



Crack the Cisco Licensing Code:

Unleash ROI with a
Complimentary 30-Minute
Assessment





Table of Contents

Introduction: The IT Asset Management Challenge.....	3
How Does a Cisco Software and Maintenance Lifecycle Assessment Work?.....	5
Software and Maintenance Lifecycle Assessment Findings.....	7
How We've Helped Organizations Like Yours	8
Walk Through a Real Software and Maintenance Lifecycle Assessment	10
Make the Most of Your Cisco Investments	13



Introduction

The IT Asset Management Challenge

As your business grows, so does your IT estate. However, without a robust IT asset management (ITAM) strategy, it can be difficult to keep up with a complex portfolio spanning multiple partners. Disparate renewal dates, inconsistent support levels, expensive contract terms, redundant licenses, and a lack of visibility across the IT estate all contribute to rising costs and complexity.

Enterprise agreements (EAs) offer a way to consolidate a la carte purchases, simplify management, and save money. Unfortunately, many organizations miss out on the opportunity because they lack the visibility and expertise needed to understand usage and optimize licensing. Misalignment between costs and utilization becomes the norm, and unnecessary spending on penalties and true-up costs continues to rise.

A lack of strategic ITAM isn't just costly — it introduces substantial risk.

Organizations are often unaware of critical support and maintenance coverage gaps, which can threaten business continuity and compliance.





Save Time and Money With a Cisco Software and Maintenance Lifecycle Assessment

GDT is committed to helping every customer get the most from their IT investments, down to the last contract. Our Software and Maintenance Lifecycle Assessment delivers quick and easy visibility into your Cisco estate to help you answer questions like:



Are your assets **right-sized**?



Is your IT spend **optimized for savings**?



Do you have any **support coverage gaps**?



Are you equipped to **ensure ongoing optimization and maintenance** in your asset portfolio?

In this ebook, we'll share **key findings** from our Software and Maintenance Lifecycle Assessment and walk you through a **sample assessment** to illustrate the value and visibility we can help you achieve.



How Does a Cisco Software and Maintenance Lifecycle Assessment Work?

Our complimentary Software and Maintenance Lifecycle Assessment combines an automated portfolio review with our deep Cisco buying program expertise to help you gain clarity on your existing assets. Our review process is followed up with an interactive workshop to explore opportunities for consolidating Cisco contracts into a single, unified Cisco EA.

We also help you build a roadmap for achieving the outcomes you envision, such as **cost savings, license optimization, standardized support levels, and streamlined asset management.**

THE SOFTWARE AND MAINTENANCE LIFECYCLE ASSESSMENT SCOPE INCLUDES:

- ✔ **Product overview:** Visibility into your active Cisco install base
- ✔ **Contracts and dates:** Overview of contracts and end dates
- ✔ **SLAs and support:** Analysis of SLAs across your active install base
- ✔ **Assets and LDOS:** Covered assets reaching the last day of support
- ✔ **Coverage gaps:** Asset and software support coverage gaps
- ✔ **EA eligibility:** Review of potential EA-eligible software



Benefits

A Software and Maintenance Lifecycle Assessment yields many benefits and offers a productive starting point for building a cost-effective Cisco buying program and asset management framework. **This assessment helps businesses achieve several high-impact outcomes, including:**



COST-EFFECTIVE BUYING STRATEGY

Explore potential cost savings derived from consolidating software and maintenance contracts into EAs.



OPTIMIZED IT SPEND

Identify underused licenses and assets and get recommendations to optimize usage and spending.



STANDARDIZED COVERAGE LEVELS

Discover opportunities to enhance critical asset support and best-practice alignment.



ELIMINATION OF COVERAGE GAPS

Identify assets that lack coverage and get recommendations to address these gaps and lower your risk.



STREAMLINED CONTRACT MANAGEMENT

Explore opportunities to consolidate software and maintenance contracts and renewal dates.



Cisco Software and Maintenance Lifecycle Assessment Findings

We've compiled the findings from all our Software and Maintenance Lifecycle Assessments to date to provide a realistic look at the impact we're driving for existing and future customers.

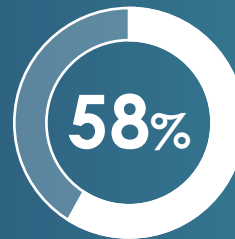


GDT SOFTWARE AND MAINTENANCE LIFECYCLE ASSESSMENT CUSTOMERS IDENTIFY, ON AVERAGE:

25+ end dates across **23+** contracts
for Cisco environments alone

\$11M+
in a la carte software

3-year cost savings of
\$1.75M+
per assessment



GDT has found that **58% of recently purchased Cisco assets are not under proper OEM coverage**, resulting in significant added risk.



