

EA+

(Enterprise Agreements)

Business Value Accelerator
April 2023



Executive Summary

As Enterprise Agreements (EAs) mature to better support digital transformation they are becoming a source of competitive differentiation, helping to align technology strategy, investment and consumption. WWT's Customer Experience – Software Lifecycle Team helps organizations achieve such alignment through a proven approach that supports EA evaluation, procurement, implementation and management.

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Since our founding in 1990, WWT has grown from a small product reseller into a technology solution provider with over \$17 billion in annual revenue and more than 10,000 employees globally. In 2022, WWT's global customer base spanned nearly all industries and we were a trusted technology provider to more than 80 companies in the Fortune 100.

WWT's EA+ Approach

WWT's EA+ approach derives from years studying the limitations and challenges of large technology manufacturers working directly with enterprise customers. OEMs and their customers typically can finalize commercial agreements that identify value but both sides tend to experience shortfalls in terms of expected results.

Building Confidence in Enterprise Agreements

We have consistently observed several reasons associated with the failure of OEMs and their customers to realize expected value from EAs. These include conflicts in enterprise organizational processes, differing priorities that arise once an agreement is finalized, a lack of resources available to evaluate, select, architect and test new solutions and the constraints that large organizational size often creates on speed and agility. WWT addresses these gaps, helping OEMs and enterprise businesses feel confident their EAs are fully in the best interest of their organizations.

EA+ Helps Companies Drive Innovation and Realize Desired Business Outcomes

EAs should not be viewed simply as pricing instruments. With effective management, EAs not only provide efficient pricing models but also lower costs by ensuring companies only pay for the licenses they use. By also factoring in services that support technology evaluation, design and adoption, WWT's EA+ helps companies reimagine EAs as strategic tools that can drive innovation by enabling IT teams to take advantage of today's rapid evolution of software-driven capabilities.

Learning From Best Practices

Through WWT's culture of innovation, hyper-focus on execution and extensive engineering expertise, EA+ now plays a key role in optimizing the technology investment strategies of hundreds of organizations, across all industries and sectors. This document will share examples of these successful engagements, demonstrating how WWT's customers have benefited from EA+ and creating opportunities to learn from resulting best practices.



WWT and Cisco Partnership

Since becoming partners in 1994, WWT has grown to be Cisco's largest global and strategic partner. WWT has been recognized for our depth of expertise and delivery excellence service across Cisco's extensive product portfolio, geographic regions and market segments. In addition to being a Cisco Gold Certified Partner, WWT has also achieved certification in many key areas such as:

- Advanced Customer Experience Specialization
- Advanced DevNet Specialization
- Advanced Enterprise Networks Architecture Specialization
- Cisco Umbrella for MSSPs Specialization
- Global Gold Integrator
- Master Service Provider Technology Specialization
- Advanced Collaboration Architecture Specialization
- Advanced Data Center Architecture Specialization
- Advanced SP Architecture Specialization
- Advanced Security Architecture Specialization
- Cisco Hyperflex Specialization
- Cisco IoT Specialization
- Cisco Unified Contact Center Express Specialization
- Cisco Webex Contact Center Specialization
- Collaboration SaaS Specialization
- Gold Integrator
- Gold Provider
- Master Collaboration Specialization
- Master Data Center and Hybrid Cloud Specialization
- Master Networking Specialization
- Master Security Specialization
- Advanced Unified Contact Center Enterprise Specialization

Proven Success

WWT and Cisco have a proven record of success in not only helping customers overcome obstacles to technology consumption, but in transforming those very models of consumption. As a result, our mutual customers spend less time focusing on the requirements of IT operations and more time using IT services to achieve business objectives.

WWT and Cisco enable customers to succeed in accelerating IT service delivery, bringing a range of benefits. These include using innovation to create and build competitive advantage, implementing security and compliance measures that protect brand reputation and monetizing intellectual property to defeat barriers to entry.



