



Services Entitlement Overview

What is Services Entitlement?

An Entitlement is the set of privileges Customers & Partners receive when purchasing a Cisco Service Agreement.

Based on the type and terms of your Cisco Services support contract or subscription, you may be eligible for one or more of the following service elements, to help ensure your network is available and reliable.

- Cisco Technical Assistance Center (TAC) support
- Hardware replacement
- Licensing for software and hardware
- Software downloads
- Access to the Cisco support website

User registration is required to access any of these service elements.

Proactively managing user access to Entitlements helps Cisco provide faster, more accurate service based on actual hardware configuration and software version.

Cisco Technical Assistance Center (TAC) Support:

Remote technical support is offered by the Cisco Technical Assistance Center (TAC). Depending on the terms on your service agreement, the Cisco TAC provides telephone support worldwide, 24 hours a day, 7 days a week.

Hardware Replacement:

Also known as Return Materials Authorization (RMA), this is the ability for you to return a product deemed to be defective and to receive a replacement at the service level specified in the terms and conditions of your service agreement.

Licensing for Software and Hardware:

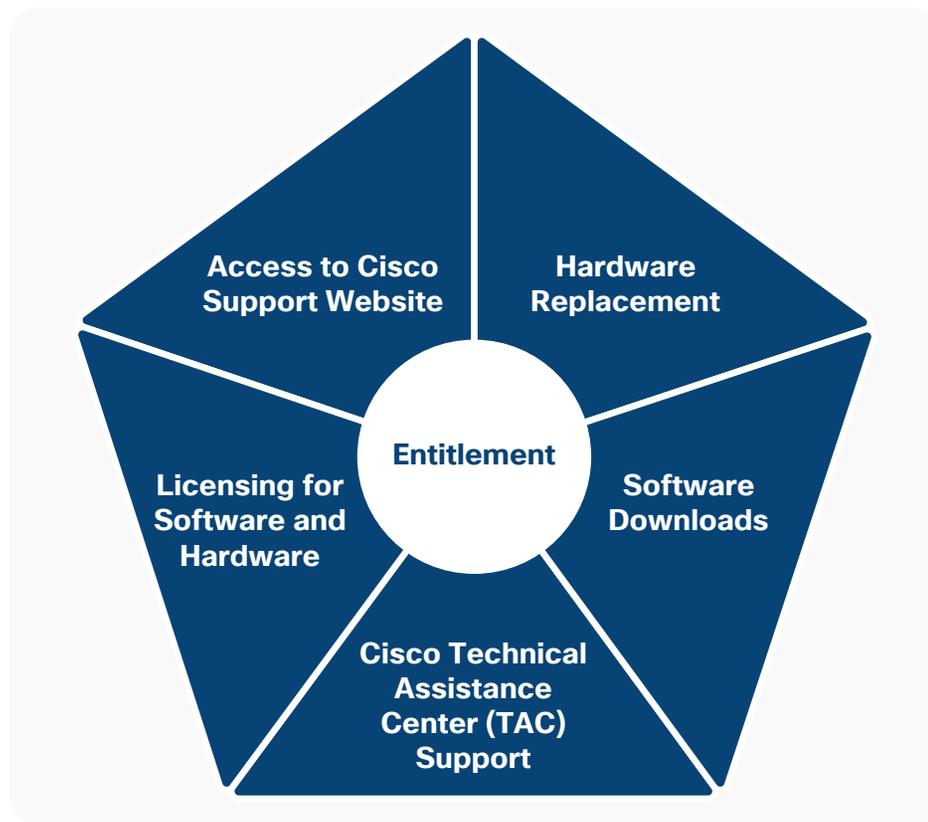
Some Cisco products require a license file to activate software. Typically, you will receive a Product Authorization Key (PAK) upon purchasing a Cisco product. You will then register the PAK and receive an email with the license information. Registration of a license key on [Cisco.com](https://www.cisco.com) enables you to obtain enhanced functionality and features for a hardware/software product.

Access to the Cisco Support Website:

Having a valid service agreement enables you to access additional features and tools in the Cisco support website. The website includes a comprehensive knowledge database, interactive consulting tools, technical tools, and product information.

Software downloads:

Access to software downloads is provided depending on the terms of your service agreement. The type of software available for download is defined by your service agreement and might include: access to software application updates, including bug fixes, maintenance, and minor releases; software application upgrades, which might include significant architectural changes and new features and functionality; and Operating System (OS) updates within the licensed feature set. By granting user access to service entitlements that include this element, you may download software through the [Download Software](#) tool and/or the [Product Upgrade](#) tool.



