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INTRODUCING THE CISCO ENTERPRISE AGREEMENT

Your technology needs are always evolving.

Even the most sophisticated IT departments have difficulty procuring, deploying and managing the thousands of assets in their enterprise IT environments. Staying on top of licensing arrangements with hundreds of vendors requires more time and resources than your organization can spare. Routine licensing tasks absorb time and effort better spent on higher-value tasks like prioritization and optimization.

IT leaders need a predictable, straightforward way to buy, access and manage software assets across the enterprise.

The Cisco Enterprise Agreement (EA) helps organizations make sense of their software licensing landscape. The 3- and 5-year agreements provide enterprise-wide coverage of predefined Cisco deployments with simplicity, flexibility and value.
Softchoice makes it easier to get the most of your Cisco EA investment with:

• Data-driven insights of your Cisco licenses based on your organization’s usage
• Full support and training for license management through Cisco EA Workspace
• Custom deployment roadmaps that accelerate time-to-value while meeting your needs
• Optional managed services to let your IT team prioritize value-added initiatives

**Simplicity**
- Choose from single agreement, term and workspace licenses
- Condense your software SKUs into simple custom subscriptions
- Sign a single licensing agreement covering your worldwide organization
- Cover your Cisco infrastructure, security and collaboration deployments

**Flexibility**
- Take advantage of various payment options
- Access the latest Cisco software
- Pay according to your budget and schedule
- Scale with your needs through organic growth, updates and upgrades

**Value**
- Enjoy a 20% growth allowance and industry first “True Forward” billing, putting an end to retroactive billing for growth
- Control costs through volume pricing, predictable budgeting and investment protection
- Expand and adjust your entitlements as needed
The Cisco EA helps enterprises meet deployment requirements, be more responsive and enhance the bottom line.

**The key components of the Cisco Enterprise Agreement include:**

- Standardized 3- or 5-year contract for Cisco Infrastructure Software EA, security and/or collaboration suites
- A 20% growth allowance
- Annual “True Forward” billing
- Access to the Cisco EA Workspace
- Complete, cross-organizational software coverage
- License portability across cloud, virtual and on-premises platforms
- Investment Protection

**Term & Structure:** The Cisco Enterprise Agreement offers a convenient single term of three or five years, payable at a fixed price for the term. Having one contract in place eliminates the need to manage multiple solutions co-terminating at various times.

Under a Cisco EA, you have the option to pay upfront or spread payments out depending on your organization’s budget cycles. If you’re using Cisco software on a consumption-based model you can take advantage of the subscription payment process. Additional financing is available through Cisco Capital.

**Software Suite:** A grouping of products purchased under the Cisco EA. These could include a combination of perpetual, software-as-a-service (SaaS or subscription) and support services. Customers may purchase one or more suites under a single Cisco EA.

Today, the Cisco EA includes collaboration, Cisco DNA, and security suites. For more information, consult the Suites Overview.
SECTION 2: BASIC TERMS

20% Growth Allowance: During the term, you have the option to add perpetual, SaaS and support services up to 20% of the number of knowledge workers or applicable devices free-of-charge. This allowance is applicable to security and collaboration enterprise agreements.

EA Workspace: A simple, enterprise-wide tool for software management and provisioning. It serves as a common platform enabling you to provision and manage licenses, generate licenses without the need for product authorization keys (PAKs) and uses a smart account to manage access to licenses under the agreement.

Knowledge Worker: Knowledge workers are your employees and contractors who use devices as a normal part of fulfilling their job duties. You’ll find this definition in the Cisco EA End User Information Form, which these users must sign.

True Forward: An annual billing adjustment process accounting for growth in the Cisco EA. This approach eliminates retroactive billing for growth through industry-standard “true-ups.” If you consume 20% beyond your initial entitlements, the True Forward will account for the growth from the next anniversary until the end of the term.

Minimum Purchase Requirements: Some Cisco EAs require a minimum purchase. These include EAs with security software, and any cloud-based network or infrastructure software. Also, any EA with collaborative software requires a minimum purchase of 250 or 1,000 knowledge workers, depending on the suite selected.
It’s common for organizations to hold hundreds of software applications, maintenance and service contracts. Often, these involve varying terms and arrangements with multiple vendors, however not having access to software when you need it creates headaches for IT leaders and lines of business (LOB). At the same time, poor visibility into software license expenditures creates financial and compliance risks.

