



Ready, Set, Go!

Cisco Enterprise Agreement



Kaupo Sarapik

Partner Account Manager Baltics

CUSTOMER TOP PRIORITIES vs CHALLENGES

Increase operational efficiency
and boost productivity

Better Cost Control & budget forecasting

VS
Increased complexity of organizations'
IT environment
&
Wasted spend from excess license
usage and additional fees

CIO

What if we could ...



Let's discuss Cisco's
Enterprise Agreement

... guarantee **price predictability** for a period of 3-5 or even 7 years?

... we can give you even **15% more** licenses for the same money

... you could get every year **a couple of months of free** licenses?

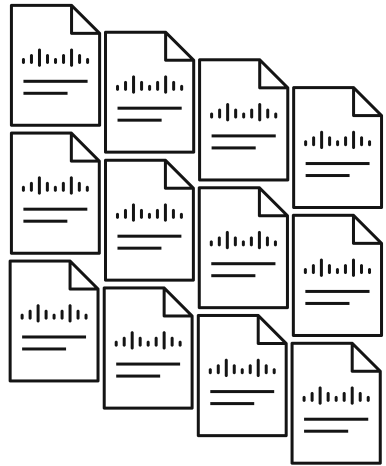
... we can **optimize your software buying experience** with fewer contracts and less administration?



Financial & Operational Benefits

Example

Current contracts & subscriptions



DNA Wireless Essentials – 4886 active licenses
DNA Switching Essentials – C9200L: +/- 283x
DNA Switching Advantage – C9500: +/- 8x
Current end date: from 24/09/2023 to 1/01/2026:
64 different End dates

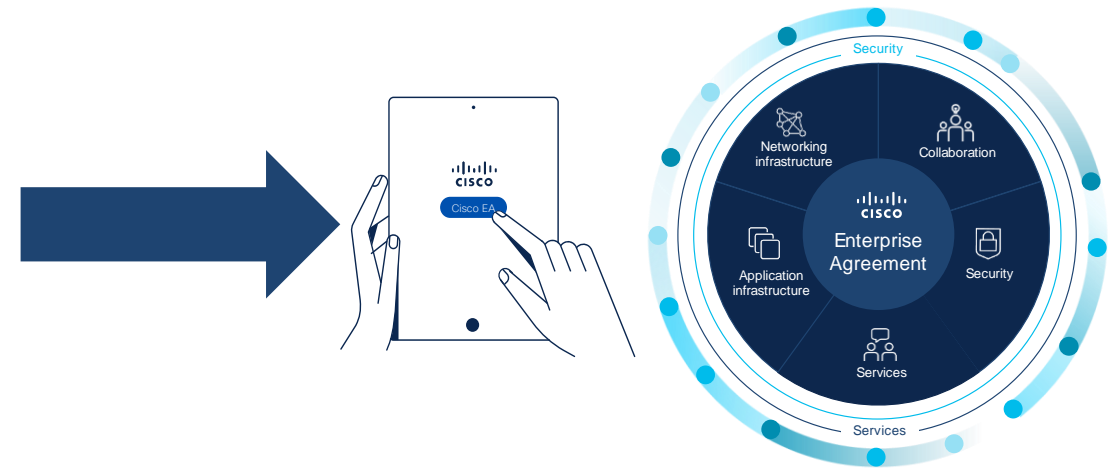
DNA Routing Advantage – 40x T0
Current end date: 27/06/2024 to 18/10/2024
4 different End dates

Meraki Network Infrastructure Dashboard
1 Current end date: 26/06/2025

ISE Essentials – 10.000x
ISE Advantage – 2.000x
1 Current end date: 28/03/2024

Enterprise Agreement

One agreement, unified terms, one renewal date



Financial benefits

- Price predictability
- Yearly True Forward
- Potential Lowered Listprices (Multi-Suite discount)

Less admin

- Contract Optimization
- Simpler buying experience
- Fewer contracts

Technical benefits

- Licensing experience
- License migration & generation
- Transformation acceleration



