



TURN IT UP

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The bridge to possible

New Low-Friction Licensing for Enterprise and IoT!

Learn About Smart Licensing using Policy (SLP)

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Agenda

- Background of Software Offers and Licensing
- Why evolve smart licensing?
- What's new?
- Smart Licensing Simplified for EN and IoT
- When Ordering Smart Licensing for EN and IoT
- How it Works

Background of Software Offers and Licensing



Perpetual SW sold with HW
PAK, RTU Licenses



Software Decoupled

2012 – Cisco HW and SW are decoupled

27 Years

New Network-aware Applications Introduced

Then in 2017...



Cisco's Enterprise product teams
launched network-aware software
applications as a subscription offer

After launching a licensing method for our new SW offers we went back to our customers to listen...



We heard
you....



Customer networks and purchasing processes are complicated...

- ✓ We heard that Smart Licensing and Smart Accounts challenge software compliance success for our you
- ✓ We heard that the smart licensing model impacted your security policies and increased OPEX costs



Through an iterative process, Cisco teams worked together to evolve smart licensing based on your feedback

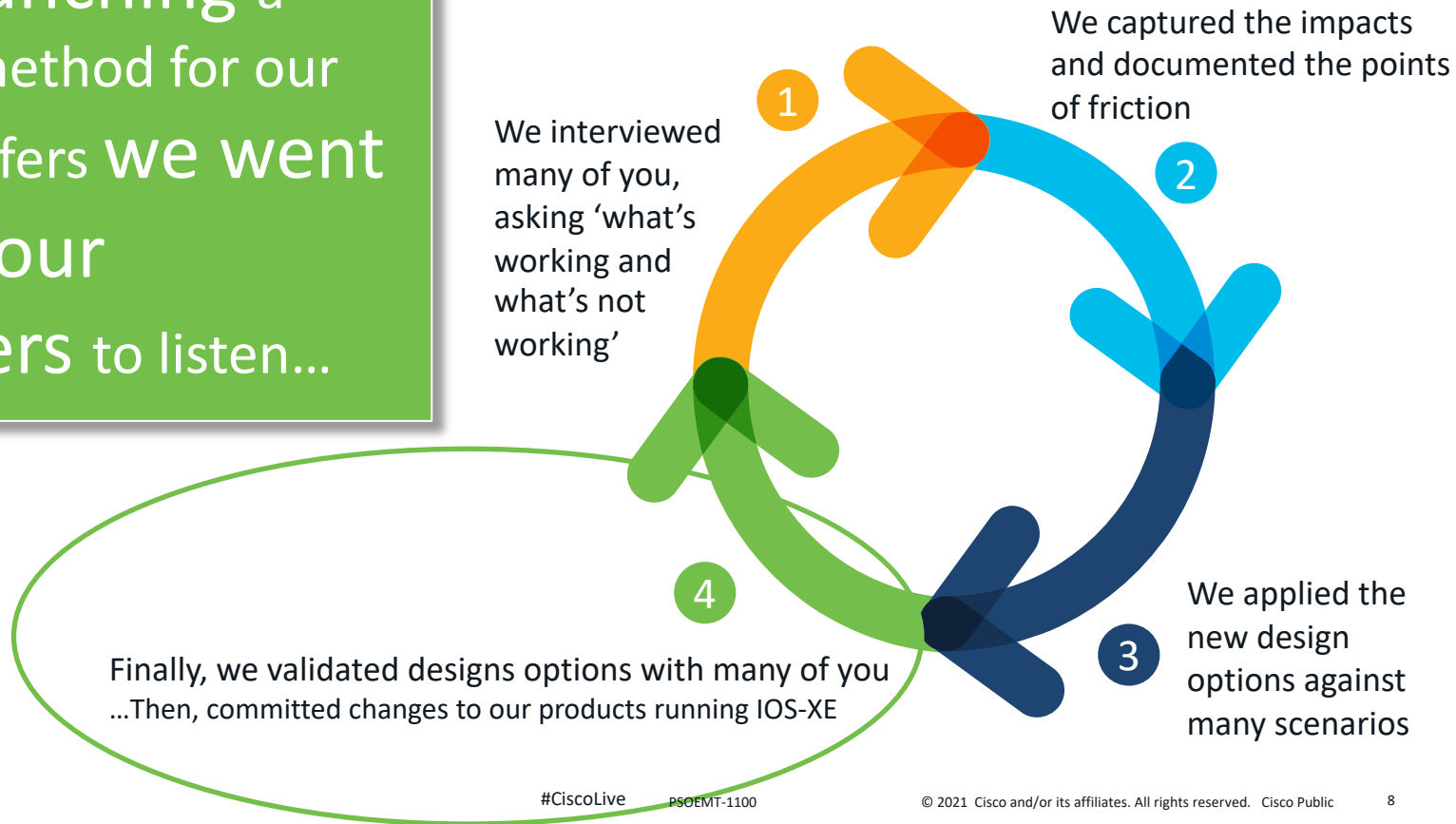
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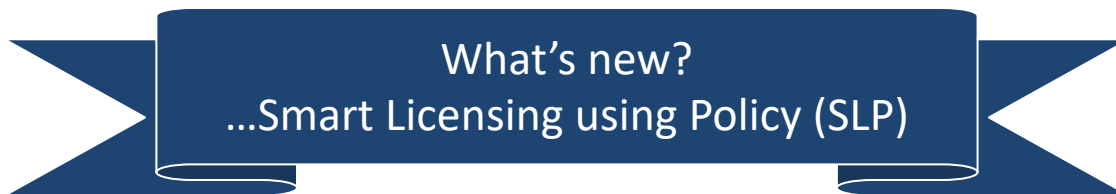
We interviewed many of you, asking 'what's working and what's not working'

