CISCO

You make **possible**

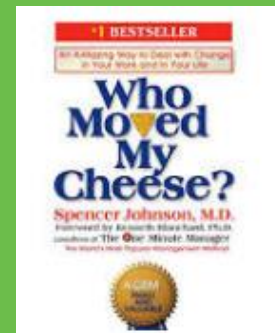# Smart Licensing

Who Moved My Cheese

Bryan Benke, IT Senior Director Smart Licensing

BRKARC-1885

Agenda

- Introduction to Smart Accounts

- Structuring your Smart Account

- Working with Partners / MSPs

- My Cisco Entitlements

- DNA-C and Licensing

- Local Asset Management

- Conclusion

Callout to the famous book

How did we get here!

- I heard about Smart Licensing from my account team and need more information

- We recently did an Enterprise Agreement (EA) and it requires a smart account

- We needed a security patch and the upgrade process requires a smart account

- We have DNA-C and it has a Smart Licensing feature – what is it ?

- I am a partner – do I need a smart account?

Key Learnings

- It's a change but a good change

- Concepts are simple

- 100,000s of customers have done the change

- Cisco here to help you navigate the change

Cisco Software Central
Cisco's License Management Portal

Smart Software Licenses

Get easy license activation and management with no product activation key (PAK) needed. Licenses are managed in the Cisco Smart Software Management (CSSM) portal on Cisco Software Central (CSC).

Enterprise Agreements

Get simplified EA management, enterprisewide visibility, and automatic license fulfillment. Licenses are managed in the EA Workspace portal on Cisco Software Central (CSC).

Classic PAK-Based Licenses

Gain enterprisewide visibility of PAK licenses and entitlements in your Smart Account. Licenses are managed in the License Registration Portal (LRP) on Cisco Software Central (CSC).

Cisco Software Central

Key Features of EA Workspace

Self Service License Fulfillment	Consumption Reporting	Access Management	Device Management

Self Service License Fulfillment
- View your Cisco EA entitlements at a glance
- Select/Add device(s) to generate and fulfill license requests
- Access online inventory management features and past transactions
- Easy re-hosting

Consumption Reporting
- View your license consumption by product in either graphical or tabular format
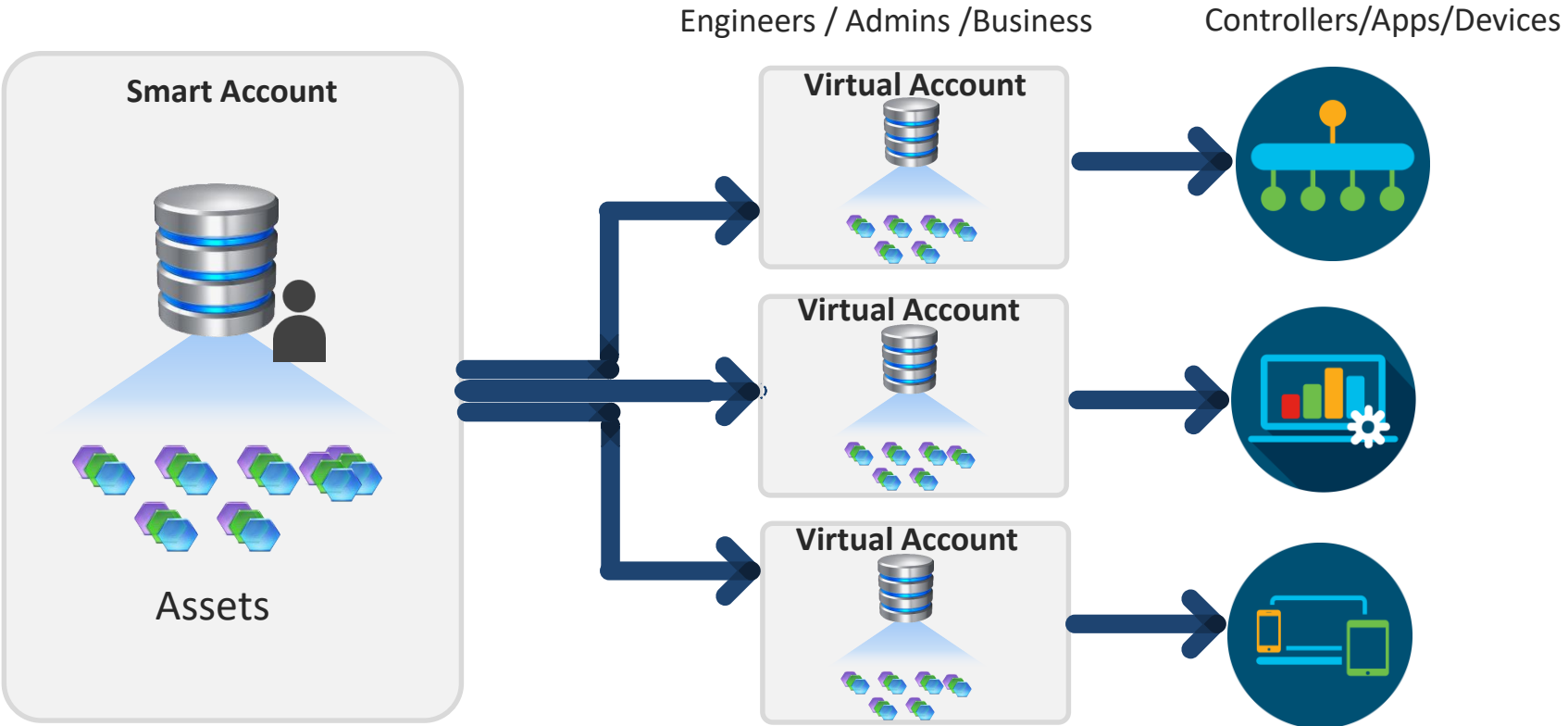- Access programmed and customizable license consumption reports

Access Management
- Secure access
- Delegated administrator

Device Management
- Add devices and license multiple devices at the same time

Smart Account Structure

Engineers / Admins /Business

Controllers/Apps/Devices

Smart Account

Assets

Virtual Account

Virtual Account

Virtual Account

KEY TOPIC: Virtual Account - Create sub-accounts to reflect organization's construct

Overview

Improving the licensing experience but moving cheese !

Smart Software Licensing makes the experience for our customers and partners extremely simple in terms of buying the software, activating it and managing it.

Limited View
Customers do not know what they own.

→ **Complete View**
Software, services, and devices at one easy-to-use portal.

PAK Registration
Manually register each device. Unlock with license key.

→ **Easy Registration**
No PAKs. Easy activation. Device is ready to use.

Device Specific
Licenses specific to only one device.

→ **Company Specific**
Flexible licensing. Use across devices.

Locked
You cannot use more than you paid for.

→ **Unlocked**
Add users and licenses as needed.

Introduction to Smart Accounts

You make networking **possible**

Smart Account – Overview

Customer Smart Accounts are the hub of Cisco's new software lifecycle approach. They enable centralized management and oversight of licenses and give customers, partners, and salespeople a comprehensive perspective on how software is being used across their organization including all geographies.

Customer Smart Accounts will provide a common location for information about and management of software assets.

Utilization Visibility: Customer Smart Accounts will provide accurate accounting of where and how assets are being used so customers and partners can optimize purchasing negotiations and deployment activities.

Improved Self Management: Effectively, efficiently and confidently self-manage Cisco licensing compliance and organize assets to meet your needs.

Increased Control: Improved tools to control access to assets and a consolidated status view that limits risks related to lack of visibility into asset status.

Improved Compliance Features: Adjust access to assets based on the legal and functional needs of your company. Use geographic boundaries to define access across your global ecosystem.
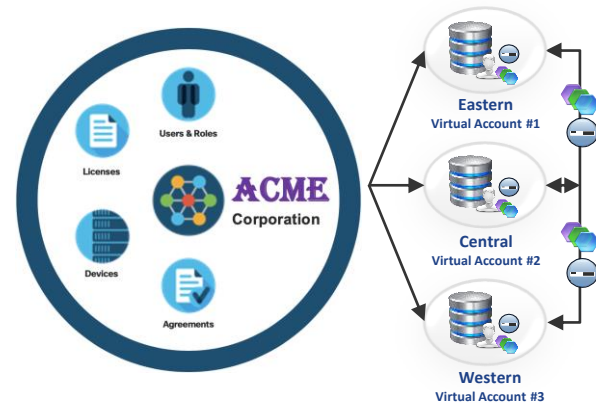
What is a Smart Account?

How Does Smart Software Licensing Work

- Smart Licensing provides a Software Assets Management System providing Customers, Cisco, and selected partners with information about Software Ownership and Utilization

- Cisco Smart Licensing is a new way of thinking about licensing at Cisco that is being applied to all products.