Why correct entitlement matters

Correct entitlement is important in order to meet the demands of your business, by delivering high quality services.

Providing accurate information for your Cisco product purchases will ensure you have smooth access to support services.

There are a number of ways that proper entitlement of your hardware and software products to a Cisco service contract benefit you:

- Entitlement to service for the majority of Cisco customers requires product or device level information – specifically that Serial Numbers or Product IDs are listed on an active service contract
- Valid serial number and service agreement information ensures that Cisco can more effectively direct your service requests to the right experts and ultimately improve the service and support provided at the service level you have purchased
- Proactively granting user access to entitlements helps you obtain smooth and timely access to Cisco’s support resources based on the terms on your service agreement
- You receive the appropriate level of purchased support with minimal call wait times because time is not wasted addressing issues with access to service
- Potential delays in the delivery of replacement parts are minimized because we can ensure depot inventories are stocked with the right products in the right locations
- Correct entitlement management protects your business from potential fraud and abuse
- Correct entitlement helps minimize business risks associated with the following:
 - Delays in device restoration, especially in areas of advanced technology
 - Receiving replacement parts that might not be Cisco authorized parts
 - Inability to transfer the Cisco IOS® Software license for unauthorized hardware component replacements in the network
 - Unexpected costs that might arise due to extended device or network downtime
 - Regulatory compliance

Difference between services contracts and warranty

All Cisco hardware products are covered by warranty for a minimum of 90 days. Some products have longer warranty coverage periods. Cisco warranties apply to the customer or original owner (the individual or company that purchased the product for their own use), also referred to as the end user.

Most hardware product warranties provide 10-day advance hardware replacement but do not entitle the end user to TAC support or unrestricted access to the support tools and resources on Cisco.com.

Cisco and authorized partners offer a variety of proactive support services that provide comprehensive support coverage to help you maintain a reliable and resilient network and extend the value of your IT investment.

	Service Support Contract*	Warranty**
24/7 TAC access	Yes	No
OS updates and upgrades	Yes	No
Application software updates and upgrades*	Yes	No
Online technical resources	Yes	No
Hardware replacement in as little as 2 hours	Yes	No
Proactive diagnostics and alerts	Yes	No
Renewable contracts	Yes	No

* Subject to terms and conditions in the service contract

** Warranty terms vary—check Warranty Finder for specific warranty details

Software under warranty

This guarantees that the physical media on which the software is furnished is free from defects or it will be replaced by Cisco. The warranty also guarantees that the software substantially conforms to the published specifications for the product. The Cisco software warranty applies to the existing version of the software and does not include new releases or Cisco TAC support. A service agreement may be required for major and minor updates.*

Software under Cisco Services Support agreement

Customers receive the latest software fixes and functions to maintain software security and performance. Technical assistance through the Cisco TAC is available for dealing with software issues that decrease network availability. Without a Cisco Services support agreement, customers will need to pay for all Cisco IOS Software updates, as well as updates to other network application software, per release.

Visit our [Service Finder](#) to find the appropriate support service for your Cisco products.

To find the specific warranty for your product, visit the [Cisco Warranty Finder](#).

Service request process: Making sure you get the support you need

Customers and partners who purchase services where support is provided directly by Cisco are required to provide the following information when requesting for Cisco TAC support or hardware replacement:

- Valid serial number of the impaired part
- Valid serial number of the chassis (if the impaired part is not a chassis)
- An active service agreement
- Product ID with active service agreement coverage for standalone software applications
- Severity level of the service issue (severity 1, 2, 3, or 4)

* Some products are covered under Limited Lifetime or Enhanced Limited Lifetime Warranties. For these products, bug fixes and minor updates can be obtained from the Cisco TAC.

Additional information that will assist in the determination of entitlement includes:

- Cisco product ID of the impaired part (example: CISCO2501) and its configuration
- Install site information (customer name, address, country)

Service delivery turnaround time typically is based on reasonable commercial effort during the first 30 days after the initial purchase of the service agreement. This timing may vary, however, depending upon the specifics of your service agreement.

Customers who purchase Collaborative Services from a Cisco partner should contact the partner for all support related issues. If you purchase services through your partner and do not know the details of your support plan, contact your partner.

What happens if there is no valid serial number?