Highlights and Awards

- Cisco's Largest Global Partner
- Cisco Gold Integrator and Provider Certified Partner and Certified Learning Partner
- Largest Enterprise Partner
- Executive Sponsor: Chuck Robbins

Global Awards

- Americas Partner of the Year
- Technology Excellence Partner of the Year: Enterprise Networking & Clouds

Americas Geographical Area Awards

- Americas Partner of the Year
- AppDynamics Partner of the Year
- Enterprise Partner of the Year
- Cisco Capital Partner of the Year
- Technology Excellence Partner of the Year: Enterprise Networking & Cloud

US Public Sector Area Awards

- Federal Partner of the Year
- Federal Software & Services Partner of the Year
- Federal Defense Partner of the Year
- SLED Territory Partner of the Year: West

Regional Area Awards

- West Area Award – Enterprise Partner of the Year
- Central Area Award – Meraki Elevate Partner of the Year
- South Area Award – Technology Excellence Partner of the Year: Data Center
- East Area Award – Enterprise Partner of the Year and Technology Excellence Partner of the Year: Data Center

APJC Area Awards

- Enterprise Partner of the Year

EMEAR UK and Ireland Area Awards

- CGEM Partner of the Year

EA+ Value Proposition

WWT has invested in resources to support each phase of the EA lifecycle. This enables us to work hand in hand with our customers as they tackle issues such as the financial impact of an EA, concerns for feature disruption, the complexity of EA terms and conditions, fears about multi-year commitments and Technology adoption challenges.

EA+ maximizes ROI through EA alignment, management and value extraction



EA+ is Designed to Address Licensing Challenges

EA related challenges encompass many areas of concern, ranging from a lack of visibility into new product features to unpredictable IT spending to the highly manual and time-consuming manner in which many organizations often manage licenses. These concerns have been magnified in recent years by the growing need to concentrate IT teams on value creating initiatives, such as those associated with digital transformation, rather than having them focus primarily on operational activities, such as license management.

WWT's Investment in lifecycle solutions

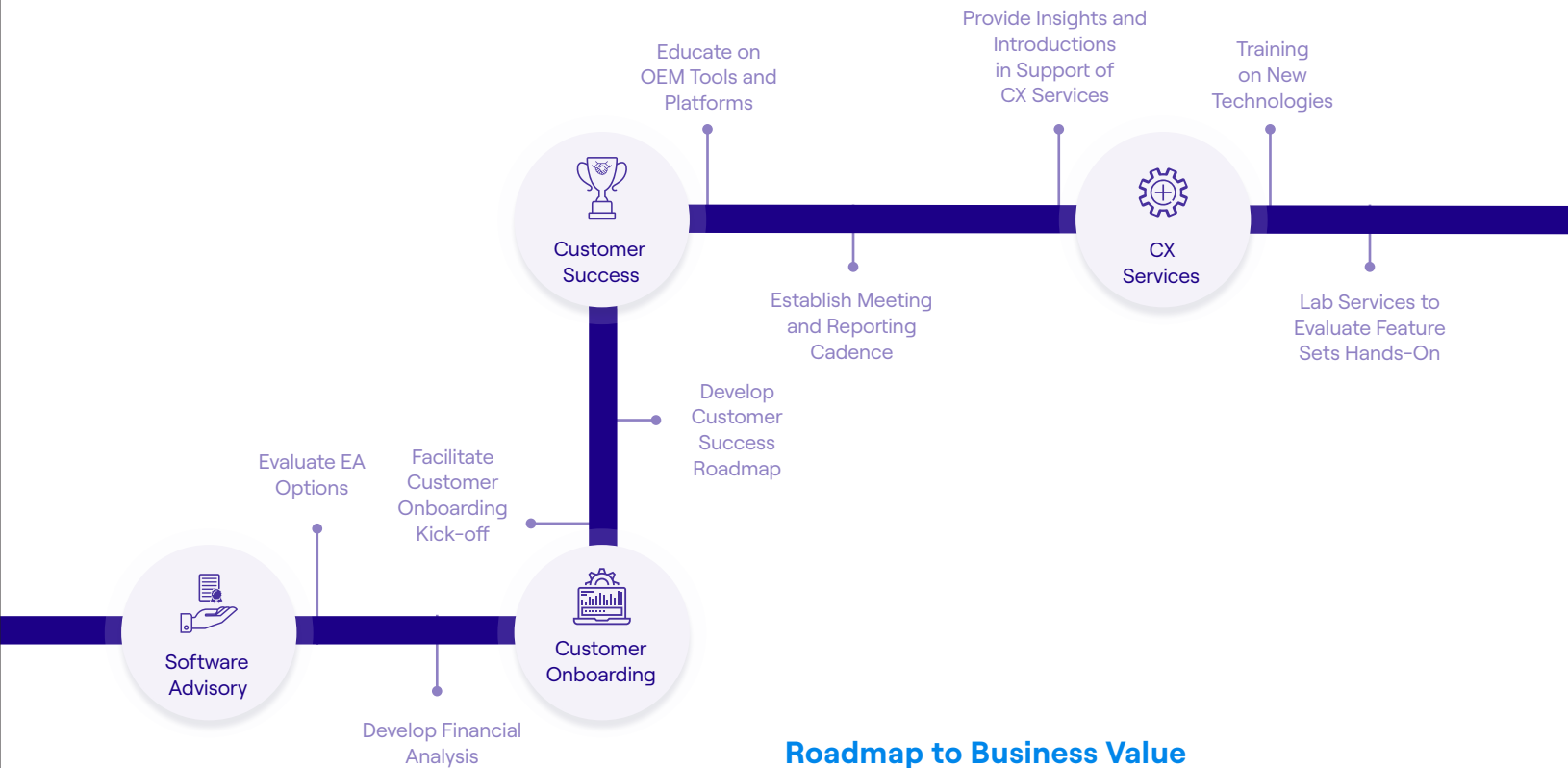
WWT recognized long ago the importance of investing in the resources and capabilities necessary to deliver end-to-end solutions that help customers solve challenges throughout the lifecycle of their technology investments. Our commitment to invest in lifecycle solutions includes creating a mature, accredited software and lifecycle practice, which has achieved Advanced CX Specialization status and been recognized as Cisco's Customer Experience Partner of the Year.