Ownership

Cisco Commerce
Workspace (CCW)

I have purchased 5 Advanced Licenses for Big University

ACME
Corporation

I own +5
I am using +1

Usage

Entitlement and Product

I am Device-East5, I belong to Big University and I am using **1 Advanced License**

You are Device-East5, belonging to Big University and the Admissions Department you are '**In-Compliance**'

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Smart Account Implementation

Flexibility to meet your needs

	Simplified Management	Manage assets and access in a single, simplified portal across all smart enabled products.
	Managing The Cloud	Customize governance to comply with regional restrictions on the management of cloud-based services
	Intelligent Purchasing	Gain visibility into ownership and utilization to simplify the purchasing decision-making process
	Improved Security	Distribute administration of smart assets across your company while limiting access to only select administrators
	Flexibility	Customize your Smart Accounts to align to both your business and processes in order to simplify management

For more information visit the Cisco Smart Accounts Site
(https://www.cisco.com/c/en/us/products/software/smart-accounts.html)

Smart Account Implementation

Management Roles

Smart Accounts are managed by individuals with specific roles and responsibilities. These roles can be assigned to anyone in your company and can be assigned to a partner or other third party if required.

Smart Account Approvers:

- Are authorized agents of the customer who can accept contractual agreements with Cisco for Smart Enabled products

Smart Account & Virtual Account Administrators can:

- Configure Smart Accounts and Virtual Accounts
- Manage user setup and access
- Manage Assets in Smart Accounts and Virtual Accounts

As you create virtual accounts you can assign specific users to manage those accounts.

Structuring your Smart Account

You make multi-cloud **possible**

Small Business Smart Account

You make the power of data **possible**

Small Business Smart Account

Leading Practices

Small Businesses can use Smart Accounts to align software management to lightweight, agile organizations.

Small Business Profile:

Location
- Located in a single region or country.
- Limited variation in legal requirements or liability across the organization.

Organizational Structure
- Highly centralized organizational structure.
- Processes and management are located in one central location.
- Low number of operational divisions controlling assets across the company.

Streamlining Processes
- Interested in limiting license management overhead.
- May not have a dedicated license manager or team.
- More likely to have static hardware installations which don't require constant license management.

Small Business Smart Account

Structuring the Smart Account

- Small businesses use a dedicated Smart Account to keep track of asset and license use within their organization

- Smart Accounts also make it very easy to control assets

- Smart Accounts streamline the management process for businesses that have small workforces.

Approver   Admin

Smart Account – <domain.com>

"Default" Virtual Account

Example assets may include:

- Routers, Switches, Collab,....
- Datacenter assets
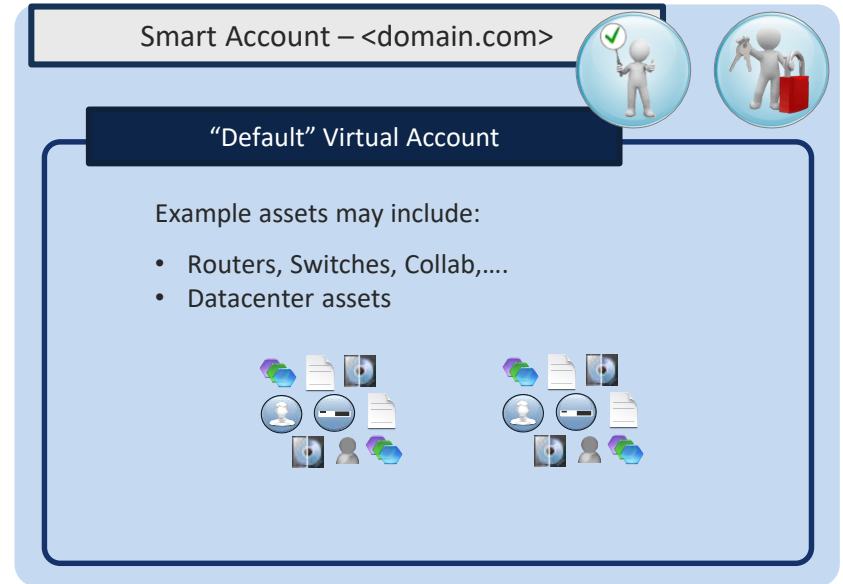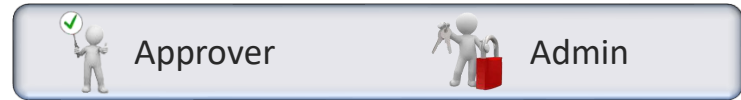
Use Case Small Business: Smart Account Structure

Small Business
Variations From the Field

- SMB setup need not include formal domain name
  - Formal domain name vs informal name (i.e. xyz@gmail.com)

- Additional Virtual accounts general set up as
  - Technology (VA1 = Route, VA2=Colab)
  - Locations – especially for offshore site (VA1 = BLR, VA2=SanJose)
  - People split (VA1 = Bobs Lab, VA2=Sally Lab)

- Do not see as much of
  - Department splits
  - Financial Splits
  - Device Splits

Medium Business Smart Account

You make the power of data **possible**

Medium Business Smart Account

Leading Practices

Medium Businesses can leverage Smart Accounts to increase efficiency across multiple local offices.

Medium Business Profile:

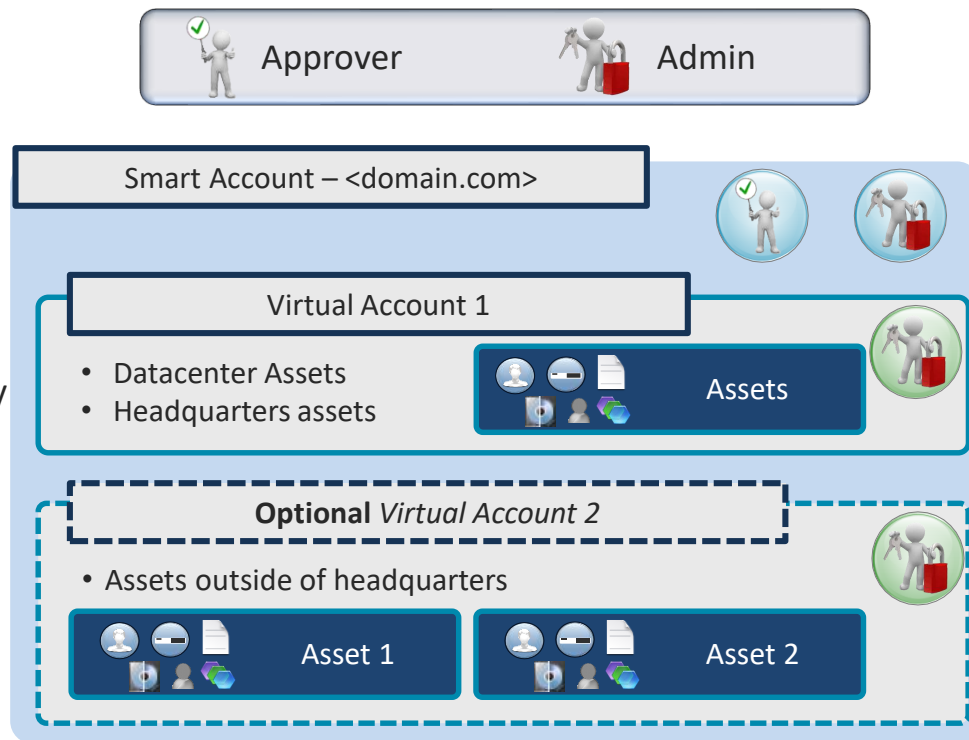|	
Location	▪ Located in a single region or country. ▪ May have divisions within a geopolitical location.
Organizational Structure	▪ Semi-centralized organizational structure ▪ Processes and management are located in one central location. ▪ May have multiple operational divisions controlling assets across the company.
Streamlining Processes	▪ Interested in limiting license management overhead. ▪ Manage assets across multiple geographies which may require license management or maintenance.

Medium Business Smart Account

Structuring the Smart Account

- Medium Businesses use their Smart Account to divide up their asset management between multiple regions

- Products can be arranged by product family or organizational lines or geography

- Virtual Accounts are used to further divide management tasks, while maintaining portability within the Smart Account

Approver

Admin

Smart Account – <domain.com>

Virtual Account 1
- Datacenter Assets
- Headquarters assets

Assets

Optional *Virtual Account 2*
- Assets outside of headquarters

Asset 1

Asset 2

Medium Business Smart Account

Example: Smart Account Definition by Department

If a company is operating across distinct departments it may be beneficial to divide Smart Accounts up into groups based on departmental management by leveraging Virtual Accounts.

Smart Account Hierarchy	Example Display String	Management Breakdown	
Acme Smart Account	Acme.com	Global SA Approver	Global SA Admin
Company Virtual Account — Company Dept. Product 1, Product 2, Product 3	Field Dept.	Field Dept. Approver	Field Dept. Adm
	CSR		
	ASA		
	ISR		
Company Virtual Account — Company Dept. Product 1, Product 2	Corp Dept.	Corp Dept. Approver	Corp Dept. Admin
	CUCM		
	ASR		

In this example a company may include products procured for the Human Resources and Corporate departments in a single Smart Account segmented into two Virtual Accounts containing the products owned/managed by each department.

