



# Get Smart with Cisco Smart Accounts

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# Agenda



- ✓ **About Cisco Smart Accounts and Smart Licensing**
- ✓ **Demonstration**
- ✓ **Q&A**
- ✓ **Where to get more info**

# What exactly is a Smart Account?

A **Cisco Customer Smart Account** is a customer managed data repository providing full visibility and access control to Cisco software licenses, entitlements, and product instances across the company.

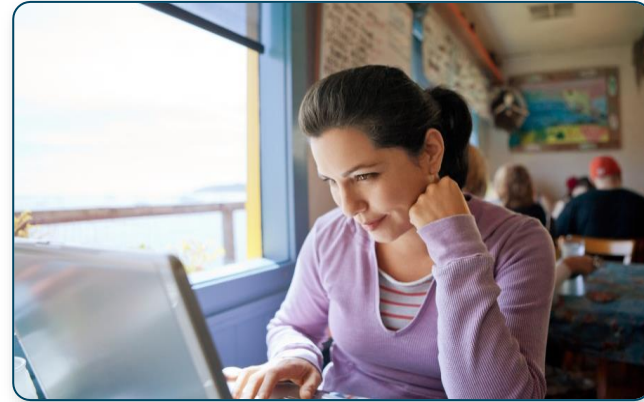


# Think of a Smart Account like online banking...

You have \$ in the bank and you can ...

- Automate deposits
- See all your money
- Have checking, savings
- Move money
- Pay bills

In one secure system, quickly and easily...



My Accounts Summary

COLLAPSE

Add a Non-USAA Account Reorder and Customize Groups and Accounts

Banking (6)		Balance	Amount Owed
<a href="#">View Analysis</a>		\$22,260	\$250
<b>Checking Account</b>	I want to	\$3020	
<b>General Savings</b>		\$5500	
<b>My Auto loan</b>		\$8090	
<b>House Taxes</b>		\$5000	
<b>House Fund</b>	I want to	\$900	
<b>World MasterCard</b>	I want to		\$250

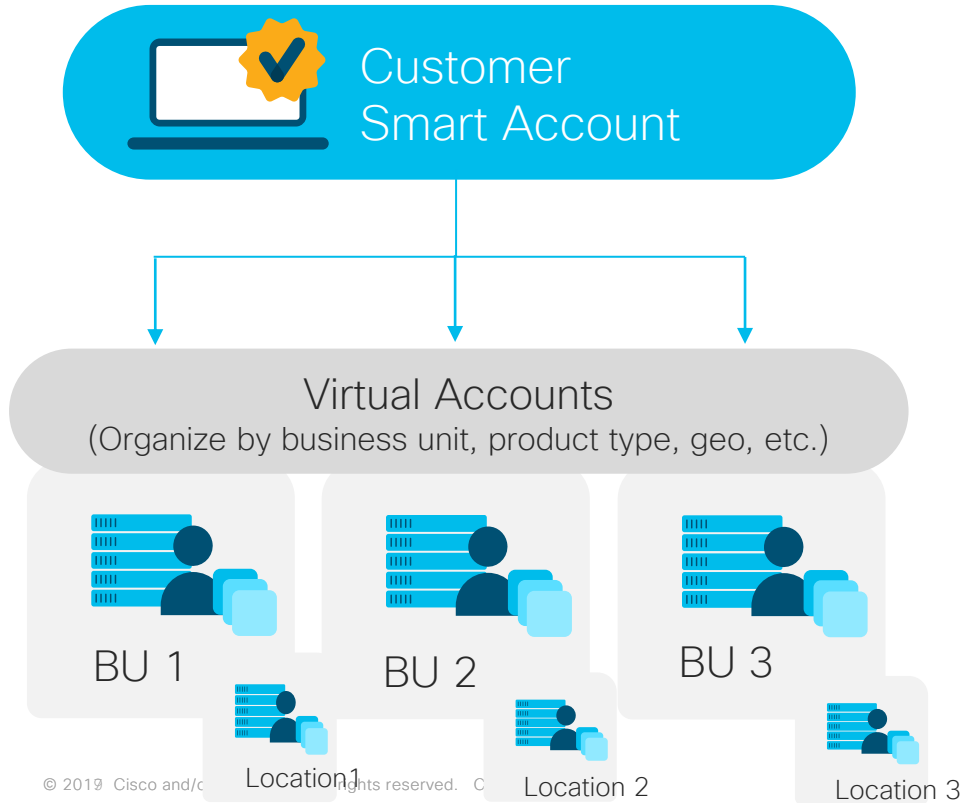
Without having to ...