The Cisco EA provides centralized license management with predictable pricing for enterprise Cisco software deployments.

**Predictable**
The Cisco EA consolidates all licenses under a single agreement, with the same terms and the same co-termination across the software suites covered. All agreements will be available for three or five years and feature not-to-exceed (NTE) pricing throughout the term. This guarantees predictable pricing and budgeting regardless of software price increases over time.

**Portable**
Software licensing is portable under the Cisco EA, giving you the flexibility to deploy software whether on cloud, on-premises or virtual hardware. You can install the latest versions and security patches free-of-charge. This means under the Cisco EA, you enjoy a lower risk of service disruption due to inflexible licensing terms.
Standardized
The Cisco EA covers various architectures across your entire organization. This means cloud-based and on-premise solutions can live under the same agreement. This cross-architecture standardization streamlines procurement and simplifies the organization’s software consumption, access and upgrade cycle.

Hassle-free Bundled Hardware
Under the Cisco EA, you can acquire EA-covered software at no cost at the time of delivery. Cisco tracks the EA-covered software and hardware under standard Cisco EA software terms, subject to the overage allowance and True Forward billing. Customers are free to bundle the hardware and software together under their current EA, with all the relevant contract terms and conditions as stated.

Even under a single agreement, maintaining a full enterprise Cisco software deployment is challenging. Softchoice helps Cisco EA customers save time by simplifying the process of ordering and managing licenses using Cisco’s EA Workspace portal.
To remain agile and competitive, you need a simple, flexible process for purchasing and managing software agreements. An enterprise license agreement (EA) offers financial benefits that relieve some of the procurement and maintenance challenges.

In the past, you entered EAs with software vendors to take advantage of volume discounts and credits for existing licenses. This approach worked well when your IT department could predict usage over the course of three or more years without difficulty.

Today, the pace of change makes predicting growth nearly impossible. For this reason, committing to an inflexible number of users is a considerable risk.

**LET YOUR LICENSES EVOLVE WITH YOU**

As under an industry-standard EA, Cisco extends credit for existing software licenses toward the purchase of the Cisco EA. It also offers a competitive 20% growth allowance.

During the Cisco EA term, you may realize you’ve underestimated the number of users or devices needing coverage. In this case, the Cisco EA allows you to extend coverage up to 20% of the initial number at no additional cost. The allowance is applicable to security and collaboration enterprise agreements.

**Under the Cisco EA, you’re free to:**

- Evolve licensing coverage in step with your growth
- Avoid compliance risks tied to inflexible licensing arrangements
Example

You are a growing mid-sized enterprise considering a Cisco Enterprise Agreement. Based on the size of your organization, your IT department estimates a need for 1,200 UC Calling Licenses. They purchase a 3-year Collaboration EA for 1,200 knowledge workers.

But your company grows faster than expected. By the end of the first year, you need 1,400 calling licenses. The increased number falls within 20% of the initial 1,200 in your Cisco EA, so you incur no additional costs.

Gain full visibility into your current and future needs. Softchoice offers the Cisco Asset Review, a free consultative engagement to help you understand your Cisco network and road mapping assistance to match business growth.
Under a traditional EA, you are accountable to report – and pay for – the number of qualified users and devices in every given year. If you add users or devices throughout the year, the agreement resets to include the adjusted scope of the deployment. Your organization is then responsible for retroactive payment to cover the difference.

This “true-up” process is unpopular among enterprise software customers as it appears to penalize organizations for imprecise forecasting.

**TAKE THE PAIN OUT OF SOFTWARE PURCHASING**

The Cisco EA includes the “True Forward” alternative. If you overconsume past the 20% growth allowance, Cisco adjusts your software entitlements going forward, renegotiating the agreement at its anniversary date.

No more retroactive charges.