Medium Business Smart Account

Example: Smart Account Definition by Geographic Region

If a company is operating in two distinct regions it might be better to divide up software assets based on geographical regions, again leveraging Virtual Accounts.

Smart Account Hierarchy	Example Display String	Management Breakdown	
Acme Smart Account	Acme.com	Global SA Approver	Global SA Admin
Company Virtual Account Company Dept. Product 1 Product 2 Product 3	North America	US Dept. Approver	US Dept. Adm
	CSR		
	ASA		
	ISR		
Company Virtual Account Company Dept. Product 1 Product 2	United Kingdom	UK Dept. Approver	UK Dept. Admin
	CUCM		
	ASR		

In this example a company may include products procured for the regional locations in a single Smart Account segmented into two Virtual Accounts containing the products owned/managed by each region.

Example of Network Type Division

Medium Business
Variations From the Field

- Many just use the Default VA

- See just about everything ….

Large Business Smart Account

You make the power of data **possible**

cisco Live!

Large Business Smart Account

Leading Practices

Large Businesses can leverage Smart Accounts to streamline processes, increase efficiency, and adhere to changing restrictions on data access.

Large Business Profile:

	Location	- Located in a multiple distinct regions or countries. - Adheres to complex legal requirements or liability across the organization.
	Organizational Structure	- Centralized process driving a global company. - Autonomous divisions controlling assets with independent P&L. - Require recursive, multiple levels of asset management. - Have a full compliment of User Personas in each regional location.
	Streamlining Processes	- Interested in limiting license management overhead. - Has a dedicated license manager or team, possibly multiple teams. - Fluid asset utilization across the company with significant management activity. - Required by law to adhere to restrictions based on location.

Large Business Smart Account

Single vs Multiple Smart Accounts – same domain?

Multiple Smart Accounts can be set up (via an exception process) to satisfy company segmentation requirements but there are some significant restrictions in what visibility and functionality is available to users as a result.

✔ Set up separate Smart Accounts if:

- No dedicated individual(s) to serve as a global Smart Account Administrator to set up virtual accounts for independent global or regional divisions.
- A holding company with multiple independent companies may want to set up separate Smart Accounts for each wholly owned subsidiary.

⚠ Limitations of separate Smart Accounts:

- Licenses can not be moved across multiple Smart Accounts in a self serve fashion. A support case will have to be opened with Cisco Support Team to move entitlements between accounts.
- Reports can not be generated across multiple Smart Account domains providing a single view of what you own and what you are using.

> ℹ Cisco recommends your company establish only a single Smart Account unless you have specific requirements which offset the limitations of multiple Smart Accounts

Structuring Smart Accounts

Example: Single Domain

✓ Dedicated Smart Account to share asset between multiple regions or organizational lines.
✓ Create sub-accounts to reflect organization's departments and/or groups.
✓ Virtual Accounts to further divide management tasks, while maintaining portability within the Smart Account.
✓ Share devices and licenses across virtual accounts easily.

Smart Account 1: **Acme Corporation**

Virtual Account 1: Default

Assets delivered directly to Account by Cisco Reseller

Virtual Account 2: (Optional)
- Asset 1
- Asset 2

Virtual Account 3: (Optional)
- Asset 1
- Asset 2

Virtual Account 4: (Optional)
- Asset 1
- Asset 2

Virtual Account 5: (Optional)
- Asset 1
- Asset 2
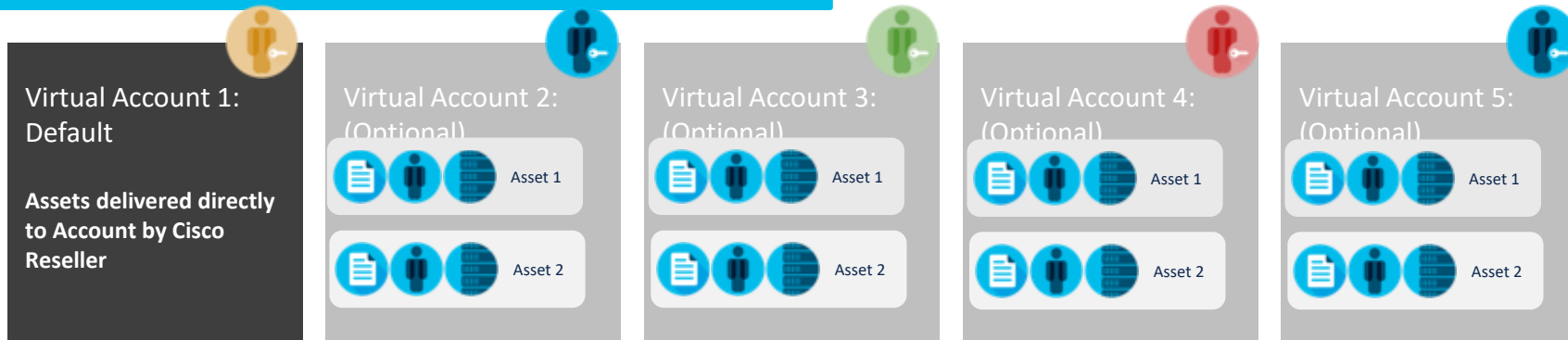
Structuring Smart Accounts

Example: Multi Domain

Multiple Smart Accounts to manage complex global assets ecosystems that require multiple tiers of controls and security to address internal regulations, tax laws, and other constraints.
Sharing of devices and licenses across Accounts is not possible.

Smart Account 1: **Acme Wholesale**

Virtual Account 1: Default	Virtual Account 2: (Optional)	Virtual Account 3: (Optional)	Virtual Account 4: (Optional)	Virtual Account 5: (Optional)
Assets delivered directly to Account by Cisco Reseller	Asset 1	Asset 1	Asset 1	Asset 1

Smart Account 2: **Acme Retail**

Virtual Account 1: Default	Virtual Account 2: (Optional)	Virtual Account 3: (Optional)	Virtual Account 4: (Optional)	Virtual Account 5: (Optional)
Assets delivered directly to Account by Cisco Reseller	Asset 1	Asset 1	Asset 1	Asset 1

Merger and Acquisitions
Not a Problem

- Assign a person as Smart Account Approver for allSmart Accounts

- Contact licensing@cisco.com

Before

COMPANY 1.COM — Smart Account
- VA 1 — Virtual Account
- VA2 — Virtual Account

COMPANY 2.COM — Smart Account
- VA 1 — Virtual Account

After

COMPANY 1.COM — Smart Account
- VA 1 — Virtual Account
- VA2 — Virtual Account
- VA 3 — Virtual Account
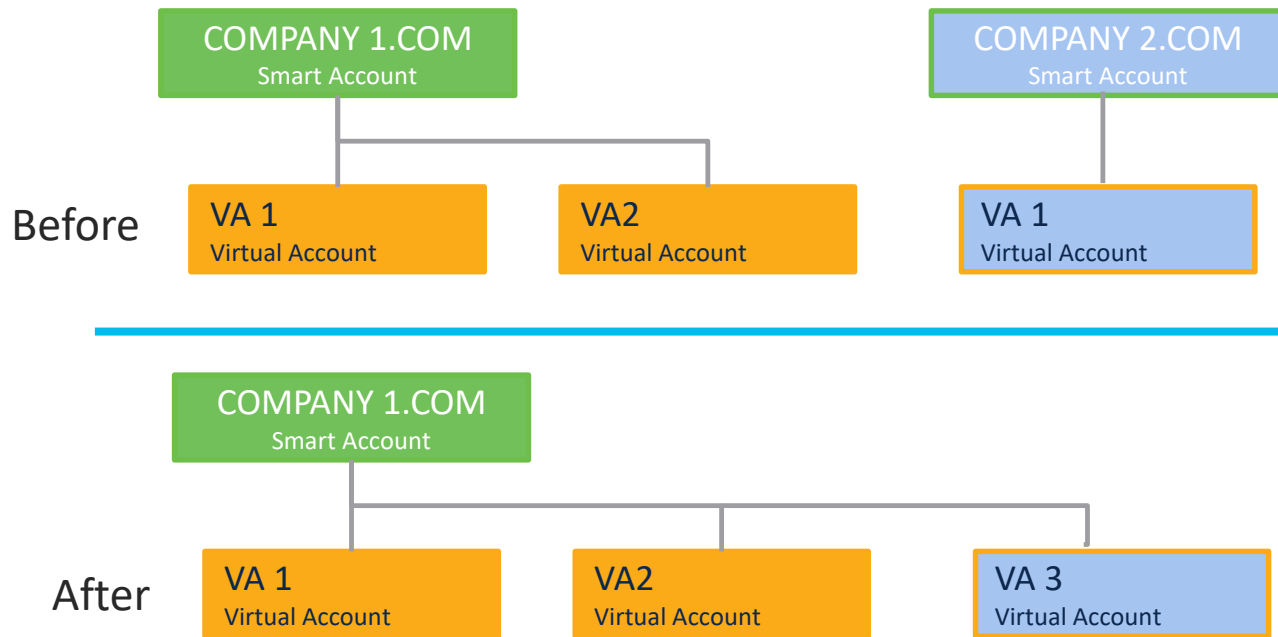
Divestitures and Spinoffs
Not a Problem