- Track manually
- Wait a month
- Visit bank
- Send checks
- Balance all accounts

In a variety of methods, all by paper.

# How should I set up my Smart Account?

Create Asset Pools with your Smart Accounts using Virtual Accounts



Organize your licenses the way you want with Virtual Accounts

Virtual Accounts can be set up by business unit, product, geography or other destination - you decide what works best for your organization.

**The result:** Better utilization and more efficient planning.

# How do Smart Licenses differ from Traditional (PAK) licenses?

## Traditional (PAK) Licenses



### Limited View

Customers do not know what they own.



### PAK Registration

Manually register each device.



### Device-Specific

Licenses are specific to only one device.



### Locked

Use only what you paid for.



## Smart Licenses



### Complete View

Software, services, and devices in easy-to-use portal.



### Easy Registration

No PAKs. Easy activation. Ready to use.



### Company-Specific

Flexible licensing. Use across devices.

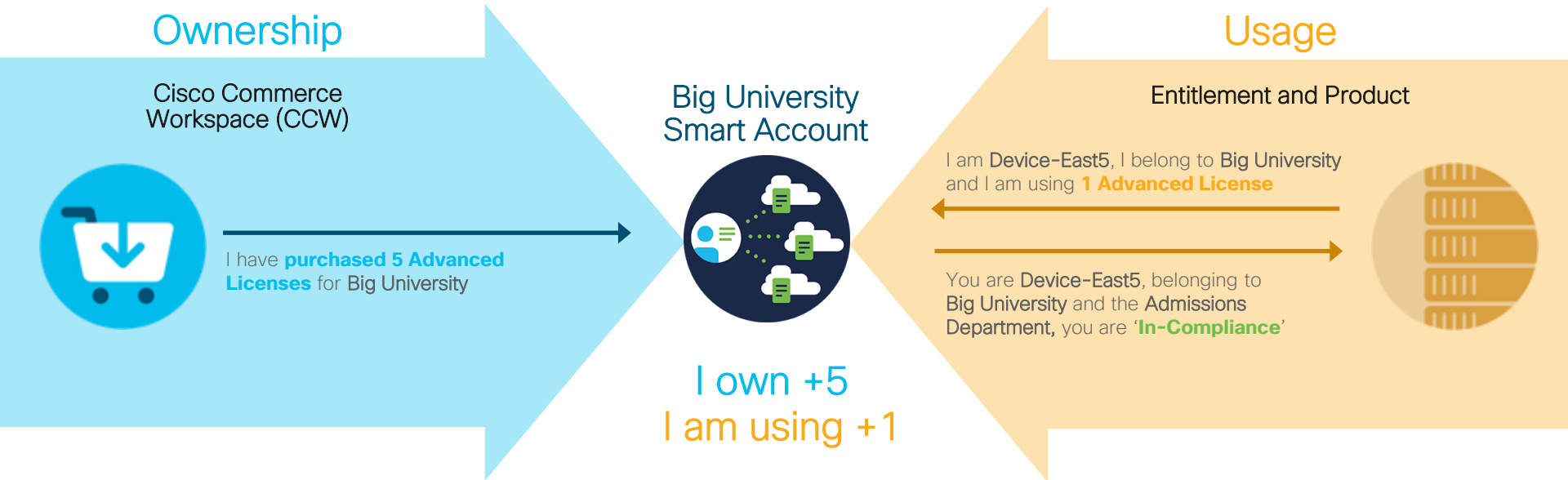


### Unlocked

Add users and licenses as needed.