We captured the impacts and documented the points of friction

We applied the new design options against many scenarios

After launching a licensing method for our new SW offers we went back to our customers to listen...





What?

- ✓ Any EN and IoT IOS-XE product running 17.3.2 / 17.4.1 or >
- ✓ DNAC appliances, SSM on-prem
- ✓ Collab CUBE, SRST, CME on XE routers
- ✓ Data Center's ACI, NX-OS and MDS receive the update in Q3CY21



WHY?

- ✓ Simplify licensing OPEX
- ✓ Enable customers to be SW compliant without impacting security policies and OPEX costs



When?

- ✓ IOS-XE Release: November 9th, 2020
- ✓ Cisco DNAC on-prem – release 2.2.1
- ✓ SD WAN – March on-line/ July off-line
- ✓ SSM on-prem – March 2021



How?

- ✓ Upgrade any Polaris IOS-XE product to the 17.3.2 or 17.4.1 or > release
- ✓ Legacy PAK, SLR, PLR keys honored
- ✓ Upgrade any DNAC appliance to receive all SLP features

Smart Licensing Simplified for EN and IoT

Smart Licensing using Policy (new version Polaris 17.3.2 or >)

Note...



No change to the ordering processes of HW and SW

Note: Use your smart and virtual accounts for SW management and visibility

CHANGE: 3 REQUIREMENTS DOWN TO 1



No EVAL-mode
@ product boot



no registration
to cisco.com
per device



No on-going communication
requirement per device
every 30 - 90 days

Simply...

Send Cisco a report with software license use

When Ordering Smart Licensing for EN and IoT

Smart Licensing using Policy

Note...



Select 17.3.2 or >, then software assets are reported

Note: Use your smart and virtual accounts for software management and visibility

First of all, Software ordered is reported to your smart account.....

Drop-ship Orders from Cisco Factory, with a Smart Account

1. Creates a report record of all software purchased
2. Installs all purchased trade-controlled software and keys

Orders via Distributors, with a Smart Account

1. Report a record of all software purchased when point-of-sale transactions are sent to Cisco

When Ordering Smart Licensing for EN and IoT

Smart Licensing using Policy

Note...



No change to the ordering processes of HW and SW

Note: Use your smart and virtual accounts for SW management and visibility

No Smart Account on the order?

