Cisco Enterprise Cloud Suite for Service Providers

Cisco Knowledge Network – Data Center

Jan 16, 2018

Agenda

- Cisco ONE Software Suite Overview
- Cisco Enterprise Agreement for Cisco ONE
- Cisco Service Provider License Agreement (SPLA)

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What is Cisco Software?

Cisco software provides customers the latest innovations in networking, infrastructure, collaboration, security, and more. It consists of products (e.g. Cisco ONE), buying programs (e.g. Enterprise Agreement), software management capabilities (e.g. Smart Accounts) and more.

What is Cisco ONE?

- Open Network Environment
- Network automation and more efficient operations
- Hardware, software, services, support
- Physical and virtual services
  - Hypervisors
  - Software Defined Networking
  - Network Function Virtualization
- New licensing model
  - Smart Licensing/Smart Accounts
  - Enterprise Agreements
  - Service Provider License Agreement (SPLA)

Key Differentiators

- Policy Driven – Compute, Networking, Storage
  - Governance
  - Security
  - Standardization
- Ease of implementation and management
- Global Visibility
- Virtual and Physical / Hypervisor Independent
- Single Point of Support System, Network, Storage, Virtualization, Automation, Analytics, 3rd Party SW
- Open API's

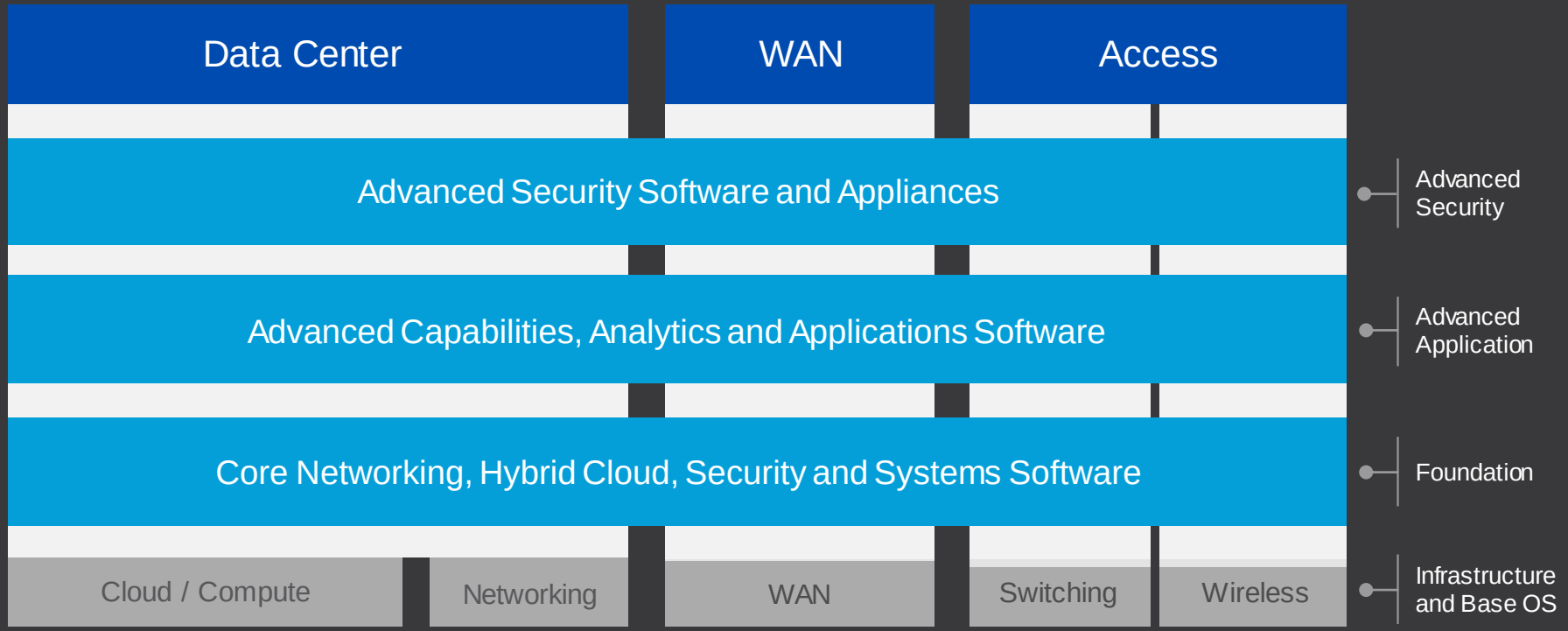
Form Factor Independence

Cisco UCS® Mini Cisco UCS E-Series Servers	Fourth-Generation Cisco UCS	Cisco UCS Integrated Infrastructure Solutions	Cisco HyperFlex™ Systems	Microsoft Azure Stack	Rack Servers: Cisco UCS C-Series and S-Series
ROBO	Mainstream Computing	Converged Infrastructure	**Hyperconverged Infrastructure**	Hybrid Cloud	Scale Out

Edge — **Core Data Center** — Cloud

One Infrastructure Management Model

Cisco ONE Software Suites



Available only as subscription

Cisco ONE ECS Software Suites

Data Center Cloud / Compute

Data Center

Threat Defense for Data Center