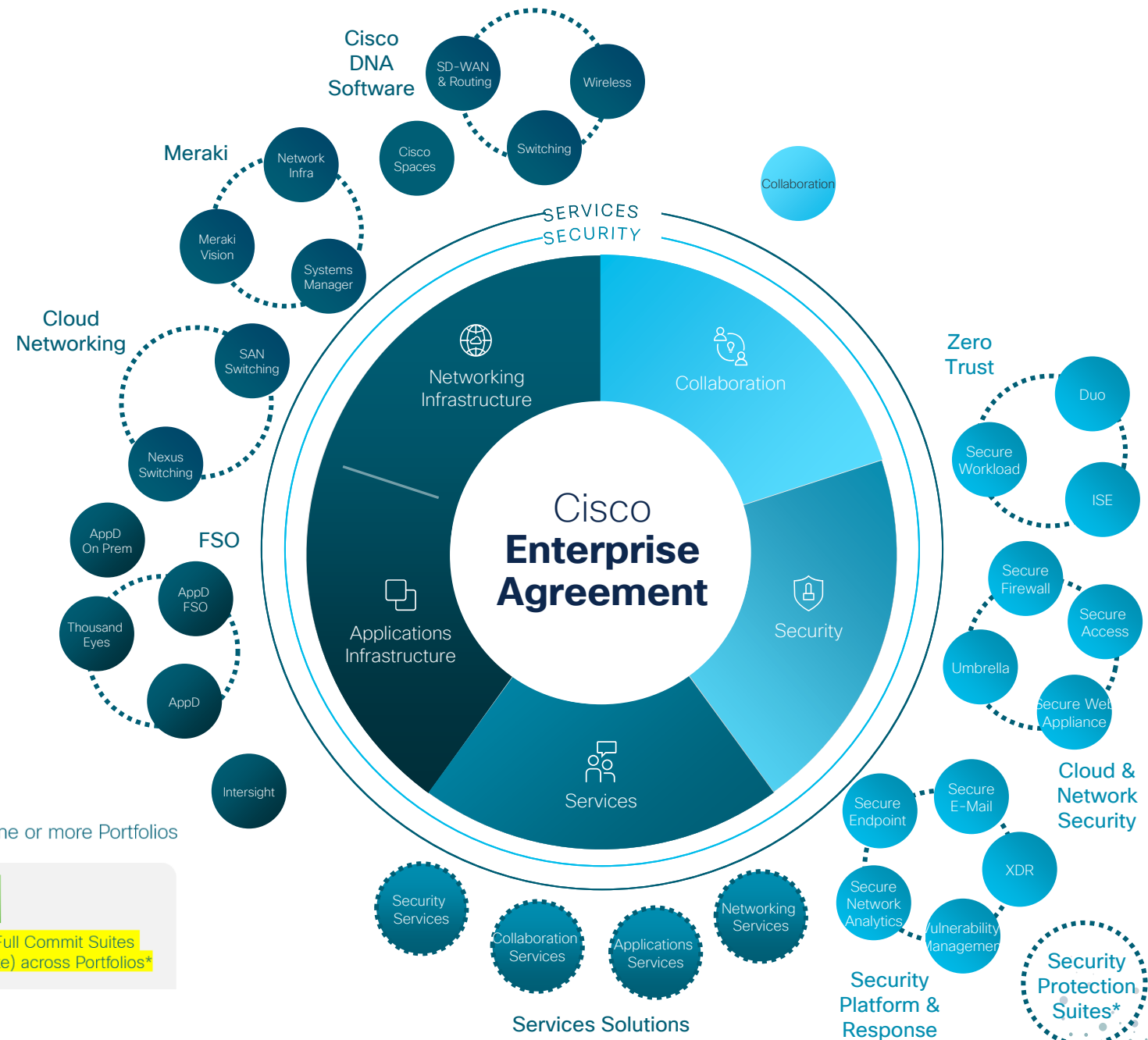
Lithuanian customers:

LTV			Renewals Timeline A La Carte								Architecture Summary			
Total	A la Carte	EA	Q3-2024	Q4-2024	Q1-2025	Q2-2025	Q3-2025	Q4-2025	TOTAL	% of ALC renewing in next 6 QTR	Single / Multi Arch	# of Contracts	# of Contract End Date	A La Carte to EA Opty
\$307,498	\$307,498	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%	Single	3	2	Security
\$267,807	\$267,807	\$0	\$0	\$16,153	\$5,927	\$13,612	\$4,483	\$1,698	\$41,873	0%	Single	7	54	Netw Inf
\$227,939	\$227,939	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%	Single	6	5	Netw Inf
\$167,134	\$167,134	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%	Single	8	7	Netw Inf
\$164,312	\$164,312	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%				
\$152,115	\$152,115	\$0	\$1,949	\$0	\$0	\$3,270	\$0	\$0	\$5,219	0%	Single	3	5	Netw Inf
\$141,927	\$141,927	\$0	\$0	\$0	\$0	\$17,919	\$26,369	\$147	\$44,435	0%	Multi	7	11	Netw Inf-Security
\$141,120	\$141,120	\$0	\$0	\$0	\$0	\$141,120	\$0	\$0	\$141,120	0%	Single	4	2	Netw Inf