Roadmap for Success

With EA+, WWT helps customers embark on a lifecycle journey that ensures they maximize their software investments. From onboarding services and customer success to CX Services, we provide the resources to achieve desired business outcomes, creating a roadmap for success.

EA+ Methodology and Activities

When it comes to technology investments, businesses have grown increasingly savvy about the potential for gaps to develop between expectations and results. WWT's EA+ methodology was created to help our customers realize expected results. By focusing on both planning and execution, EA+ provides a framework for orchestrating the activities needed to support overall success.



Roadmap to Business Value

Creating a roadmap for success requires a business value focused conversation that works to align EA decision making with an organization's overall business strategy. In order for this conversation to be helpful, the participants must be educated on the numerous issues that will influence the organization's ability to gain maximum value from the EA.

WWT's CX – Software Lifecycle team leverages EA+ framework to educate and apply expertise while building a roadmap that enables our customers to meet their objectives and minimize commonly overlooked pain points and disruption.

Software Advisory Services

The EA+ methodology begins with Software Advisory Services. These comprehensive services are designed to assist in the evaluation, agreement design, and procurement phases. In the evaluation and solution design stages, Software Advisors seek to understand the customer's business goals and strategy, current challenges, planned technology initiatives and financial implications. This deep understanding drives the creation of an EA proposal that provides the best overall solution for the customer. In the procurement phase, Software Advisory Services assists with access to various incentives and financial buying programs that align with securing a fiscally responsible solution.

Extending Software Strategies to Address Traditionally Hardware Focused Technologies

While many organizations have teams tasked with developing and executing software licensing strategies, they may not be considering OEMs that have been traditionally hardware focused. Software Advisors have deep expertise across key technology OEMs and can augment our customer's strategies through this expertise.

Trusted Advisor Approach

Providing Software Advisory Services in support of EA offerings from traditionally hardware-focused OEMs exemplifies WWT's commitment to function as a trusted advisor to our customers, helping to enable insights and improve decision making. WWT understands that our value as a trusted advisor relies heavily on our ability to provide comprehensive expertise and support across critical technology pillars such as Collaboration, Security, Storage, etc.

Holistic View of EA Benefits

While most organizations understand that EAs can be utilized to lower costs associated with software that's currently in use or for "run rate" purchases, this approach often fails to consider how an EA's structure aligns with growth plans, budgets and strategic goals. The price, strategic value and potential savings of an EA often encourage agreement evaluation and negotiations to be taken up by sourcing departments, CIOs and CFOs, who may have limited awareness of overall software packaging and consumption options.

