

Cisco EA Playbook

Explore the Cisco Enterprise Agreement portfolio and learn how Ingram Micro can help expand and boost your EA sales opportunities

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Simplify the software sale with a Cisco Enterprise Agreement

The following is an overview of the essential elements of the Cisco Enterprise Agreement:

Enterprise-wide commitment. The Cisco Enterprise Agreement is designed to cover your customer's entire enterprise. This provides the customer with a single agreement to cover licensing and services across the entire Cisco portfolio, including a single expiration date and predictable pricing, all covered in a single terms and conditions sign-off.

Access to new software capabilities. An Enterprise Agreement gives your customer unlimited access to the latest software capabilities added to purchased suites. Some are free and others may have a fee.

Growth allowance. The Collaboration portfolio (Webex Suite, Calling and Webex Customer Experience Essentials) and select suites in the Security portfolio are eligible for a 15% growth allowance (after the first six months of your Enterprise Agreement term).

Fixed pricing. All new Cisco Enterprise Agreements include fixed pricing (price and discount) on Full Commit suites. Discount protection is available for Partial Commit suites for the agreement term.

True Forward. True Forward is Cisco's periodic billing adjustment process to account for any over-consumption of products and services during a Cisco Enterprise Agreement term. Unlike other enterprise license agreements that require a retroactive "true up" every year, the Cisco Enterprise Agreement reconciles your payment through a prospective True Forward. If your consumption grows, your payment is revised at the next billing period and continues through the remainder of the suite term.

Term. The Enterprise Agreement program terms are designed to cover all your Enterprise Agreement suite purchases. The standard term is three or five years. The legal program terms continue for as long as you have an active purchased suite(s).



An overview of the Cisco EA portfolio

Each Cisco technology portfolio has a specific enrollment process that provides a simplified, building-block approach to buying and managing software and services. Partners can enter into a Cisco Enterprise Agreement that meets a customer's business requirements now and expands later using the same agreement.

Enrollments are designed to give customers maximum flexibility and agility as their businesses and needs evolve. You can set up multiple technology enrollments on one agreement with one term and one workspace to access, consume and manage your licenses. Cisco Enterprise Agreement enrollments include:

Cisco Networking Infrastructure. The Cisco Networking Infrastructure portfolio covers the DNA/DNX software, Meraki, Cloud (DCN) Networking, Cisco Spaces and Crosswork Cloud suites.

Application Infrastructure. Cisco's Application Infrastructure portfolio covers observability products such as Intersight, AppD (on-prem, cloud and FSO) and ThousandEyes.

Collaboration. Cisco's Collaboration portfolio includes Webex Suite for cloud-based or on-premises calling and cloud hosted meetings.

Security. The Cisco Security portfolio provides access to the Zero Trust, Cloud + Network Security, Security Platform + Response and Protection (User/Cloud/Breach) suites. Add-on products such as Secure Client, Secure Malware Analytics and IR retainers are also available for inclusion.

CX (Services). The CX (Services) enrollment can be added to the Networking*, Applications, Security, or Provider Connectivity portfolios when licenses are purchased within that portfolio. CXEA provides success tracks or solution support for the corresponding hardware to the portfolio(s) where they are consuming licenses.

**CXEA is not available for Meraki and Collaboration suites since Software Support Basic (SWSS) is included at \$0 with license purchase.*

Provider Connectivity. The Provider Connectivity portfolio provides access to the Automation and Network Assurance suites.

Be sure to check back as Cisco continues to enhance its EA portfolio offerings.



3 Reasons Cisco partners and customers love enterprise agreements

Not only can you provide comprehensive technology solutions under one brand with Cisco, but you can build stickier relationships with your customers selling Cisco Enterprise Agreements (EAs). These 3- or 5-year agreements, which include Cisco Networking Infrastructure, Application Infrastructure, Collaboration, Security and Provider Connectivity portfolios, are:

- **Easy to buy:** Customers receive a single agreement, term and workspace for managing license entitlement.
- **Easy to consume:** On-demand deployment, anytime access to new software and True Forward (no retroactive billing).*
- **Easy to manage:** Financial predictability, lower cost and better visibility with EA Workspace.