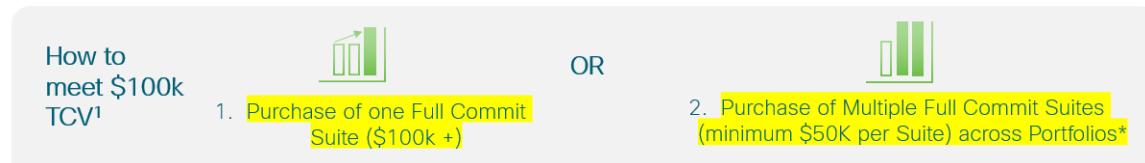
Cisco EA 3.0

The Construct



EA 3.0 Eligibility

EA 3.0 Eligibility requires a minimum of \$100K from Full Commit Suite(s)* across one or more Portfolios



Cisco Enterprise Agreement

EA 3.0 Advantages over A La Carte

Compare	Benefits	Price Protection						
		Not to Exceed Pricing (NTE)	Fixed Discount	Multi-Suite/Solution Discount*	Access through EAWS*	Co-Term	True Forward	Value Shift within Suite*
		Full	✓	✓	✓	✓	✓	Annual
A la Carte (ALC)	X	X	X	X	X	X	X	



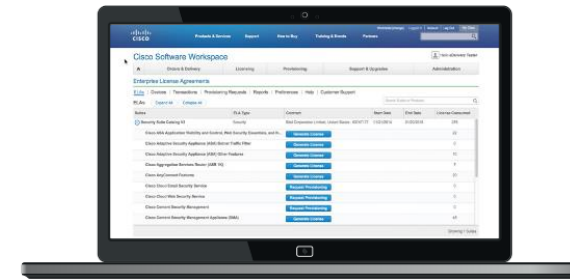
Installed Base Credit [where we retake all existing subscriptions](#)



Get [15% free licenses on Collaboration & Security \(Growth Allowance\)](#)



[Prepaid or Annual Payment](#)



True Forward Growth

Growth Basics

- Customers can always grow during the term of their contract.
- Growth will be captured during the next True Forward event.

Initial Growth Cap	Growth Allowance	Exceptional Growth
<ul style="list-style-type: none"> • During the first 6 months of the contract, growth above 105% of the Initial Entitlement Quantity may initiate an early true forward event 	<ul style="list-style-type: none"> • Only Security and Collaboration allow for growth up to 115% of the Initial Entitlement Quantity • A one-time benefit at time of contract signing 	<ul style="list-style-type: none"> • Consumption exceeding 115% of the entitled quantity during any annual period may initiate an off-cycle True Forward event • Applies to all Portfolios

Limits	Threshold	Up to 105% of Initial Entitlement Qty.	Up to 115% of Initial Entitlement Qty.	Up to 115% of Entitlement Qty.
	Timespan	First 6 months	Over term of contract	Over term of contract

Portfolios	Network Infrastructure	●	●	●
	Applications Infrastructure	●	●	●
	Collaboration	●	●	● 15% above Growth Allowance
	Security	●	●	● 15% above Growth Allowance
	Services	●	Aligns for SW Support only	●


True Forward


True Forward example


True Forward Example


- Customer purchases 100 licenses (for a Full Commit Networking Infrastructure Suite) in a 5-year agreement
- True Forward will be assessed each anniversary (annually)**


