



Cisco Smart Accounts

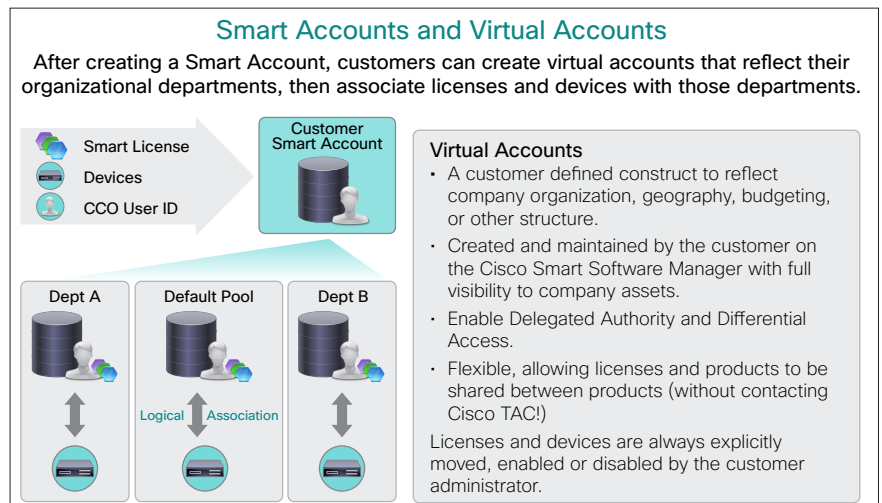
Gain Enterprisewide Visibility into Your Cisco Software Licensing Assets

Cisco Smart Accounts is a new, time-saving method of customer or partner-managed software license asset management. Through an account on the Cisco.com website, it lets you view and control access to all of your Cisco software licenses and entitlements across your organization (Figure 1). Before Smart Accounts, visibility to entitlements required individual Cisco.com identification, which restricted license management and reporting capabilities across the enterprise.

After you set up a Smart Account, you have the flexibility to create sub accounts (virtual accounts) to help manage your licenses for departments, areas, or locations within your organization. Licenses can be pooled within virtual accounts as needed (Figure 2). Smart Accounts have role-based user access controls, which allow the delegation of authority to account administrators at the Smart Account level or at the virtual account level. In addition, you can manage partner visibility and management rights to your virtual or enterprise-level accounts.

Smart Accounts are a key to helping enable Cisco Smart Software Licensing, a valuable benefit that helps make it easier for you to do business with Cisco. Smart Software Licensing unlocks licenses from a single device, allowing you to use licenses with any device within your company that is compatible with Smart Software Licensing, as needed. With the advantage of portability, Cisco Smart Software Licenses eliminate the need for manual product activation key-based registration, which can result in lengthy downtime or make processing return material authorization more difficult.

Figure 1. Cisco Smart Accounts Let You Create Sub, or Virtual, Accounts That Are Associated with Departments within Your Organization



Benefits

- **Gain real-time, comprehensive visibility** into all of your organization's Cisco® software licenses, devices, and usage information.
- **Get secure centralized management** of software licensing assets across your company.
- **Easily address changing business needs through license portability** and instantly move and use licenses with any compatible device anywhere in your company.
- **Avoid interrupting business** with timely expiration and renewal notifications and transaction records for your software licensing purchases, transfers, and usage.

Next Steps

To learn more about Smart Accounts, go to <http://www.cisco.com/go/smartaccounts>.

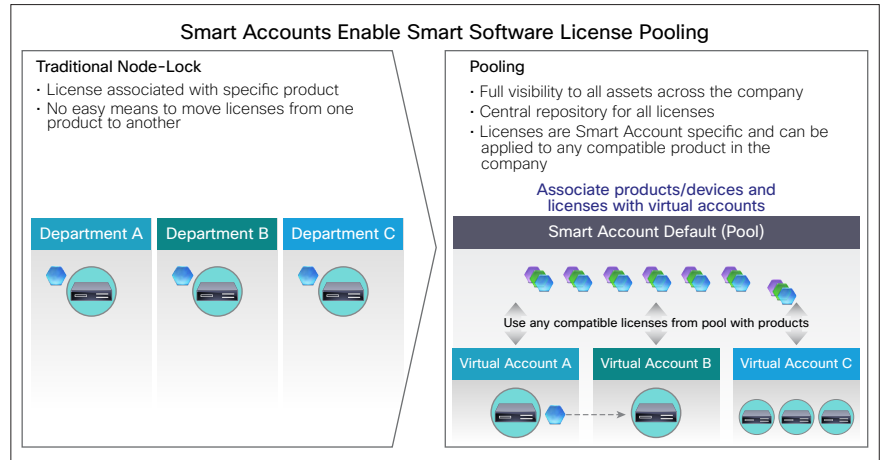
[Request](#) and [set up](#) a customer Smart Account via software.cisco.com.

Find out more about [Smart License](#) products and solutions via <http://www.cisco.com/go/smartlicensing>.

Learn about [Cisco ONE Software](#) solutions.

Smart Accounts allows you to store, manage, and move assets from one place to another and begin to use them immediately. With Smart Software Licensing, these capabilities extend across your entire organization.

Figure 2. Cisco Smart Accounts Are a Key to Helping Enable License Portability



Manage Entitlement Pools Centrally

Smart Accounts apply to both traditional product activation key licenses and the new Smart Software Licenses. With a [Smart Account](#), you benefit from:

- Secure real-time visibility to software license entitlements and usage companywide, instead of through individual access
- Self-serve licensing transactions that reduce the need for calls to Cisco Licensing Support
- Quick response to changing business needs by virtually allocating software assets with speed, agility, and ease
- Pooled Smart License entitlements, which enable use with any compatible device
- Little downtime with rapid self-managed license transfers when requesting return material authorizations

With Smart Accounts, you can quickly search for unused licenses across your organization and deploy them when and where they are needed. This capability lets your operations continue without delay or downtime and can help reduce unneeded license purchases. Smart Accounts also reduces time-consuming rehosting of your registered license product activation keys when devices are redeployed.