1. Upgrade to 17.3.2 or >
2. Then, send a report to your smart account
3. Software assets are transferred from a holding account to your smart account
4. All software purchased is then reported as 'in-use'

What you need to know....SW reporting

When should I report? - Report on-change

Perpetual

1. Report after upgrade

Establish a smart account software asset baseline, report after upgrade to 17.3.2. / 17.4.1 or >

2. Report on-change, within 90 days

A single notification indicates reporting is required

3. Report annually (or more frequently)

Changes in your network will be reflected in your smart account



Subscription

1. Report after upgrade

Establish a smart account software asset baseline, report after upgrade to 17.3.2. / 17.4.1 or >

2. Report on-change, within 90 days

A single notification indicates reporting is required

3. Report annually (or more frequently)

Changes in your network will be reflected in your smart account



One notification with package changes: on-screen, syslog, YANG

How can I report SW?

Use one or many of these options to report SW use...

Avail: March 2021

SD WAN

Set-up controller reporting cadence preferences

The controller manages SW use and reporting

Report on-line automatically, including MSLA post-paid use

Report off-line via upload to CSSM – July 2021

Bulk and automated options supported

DNAC On-prem

Set-up reporting cadence preferences

ID products running SLE

Report on-line automatically

Report off-line via upload to CSSM

Bulk and automated options supported

Avail: Mar 2021

SSM On-prem

Set-up reporting cadence preferences

ID products running SLE

Report on-line automatically

Report off-line via upload to CSSM

Bulk and automated options supported

Direct to Smart Account

Report on-line automatically

Report off-line via upload to CSSM

IOS-XE's WebUI supports reporting

Cisco Smart Software Manager (CSSM) / My Cisco Entitlements (MCE)

Use APIs or the web portal to report use, [https://apidocs-](https://apidocs-prod.cisco.com/explore;category=Smart_Accounts_&_Licensing_APIS;sgroup=Smart_Licensing_Using_Policy)

[prod.cisco.com/explore;category=Smart Accounts & Licensing APIs;sgroup=Smart Licensing Using Policy](https://apidocs-prod.cisco.com/explore;category=Smart_Accounts_&_Licensing_APIS;sgroup=Smart_Licensing_Using_Policy)

CSLU App Cisco Smart Licensing Utility Lite Windows Application

Set-up reporting cadence preferences

Report on-line automatically

Report off-line via upload to CSSM

Bulk and automated options supported

3rd Party

APIs to push or pull report data

CLIs to push or pull report data

On-device details



Smart Licensing using Policy – November 2020(17.3.2 or >)

How it works.....



Configure your product.
Each IOS-XE device records the configured package

- ✓ Each device is the single-source-of-truth of software in use
- ✓ A RUM report is created in IOS-XE



New APIs and CLIs offer reporting automation

- ✓ Use a Cisco tool or 3rd Party system
- ✓ Smart Account APIs automate reporting
- ✓ RUM reports can be pushed or pulled from each device



Cisco Smart Software Manager - CSSM
Update you Smart Account

Send SW license use reports

Note: Reporting of SW use is required

- ✓ Know what software is available to use
- ✓ Keep your software purchase vs. use in sync

Reporting: What data does Cisco care about?

Reporting

Required data fields for SW reconciliation per customer, per product

UDI	HW Product serial number
SW	SW Unique ID SN
SW Package + Reg ID	Software package (Essentials / Advantage) + the entitlement tag
Count	Software use count per license entitlement
Time and date stamp	Per license entitlement change and use