How We've Helped Organizations Like Yours

GDT has helped a growing list of customers save millions of dollars, reduce risk, and maximize their Cisco investments.

F500 Bank Saves \$3M With Consolidated Enterprise Agreement

Fortune 500 multinational bank with 60,000 employees and \$50 billion in revenue

[Read the Full Customer Story](#)

CHALLENGE:

Multiple disparate Cisco software and maintenance contracts with no end-to-end visibility drove operational complexity, skyrocketing costs, and compliance issues.

SOLUTION:

A consolidated and cost-effective buying model with a single EA, standardized support, streamlined asset management, and end-to-end visibility — all managed by one partner

OUTCOMES:

\$3 million saved

Five-year **price protection**

A single, co-termed **EA**



Broadband Provider Reaps 25% Software & Maintenance Savings

A leading U.S. broadband provider with a presence in 20 states

[Read the Full Customer Story](#)

CHALLENGE:

To deliver exceptional digital cable and internet services at scale, the client needed to expand and transform its technological capabilities without adding complexity to its Cisco portfolio.

SOLUTION:

A right-sized approach to software and maintenance contracts, including a custom full-service Cisco maintenance contract and a flexible, consumption-based licensing model

OUTCOMES:

25% reduction in software and maintenance costs for existing infrastructure

15% estimated cost savings identified for future software and support

Three-year Cisco Service Full Coverage

Cisco Enterprise Agreement Saves FinServ Provider \$5.5M

Multinational financial services provider with 41,000 employees and \$18 billion in revenue

[Read the Full Customer Story](#)

CHALLENGE:

Nonstandard hardware maintenance coverage and disparate contracts with various renewal dates created challenges, including inconsistent TAC experiences, unmanageable administrative burden, and increased risk.

SOLUTION:

Consolidation of all eligible a la carte subscriptions into a unified EA with a Services EA attached, plus streamlined software asset management for end-to-end visibility and True Forward budgeting

OUTCOMES:

\$5.5 million in cost savings and cost avoidance

50+ a la carte subscriptions streamlined into one EA

Three-year price protection for the Cisco portfolio



Walk Through a Real Cisco Software and Maintenance Lifecycle Assessment

In this section, we'll show you a real-life example of the output of a Software and Maintenance Lifecycle Assessment for a global retail customer. At the time of assessment, our retail customer had eight active Cisco product suites valued at \$18.57 million, with \$13.14 million purchased in the last five years.

Sample Results for a Retail Customer

CONTRACTS & END DATES

As part of the assessment, GDT looks at contract end dates to identify opportunities to co-term to one end date. In this case, we see that our customer had 4,171 assets and 13 active contracts with 45 different end dates (the average is around 25 end dates), with large groups of assets expiring in the months of July, August, and September. If these assets were to expire, the organization would be at risk. Co-termining to one end date decreases risk and increases operational efficiency. We identified a target end date of 3/31/2024, comprising 11% of our client's Cisco assets.