ECS - Cloud Management	ECS -Infrastructure Automation	ECS – Big Data Automation	ECS - Service Management	*New!* ECS – Workload Optimization

Cloud / Compute Infrastructure

UCS, x86, VM

cisco

Enterprise Software is Difficult to Manage

25%
Additional Cost of Complexity[1]

75%
Out of Compliance[2]

30%
Plan to Renegotiate Contracts[3]

20%
Pay +$1M in True-Up Costs[2]

93%
Waste Money on Shelfware[2]

Too Many Vendors

Unmanageable Software & Licensing Terms

Never-ending Negotiation & Renegotiation

Unpredictable & Spiraling Costs

Inability to Maximize Investment Value

1. IDC Software Licensing and Pricing Predictions 2016: Top 10 Predictions. 2016, IDC.
2. The State of the (Software) Estate: Waste & Risk Running Rampant in Enterprises. A 2016 Key Trends in Software Pricing & Licensing Survey Report. 2016, Flexera.
3. Cisco Enterprise Agreement: Meeting the Challenges of Shifting Business Trends. How Product and Service Purchasing Must Evolve to Meet Modern IT Requirements. 2017, ESG.

What If There Was an Easier Way?

Simplify Environment

Standardize All Solutions

Lower TCO

Financial Predictability

Free Built-In Growth

Structure & Terms

Available Suites	Multiple in Cisco ONE Software, Collaboration, Security
Terms and Conditions	Single Agreement, Co-Terminus with Investment Protection
Minimum Requirements	Varies Depending on Architecture/Suite
Licensing	Per User or Per Device (Network Security)
Licensing Models	Perpetual and/or Subscription
License Fulfillment	EA Workspace
Capacity	20% Growth Allowance
Agreement Term	3 to 5 Years
Payment Schedules	Upfront | Periodic terms

True Forward License Reconciliation

An annual review of current deployment to account for utilization beyond the built-in 20% growth. No retroactive billing for license used prior to the annual true-forward assessment

Growth Allowance & Savings

The program includes 20% growth allowance only reconciling licenses on an annual basis.