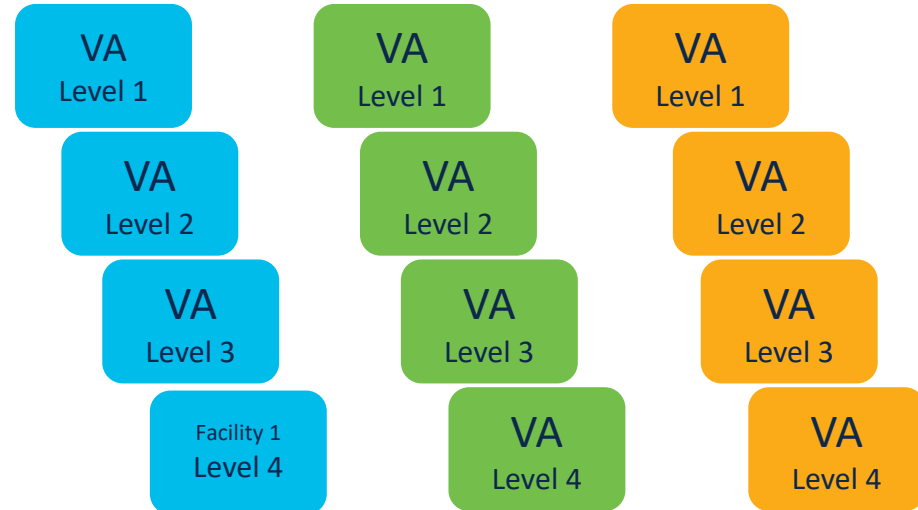
Smart Account Nested Structure Options

Smart Account – Flat structure



Smart Account –Nested

Up to 10 levels can be created



SA Tree / Nested Structure – Available Today

Manage your software assets, add Role-Based Access Control

Up to 10 levels can be created

EXAMPLE
Customer1.com

Entity 1 / Americas
VA Level 1

LATAM

Mexico

Bldg 1

Bldg 2

US
Level 2

VA
Level 3

VA
Level 3

VA
Level 4

Entity 2 / EMEAR
VA Level 1

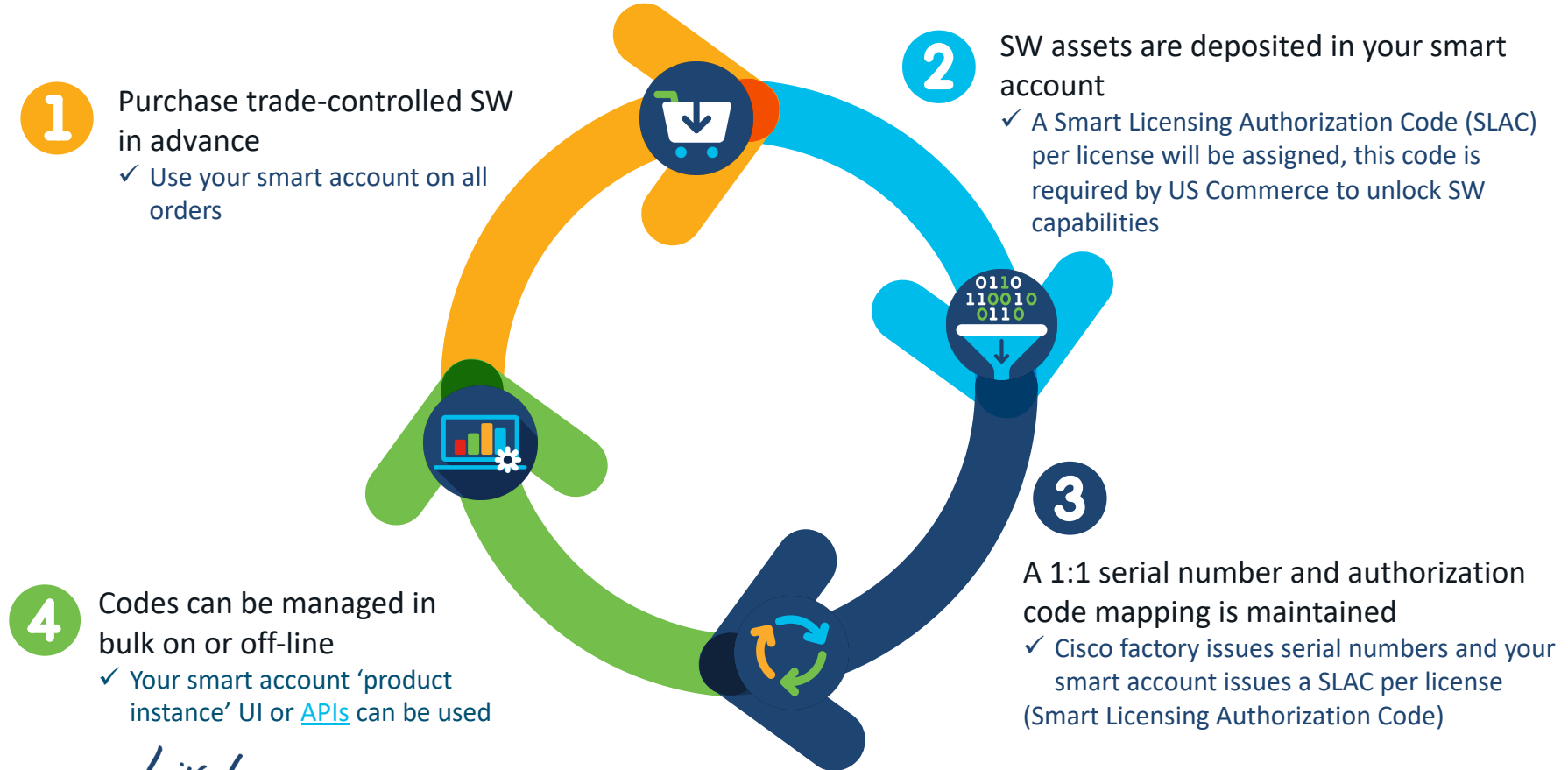
VA
Level 2

VA
Level 3

VA
Level 3

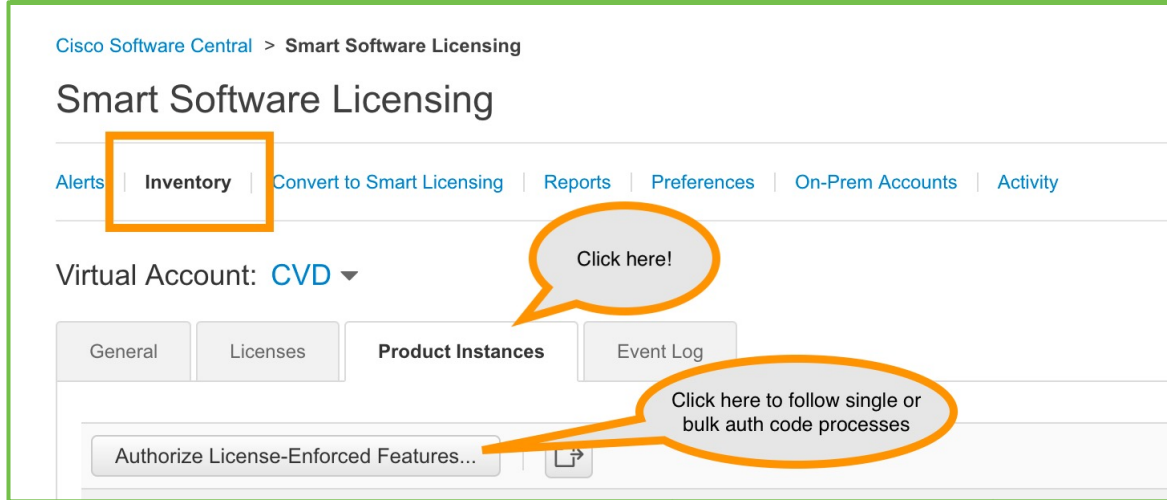
VA
Level 4

Trade Controlled SW, what to do...



NetOPS Trade-controlled SW Process Options

Use your Smart Account to Acquire Single or Bulk Codes



Or

Automate the processes by:

- ✓ Using Smart Account [APIs](#) with 3rd party systems
- ✓ A Cisco DNAC, SD WAN controller
- ✓ SSM on-prem
- ✓ Cisco Smart Licensing Utility windows App (CSLU)

Smart Account, Smart Licensing using Policy APIs:

https://apidocs-prod.cisco.com/explore;category=Smart_Accounts_&Licensing_APis;sgroup=Smart_Licensing_Using_Policy

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Smart Licensing Auth Code Request API:

https://apidocs-prod.cisco.com/explore;category=Smart_Accounts_&Licensing_APis;sgroup=Smart_Licensing_Using_Policy;epname=Request_Authorization_Codes

Smart Licensing Using Policy – November 2020(17.3.2)

Customer request!



Tag your products – Private telemetry

- We have added four free-form fields to IOS-XE, 256 char limit
- Push or pull this data to any device via API or CLI
- Add, modify, delete as needed
- This data is not sent to Cisco

Smart Licensing Using Policy (SLP) End-2-End

1



Order SW.

Include your Cisco Smart Account

2



SW Reported.

Cisco reports all purchases to your Cisco Smart Account

3



Use Your Product.

No Registration. SW use reports created on product

4



Report SW Use.

On-change of SW in-use. Options: on box API or CLI

5



Upload to Cisco.

Via connected on-line or disconnected off-line

6



View SW Assets.

Reporting Tracked. Status of uploads available



The bridge to possible

Thank you

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