- Prepare by transferring license and products to a single VA
- Products do not need to be re-register
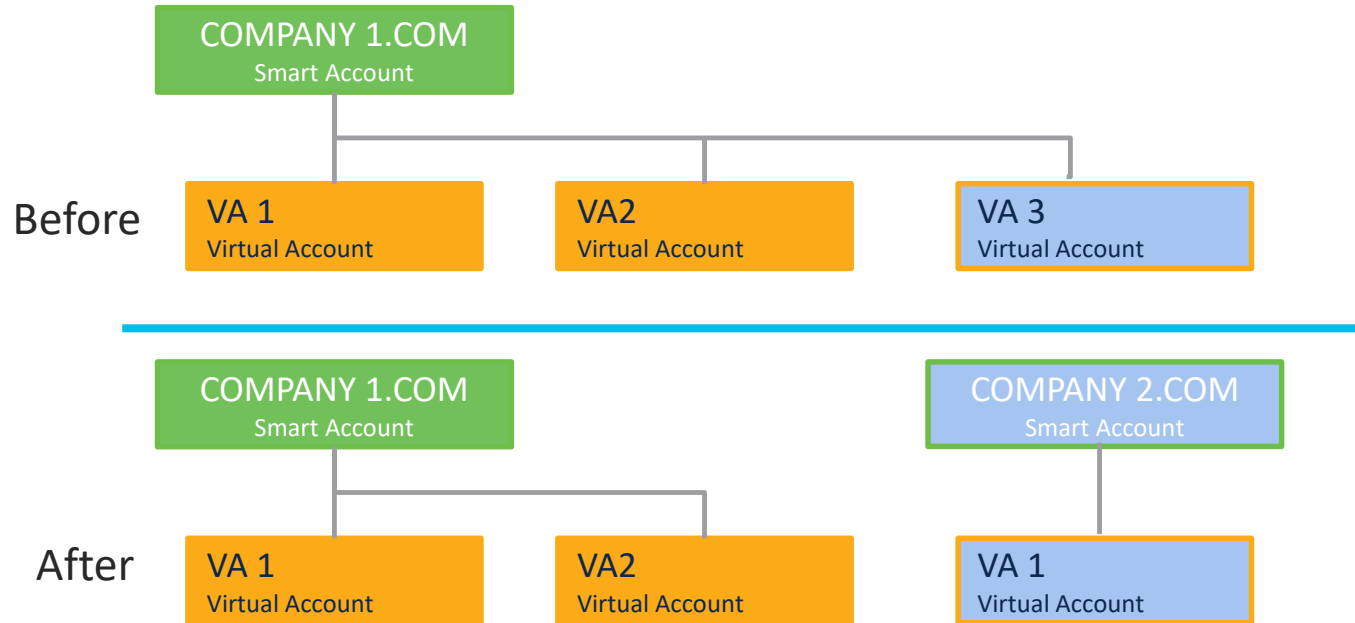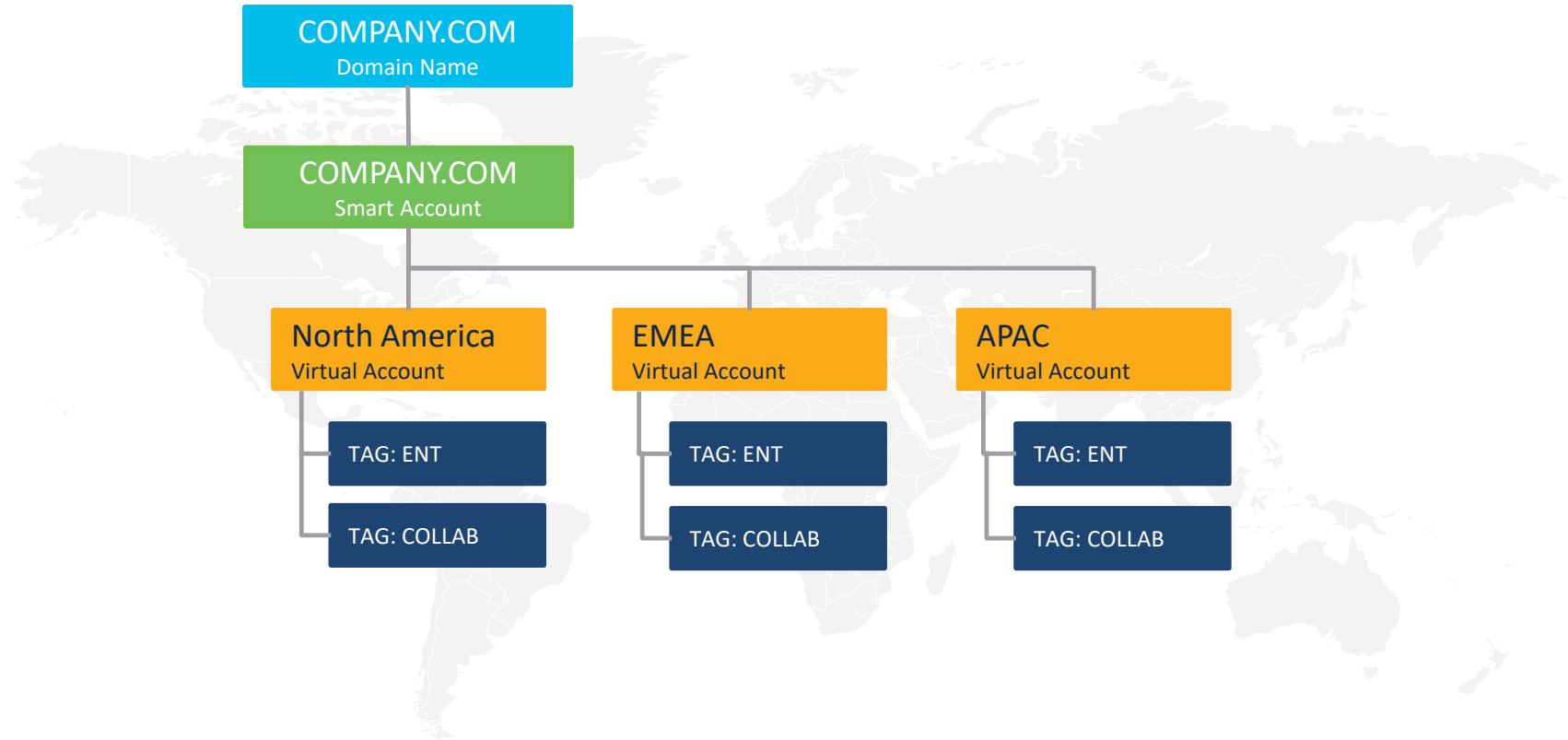- Contact licensing@cisco.com

