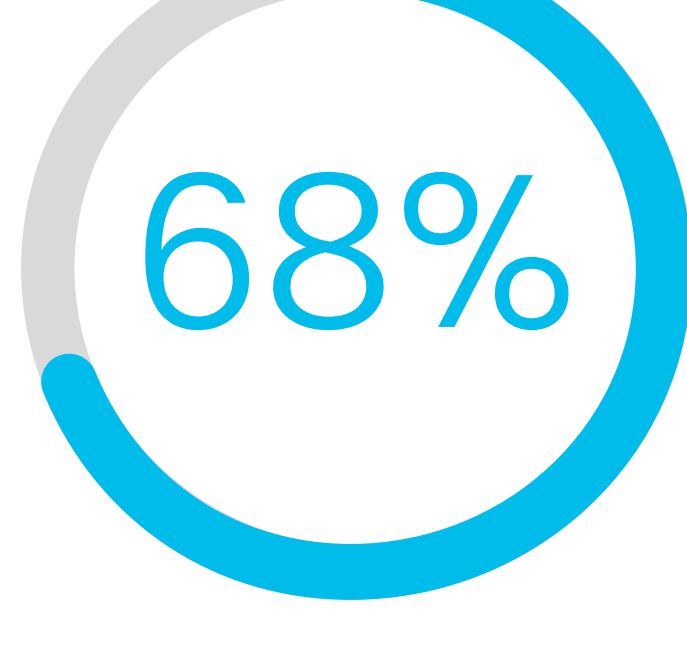


# In-depth research shows Cisco Enterprise Agreement delivers measurable benefits

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 complex<sup>1</sup>.

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) delivers<sup>2</sup>**:

## 1. 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



## 2. Increased agility

**Saving time on license procurement** to free up resources to focus on strategic efforts that drive business growth.



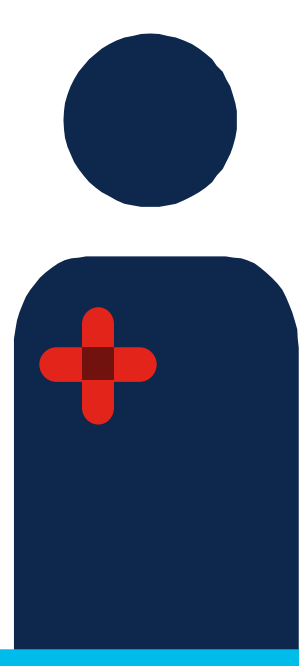
**Deploying new capabilities**, with 39% of Cisco Enterprise Agreement customers adopting new technologies, and 50% reporting they plan to deploy new items.

**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



## 3. Lower cost



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

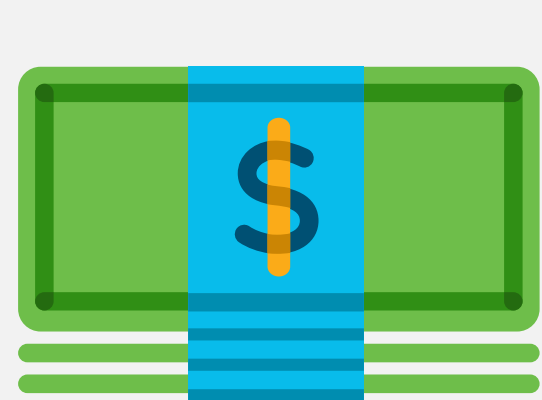
**Cost predictability** with True Forward, Cisco's approach to enabling flexibility and growth, eliminating variable true-ups and providing more predictable licensing budgets.

**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 tasks<sup>3</sup>.



**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.

[Read the full report](#)

# Cisco Enterprise Agreement

One agreement. One workspace. One term.

[Learn more about Cisco EA](#)

<sup>1</sup> ESG Research Report, 2018 IT Spending Intentions Survey, February 2018  
<sup>2</sup> Analyzing the Economic Benefits of the Cisco Enterprise Agreement, The Enterprise Strategy Group, September 2018.  
<sup>3</sup> Analyzing the Economic Benefits of the Cisco Enterprise Agreement, The Enterprise Strategy Group, September 2018, Figure 3.

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