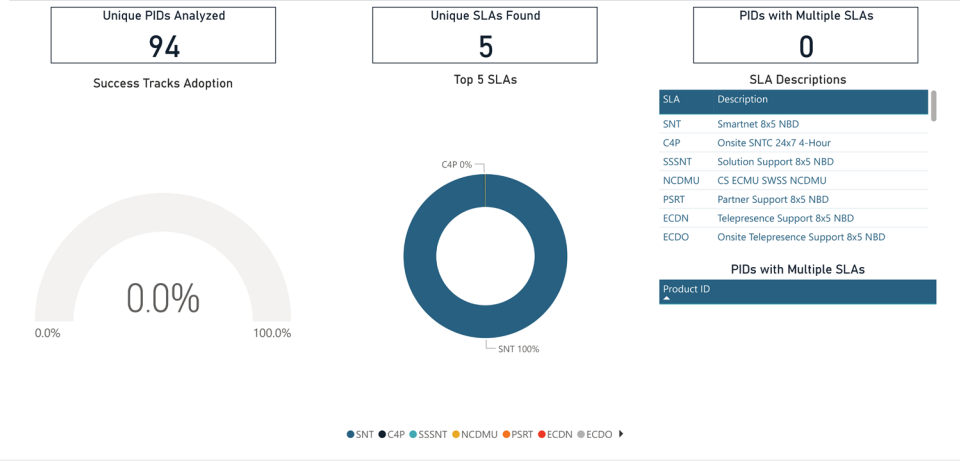




SLAs & Support Levels



Analysis of SLAs across active product install base



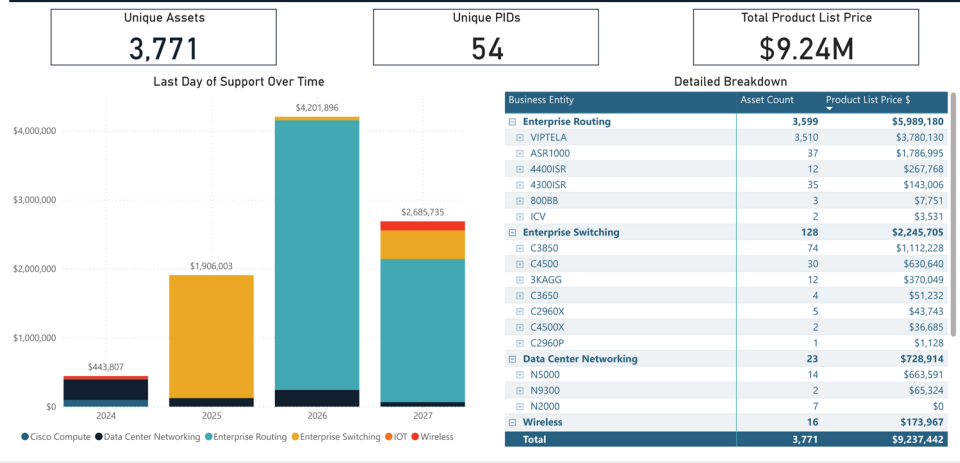
SLAS & SUPPORT LEVELS

GDT also analyzes SLAs and support levels. In this instance, five SLAs covered 94 product types, indicating a very clean environment.

Assets Reaching LDOS



Introduction to covered assets approaching last day of support



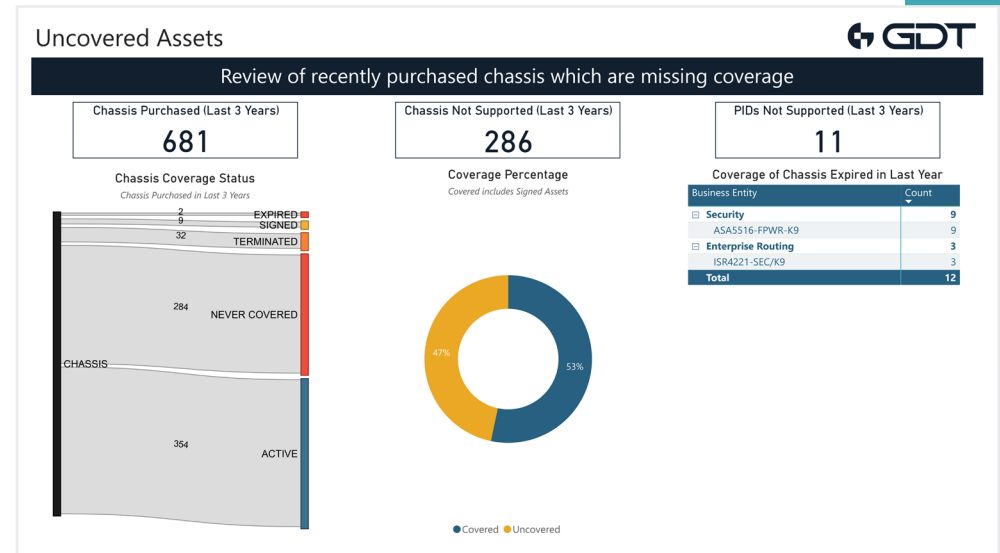
ASSETS REACHING LAST DAY OF SUPPORT (LDOS)

Another category we look at is LDOS. We have found that our average customer has around \$4.5 million worth of hardware reaching LDOS in the next few years. In this case, our customer had \$9.24 million worth of mission-critical assets approaching LDOS, putting the business at increased risk if not addressed in time.