True Forward applies to all Portfolios


Networking Infrastructure


Services


Collaboration


Security

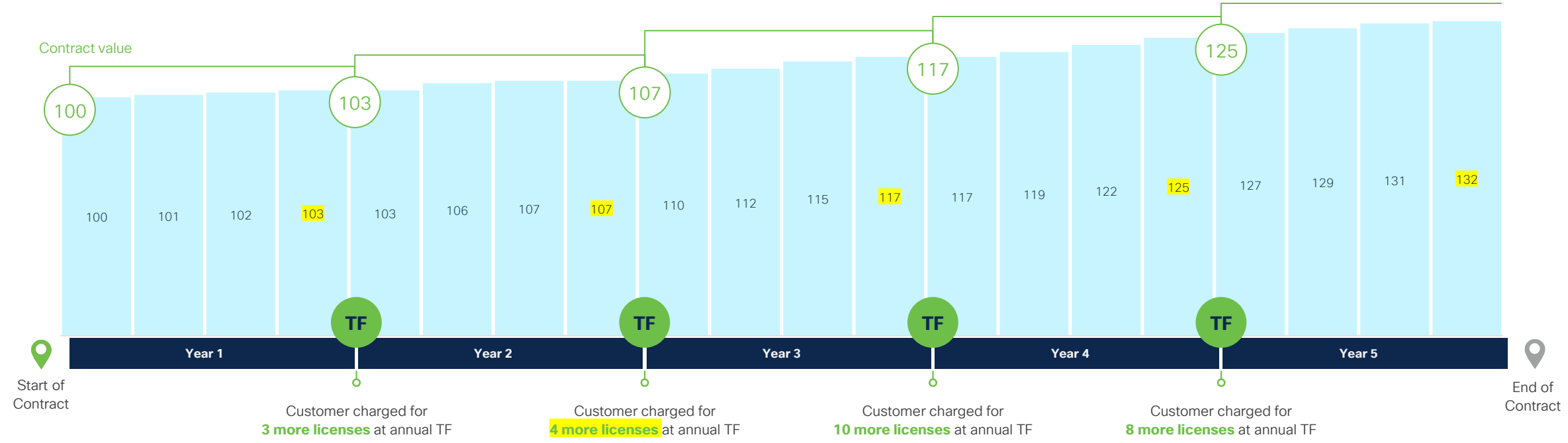

Applications Infrastructure

TF

True Forward Event

×

Initial Purchased Quantity

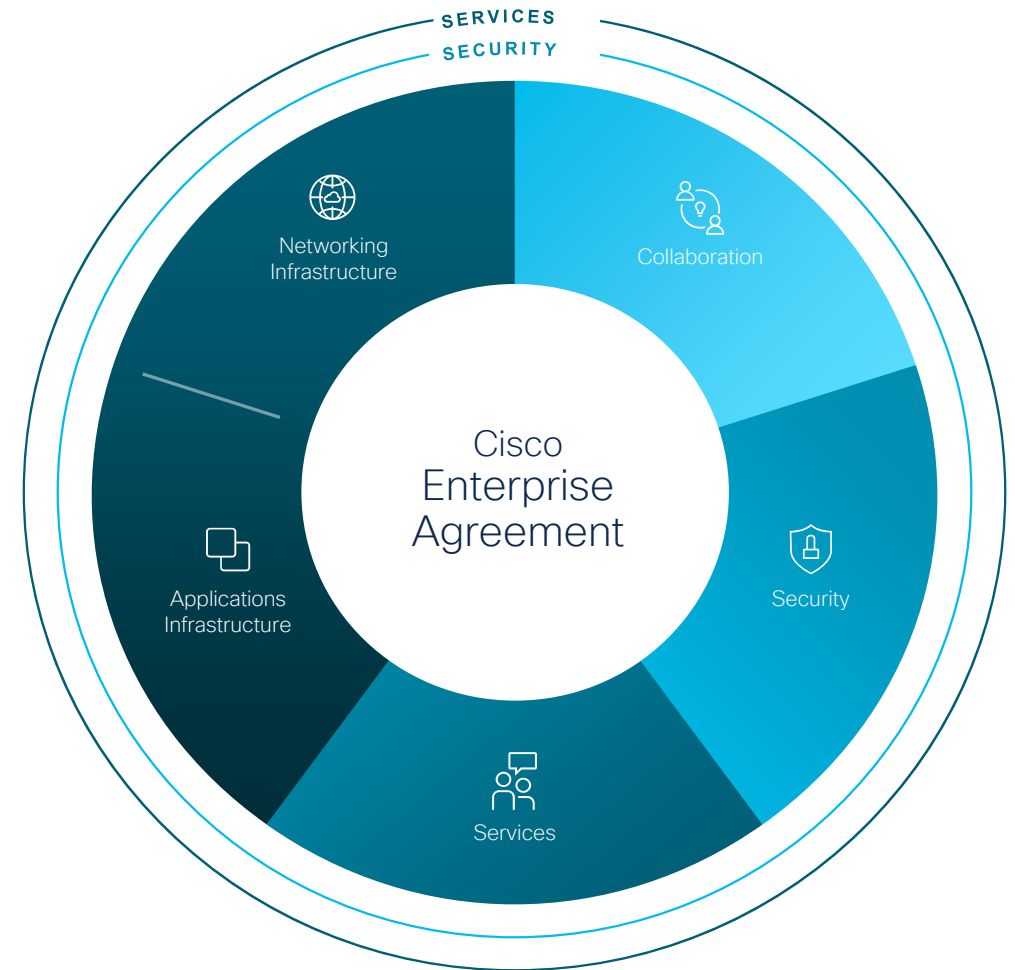


What is an Enterprise Agreement 3.0?