Services entitlement is managed by Cisco Global Service Relations (GSR). This contact center provides entitlement validation and enforcement support for customers who require assistance in determining if they are entitled to Cisco Services. Cisco GSR researches cases in which entitlement validation was unsuccessful. Unentitled customers can choose the following:

- Contact their equipment or service supplier to discuss service coverage options
- For hardware replacement, purchase replacement parts or equipment from Cisco or your equipment and service supplier
- Opt for no support

Protecting your network against service abuse

Monitoring abuse

Cisco adopts active measures to control service abuse such as suspicious contracts, service contract abuse, service order non-returns, stolen serial numbers, stolen contract information, and service to counterfeit and stolen products.

Cisco monitors service usage, looks for trends that might indicate abuse, and contacts your account team if abuse is suspected. Cisco maintains a watch list of all fraudulent activities that the Service Relations team can refer to as part of the entitlement check procedure. Service abuse may result in legal action being taken.

Secondary market products

[Used and secondary market equipment](#) is not covered under the Cisco standard warranty and cannot be covered by a Cisco Services support contract unless the software is relicensed and the equipment has passed inspection.

The [Cisco Hardware Inspection and Software Relicensing Program](#) is designed to help ensure legal compliance and supportability of products that are used, from the secondary market, or of unknown origin, helping to deter service and hardware replacement abuse.

In general, Cisco hardware may be freely resold or leased, but the embedded Cisco software that runs on the hardware, as well as Cisco standalone software, is not transferable. Purchasers will need to acquire a new license for the software before a service contract can be validated.

This process protects your network by helping to ensure that the equipment is in proper condition, is using the safest and most appropriate software, is performing up to specifications, and can deliver the full value you expect.

Refer to the [Cisco Software Transfer and Relicensing Policy](#).

What can you do?

To minimize entitlement issues, you are advised to do the following:

- Keep service contracts up-to-date with moves/adds/changes.
- Make sure your Cisco.com account profile has been granted access to all the appropriate entitlements from your subscriptions and service contracts.
- Avoid using public email (Hotmail, Yahoo, and so on) when contacting Cisco for service. This is a red flag for abuse and might cause unnecessary delays.
- Arrange inspection and relicensing of used Cisco hardware before adding to service contracts.
- Make sure the product for which you are downloading software is covered under a valid Cisco service agreement.
- Contact your Cisco partner or service account manager for information about your current service agreement(s) or to learn more about purchasing service agreements, licensing Cisco software, and purchasing feature set upgrade licenses.

Access to services

If you will be requesting access to Cisco Services, it is important to proactively ensure access to all of your entitlements from your Cisco.com account, so you can rapidly engage Cisco support.

If there is an existing administrator assigned to manage access to your entitlements, your request will be automatically forwarded to that administrator. In the event that there is no administrator assigned, Cisco will process your request.

Cisco will validate the requested service agreements affiliated with your company and will grant access to your Cisco.com ID, if appropriate. At any time, you can request access to additional agreements by going to the [Cisco Profile Manager](#) and completing the steps listed below.

If you have purchased services where your Cisco partner is the primary point of contact for support, contact your partner for access to all services.

If you do not know your service contract numbers, contact your Cisco service account manager or your Cisco partner account manager to obtain a complete list of your service contract numbers.

If you have purchased services that allow you to contact Cisco directly, obtain access to entitlements from your Cisco.com account via one of two ways:

1. **Through your company's administrator.** Cisco provides administrators with tools to manage user access to entitlements for your organization.
2. **If your company does not have an administrator** or you do not know who the administrator is, follow these steps to request support access:
 - a. Log into Cisco.com and click on the **account login/logout link** on the upper right corner of the screen
 - b. Select the link to **Manage CCO Profile** or **Manage Account**
 - c. Select **Customer Profile Manager**, then click the **Access Management** tab
 - d. On the **Services and Support** sub-tab, click **Add Access**
 - i. If you purchased a collaborative service contract from a Cisco partner, you are only entitled to Software Download, support tools, and entitled content on Cisco.com
 - ii. If you purchased a Cisco-branded contract (either directly from Cisco or from a Cisco partner), you are also entitled to TAC and RMA case creation
 - e. You can request access by entering the appropriate Bill-to ID (for partners and direct customers only), contract number or Serial Number and clicking Submit

Cisco provides administrators with administrative tools that enables the administrator in your company to manage access of the user base to Cisco Services. Administrators can flexibly grant user access to Technical Assistance Center support, hardware replacement, and software downloads, for specific individuals.