The Cisco EA True Forward allows you to:

- Roll out new projects and expand software coverage as needed
- Adapt to change faster and accelerate time to value
- Enjoy greater financial predictability throughout the software lifecycle
Example

At the end of Year 2 of your Cisco EA, your company has grown again and now requires 1,400 UC calling licenses. Under a traditional ELA, you would have to revise the agreement to cover 1,400 licenses for all three years, or complete new transactions and agreements for the additional licenses. True Forward billing adds the cost of 200 additional licenses to the same Cisco EA for Year 3 only (1,000 initial licenses + 20% growth allotment = 1,200 entitlement).
Less time spent managing multiple software purchases and contracts means more time focusing on redefining the way you do business. If your IT department uses multiple dashboards to manage software assets and entitlements, it’s wasting valuable time.

The Cisco EA includes access to the Cisco EA Workspace, a software license management and provisioning tool covering the entire enterprise. It provides your IT managers and administrators with real-time visibility into consumption along with simplified fulfillment, access and device management.

Under a Cisco EA, you will use Smart Accounts to access the EA Workspace. A Smart Account is a software licensing entity that provides one central storage and access location for Cisco software assets across the entire enterprise.

**SECTION 6: CISCO EA WORKSPACE**

| **Self-Service License Fulfillment** | • View your EA product entitlements at a glance  
• Generate and fulfill license requests  
• Access online inventory management features and past transactions  
• Provisioning per Cisco Enterprise Agreement and device capacity  
• Easy re-hosting  
• View historical transactions and suites |
| **Consumption Reporting** | • View your license consumption by product in selectable formats  
• Access programmed and customizable license consumption reports |
| **Access Management** | • Secure access  
• Use Smart Accounts to manage access for other users |
| **Device Management** | • Add devices, license multiple devices at the same time, and review your device list  
• Upgrade licenses |
GENERAL QUESTIONS

Q: What are the benefits of the Cisco EA?

A: Simplicity - One agreement, term and EA Workspace; Flexibility - Various consumption, deployment, and payment arrangements; Value - Includes a 20% growth allowance and the industry-first True Forward billing.

Q: How does the 20% Grow Allowance work with different product families/models?

A: The 20% growth allowance is not restricted to a product or family of products. It covers 20% of the products purchased under the initial collaboration and security enterprise agreements. You can use the allowance within the purchased suites (according to offer rules).

Q: What is True Forward?

A: It is an annual adjustment process to account for growth in the Cisco EA and includes payment for that growth. If you overconsume, the True Forward will be based from the next anniversary until the end of the Cisco EA term.

Q: What is the EA Workspace?

A: The EA Workspace is a simple enterprise-wide software management and provisioning tool. It serves as a common platform for the Cisco EA.

The EA Workspace enables you to:
- Manage and provision licenses;
- Generate software licenses without using product authorization keys (PAKs);
- Use your Smart Account to manage user access to EA licenses.

Q: How do I access the EA Workspace?

A: First, create a Smart Account, which is a customer- or partner-managed centralized account that provides full visibility and access control for Cisco smart software licenses.
Q: What services are included or available in the Cisco EA?
A: The price for the Cisco EA suites includes software and Software Support Service (SWSS). Therefore, you not only get enterprise-wide access to software with EA, you also receive:
• Access 24x7 to Cisco Technical Assistance Center (TAC)
• Major, minor, and maintenance software release updates
• License portability
• Ongoing innovation
• Access to online resources and software downloads

You also have the option to leverage adoption services with Cisco Advanced Services or the Partner Lifecycle Advisor Program.

Q: Do I have to have SWSS to get assistance from the Cisco Technical Assistance Center (TAC) for configuration and software assistance?
A: Yes, access to TAC for software support requires that there is an active SWSS contract. You may alternatively contract with Advanced Services for assistance outside of SASU or SWSS.

Q: What happens when Cisco adds new features to a suite I have purchased?
A: If you do not use the new feature(s) available within your suite, you receive no extra charge. If you use the new feature(s), you will be charged at your next billing date and your contract adjusted.

Q: How can I get support for non-hardware failures?
A: Call the TAC and gain access via you master contract number, which will list all products from Cisco product families covered under your Cisco EA contract. When you buy Cisco EA, we entitle all product families in the suite that you purchase.

