

EMPOWER EA FROM INGRAM MICRO: TAKING THE NEXT STEPS FOR YOUR CISCO SERVICES BUSINESS

Ingram Micro's Empower EA program can be applied to any Cisco Enterprise Agreements. Here's how it works.

A LEVEL UP.

INGRAM MICRO[®]

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OVERVIEW OF THE CISCO ENTERPRISE AGREEMENT

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

Enterprisewide commitment. The Cisco Enterprise Agreement is designed to cover your customer's entire enterprise. When you sell an Enterprise Agreement, you'll sign two documents: 1. an End User Information Form (EUIF), which is like an order form; and 2. the EA Program Terms. The EUIF lists your affiliates, your suites, the term and how your licenses are measured. You will also receive a copy of the Enrollment Description or supplemental terms for the enrollment you are purchasing.

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

Growth allowance. The Collaboration enrollments (Flex and Perpetual) along with select suites in the Security Choice enrollment are eligible for a 20% growth allowance (after the first six months of your Enterprise Agreement term).

Fixed pricing. All new Cisco Enterprise Agreements include fixed pricing for the term of the agreement.

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).

3 WAYS ENTERPRISE AGREEMENTS MAKE SELLING SERVICES EASIER

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 DNA, Data Center, Collaboration and Security Choice enrollments 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 any additional user, features and licenses to the annual EA cost. For example, a client with a DNA EA running 300 access points (APs) that adds 100 APs two months into a new EA would not be charged anything for 10 months. At the anniversary date, the client would start incurring the new feeds going forward into year 2, 3 (and 4 and 5 for 5-year EAs).

CLOSE MORE ENTERPRISE AGREEMENT DEALS WITH EMPOWER EA

The Empower EA program, available only from Ingram Micro, 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 capitalize on EA opportunities while going through the certification process and managing the requirements for those certifications. It also provides:

- **Enablement**—Ingram Micro will provide robust training and education aligned to the entire lifecycle of the EA.
- **Support**—Ingram Micro Professional Services Organization will help resellers implement and install new technology and solutions throughout the EA's lifecycle. Resellers also gain access to Solution, Design and Services (SD&S) and Business Transformation Center (BTC) assistance.
- **Empowerment**—The Empower EA program puts Ingram Micro partners in a position where they never have to say "no" to an EA sales opportunity.

AN OVERVIEW OF EAs THAT QUALIFY FOR THE EMPOWER EA PROGRAM

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 DNA. The Cisco DNA Enrollment offers automation, assurance and embedded security across the switching, wireless, and SD-WAN and routing portfolio.

Data Center. Cisco's Data Center Enrollment is made up of the following core software suites: Cisco Data Center Networking, Container Platform, HyperFlex, Intersight, Intersight Workload Optimizer (IWO) and Multilayer Director Switch (MDS). Two optional add-ons are available: Workload Optimization and AppDynamics.

Collaboration. Cisco's Collaboration Enrollment includes the Cisco Collaboration Flex Plan. One user-based subscription lets you buy Cisco's entire Meeting and Calling experience with the Cisco Enterprise Agreement.

Security Choice. The Cisco Security Choice Enrollment offers tailored access to security product suites.

Services. The Services Enrollment is an optional add-on for Cisco DNA and Data Center Enrollments, which includes Solution Support and the new Enterprise Agreement Management Support.

Pilot enrollments are available for the Meraki and AppDynamics offerings in combination with the above enrollments or as standalone agreements.

AN OVERVIEW OF EAs THAT QUALIFY FOR THE EMPOWER EA PROGRAM

Meraki Pilot. The Cisco Meraki Enrollment Pilot provides access to Meraki licensing, allowing you to provision licenses directly in the dashboard and eliminating the need to claim license keys.

AppDynamics Pilot. The AppDynamics Enrollment Pilot lets you manage your entire Cisco technology stack, from infrastructure to the application, in a single, unified licensing experience. (Note: the AppDynamics Enrollment Pilot has different terms and conditions than other Cisco Enterprise Agreement enrollments.)

EMPOWER EA FOR ENTERPRISE NETWORKING

The Cisco DNA Enrollment offers automation, assurance and embedded security across:

- **Cisco DNA for SD-WAN and Routing**—This EA covers the following products and suites:
 - Cisco DNA Premier (Cisco Umbrella SIG Essentials, Cisco Threat Grid, Cisco DNA Advantage)
 - Cisco DNA Advantage (Cloud OnRamp for IaaS and SaaS, vAnalytics, Cisco Advanced Malware Protection, Cisco DNA Essentials)
 - Cisco DNA Essentials (Simplified management and security protection, up to a 50-device overlay)
 - Integrated Services Routers, ASR 1000, vEdge, ENCS, Cisco Catalyst 8000
- **Cisco DNA for Switching**—This EA covers the following products and suites:
 - Cisco DNA Premier (Stealthwatch, ISE Base + ISE Plus, Cisco DNA Advantage)
 - Cisco DNA Advantage (SD-Access, Assurance, Analytics, Security, IoT, Telemetry, Visibility, Cisco DNA Essentials)
 - Cisco DNA Essentials (Centralized management, Base automation and monitoring)
 - Cisco Catalyst 3000, 4000, 6000 and 9000 switches
- **Cisco DNA for Wireless**—This EA covers the following products and suites:
 - Cisco DNA Premier (ISE Base + ISE Plus, Cisco DNA Advantage)
 - Cisco DNA Advantage (Assurance, Analytics, Advanced Automation, Cisco DNA Spaces See, aWIPS, Cisco DNA Essentials)
 - Cisco DNA Essentials (Base automation and management, Cisco Prime)
 - Cisco wireless LAN controllers and access points

