cloud Suite, we highly recommend that you set up a smart account. For Cisco ONE Software orders that do not have smart-enabled products, you can assign PAKs to a smart account. These PAKs will be made accessible to you in the Cisco License Registration portal, <<http://tools.cisco.com/SWIFT/LicensingUI/Quickstart>>. Assigning a customer's Cisco ONE Software purchase to a smart account will let you immediately take advantage of your smart-enabled Cisco ONE Software benefits and have a holistic view into everything the customer company owns. In addition, a smart account lets customers easily assign administrative and management roles, which may save time and effort.
- Q.** How does the right-to-use (RTU) licensing mechanism work? How does a customer consume RTU licenses?
- A.** RTU licenses do not have PAKs (with the exception of Cisco Prime Infrastructure and Cisco Identity Services Engine [ISE]). This software is honor based. You install it and it works. In addition, the customer will receive a physical piece of paper in the box granting entitlement. For Cisco Prime Infrastructure and ISE, the PAKs are manually consolidated and emailed to the partner, account manager, or end customer. Examples of RTU licenses not requiring PAKs include IP Base, Security, APP, DATA, and UC. The licenses received will vary by product. They will be preinstalled on the hardware if the license runs from the box.
- Q.** Where can I learn more about smart accounts?
- A.** More information regarding smart accounts can be found on the [Software Operations Exchange](#). Training can be found [here](#).

## Support and Resources

- Q.** I still have questions. What should I do?
- A.** Ask your partner account team or email [ask\\_cisco\\_one\\_partner@cisco.com](mailto:ask_cisco_one_partner@cisco.com).
- Q.** I am having trouble ordering Cisco ONE Software. Something is not working properly in CCW. Who should I contact?
- A.** Contact the Partner Help Desk.
- Q.** I have a customer who might be interested. What should I do?
- A.** Contact your partner account manager so they can engage a software specialist, or contact the Partner Help Desk. Visit the [Cisco ONE Community](#) for more information.
- Q.** I want to learn more about Cisco ONE Software. Where should I go?
- A.** Visit the [Partner Community](#) for Cisco ONE Software.
- Q.** I want to create a Cisco ONE proposal. Where should I go for presales support?
- A.** Contact the Partner Helpline. Call 800 553-6387 (select options 5-1-1), open a case [online](#), or email [gve-case-escalation@cisco.com](mailto:gve-case-escalation@cisco.com).
- Q.** I have made a Cisco ONE Software sale and have a question or need support. Where should I go?
- A.** For assistance with any postsales question, contact the Cisco Technical Assistance Center (TAC).

- Q.** How can I request access to the Cisco ONE Bill of Materials (BOM) Conversion tool?  
**A.** See Figure 1.

**Figure 1.** Steps for Accessing the Cisco ONE BOM Conversion Tool



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 San Jose, CA

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