Automated Provisioning | Efficient Consumption | License Portability

# How Does Smart Licensing Work with Smart Accounts?

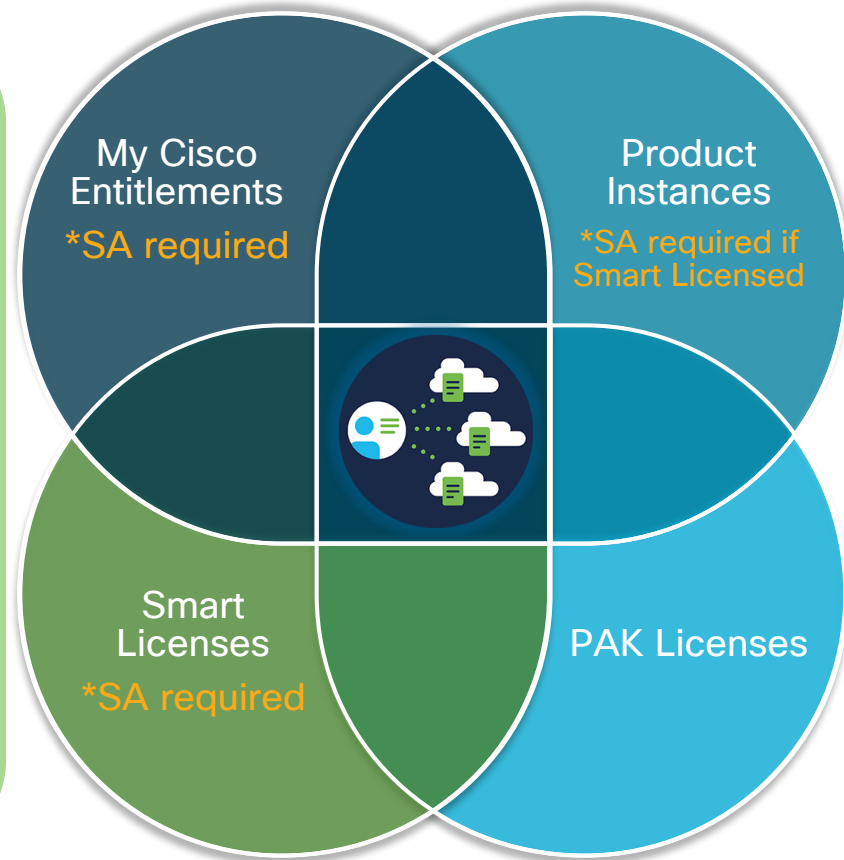


# Why do I need a Smart Account

A Smart Account is required for Smart Licenses and the new My Cisco Entitlements.

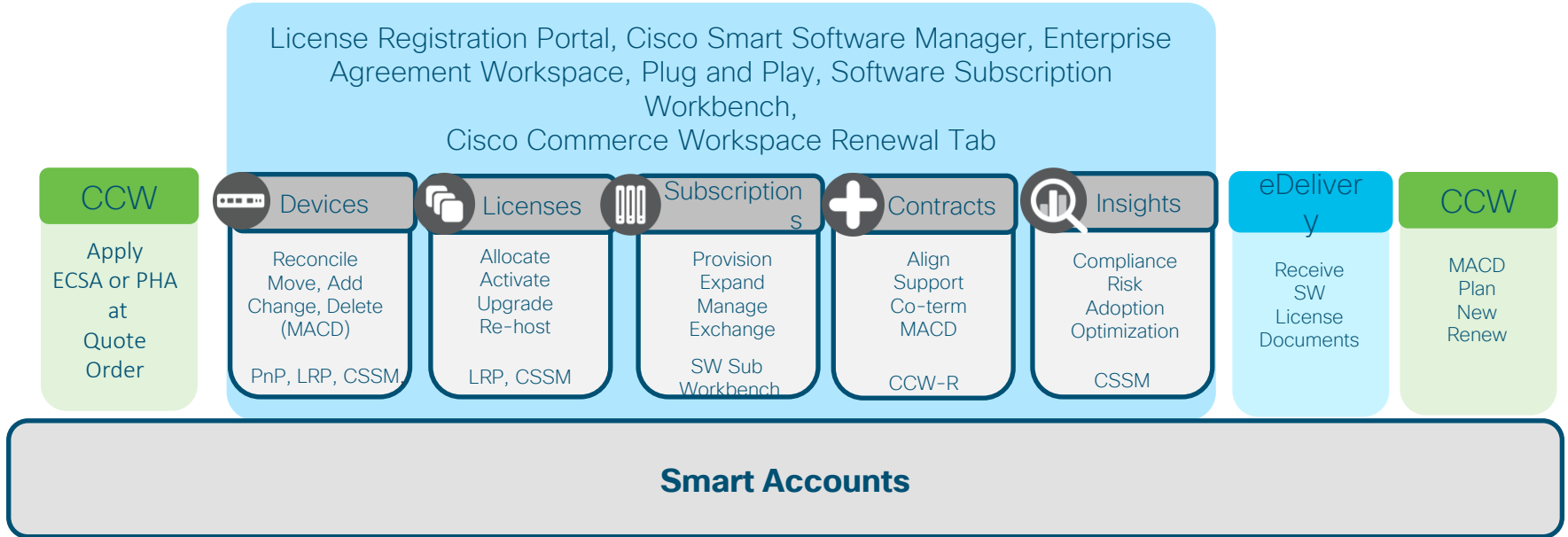
You can also see all your license usage in one place if you associate PAK licenses to a Smart Account.