END to END Solutions: Hardware, Software, Services

Infrastructure
Cisco ONE Software / DNA

Switching
Cisco ONE Advantage for Switching[2] | Campus Fabric[3] | Foundation for Switching[3]

Wireless
Cisco ONE Advantage for Wireless[2] | Advanced Mobility Services[3] | Foundation for Wireless[3]

Compute
Cisco Tetration™ Analytics[2] | ECS - Workload Optimization[2] | ECS – Infrastructure Automation[2]

Networking
Data Center Fabric[3] | Foundation for Networking[3]

Routing
WAN Collaboration[3,4] | Foundation for WAN[3]

Cloud
ECS – Cloud Management[2]

Collaboration

- Cisco Spark Flex Plan[2]
- Unified Communications[3]
- Multiparty[3]
- Customer Collaboration[3]
- Prime Collaboration[1,3]
- Prime Collaboration - Contact Center Assurance Option[1,3]

Security

- Email Security[2]
- Security Essentials[2]
- Cloud and Web Security[2]
- Policy and Visibility[2]

Cisco Enterprise Agreement: One Agreement / One Workspace / One Term

Buy a Single Suite or a Combination of Suites

1. End of Sale 8/28/18 | 2. Subscription | 3. Perpetual | 4. Foundation suite optional - See the Cisco ONE Offer Structure for license details

Cisco EA – Minimum Purchase Requirements

Cisco ONE Software Network, Storage, Compute

- Cloud[1] — $500K Net TCV[2]
- Compute
- Networking
- WAN
- Wireless
- Switching

$250k Net TCV[2]

Collaboration

- Unified Communications
- Prime Collaboration
- Multiparty Plus

1000 Knowledge Workers

- Customer Collaboration
- Prime Collaboration - CCAO

250 Contact Center **Agents**

- Cisco Spark Flex Plan

250 Knowledge Workers

Security

- Email Security
- Security Essentials
- Cloud and Web Security
- Policy and Visibility

$250k Net TCV[2]

1. $500K minimum only applies to ECS – Cloud Management | 2. Net TCV = Net Total Contract Value (Software + SWSS)

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Introducing Cisco Service Provider Licensing Agreement (SPLA) – A New Model for a Digital World

Shared Risk, Shared Success

- Reduced up-front investments
- Expenses aligned with service revenues
- Long-term commitment not required

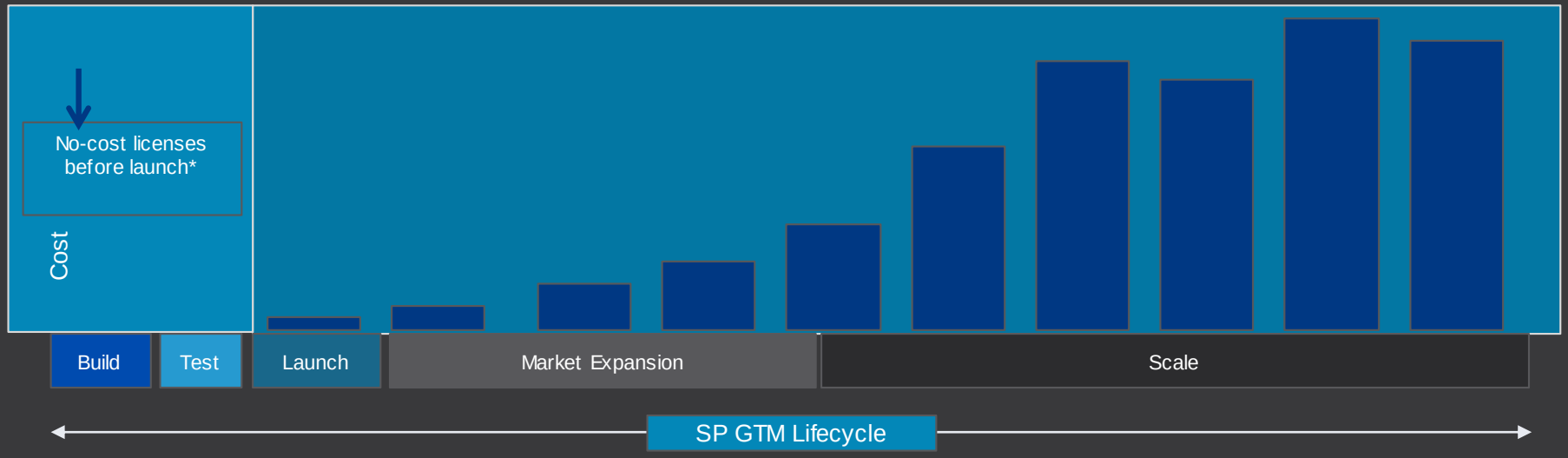
Agility

- Accelerate service innovation
- Easy self-provisioning as business grows
- Portability/flexibility

