

# Realizing the value of Enterprise Agreements

A strategy for software lifecycle management is key to achieving return on investment

## With growing pressure to modernize, expedite cloud migration and gain fast and secure access to data, the adoption of subscription software is accelerating.

Creating a blueprint for efficient software lifecycle management is critical in ensuring visibility and control of licensing investments. Increasingly, subscription software is being introduced alongside existing perpetual licenses. With a mixed estate of license types, it's important to keep track of the licenses you already have before adding more. This allows you to prevent any duplication of cost, ensure efficient utilization and avoid the risk of compliance or financial penalties.

The Cisco Enterprise Agreement (EA) plays a key role in enabling efficient migration to digital business models by consolidating multiple subscriptions into a single agreement. This allows you to spread your investment across multiple software suites, enabling the increased efficiencies and predictability to simplify procurement and save money.

The growing need for a holistic lifecycle strategy is the driver for our new Software-defined Infrastructure Services. Now when you buy

subscription software, we'll be able to provide full lifecycle support from the initial purchase of the technology to activation, provisioning, license optimization and driving adoption. Implementing Software-defined Infrastructure Services at the start of an Enterprise Agreement allows you to plan for growth, deployment and rollout.

We enhance your software investments with data-driven insights and expert recommendations, providing seamless visibility and control across subscription and perpetual licenses. With our support, our clients are typically achieving a 34% cost saving. Our Service Portal provides a single, near real-time view across multiple license estates mitigating compliance risks, identifying potential vulnerabilities and ensuring efficient utilization.

## Why worry about managing your licenses?

Too many organizations are at risk of consistently wasting money on shelfware. In many cases, annual software licensing budgets are impacted by as much as 25%, as in-house resources are consumed by managing complex licensing arrangements.

Over or under licensing presents additional challenges. When you pay too much for one license and too little for another, you're at risk of compliance action, unexpected penalties and unintended license duplication. In short, managing a full range of licenses from multiple vendors over entire lifecycles eats up valuable resources and time.

## Consistent support for software and hardware is key for infrastructure transformation

Managing the migration to software-defined networking creates the need to support associated SDI hardware together with multivendor legacy assets (often supported by our trusted Uptime service offers). It's also essential to consistently analyze the benefits of extra software features that can cause long-term subscription suite cost bloating. Software-defined Infrastructure Services provide consistent support for hardware and software — providing insights through a single Service Portal.

## Maximize the value of every license

Free software components that vendors include with Enterprise Agreements can challenge license management efforts, distracting IT teams from focusing on delivering strategic objectives. With regular access to best-in-class data analysis and expert recommendations, you now have the insights and tools needed to create a blueprint for success. With the ability to optimize usage and lifecycle management, ROI can be maximized and risk mitigated, for example, avoiding license expiry exposure and potential incurrence of cost at the end of trial periods.

“ With a mixed estate of license types, it’s important to keep track of the licenses you already have before adding more.

### Enterprise software has been challenging for companies in general



“ NTT’s leadership and innovation drives value for our customers and helps them respond to complex business challenges.

Oliver Tuszik – Senior Vice President, Global Partner Organization, Cisco

## Identify a blueprint for optimized license management

Identifying a blueprint defining the optimal model for license management has been found to be key to achieving lifecycle value from license investments. To help our clients lay a solid foundation for software asset management we have developed a Software Lifecycle Management Assessment. From gaining an accurate view of what you have and what you need, cost savings and lifecycle efficiencies can be identified and a blueprint for optimized license management established.

## Three steps for successful enterprise licensing management

Software-defined Infrastructure Services provide a blueprint for your most efficient license management model by providing a three-step model:



### Visibility

The first step toward managing your license estate is being able to gain analytical insight from a single source — if you can't see it, you can't manage it. Our Service Portal features a Digital Wallet providing a consolidated lifecycle view of your license estate. You can access near real-time analytics through easy-to-understand graphical dashboards showing critical performance and lifecycle insights.



### Automation

Driving changes through an automated platform puts you in control with the rapid diagnostics, predictive insights and proactive notifications to streamline lifecycle management, simplify decision-making and reduce time to resolution.



### Optimization

By interpreting analytics-driven insights, our software experts can make recommendations for optimized license management. By identifying best practices for lifecycle status, compliance, utilization and the pre-identification of potential vulnerabilities, you have the tools to optimize license management, achieving higher ROI and cost efficiency.

## Accelerating the value of your software-defined technology investments

As a leader in software-defined networking, Cisco has developed controller-based technologies such as the Digital Network Architecture (DNA) Center to allow users to benefit from detailed, real-time analytics to enhance network agility, speed and performance. Automated detection and prioritization of issues, together with accelerated policy activation and assurance, and the reduced risk of human error, underpins an infrastructure designed for digital transformation.

Realizing the maximum potential of your software-defined investments calls for new levels of expertise and access to specialist skills when needed. To help you realize the benefits of DNA Center, we offer SDI Controller Activation and Use Case Accelerators designed to ensure efficient activation, deployment and adoption.

Now, in addition to helping you optimize the value of your license estate, we can help you deliver the full value of your networking investments together with the service capabilities to support the transformation of your IT operations.