Managing user access using smart accounts

Use this approach to manage user access to Smart-Licensed software, or if you have migrated your service agreements to Smart Access. For more information and training, see the [Cisco Smart Accounts website](#).

Managing user access using bill-to ID

Use this approach if you are a partner or a direct customer, are the bill-to company on your contracts and want to make sure your engineers or support teams have service access to all contracts sold under that bill-to ID. For more information and training, see the [Service Access Management Tool website](#).

Managing user access using contract number

Use this approach if you are a customer who purchased service from a Cisco partner, or you are the bill-to company on your service contracts but want to only give user access to specific contracts to contact Cisco directly for support. For more information and training, see the [Service Access Management Tool website](#).

Requirements for software downloads and licensing

Customers and partners are required to have active service agreements with the appropriate service options in order to:

- Download Operating System (OS) software updates from Cisco.com
- Upgrade and update standalone software applications
- Obtain licenses for Intrusion Prevention System (IPS) subscription devices: Customers are required to provide a serial number, contract number, purchase order number, sales order number, and Product Authorization Key (PAK) of the license to register online for their license key

Cisco IOS Software and OS software can only be downloaded for products covered under active service contracts. Cisco's [end-user license agreement](#) provides more details on the terms and conditions for downloading software and signature files.

Software licensing compliance

Licensing procedures can vary depending on the product. The best place to start is [Cisco Software Central](#). For products not using Smart Licensing, selecting "Traditional Licensing" will take you to the License Registration Portal. The Introduction video provides an overview of the portal. If you are having trouble locating the help you need, the Virtual Chat Assistant should be used to interactively provide answers to your questions for both PAK based licenses and Smart Licenses. The assistant will also have the option to live chat or open a case with licensing if you are not finding the answers to your questions.

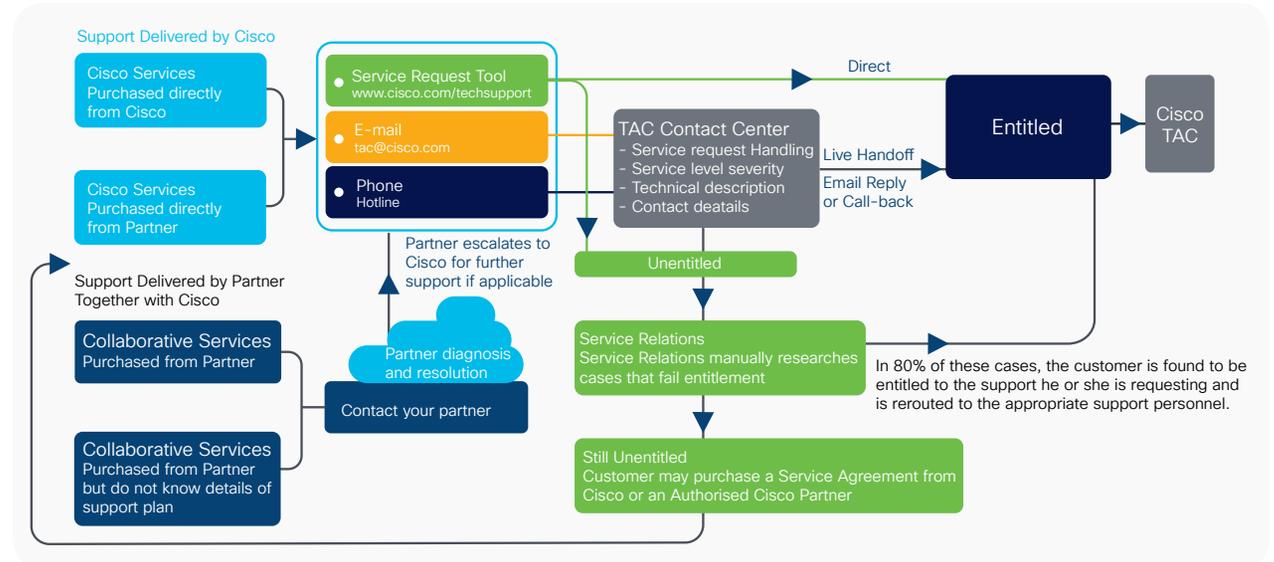
For products using Smart Licensing, selecting "Smart Software Licensing" will take you to that portal.