Simplicity

- Single contract, single (3-yr initial) term
- One order for utility entitlement/monthly postpaid billing
- One price covers product usage, support, and upgrades

SPLA – Licensing Costs Aligned to Your Services Lifecycle



- Deploy licenses in real time as you need them
- Pay monthly only for the licenses you are using

* some SPLA products may require minimum commitments

Simple: Post-Paid Utility Agreement
SPLA Contract Structure

Simplicity

Order of Control: Lowest → Highest

Master Agreement

Systems Integrator Agreement

Fits under your qualified master agreement

Service Provider License Agreement

License Rights
Contractor Rights
End User Terms
Smart Metering
Monthly Reporting
Verification
Term & Termination
Definitions

Covers all mechanics for postpaid utility model

Product Terms
SPLA Attachments

Product Description
License Limitations
License Fees

Select among available SW offers; easy to add more during term

SPLA Lifecycle: Simple, Standard

At Purchase

- Choose products to include in SPLA
- Sign 3-year SPLA agreement under system integrator agreement with price guarantee

In Deployment

- Set up Smart Account for SPLA products
- Deposit pool of licenses into Smart Account

SPLA Lifecycle

In Use

- eploy licenses as needed based on end customer demand
- Upgrade/downgrade/ reuse as needed
- Generate monthly usage report

At Renewal

- Easily renew SPLA at end of term

Ease of Management

Smart Account

Self-Service License Fulfillment

Faster rollouts

Real-Time View of Entitlement and Consumption

Reduce guesswork, delays, audits

Change Management

Easily upgrade or downgrade software

Cisco Software Support

Foundational Support and Software Upgrades

Software Support

- Maintenance
  Minor Updates
  Major Upgrades
- 24x7 Cisco® TAC Support
- Online Support Tools and Community

Business Outcomes

- Protect investment during the term of the SPLA
- Enhance business continuity and reduce risks
- Increase IT productivity and knowledge

What Can You Buy Under SPLA?

	Available	In Progress	Under Consideration
Infrastructure	Cloud Services Router 1000 virtual (CSR1000v) WAN Essentials/ISRv WAN Foundation/ISRv	Virtual Wide Area Application Services (WAAS)	Virtual Cisco Unified Border Element (vCUBE) ISR 4000 ISR 1100
Security	Adaptive Security Appliance virtual (ASAv) firewall Advanced Malware Protection (AMP) for Endpoints	Next Gen Firewall virtual (NGFWv) Email Security (ESAv), Web Security (WSAv) Cloud Email Security (CES) Stealthwatch Cloud, Umbrella	NGFW for Firepower appliance
Cloud	Cloud Center		
Orchestration & Services		Network Services Orchestrator (NSO)	Virtual Managed Services – Intelligent WAN (VMS-iWAN)

This roadmap is subject to change at the sole discretion of Cisco, and Cisco will have no liability for delay in the delivery or failure to deliver any of the products or features set forth in this document.

References

- Cisco ONE Landing page: http://www.cisco.com/go/one
- Cisco ONE for Data Center Networking Data Sheet: https://www.cisco.com/c/en/us/products/collateral/software/one-data-center/datasheet-c78-733010.html
- Cisco Enterprise Cloud Suite: https://www.cisco.com/c/en/us/solutions/data-center-virtualization/one-enterprise-suite/index.htmlGlobal
- Cisco Enterprise Agreement: https://www.cisco.com/c/en/us/products/software/enterprise-agreement.html

Wrap Up

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