Q: If we add users during the year, will we be billed retroactively at the year of the year?
A: You can add perpetual, SaaS and support services up to 20% of the number of knowledge workers or applicable devices free-of-charge. This allowance is open to any product family and is accessible within any of the collaboration or security suites purchased.
Q: How do I get more information about the various suites offered in a collaboration architecture?

A: Review the Collaboration Suites Overview document.

Q: Is the Cisco Collaboration Flex Plan part of the Cisco EA?

A: Yes, you can purchase the Cisco Collaboration Flex Plan suite under the Cisco EA. You can enjoy many of the multisuite advantages that Cisco EA provides. Talk to your Softchoice Cisco account team about any caveats that may apply.

Q: What is a knowledge worker and a peak concurrent agent count?

A: For the Cisco EA, a knowledge worker (KW) is an employee or contractor who uses a computing device for a material portion of their day-to-day responsibilities. This definition is embedded in the Cisco EA End User Information Form that the end user signs. “Knowledge workers” are your employees and contractors that use devices as a normal part of their job duties that are performed on your behalf.

The peak concurrent agent count is the maximum number of agents currently online at any given point within the past 12 months.
Q: Where can I get more information about the various suites offered in the Cisco EA?
A: Review the Cisco DNA Enrollment Suites Overview document.

Q: If I purchase Cisco Infrastructure Software EA, do I have to purchase and renew SWSS every year to access both portability and upgrade features?
A: The Cisco DNA EA price includes SWSS (Cisco Software Support Service) for software licenses for the full term. If you purchase Cisco DNA, you don’t have the right to upgrades unless you are paying for SWSS.

In addition, SWSS on Cisco DNA provides portability between hardware, transfers to the new hardware in a refresh, and allows application of license value should you choose to upgrade to hardware in a higher tier.

Q: How does license portability work for Cisco DNA software under the Cisco EA?
A: The guidelines are the same as for a transactional purchase of Cisco ONE Software. If you want to move an existing license to a new hardware chassis, you need to email c1-portability-support@cisco.com with the request. This would not be counted as a new license deployment.

Q: How do tiers affect license portability for Cisco DNA EA under the Cisco EA?
A: If the new device is in the same portability tier, there would be no cost to move the license. If the new device is in a higher portability tier, the customer would need to pay the difference in price at the next True Forward. Read more about the portability-tier FAQ.
Q: How do I get more information about the various security suites offered in the Cisco EA?

A: Review the Security Suites Overview document.
WHY SOFTCHOICE?

- 3000+ EA’s Managed Across North America
- #3 Managed Service Provider Worldwide
- 15+ Years of Managing EA’s
- 12,000+ Yearly EA Meetings
- #1 Azure Consumption Partner Worldwide
- 25+ software specialists working cross category
- Master UC Gold Partner

Award Winning Contract Management Process
WHY SOFTCHOICE?

INCREASE THE BUSINESS IMPACT OF YOUR ENTERPRISE SOFTWARE

Enterprise software licensing is evolving faster than ever. With thousands of assets to manage and applications residing on-premises and in the cloud, it's easy to fall behind.

Softchoice’s Enterprise Lifecycle Management (ELM) is a customer success framework for taking control of your software enterprise licensing. With programmatic support, we help you eliminate compliance risk, maximize your budget and plan for the introduction of new technology to keep your business moving forward.

LEARN MORE ABOUT ELM
Harry Nama and Lou Heil work with Softchoice customers to help them achieve positive business outcomes from their investment in Cisco technology.

**HARRY NAMA**  
*Cisco Technical Architect at Softchoice*

Harry Nama has been working in hardware and software for over a decade, and he has focused exclusively on Cisco since 2014. Based in Toronto, Harry has put his extensive knowledge to work for hundreds of Softchoice customers.

**LOU HEIL**  
*Cisco Technical Architect at Softchoice*

Lou Heil is a Cisco software specialist based in Softchoice’s Seattle Office. Before joining Softchoice he worked at Cisco. You’ll be hard-pressed to find someone with such a wealth of knowledge.
Ready to increase the impact of your Cisco enterprise agreements?

Get your software asset management strategy in gear with a License Solution Provider.

With 25 years of license management expertise, Softchoice is a trusted partner for thousands of organizations across North America.

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