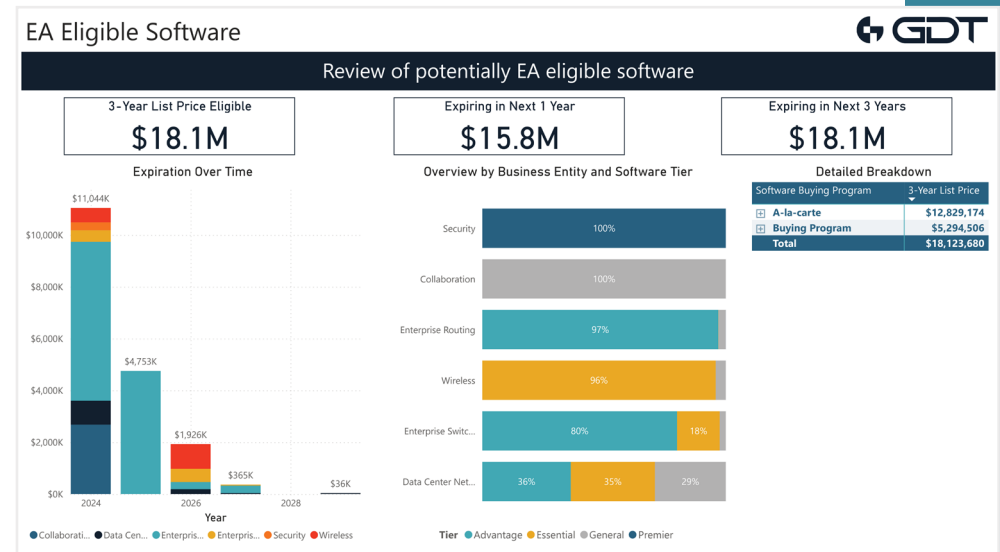
UNCOVERED ASSETS

Uncovered assets are a huge risk for many of our customers. In fact, we find that 56% of chassis purchased by our customers in the past three years are missing coverage. In this case, we found that 47% of our client's chassis were not covered — and that 284 chassis had never had coverage.



EA-ELIGIBLE SOFTWARE

Consolidating eligible a la carte purchases into one EA not only saves money but also streamlines asset management. Our customer had nearly \$13 million in a la carte software purchases that could be consolidated into an EA, saving the company approximately 15%, or nearly \$2 million. It's also worth noting that GDT can also finance the EA at competitive rates, giving our customers increased flexibility.





Make the Most of Your Cisco Investments

GDT is proud to be a Cisco partner, helping companies find, adopt, and fine-tune world-class Cisco solutions for transformation and growth. Your Cisco investments are a critical part of your business strategy and operations. Make sure they're optimized to serve you well and save you money as your business grows by working with a strategic partner like GDT.

26-Year Cisco Partner With Deep Expertise

As a longtime Cisco partner, our experts have helped negotiate some of the world's largest Cisco EAs to date. GDT customers can trust our specialized Cisco professionals to help them navigate even the most complex Cisco solutions and create efficiency and cost optimization that supports quick results and long-term, high-value ROI from their Cisco investments.



WHY GDT FOR CISCO

Cisco 2023
**Global Partner
of the Year**

Cisco
Gold Integrator

Cisco
Gold Provider

**26+ year
partnership**



Get Your Complimentary Cisco Software and Maintenance Lifecycle Assessment

In this ebook, you've seen some of the many ways a lack of strategic asset management can hinder business success: misalignment between use and contracts, overspending on underutilized assets, added risk due to inadequate coverage, and management strain tied to portfolio complexity and disparate deadlines. You've also gotten a high-level look at the clarifying insights driven through GDT's Software and Maintenance Lifecycle Assessment in a real business environment. **Now, get ready to discover the opportunities for optimization in your own Cisco portfolio.**

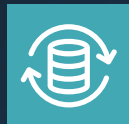
When you're ready to streamline asset management, save money, and set up your investments for long-term success, contact us to start your own assessment. It's a complimentary offering with no strings attached.

[Learn More or Claim Your Assessment Here](#)

About GDT Software & Support Services

Transform your software and maintenance contracts into strategic enablers that accelerate business outcomes through GDT's comprehensive buying models, resources, platforms, and lifecycle services.

GDT partners with customers to custom-build agreements that directly support your business objectives and fuel value. You'll get expert resources, platforms, and lifecycle services to identify the best options for your business needs and expedite time-to-value, control costs, mitigate risk, and streamline operations.



Lifecycle consulting



Strategic buying models and EAs



Adoption services



Contract management



GDT Asset Management Platform (GDTamp)

[Learn More](#)