DNA discounts

- 2 suites = 5% discount*
- 3 or more suites = 10% discount*

* Minimum total contract value (TCV) \$100,000

EMPOWER EA FOR SECURITY

Software suites in the Security Choice EA include:

- **Advanced Malware Protection (AMP) for Endpoints**—Essentials and Advantage licenses
- **CES (Cloud Email Security)**—ESA + AMP + Graymail + CMA or CES + AMP + Graymail
- **Cloudlock** with core apps
- **Duo**—Multifactor Authentication (MFA), Access, Beyond, Federal MFA and Federal Access
- **Firepower**
- **Identity Services Engine (ISE)**—Apex and Plus
- **Next Generation Firewall (NGFW)**—Firepower (PC, AMP, URL) on NGFW
- **Stealthwatch**—Flow Rate and Private Network Monitor
- **Tetration**—On-prem or as a service; Base and Enforcement
- **Umbrella**—Education, DNC Advantage, CG Essentials
- **Web Security Appliance (WSA)**—Premium and AMP + CMA

Minimum contract: \$100,000 and 100 security content users

Discounts:

- 2 suites = 5%
- 3 suites = 10%
- 4 suites = 15%
- 5 suites = 18%
- 6 or more = 20%

All-in Security EA provides all security products 20% growth, plus 20%+ discount.

18%

EMPOWER EA FOR DATA CENTER

Software suites in the Data Center enrollment:

- **Container Platform**—K8s Lifecycle Management, Hybrid Cloud Optimized, Container Networking, Industry Integrated (Istio, Open Service Broker)
- **Data Center Networking**
 - Premier—ACI/NX-OS Advantage, Nexus Insights (Analytics and Assurance)
 - Advantage—NX-OS (VPN Fabric, LAN Enterprise, DCNM-LAN, Streaming Telemetry, Network Services*) and ACI* (ACI Multi-site, ACI Multi-POD, Physical Remote Leaf, Streaming Telemetry, ACI Base, PTP)
* not available on N3K
- **HyperFlex**
 - Premier—HX Advantage (Equivalent to transactional HX Enterprise), Advanced Data Protection, Application Acceleration
 - Advantage—HX EDGE (Equivalent to transactional HX Standard); Scale, Performance, HA, Resiliency; Data Services and Security Data Protection; Kubernetes Data Services
- **Intersight**
 - Premier—Intersight Advantage, UCS Director
 - Advantage—OS Install Advisories Automation, HX/SD-WAN Branch, Advanced Global Search and Inventory, Server HCL Compliance Check, ServiceNow Integration, UCS C-Series Management, UCS Central and IMC Supervisor
- **MDS**
 - Premier—MDS Advantage and SAN Insights
 - Advantage—DCNM SAN, Enterprise Package
- **Workload Optimization (Add-on)**—Workload Optimization, Automated Scaling, Automated Placement, Automated Compute-Fabric Actions, Cloud-Native Support, SLA Adherence

EMPOWER EA FOR DATA CENTER

Discounts

- 2 suites = 5% discount
- 3 suites = 10% discount
- 4 suites = 15% discount
- 5 suites = 18% discount
- 6+ suites = 20% discount

Requirements

- Total Contract Value at least \$100,000
- Add-ons are not considered a suite and cannot be purchased as a standalone within the Data Center enrollment
- Coverage is enterprisewide for Data Center Networking, HyperFlex and MDS
- Coverage is app-specific for the other suites

EMPOWER EA FOR COLLABORATION

Suites in Cisco Collaboration EA include:

- **Flex Plan Meetings**
- **Flex Plan Calling**
- **Flex Plan for Education Calling**
- **Flex Plan for Public Sector**

Software can enable Meetings (Webex), Calling (voice), VM and all advanced collaboration features including Contact Center.

The Cisco Collaboration EA includes 20% growth allowance.

Minimum requirement: 250 knowledge workers

GETTING STARTED WITH THE EMPOWER EA PROGRAM

The goal of the Empower EA program, which is available only through Ingram Micro, is to put our partners in a position where they never have to say “no” to an EA sales opportunity ever again.



1. Call or email your Ingram Micro Solutions Sales Executive (SSE) or Solution Account Executive (SAE) to sign up for the Empower EA program.



2. Your Ingram Micro rep will ask questions (takes approximately 30 minutes) to confirm if the deal meets the requirements for an Enterprise Agreement (e.g., at least 250 knowledge workers for a Collaboration EA). During the interview, the rep will perform a gap analysis to determine the following:
 - a. Is additional assistance needed from Ingram Micro, such as implementation or post-sales support services?
 - b. Where is the partner in the certification process? Note: This question is used to determine whether additional help is needed to obtain a certification training or test, but partners do not need to pursue additional certifications to be eligible for the Empower EA program.



3. The Ingram Micro rep will submit the pre-qualified EA nomination to Cisco for final approval. This step takes approximately 24 hours.



4. The Ingram Micro rep 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 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.

EMPOWER EA RESOURCES



EMPOWER EA PODCAST

B2B TECH TALK—How Cisco Enterprise Agreements make software easy to buy, consume and manage



EMPOWER EA BLOG

Don't let Advanced Certification requirements halt your Cisco sales

For more information about the Empower EA program and the Ingram Micro Professional Services Organization, email the Ingram Micro team at **empowerea@ingrammicro.com**.

A LEVEL UP.