Before

| COMPANY 1.COM |
| Smart Account |

| VA 1 | VA2 | VA 3 |
| Virtual Account | Virtual Account | Virtual Account |

After

| COMPANY 1.COM | COMPANY 2.COM |
| Smart Account | Smart Account |

| VA 1 | VA2 | VA 1 |
| Virtual Account | Virtual Account | Virtual Account |

Geo: Smart Account Structure

COMPANY.COM
Domain Name

COMPANY.COM
Smart Account

North America
Virtual Account

EMEA
Virtual Account

APAC
Virtual Account

TAG: ENT

TAG: COLLAB

TAG: ENT

TAG: COLLAB

TAG: ENT

TAG: COLLAB

Division: Smart Account Structure
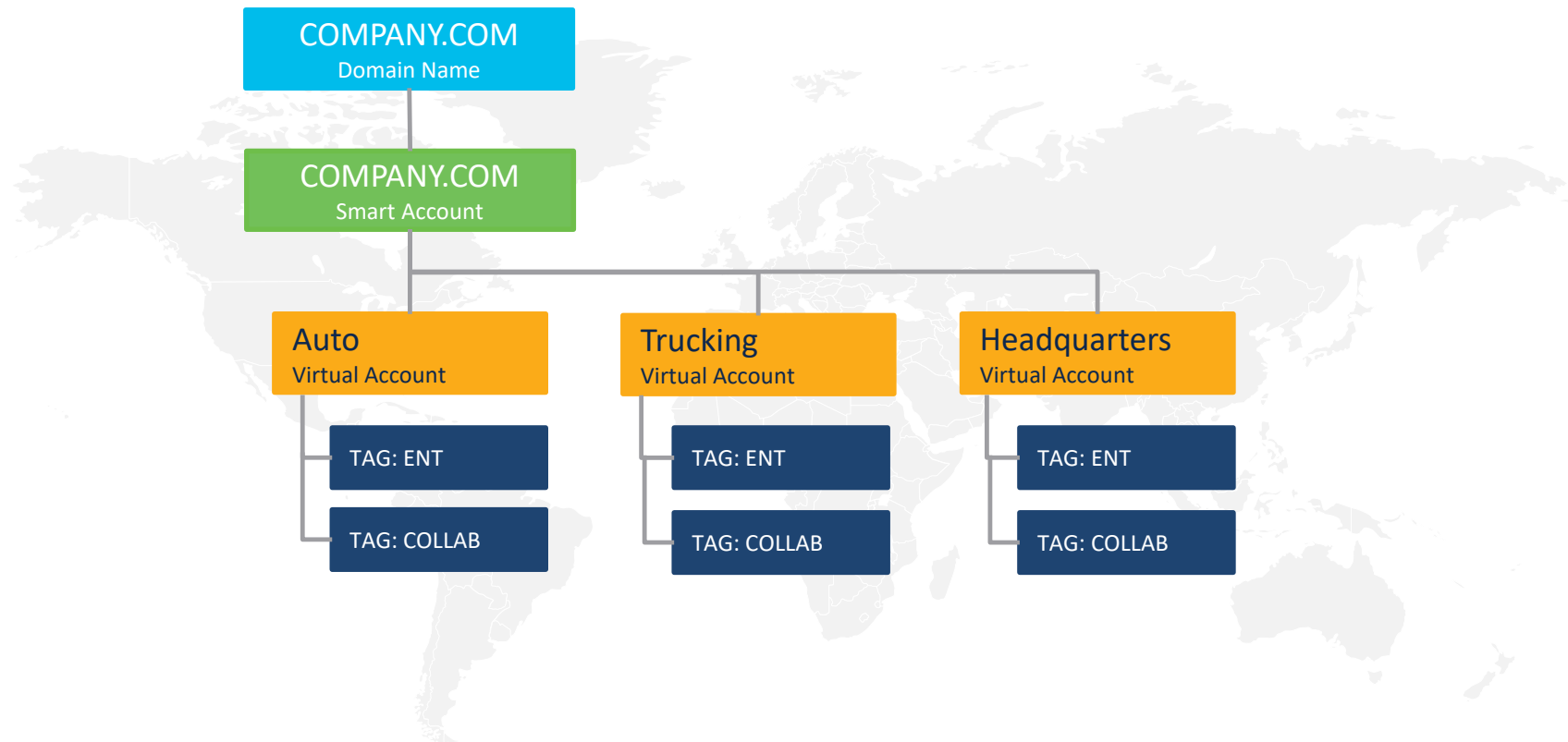
Large Business / Corporations Variations From the Field

- See structure mimic financial boundaries within company

- See obfuscated from Cisco VA=BA202, VA= BA203

- Acquisitions as a separate VA

- Extremely large corporations around auto, web 2.0,… can end up with multiple smart accounts based on hard geographic splits
  - Xxx.ch
  - Xxx.nz
  - Acceptable because
    - because they operate as if separate companies
    - they don't transfer assets between devisions
    - they have different teams with no management overlap except at top level
  - Requires Cisco Approval

Working with Partners and MSPs

You make customer experience **possible**

Working with Partners

Different types of Smart Account?

Partner Holding Accounts	Customer Accounts
Available only to Partners	Available to Partners and Customers
• **Provide temporary storage of unassigned orders and licenses.** Licenses cannot be activated.	• **Used to manage deployed or in-use assets**
• Used for B2B transactions where a product is being purchased by one partner and resold to another.	• Provide visibility into license utilization and distribution
• Customer sees the license as coming from the Partner, not Cisco or reseller.	• Contain licenses to which the Smart Account Owner is entitled.
• Virtual Accounts can be configured within Holding Accounts to manage sales distribution within a company	• Virtual Accounts can be configured within Customer Accounts to partition licenses for reporting and management.
You can TRANSFER but not USE a license	**You can USE but not TRANSFER licenses between SAs**

Smart Account Structure

How is a Partner Holding Account Used?

Partners can deliver assets directly to customers at the time of order by assigning directly to the customer's Smart Account or preferred Virtual Account. Partners can also route orders through their own holding account.

Cisco Comm[erce] Workspace

Partner Holding Accounts
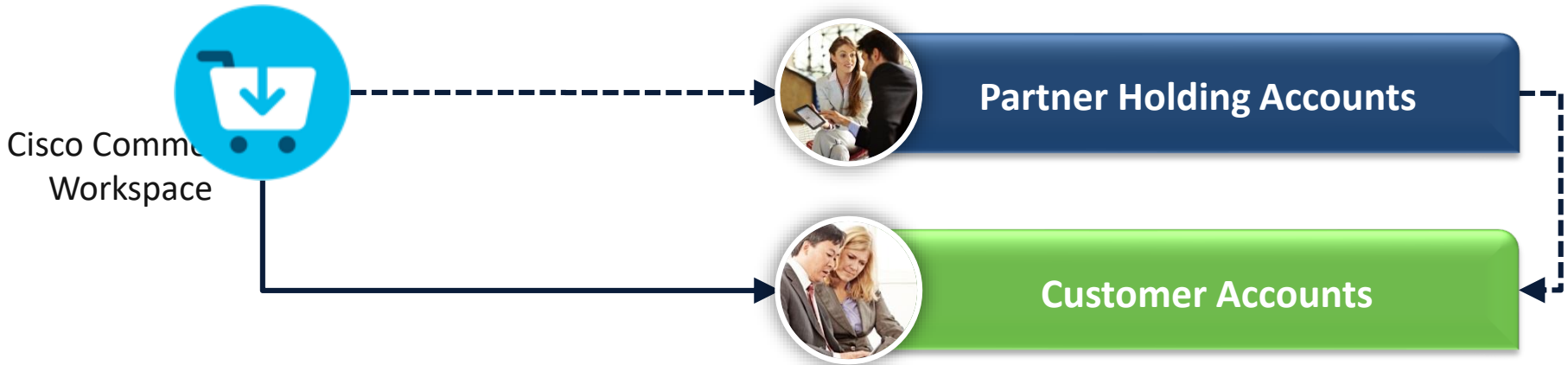
Customer Accounts

Example: A partner assigns an order line to their holding account while they work with the customer to set up their Customer Smart Account. Once set up, the Partner transfers the license to that account. All future transactions can be assigned directly to the Customer Smart Account if desired.

Grant Partner Access to Manage Smart Account

You can grant Partners access to manage the account and your licenses on your behalf by adding them as a User. There are 4 user roles that you can assign Partners to:

Role	Access Level	Select this when…
Smart Account Administrator	Partners can view and manage license inventory for the entire Smart Account, and can also perform Account management activities.	You can select this option if only one Partner will be managing your entire Smart Account, and also if the Partner needs to manage Users and Virtual Accounts on your behalf.
Virtual Account Administrator	Partners can view and manage licenses only in specific Virtual Account(s) for which they have been granted access. Partners can also manage Users in the assigned Virtual Account(s).	You can select this option if the Partner will be managing licenses in specific Virtual Account(s) but not within all the Virtual Accounts. Please note that the Partner will also be able to add/edit and delete Virtual Account Admins and Users.
Smart Account User	Partners can view and manage license inventory for the entire Smart Account.	You can select this option if the Partner will be managing your entire Smart Account, but you would like to keep control over the Account management activities (adding/ deleting Virtual Accounts and User management).
Virtual Account User	Partners can view and manage license inventory for assigned Virtual Account(s).	You can select this option if the Partner will be managing licenses within a particular Virtual Account, but you would like to keep control over adding or deleting Users within that Virtual Account.