Smart Accounts will be leveraged by Cisco for other uses in the future.

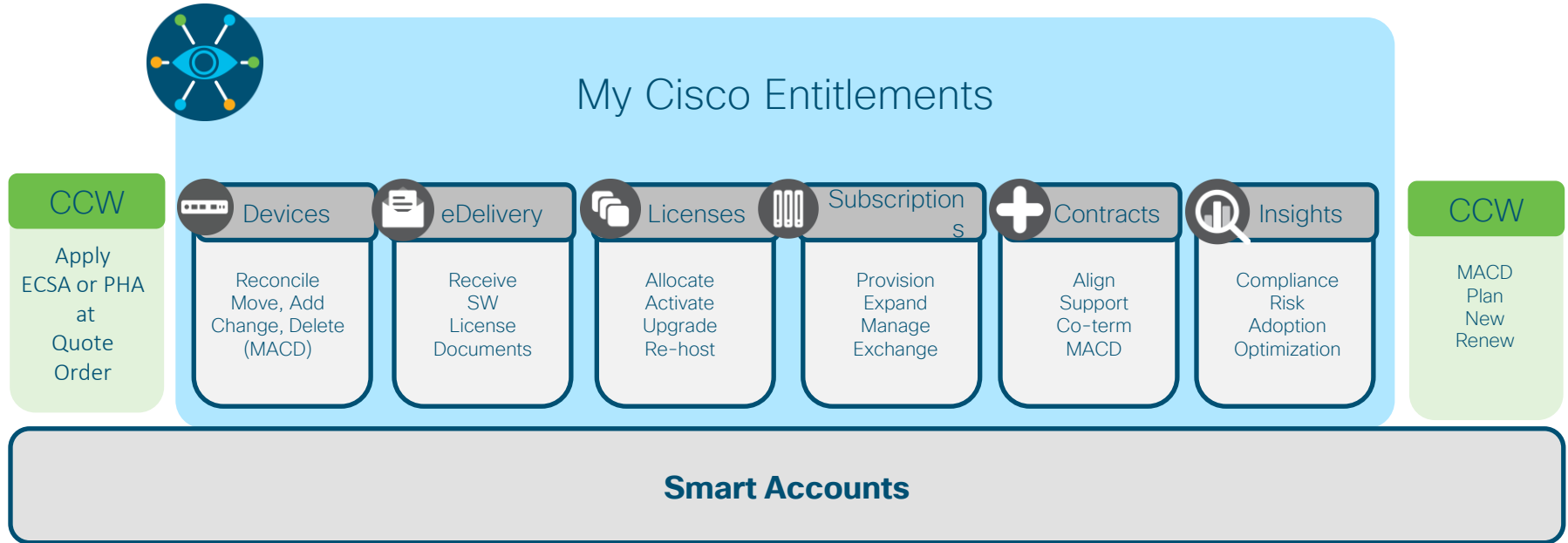




# Deployment and Lifecycle Management Today



# Deployment & Lifecycle Management Tomorrow



# Questions



Demo



- ✓ **Create Virtual Accounts**
- ✓ **Add users**
- ✓ **Registration Token**
- ✓ **View Smart License usage**
- ✓ **Transfer licenses**
- ✓ **Run reports**

# New Deployment Method for Smart Licensing

Smart Licensing using Policy: Easier, Faster, Simpler



## What?

IOS-XE software version 17.3.2/17.4.1 will simplify the end customer's operations by:

- removing all day 0 friction from the licensing experience
- removing evaluation mode and registration before use – enabling immediate time to value
- enabling simplified software reporting usage capabilities



## How?

Upgrade to IOS-XE release 17.3.2 available **October 30, 2020**  
Supported for the following Cisco products:

- Cisco Catalyst 9000 series switches.
- The routing platforms such as the ASR1K, ISR1K, ISR4K.
- Cisco Catalyst 9800 Series Wireless Controllers
- IOT routers and switches
- Collab CME, SRST, CUBE

The Next Generation virtual routers will support the new features starting with the Polaris IOS-XE release 17.4.1

# Questions



Closing



# Smart Account and Licensing Support Contacts



Hardware  
Support

<https://www.cisco.com/c/en/us/support/web/tsd-cisco-worldwide-contacts.html>



Licensing  
Support

Open a support case via Support Case Manager (SCM)  
<https://www.cisco.com/go/scm>. Click [here](#) to learn more!



Smart Licensing  
Training &  
Documents

Access [Live Training Here](#)  
Access a [comprehensive list of training documents HERE](#)  
Access additional [training documents HERE](#)



