

Simplify EA

Take your Cisco sales to the next level



Say hello to more Cisco business, say goodbye to complexity. Enterprise Agreements (EAs) make it easy for your enterprise customers to buy, consume, consolidate and manage all their Cisco subscription software and licences.

EA 3.0 enables combining all of Cisco's portfolio into one licensing agreement that provides increased flexibility for you when it comes to cross-selling, financial predictability, and business operations. This new agreement offers your customers a simplified licensing experience and greater flexibility to scale their Cisco investments as their business needs change.

Simplicity built in

With Simplify EA, Comstor provides the cross-architecture certifications for you. So with a cross-portfolio agreement, you and your customers can purchase solutions across all of Cisco's architectures – even if you're not certified to sell all of them.

We also make them easy to 'consume', with no retrospective billing, you and your customers can access new solutions, scale easily, and deploy as and when they are needed.

And we make them easy to 'manage' – so your customers know where they stand, with each contract consolidated in one and co-termination across software and services.

A commercial model or framework, for purchasing software and subscriptions



EAs are common in the software industry



Designed to ease and simplify the management and ordering of software



Allows customers to grow their licenses on demand in order to cope with changing requirements as the network evolves



Designed to offer the best value for money



What's in it for you?



Bigger Deals

Cisco EA software revenue is 2 to 3 times higher per customer than transactional deals



Yearly True Forward

When contracts are updated to account for customer growth, the deal is worth more



Single Platform for Cross-Sell

Customers can add additional software suites as needed to their contract, which means larger deals for you



Block the Competition

The enterprise-wide coverage locks niche competitors out



Software Lifecycle Management Services

You can leverage VIP Activation Bonus, which leads to better TCO for customers, easy renewal and better upsell opportunities for you

True Forward - Maximum Value for Money

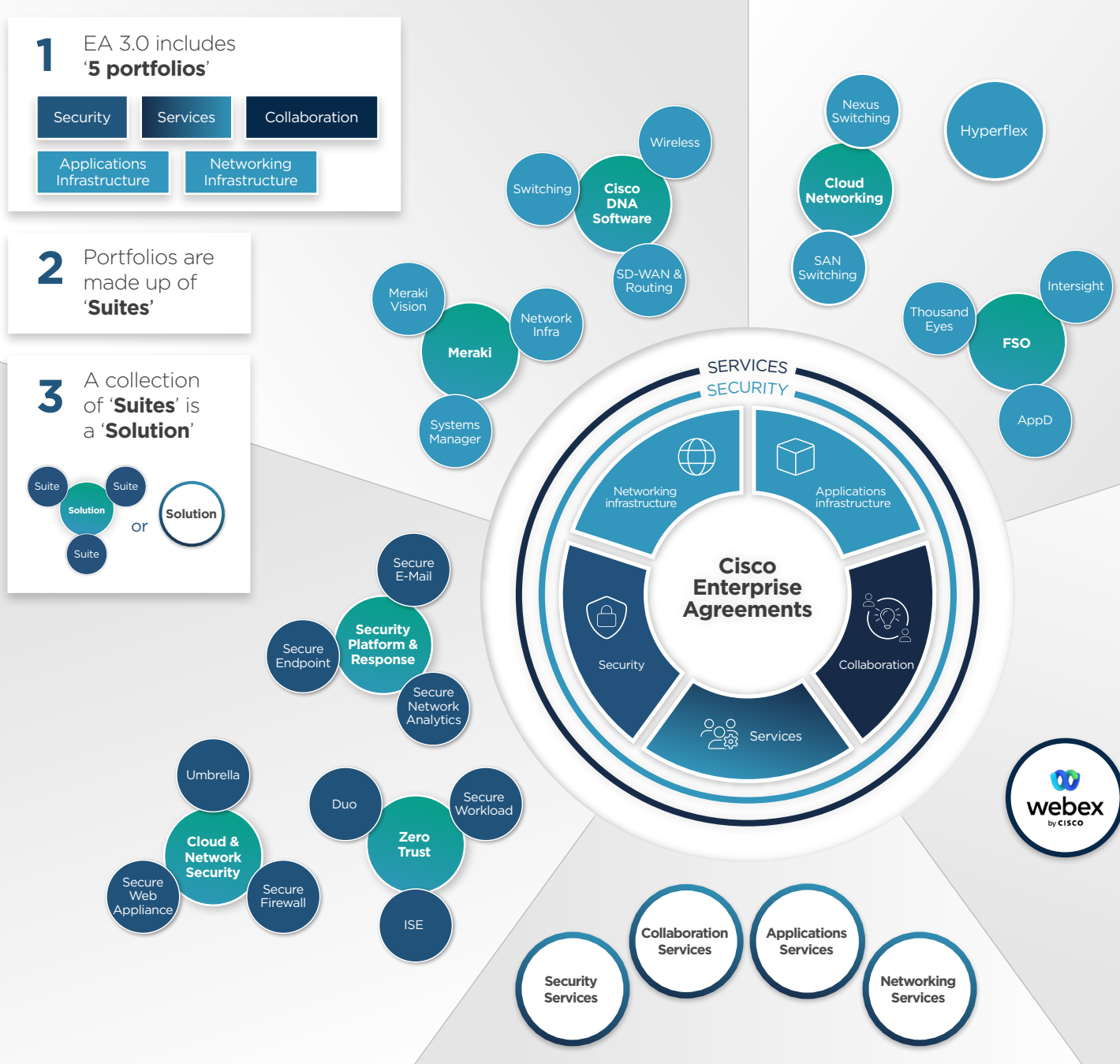
- The ability to scale without punitive charges.
- Flexibility to add users easily if network requirements change mid duration.



Not certified? No problem!

Certifications cost time, money, and resources. With the Simplify EA program, we are accredited to offer Cisco EAs to all our partners across EMEA. This means that you no longer need to complete EA certifications when selling an EA through Comstor. You can use our certifications to sell EAs for every Cisco solution and never miss an opportunity.

Enterprise Agreement 3.0



Simplify EAs from Comstor in 4 easy steps

What are the minimum requirements?

- The entry point for Cisco EAs is a minimum contract value of \$100,000.
- The entry point for Collaboration requires a minimum of 250 knowledge workers.
- Cisco EAs are available over a three or five-year period for Cisco DNA, Data Center, Collaboration and Security.

- 1 Sign Comstor's CSR Addendum
- 2 Have a valid Cisco Smart Account
- 3 Complete an EA assessment
- 4 Accept PPE Simplify EA program T&Cs

Why add Cisco Capital to your EAs

Cisco Capital offers flexible payment options to help you close bigger deals.



Cash flow

Partner gets paid upfront by Cisco Capital



Flexibility

Partner selects when and how often Capital will invoice them



Deal size

Financing can boost your deal size by an average of 30%



Competitive advantage

Payment solutions with attractive interest rates set you apart



Safe model

Risk of licences not being paid is covered by Capital in case of customer insolvency



Currency safe

Fluctuations won't impact the partner that buys in dollars and sells in local currency



Billing savings

Billing burden is removed from the partner with Capital invoicing the customer

To grow your business with Simplify EA, contact your Comstor Account Manager today.