**At the end of each year from EA activation, Cisco will do a true forward process to add additional users, features and licenses to the EA total. For example, a client with a DNA EA running 300 access points (APs) who adds 10 APs three months into a new EA would not be charged anything for 9 months. At the anniversary date, the client is invoiced for the licenses added during year 1 in a lump sum (prepaid billing), or the annual payment is recalculated for the remainder of the EA term to account for the additional licenses. This process is repeated on each anniversary date through the expiration of the original agreement. True Forward adjusts the price from the anniversary date moving forward; it does not add any retroactive charges for use during the time leading up to the anniversary date.*



Not EA certified? No problem.

The Empower EA program enables Cisco partners to sell any Enterprise Agreement, even if they're not certified to sell it—for a small uplift fee—by tapping into Ingram Micro's certifications.

Empower EA allows partners to never turn an opportunity away again. By leveraging Empower EA, partners can take their time to obtain certifications or continue to tap into the vast resources at Ingram Micro to fulfill opportunities.

- **Enablement**—Ingram Micro will provide robust training and education aligned to the entire lifecycle of the EA.
- **Support**— The Ingram Micro professional services organization will help resellers implement and install new technology and solutions throughout the EA's lifecycle. Partners also gain access to Solution Design & Services (SD&S) and Business Transformation Center (BTC) assistance.
- **Empowerment**—The Empower EA program puts Ingram Micro partners in a position where they can say “yes” to more EA sales opportunities.
- **Lifecycle**—Selling an EA requires an additional touch to ensure your customer gets value from the solution quickly. Leverage the Ingram CX Team to nurture the post sales process.



Getting started with the Empower EA program

1. Email empowerea@ingrammicro.com to sign up for the Empower EA program.
2. Your Ingram Micro Cisco sales representative will ask questions (takes approximately 30 minutes) to confirm if the deal meets the requirements for an Enterprise Agreement. During the interview, your Ingram Micro Cisco sales representative will perform a gap analysis to determine the following:
 - a. Is the customer moving from an existing license to an EA?
 - b. Which architecture are they looking to move into?
 - c. Where are they located?
 - d. Is additional assistance needed from Ingram Micro, such as implementation or post-sales support services?
 - e. Where is the partner in the certification process? Note: This question is used to determine whether additional help is needed to obtain certification training or test, but partners do not need to pursue additional certifications to be eligible for the Empower EA program.
3. Your Ingram Micro Cisco sales representative will submit the pre-qualified EA nomination to Cisco for final approval. This step takes approximately 48 hours. The partner must also enroll in PPE under the EA3 Distribution Designation.
4. The Ingram Micro Cisco sales representative will enter the approved nomination into Ingram Micro's Enterprise Agreement Management Platform (EAMP), including the updated pricing (a small uplift fee is added).
5. After the deal is completed, partners can manage the EA (e.g., view consumption data) along with all other Cisco annuities in the Cisco Commerce Subscriptions & Services portal (<https://ccrc.cisco.com>).
6. Once a partner receives approval for Empower EA within a specific architecture, their enrollment is good for 12 months. Requests to use Empower EA for additional Cisco architectures require following steps 1–5 above.

Enterprise Agreement resources

Empower EA B2B Tech Talk podcast: “How Cisco Enterprise Agreements Make Software Easy to Buy, Consume and Manage.”

[LEARN MORE](#)

Empower EA Blog: Don't let Advanced Certification requirements halt your Cisco sales.

[LEARN MORE](#)

B2B Tech Talk podcast: Unpacking the CARE Program: Supporting your end customer with CX CARE.

[LEARN MORE](#)

Want to get started? Not Certified? Contact the Ingram Micro Empower EA team at: empowerea@ingrammicro.com.



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