Supplier evaluation checklist

- ✓ Is the provider an authorized Cisco partner?
- ✓ Will all serial numbers of devices be entitled to receive support from Cisco?
- ✓ Will all hardware replacement be fulfilled from Cisco authorized sources? If not, where will the replacement parts come from?
- ✓ Will OS updates be available for all covered serial numbers?
- ✓ Will my application and OS software license obligations be met when a hardware component is replaced? In other words, will the software license be transferred?
- ✓ Will Cisco TAC support be available for all serial numbers under contract? If not, which serial numbers will be supported?
- ✓ Will the service provider agree to demonstrate proof of entitlement?

Note: Before making a purchase decision, it is important to know that the prospective supplier is able to meet the above requirements satisfactorily.

Do you know the details of the support plan from your partner?



Making sure you receive full services entitlement through your partner

You receive two levels of services entitlement if you are purchasing a service agreement from an authorized Cisco partner:

- The partner service contract. This is the agreement between the partner and you.
- The Cisco services agreement between the partner and Cisco. This entitles the partner to offer the privileges and service levels to you as outlined in the agreement.

If you are purchasing Cisco Services from an authorized Cisco partner or reseller, you are advised to step through the following checklist when considering responses or assessing quotations. This helps to ensure you receive full entitlement to the appropriate Cisco service elements through the partner you purchase services from.

Quick reference: Action paths to obtain support

What I Need	Cisco Services Purchased Cisco Services directly from Cisco or from Cisco partner, support delivered by Cisco	Collaborative Services Purchased from Cisco partner, support delivered by partner together with Cisco
I need to obtain technical support from Cisco TAC	Open a service request using Support Case Manager, or call Cisco	Available through your partner. The partner will be your point of contact for all service issues for you. The partner will escalate to Cisco when additional assistance is required
I need to replace a defective part or hardware device	Open a service request using Support Case Manager, or call Cisco	Available through your partner. The partner will escalate to Cisco when additional assistance is required
I need to access the Cisco support website for knowledge base and other advanced tools	Request access to full set of resources via the Access Management tab in the Profile Manager	Contact your partner to obtain access to additional resources on the Cisco support website
I need to download Cisco IOS Software updates or standalone software application updates	Access from Download Software tool	Contact your partner for details on how to download these updates or request access via the Access Management tab in the Profile Manager
I need to upgrade a standalone software application	Use Product Upgrade Tool	The Partner can use the Product Upgrade Tool to obtain the software upgrade on behalf of the end customer
I need to rehost the Cisco IOS Software license from a defective system with the replacement device	<ol style="list-style-type: none"> 1. Determine the product ID and serial number of the returned device and of the replacement device 2. Go to the Product License Registration page on Cisco.com and enter these numbers, and optionally, a Return Material Authorization (RMA) number 3. The Product License Registration tool automatically determines the licenses associated with the defective device and issues a new license 4. Install the new license on the replacement device. Refer to the Cisco end-user license agreement 	Contact your partner for license rehosting. Refer to Cisco end-user license agreement

More information about licensing for software and hardware

[Product License Registration](#)

[Cisco IOS Software Activation](#)

[Cisco Hardware Inspection and Software](#)

[Relicensing Program](#)

[Cisco Software Transfer and Relicensing Policy](#)

Requirement	Cisco Services Purchased Cisco Services directly from Cisco or from Cisco partner, support delivered by Cisco	Collaborative Services Purchased from Cisco partner, support delivered by partner together with Cisco
Associating Service Contracts with Cisco.com User Profiles	Use the Service Access Management Tool View contracts currently associated with user profile Request additional contracts be associated to user profile	Contact your partner
Creating a Service Request	Open a service request at the Cisco TAC	Contact your partner

Useful information and tools

Services Community

[Services related Topic Discussions](#)

Understanding the differences between services and warranty

[Warranty Finder](#)

[Service Finder](#)

[Non Entitlement Policy](#)

Understanding service coverage

You can check service coverage for a product by entering the Serial Number in the '[Check Device Coverage](#)' Tool.

If you are unable to locate the serial number, contact the Cisco Technical Assistance Center (TAC), and a representative will provide further assistance. [Click here for the list of contact phone numbers.](#)

Updating service agreements

- If you have purchased directly from Cisco, service agreement information can be updated using the Cisco Commerce Workspace, where you can view service agreement information or request serial number and other data changes. Access to the Cisco Commerce Workspace requires a registered Cisco.com user ID
- You can also request updates to service agreements by contacting the authorized Cisco reseller from whom you have purchased services
- Alternatively, you can send an email to cs-support@cisco.com to request updates