#CiscoLiveAPJC

Customer Smart Account Roles

User Roles	Capabilities in CSC	Capabilities in SSM	Capabilities in ELA	Capabilities in LRP
Smart Account Approver	• Edit/View Account Properties • View Users at Smart Account & Virtual Account Level • View / Accept Agreements • View Event Logs	• No access	• No access	• No access
Smart Account Administrator	• Edit / View Account Properties • Add / Edit / Delete Virtual Accounts • Add / Edit / Delete Users (at SA and VA level) • View / Accept Agreements • View Event Logs	• Can perform all activities in Smart Software Manager at Smart Account Level and Virtual Account Level	• Can perform all activities in ELA linked to the Smart Account they have access to	• Can perform all activities in LRP linked to the Smart Account they have access to
Smart Account User	• View Account Properties • View Virtual Accounts • View Users (at SA and VA level) • View Agreements • View Event Logs	• Can perform all activities in Smart Software Manager at Smart Account Level and Virtual Account Level	• Can perform all activities in ELA linked to the Smart Account they have access to	• Can perform all activities in LRP linked to the Smart Account they have access to
Virtual Account Administrator	• View Account Properties • View Assigned Virtual Accounts • Add / Edit / Delete Users (capability to add Virtual Account Admins or Virtual Account Users) • View Agreements • View Event logs (restricted to assigned VAs)	• Can perform all activities in SSM for the Virtual Accounts they have access to	• Can perform all activities in ELA linked to the Virtual Account they have access to	• Can perform all activities in LRP linked to the Virtual Account they have access to
Virtual Account User	• View Account Properties • View Assigned Virtual Accounts • View Users (only those linked to assigned VAs) • View Agreements • View Event Logs (restricted to assigned VAs)	• Can perform all activities in SSM for Virtual Accounts they have access to	• Can perform all activities in ELA linked to the Virtual Account they have access to	• Can perform all activities in LRP linked to the Virtual Account they have access to

My Cisco Entitlements (MCE)

You make the power of data **possible**

Customers need insight into what they own and what they are consuming

Service & Subscriptions

+

Licenses

+

Devices

=

Customer Assets and Entitlements
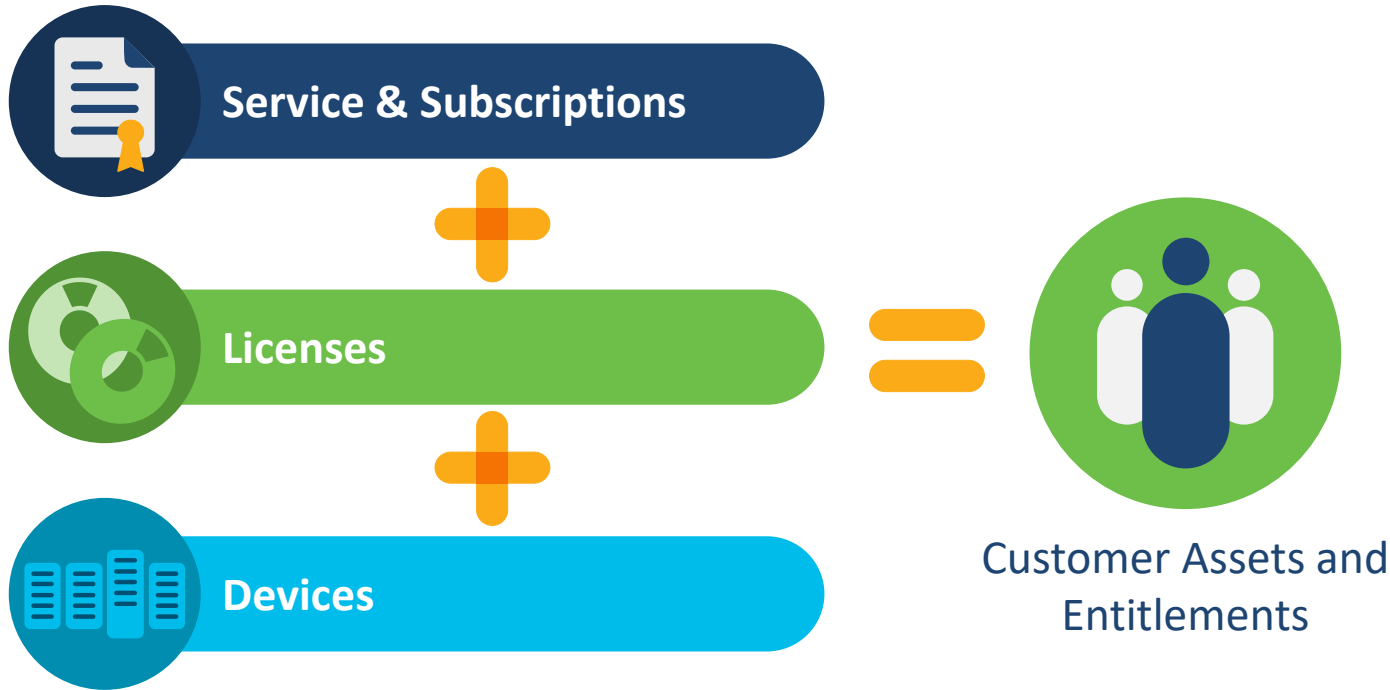
Insights into:

- **Customer entitlements**
- **Customer activation and adoption**
- **Usage and expirations**

Cisco Smart Accounts

Asset Pooling
Pool assets, user roles and agreements for visibility of company license entitlements.

Track Purchases
Review purchases of Cisco Software entitlements and allocate new resources.

Asset Management
Hardware Insights / Alerts

User Based Access
Customer, partner, or other authorized party for control of organizational assets.

Manage Services and Subscriptions
Manage service contracts and subscriptions, and download new software.

Review Cases
Manage cases open with Cisco TAC and Cisco Support.

A single pane of glass to view, manage and secure all Cisco assets and entitlements

Secure & gain insights

- Hardware/devices
- Software licenses
- Subscriptions
- Services
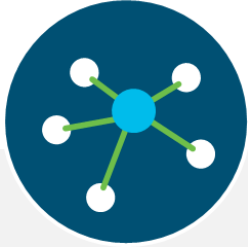
Efficiently manage assets & entitlements

- Organize products & services
- Manage simple & secure access controls
- Track devices
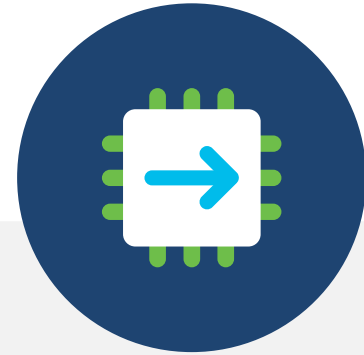
Effectively use assets & entitlements

- Register products & services
- Generate or rehost licenses
- Download software
- Create support cases

Delivering Real Business Value

Real-time insights

Simple view of products and services, along with activation and utilization metrics

Full visibility

Optimize cost

Plan and control usages of your products and services

Maximum ROI

Enhance business continuity

Proactively identify products and services coverage and compliance

Reduce risk

Secure and consolidate user access
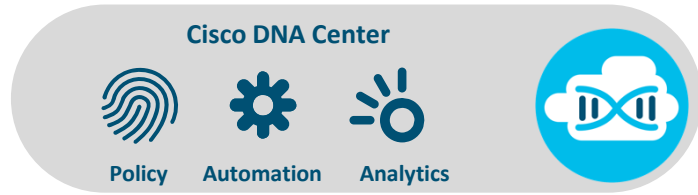
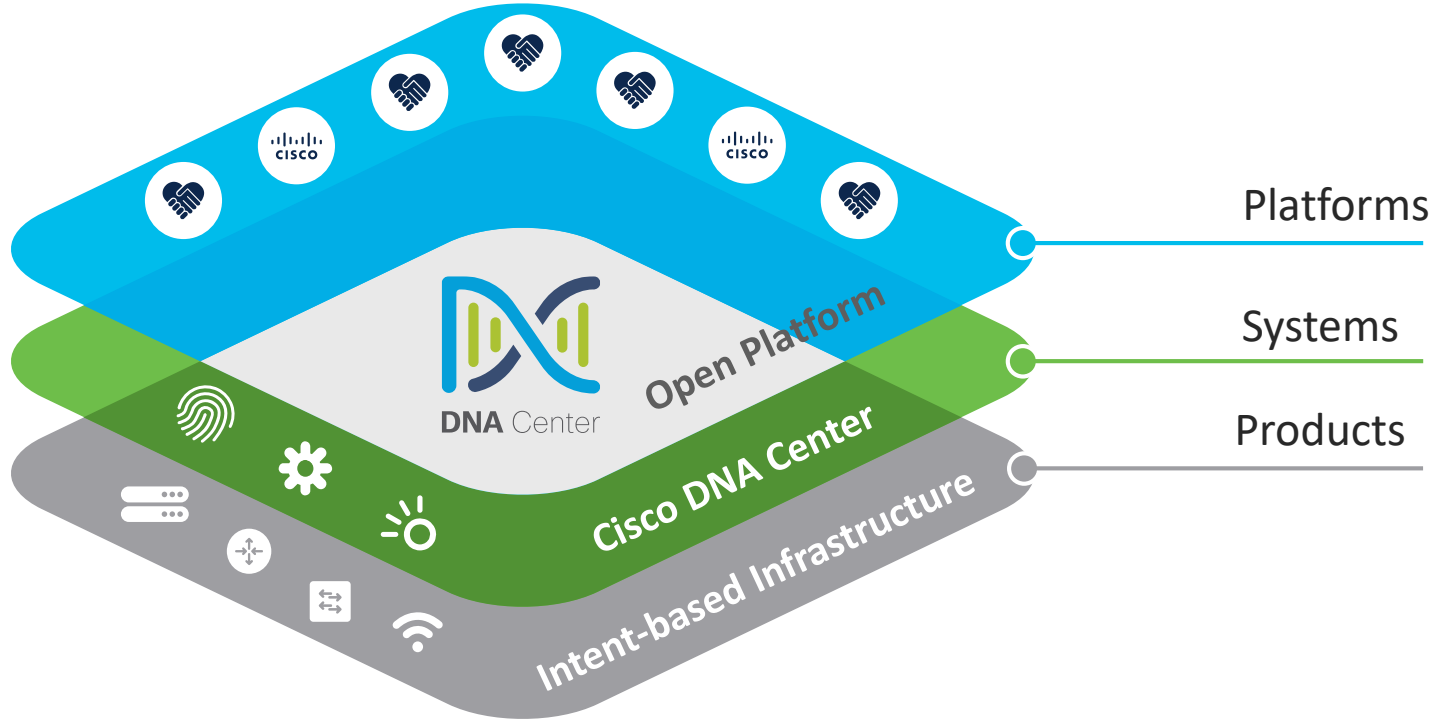Simplify the way you manage your information

