



The bridge to possible

It's a cooking competition, and the Cisco Chefs have the perfect recipe.

A single contract for the solutions you need to drive innovation and outcomes

Gary Wolfson, Sr. Director, Global Partner Sales

Daniel Gault, TSD, Global Software Partner

3-2-1,
GO!



A decorative graphic in the top right corner consisting of numerous overlapping circles in various colors including red, orange, yellow, green, and blue, set against a dark, textured background.

IT'S A COOKING COMPETITION,
AND THE CISCO CHEFS
HAVE THE PERFECT RECIPE:

A SINGLE CONTRACT FOR THE SOLUTIONS YOU NEED
TO DRIVE INNOVATION AND OUTCOMES

Gary Wolfson, Sr. Director, Global Software Partner Sales
Daniel Gault, Software Business Dev. Mgr., Global Software Partner Sales

DIGITAL EXPERIENCE REVOLUTION



Connected, Secure, and an Always-On Experience



CAN'T AFFORD TO GET IT WRONG!
77% WILL INVEST THE SAME OR MORE IN 2023*

*BAIN & COMPANY

THE OUTCOMES YOU CRAVE REQUIRE THE PERFECT RECIPE

A SINGLE
CONTRACT:
THE CISCO
ENTERPRISE
AGREEMENT

LIFECYCLE
ENGAGEMENT:
CONTINUOUS FOCUS ON
YOUR GOALS AND
OUTCOMES

A PARTNER AT
YOUR SIDE:
EXPERT GUIDANCE
ALONG YOUR ENTIRE
JOURNEY

FIRST COURSE: INNOVATING WITH THE CISCO EA

THE POWER OF ONE, THE POWER OF THE NEW... CISCO EA 3.0



THE NEW CISCO ENTERPRISE AGREEMENT

THE POWER OF OUR ENTIRE PORTFOLIO UNDER ONE AGREEMENT

Business Agility

Accelerate business transformation
with easier access to technology

Premium Experience

Easily buy, consume and manage
software licenses

Unmatched Value

Maximize investments with access to
exclusive benefits



EA 3.0 DELIVERS MORE FOR CUSTOMERS



FLEXIBLE CONSUMPTION
FOR PARTIAL COMMITMENTS



ON-DEMAND ACCESS TO
SECURITY AND SERVICES

BUSINESS AGILITY

ACCELERATE BUSINESS
TRANSFORMATION
WITH EASIER ACCESS
TO TECHNOLOGY

EA 3.0 DELIVERS MORE FOR CUSTOMERS

Landing Page

Smart Software Center / Enterprise Agreements

Enterprise Agreements

Security Choice EA - CCW Testing Active Catalog Detailed Report Consumption	Subscription ID Sub723575 +2	Web Order Id 80001312	Number of Suites 1	Start Date 10-Sep-2021	End Date 09-Sep-2024
	Total Purchased Entitlements 100	Buying Program EA 2.0	Next True Forward 09-Sep-2023	Number Of Solutions NA	
Cisco Data Center EA Active Catalog Detailed Report Consumption	Subscription ID Sub690454 +7	Web Order Id 89849344	Number of Suites 1	Start Date 17-Jun-2021	End Date 16-Jun-2024
	Total Purchased Entitlements 3	Buying Program EA 2.0	Next True Forward 16-Jun-2023	Number Of Solutions NA	
Cisco DNA EA Active Catalog Detailed Report Consumption	Subscription ID Sub1675202 +6	Web Order Id 91337895	Number of Suites 1	Start Date 13-Jan-2022	End Date 12-Jan-2025
	Total Purchased Entitlements 200	Buying Program EA 2.0	Next True Forward 12-Jan-2023	Number Of Solutions NA	
SPNA Automation Active Catalog Detailed Report Consumption	Subscription ID Sub661744 +4	Web Order Id 87812098	Number of Suites 1	Start Date 29-Feb-2021	End Date 24-Feb-2024
	Contract Number 0 +2	Buying Program EA 2.0	Next True Forward 22-Sep-2023	Number Of Solutions NA	

PREMIUM EXPERIENCE

EASILY BUY, MANAGE AND
CONSUME SOFTWARE LICENSES

EA 3.0 DELIVERS MORE FOR CUSTOMERS



UNMATCHED VALUE

MAXIMIZING INVESTMENTS WITH
ACCESS TO EXCLUSIVE OFFERS

NETWORK REFRESH USE CASE





A blackboard with a wooden frame sits on a dark grey surface. To the left of the blackboard is a bunch of fresh green rosemary tied with twine. To the right is a small metal bowl containing white salt and a larger metal bowl containing mixed red, black, and white peppercorns. A wooden spoon lies diagonally across the bottom right corner. The text is written on the blackboard in a casual, hand-drawn style.