A buying program that helps organizations purchase, consume and manage Cisco technology across the software portfolio.

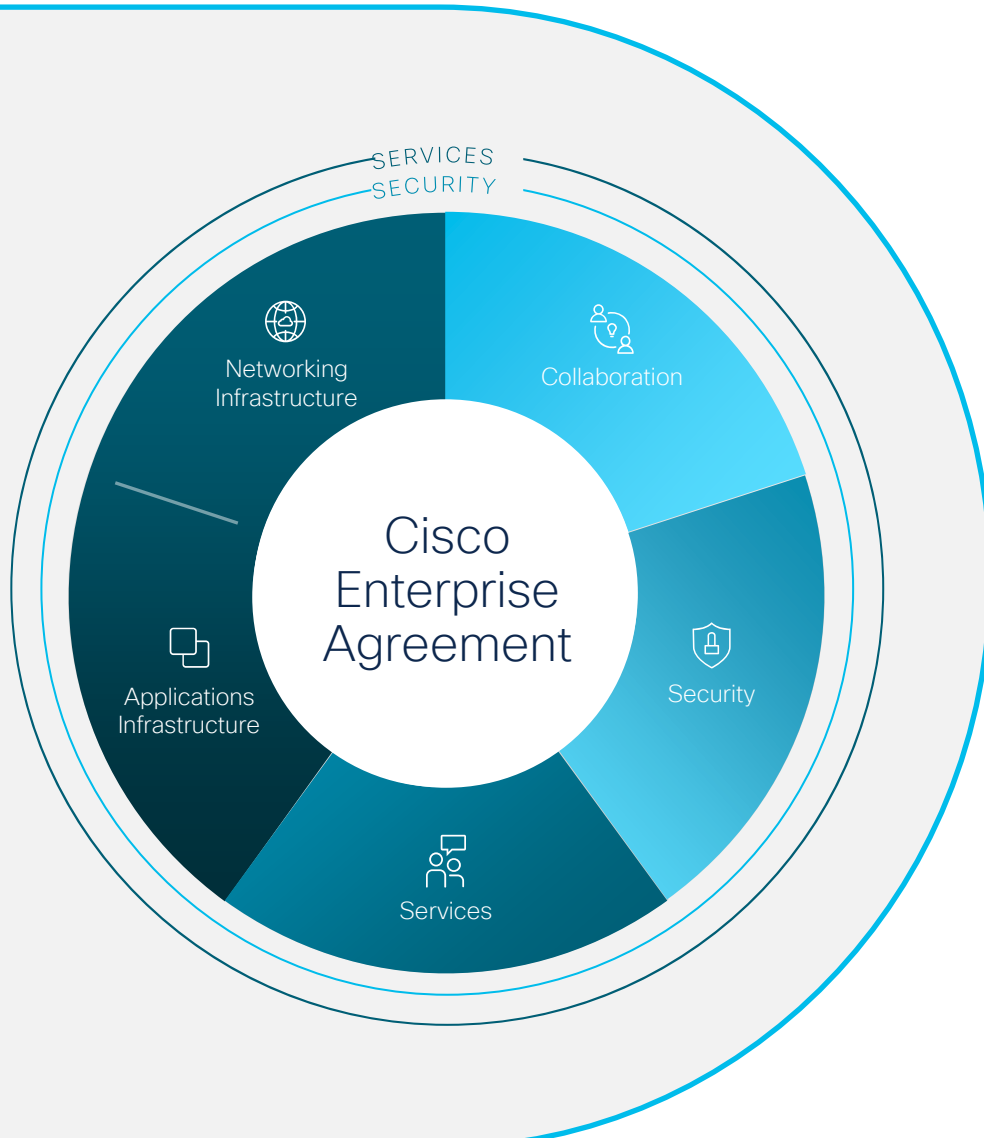
It's a premium experience that offers exclusive benefits for making a commitment to one or more of Cisco software suites.

Enterprise Agreement Info Page:
<https://www.cisco.com/c/en/us/buy/enterprise-agreement.html>



Cisco Enterprise Agreement

Features & Benefits



One contract End Date for all subscriptions



True Forward where we will check consumption



Fixed Pricing / Fixed discount for all future purchases in the Enterprise Agreement



On-Demand License Generation



Installed Base Credit where we retake all existing subscriptions



Get 15% free licenses on Collaboration & Security (Growth Allowance)



Holistic License Management



Buy More Save more with Multi-suite discounts within the portfolio



Value Shift (overconsumed vs consumed)






CISCO