Protect investments

DNA-Center and Licensing
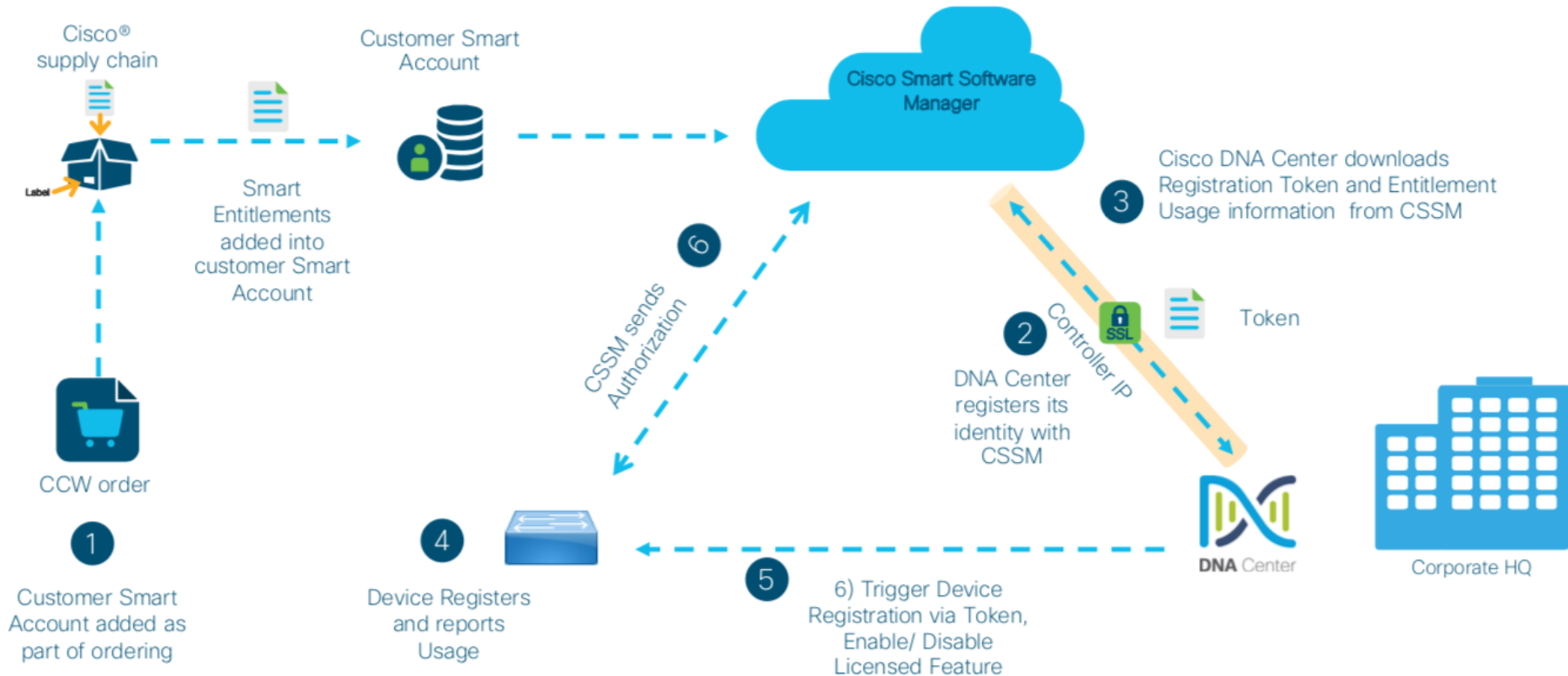
You make networking **possible**

The Layers

Entitlement Management using DNA Center

Cisco® supply chain

Customer Smart Account

Smart Entitlements added into customer Smart Account

Cisco Smart Software Manager

Cisco DNA Center downloads Registration Token and Entitlement Usage information from CSSM

Token

Controller IP

DNA Center registers its identity with CSSM

CCW order

CSSM sends Authorization

DNA Center

Corporate HQ

① Customer Smart Account added as part of ordering

④ Device Registers and reports Usage

⑤ 6) Trigger Device Registration via Token, Enable/ Disable Licensed Feature

Role of Cisco DNA Center in Smart Licensing

- Manage and Visualize all Cisco product licenses

- Shows purchased and in-use license information for
  - ✓ Switches
  - ✓ Routers
  - ✓ Wireless Controllers and Access Points.
  - ✓ Devices managed by Cisco Identity Services Engine (ISE).

Connecting DNAC to your Smart Account

Cisco DNA Center   DESIGN   POLICY   PROVISION   ASSURANCE   PLATFORM

System 360   Software Updates   **Settings**   Data Platform   Users   Backup & Restore

☰Q Search

AI Network Analytics
Anonymize Data
Authentication and Policy Servers
Certificate
Cisco Credentials
CMX Servers
Debugging Logs
Device Controllability
Device EULA Acceptance
Email Configuration
Events and Subscription
High Availability

Cisco Credentials

Use credentials to connect to Cisco and verify access to software and services.

[CCO] | License | PnP Connect

Cisco.com Credentials ✎

Username ⓘ
alen.ahmed@gmail.com

Password
•••••••   👁

Link your Smart Account

Your current Smart Account is **BU Production Test** ⓘ

◉ Use Cisco.com user ID alen.ahmed@gmail.com   ○ Use different credentials

Enter Cisco Credentials

Configure Smart Account for license usage

Local Asset Management Using SSM On-Prem

You make security **possible**

Using SSM On-Prem for Local Asset Management

## Overview

A Smart Software Manager On-Prem is…

- A component of Cisco Smart Licensing and works in conjunction with the cloud-based Cisco Smart Software Manager (SSM)

A Smart Software Manager On-Prem is ideal for…

- Customers who have strict security requirements and do not want their products to communicate with the central licensing database on Smart Software Manager over a direct Internet connection
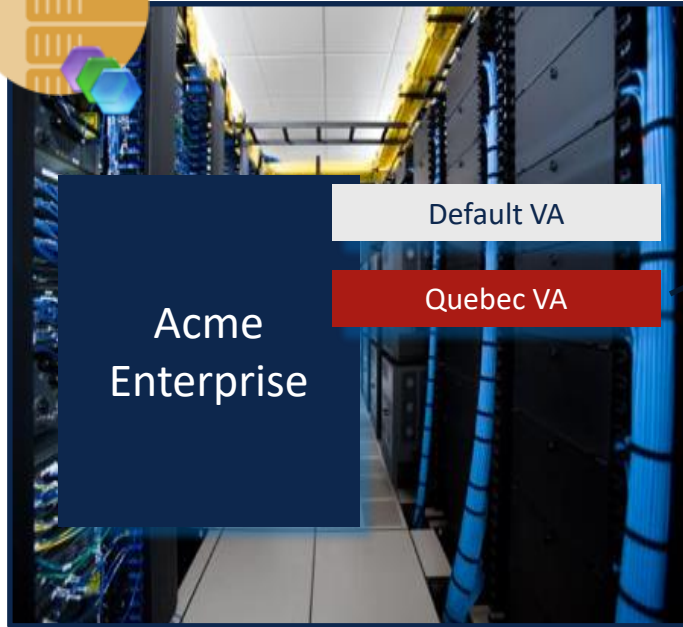
Using SSM On-Prem for Local Asset Management

- Flexible Account Setup models
  - Single Smart Account mapping to Multiple On-Prem Accounts
  - Multiple Smart Account mapping to Multiple On-Prem Accounts