BENEFITS: NETWORK REFRESH WITH EA

ALL LICENSES IN THE 'PANTRY'
EASIER MANAGEMENT
BUILT-IN RAMP
GETTING TO OUTCOMES FASTER

SECURITY THREAT USE CASE



YOU'VE
BEEN
HACKED!

I NEED TO BE ABLE
TO SEE WHERE
THE PROBLEM IS!



I COULD DEPLOY
SECURE NETWORK
ANALYTICS TO IDENTIFY
THE BREACH...



PROBLEM SOLVED! I GOT
SECURE NETWORK ANALYTICS FAST
AND I DIDN'T HAVE TO BUY FOR THE
WHOLE ENTERPRISE

NOW I'LL LOOK FOR AN
ENTERPRISE-WIDE SOLUTION
TO KEEP IT FROM
HAPPENING AGAIN!





BENEFITS: SECURITY BREACH AND EA

ADDRESS ISSUES FAST
PUT FULL SOLUTION IN PLACE
PAY AT TRUE FORWARD



*Hyperflex is a Suite within the Applications Portfolio, but not part of FSO

**Coming Soon

NETWORKING
INFRASTRUCTURE

SERVICES

APPLICATIONS
INFRASTRUCTURE

SECURITY

COLLABORATION



EA 3.0 RECAP



Easier Expansion

Access additional products without an enterprise-wide commitment



Value Shift with Cisco DNA Software & Meraki

Ability to transfer license value within and between Cisco DNA Software & Meraki



Comprehensive Solutions

Seamlessly add Security and Services to any agreement



Lower barrier to entry

Access the Cisco's entire Portfolio for as little as \$100K TCV

ONE CONTRACT

ALL ARCHITECTURES UNDER A SINGLE, CO-TERMED AGREEMENT
WITH SIMPLIFIED LEGAL TERMS

SECOND COURSE: ENGAGING ACROSS THE LIFECYCLE WITH THE CISCO ENTERPRISE AGREEMENT

CUSTOMER LIFECYCLE





76% OF CIOs FIND IT DIFFICULT TO BALANCE
BETWEEN BUSINESS INNOVATION AND
OPERATIONAL EXCELLENCE

STATE OF THE CIO 2022

CISCO &
PARTNERS
GET YOU TO
THE OUTCOMES
THAT MATTER
FASTER



- Deep technology & industry expertise
- Business transformation experience
- Focus on value realization



THIRD COURSE: CISCO PARTNERS



OUR PARTNERS

Building the Ecosystem

3 Decades

Thousands of Partners

150 countries

90% of customers work with a partner

Developing Expertise

Practice building

Certifications and training

Lifecycle program

Success program

WE'RE MAKING IT EASIER FOR PARTNERS.
PARTNERS MAKE IT EASIER FOR YOU!



Age of the Partner



"WE'VE BUILT OUR STRATEGY BASED ON
A PARTNER-DRIVEN GO-TO-MARKET
MODEL. WE'VE CONTINUED TO ADAPT
AND EVOLVE, AND WE ALWAYS WILL."

OLIVER TUSZIK
SVP, GLOBAL PARTNER SALES
& GM, ROUTES TO MARKET, CISCO





CHOOSING A PARTNER

QUESTIONS TO ASK, WHAT TO LOOK FOR

ENTRÉE

INDUSTRY KNOWLEDGE
LICENSING EXPERTISE
OUTCOME FOCUS

MAIN

LIFECYCLE PRACTICE
CERTIFICATIONS
SERVICES AND SUPPORT

DESSERT

CUSTOM SOLUTIONS AND CAPABILITIES

Key takeaways for the perfect recipe

- Enterprise Agreement delivers value you need
- Taking a lifecycle approach helps identify and address needs
- Choose the right partner



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- Complete a minimum of 4 session surveys and the Overall Conference survey (open from Thursday) to receive your Cisco Live t-shirt.
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Cisco Webex App

Questions?

Use Cisco Webex App to chat with the speaker after the session

How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
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Webex spaces will be moderated until February 24, 2023.



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The bridge to possible

THANK YOU

CISCO *Live!*

CISCO *Live!*

ALL IN