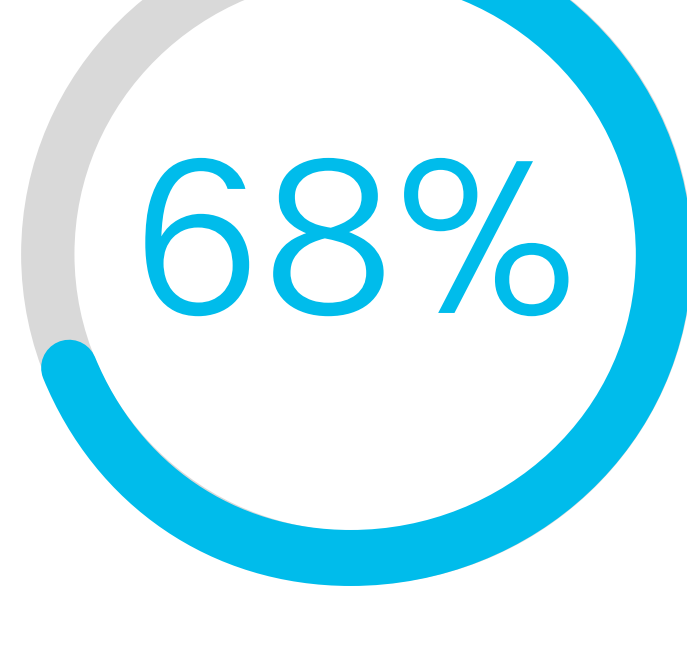


In-depth research shows Cisco Enterprise Agreement delivers measurable benefits

ESG study reveals simplified software licensing reduces cost, complexity, and increases agility.

According to ESG research of 651 IT professionals,



68% of respondents believe their IT environment has grown increasingly complex¹.

Software licensing plays a major role in this complexity. But licensing is rarely called out as a strategic factor that businesses rely on to compete.

To gain insight into the issue, **Enterprise Strategy Group (ESG)** interviewed Cisco customers about the benefits of a **unified approach to software licensing**. This in-depth analysis concluded that the **Cisco Enterprise Agreement (EA) delivers²:**

1. Lower cost



Lower cost per license with Cisco EA, compared to à la carte licensing.



Cost predictability with True Forward, Cisco's approach to enabling flexibility and growth, eliminating variable true-ups and providing more predictable licensing budgets.



Consolidated licensing procurement and monitoring, to reduce licensing manpower by an average of 70% – while keeping licensing in compliance.

ESG predicts that over six years, a 38,000-client organization could save over

\$2.4 million

largely through the elimination of licensing related tasks³.



2. Reduced complexity



Deployment efficiency

saving hundreds of man-hours by providing instant access to the right license to complete the job.



Vendor consolidation

through one-source access to infrastructure, collaboration, and security software suites, to help save time and reduce training requirements.



License portability

making it faster and easier to move software licenses to a new device, without repurchasing licenses.

Made possible with a Cisco EA



3. Increased agility

Saving time on license procurement

to free up resources to focus on strategic efforts that drive business growth.



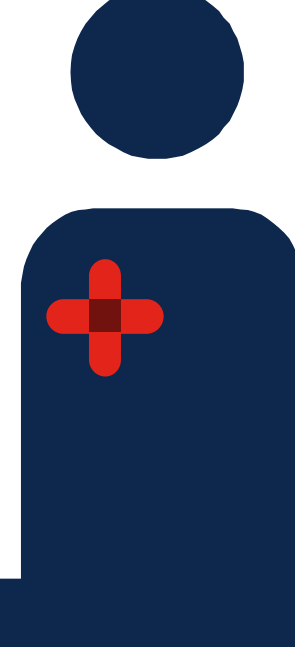
Deploying new capabilities, with 39% of Cisco Enterprise Agreement customers adopting new technologies, and 50% reporting they plan to deploy new items.

Reducing shelfware, unused solutions that have been purchased but are not currently bringing benefit to the organization.



“Licensing used to be a full-time job of fairly mundane tasks. With Cisco EA our licensing tasks went from consuming 40 hours per week to 5 hours. This allowed us to shift these resources to a much more strategic role.”

– US-based Health Insurance Company



ESG strongly recommends that organizations consider a **Cisco EA** when purchasing Cisco Software. A **single cross-architecture agreement** that makes software portfolios flexible and easy to manage.

Cisco Enterprise Agreement

One agreement. One workspace. One term.

¹ ESG Research Report, 2018 IT Spending Intentions Survey, February 2018

² Analyzing the Economic Benefits of the Cisco Enterprise Agreement, The Enterprise Strategy Group, September 2018.

³ Analyzing the Economic Benefits of the Cisco Enterprise Agreement, The Enterprise Strategy Group, September 2018, Figure 3.

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, see the Trademarks page on the Cisco website. Third-party trademarks mentioned are the property of their respective owners. The use of the word “partner” does not imply a partnership relationship between Cisco and any other company. (1911R)