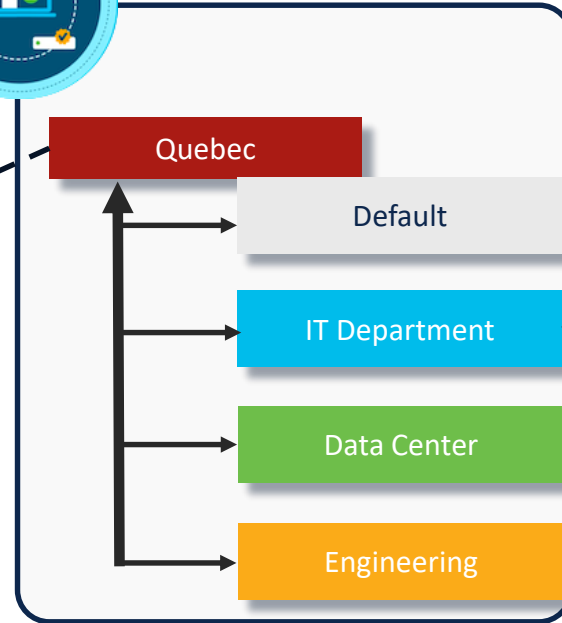- All Local Accounts map to a Smart Account/Virtual Account
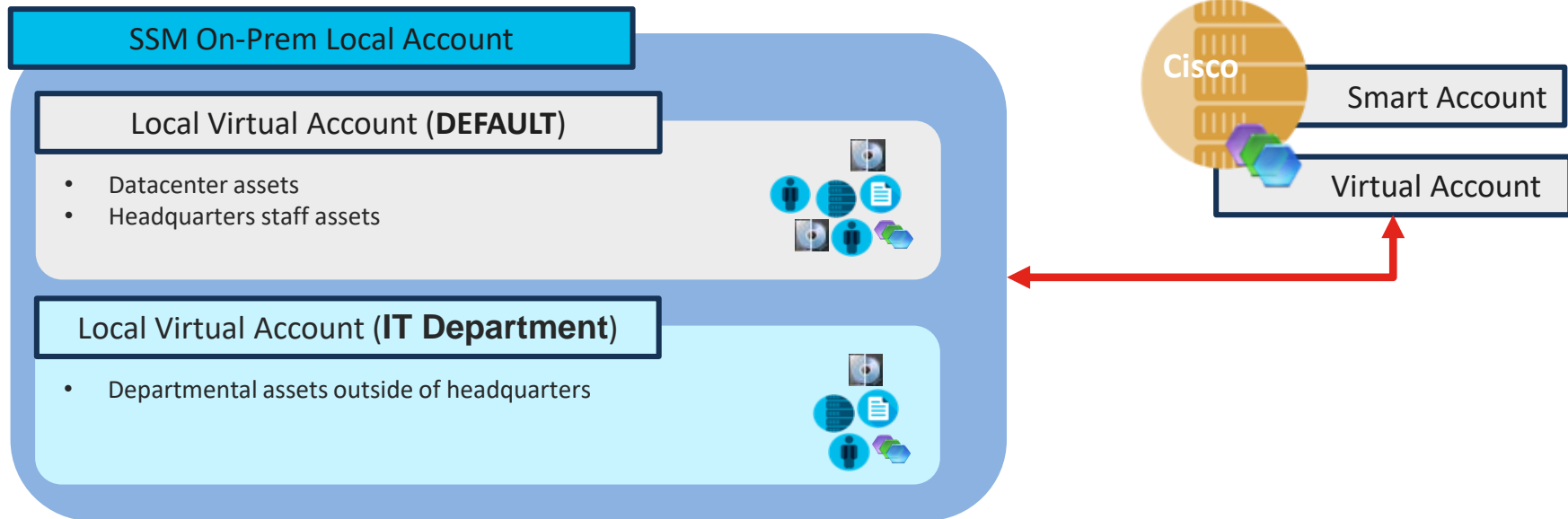
Using SSM On-Prem for Local Asset Management

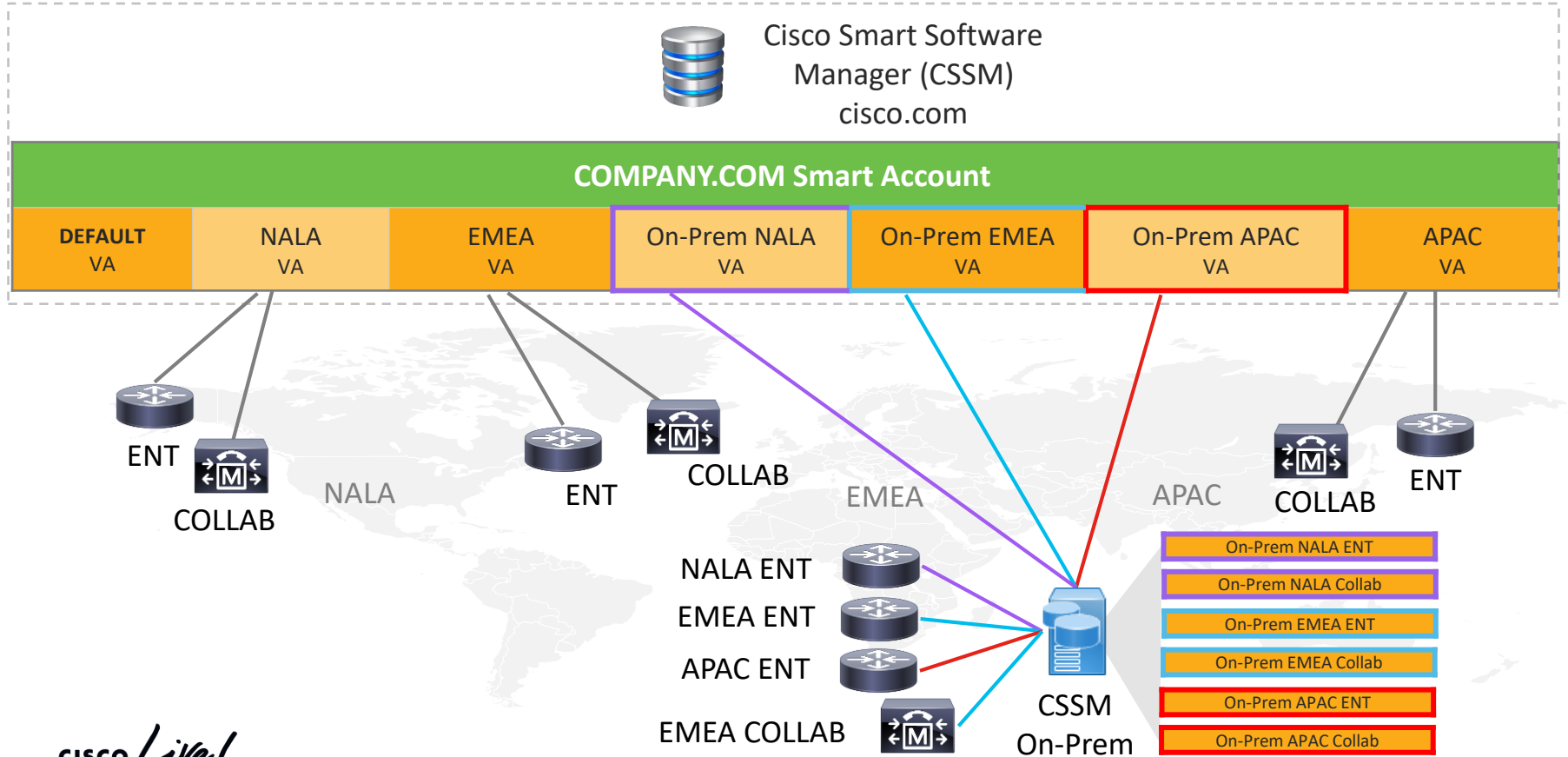Example: On-Prem Accounts to Single Smart Account
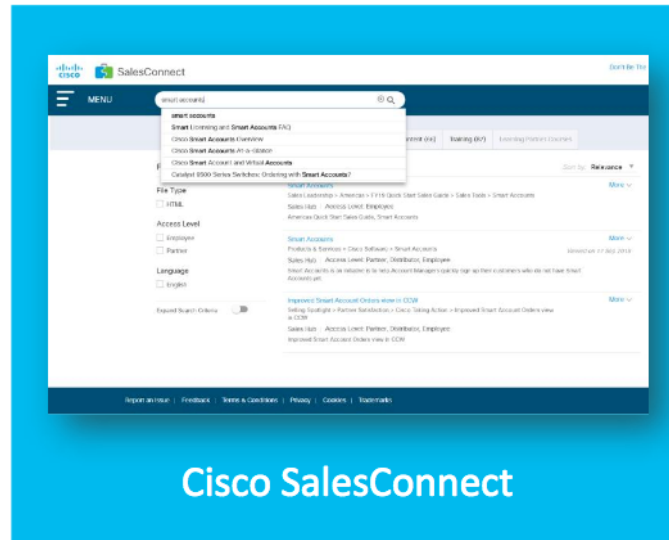

(software.cisco.com)

SSM On-Prem

Use Case : Smart Account Topology

Additional Support

Cisco Smart Software Licensing homepage

Cisco SalesConnect

For Smart Account questions, email sa-adoption-support@external.cisco.com

For Smart License questions, email Licensing@cisco.com
Be sure to include your Cisco ID in the email

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