Is a Cisco Enterprise Agreement right for you?

Cisco Enterprise Agreements (EAs) simplify and enhance your whole Cisco experience. Just compare the stories of these two IT professionals to see what an EA, coupled with Softchoice’s guidance, can do for you.

John purchases and manages Cisco licenses in the traditional ‘a la carte’ model. John has to handle individual licenses and multiple maintenance contracts with different start and end dates. John worries he may have devices that lack maintenance coverage and the potential risks to his environment.

Steve has only one agreement to cover all of his Cisco software. He only has to choose between a three or five-year term option. This gives Steve more time to focus on valuable IT projects and less time managing software and expiry dates.

Cisco NON-EA CUSTOMER Cisco EA CUSTOMER

- 20% of businesses have Cisco devices without maintenance coverage
- Additional cost of software license complexity to organizations
- Save Money and Reduce Costs
- End-user Adoption

To learn more about Cisco Enterprise Agreement, visit softchoice.com/cisco-ea

SOFTWARE MAINTENANCE AND SUPPORT

- **Flexibility to Access and Manage Licensing**
  - Steve benefits from full license portability, allowing him to harvest and redeploy licenses whenever he needs. Using a single portal, he can also acquire licenses and enable new features at the click of a button. This saves time and allows Steve to respond to changes quickly.
  - John purchases devices and licensing as the need arises. This approach increases the risk of overbuying licenses he may not need.

- **Software Maintenance and Support Coverage**
  - Cisco EA covers upfront purchase fees and software maintenance over an agreed period.
  - John has to handle maintenance coverage for all devices and faces the risk of overbuying licenses he may not need.

- **Save Money and Reduce Costs**
  - Steve saves money upfront through “better together” pricing. His pricing is protected for the term of his agreement, and he has room for 20% growth in license usage at no additional cost.
  - John has to deal with annual price increases, making it harder to budget precisely.

- **End-user Adoption**
  - Steve takes advantage of free expert guidance and services through Cisco vouchers he receives as part of his agreement. Steve has the help he needs to optimize his technology and support his people, making the most of his Cisco investments.
  - John gets little support to ensure his Cisco technology delivers the best possible returns. John worries his technology is not as impactful as it should be. He is concerned that he could be doing more to support end-user adoption.

To be more like Steve, Evolve how you purchase Cisco software with Softchoice. As a Cisco Lifecycle Advisor Partner, Softchoice will help you navigate a new way to buy, consume and manage your Cisco software. Through our 20+ years of contract management expertise, combined with funded services and exclusive assessments, we are committed to streamlining your licensing experience.

**Software Maintenance and Support Coverage**

- **Cisco NON-EA CUSTOMER**
  - John faces the challenge of managing licenses and supporting various Cisco products.

- **Cisco EA CUSTOMER**
  - Steve has a Cisco Enterprise Agreement to manage all of his network, collaboration and security software.

**Flexibility to Access and Manage Licensing**

- **Cisco NON-EA CUSTOMER**
  - John needs to physically acquire licenses, handle activations, and work with multiple maintenance contracts with different start and end dates.

- **Cisco EA CUSTOMER**
  - Steve benefits from full license portability, allowing him to harvest and redeploy licenses whenever he needs. Using a single portal, he can also acquire licenses and enable new features at the click of a button. This saves time and allows Steve to respond to changes quickly.

**Software Maintenance and Support Coverage**

- **Cisco NON-EA CUSTOMER**
  - John has to handle individual licenses and maintain separate contracts with different start and end dates.

- **Cisco EA CUSTOMER**
  - Steve has only one agreed-upon period to cover all of his Cisco software.

**Cisco NON-EA CUSTOMER**

- **Cisco EA CUSTOMER**

**Cisco NON-EA CUSTOMER**

- **Cisco EA CUSTOMER**

**Cisco NON-EA CUSTOMER**

- **Cisco EA CUSTOMER**

**Cisco NON-EA CUSTOMER**

- **Cisco EA CUSTOMER**