Software Advisors help establish licensing scenarios that inform EA decision making. These scenarios create a holistic view of EA benefits, enabling organizations to avoid entering an agreement that provides too much or too little, paying more for add-ons or failing to pool software needs across departments to improve purchasing power.



Developing a Business Case

Software Advisors help develop an EA business case and then identify strategies that best support it. Factors that can influence the business case include the organization's current commitments within the technology category and historical approach to procuring assets, as well as its roadmap of technology initiatives and projects that will likely impact consumption. Based on these factors, WWT's Software Advisors work to build a business case and support it with financial analysis.

Assessment of Current Strategy

A key activity of Software Advisors is to assess the customer's current software strategy and related procurement processes, including how the customer approached purchases historically. Typically this process includes a review of the prior spend over a three year period, as well as any renewals that took place. The assessment helps to establish a business as usual (BAU) baseline to compare a prospective EA against.

Alignment with Technology Roadmap

Understanding the organization's technology roadmap is critical to developing an effective business case. This process often requires input from the members of IT leadership involved in planning the deployment of technology initiatives and projects. Software Advisors discuss the roadmap in an effort to understand expected consumption and to identify the potential for unexpected growth in consumption. This may occur when a planned feature set of an OEM product turns out to be of great utility upon release and deployment into production.

Financial Considerations and Analysis

The business case for an EA is supported by financial analysis that models the licensing costs, along with any dependencies associated with the EA, to determine TCO. With this analysis the customer can compare EA pricing to the organization's BAU approach. By factoring in the EA's entitlements and benefits, the customer can more accurately predict ROI.



Planning for the Future

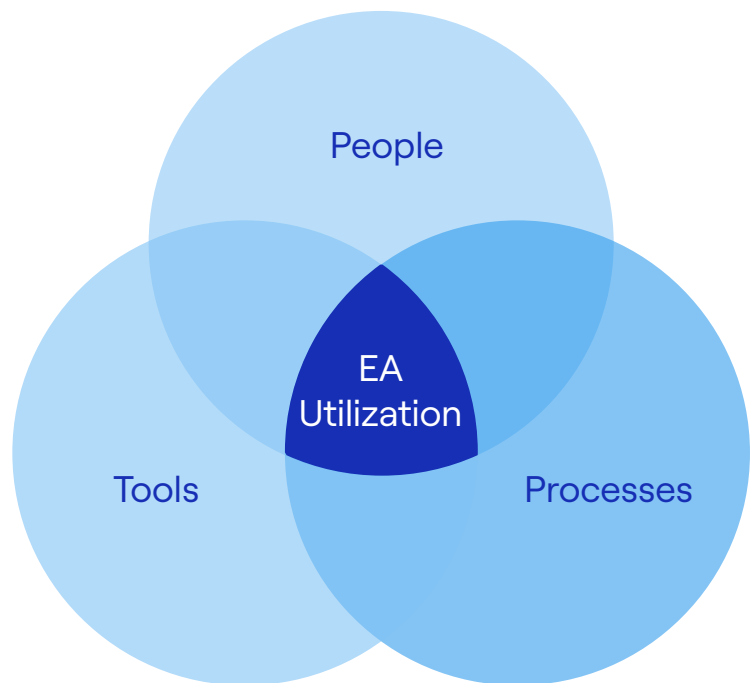
Software Advisors consider an organization's future plans in order to better understand predictable and incremental cost factors. For example, if an organization is planning to deploy 2,000 licenses over the next two years, but is only going to deploy 1,000 in the first year, it would not benefit them to start their EA with 2,000 licenses.

Customer Onboarding

Customer Onboarding helps customers move from executing an EA to successfully consuming an EA by operationalizing the appropriate people, processes and tools to support the EA Business Case. WWT offers a wide range of resources and capabilities to help customers overcome constraints on EA consumption. Onboarding begins to align these resources and capabilities through the efforts of a Customer Onboarding Manager.

Creating a Foundation of Success

Customers unfamiliar with EA+ will be introduced to OEM tools, provisioning resources, reporting capabilities, internal quote support, supply chain fulfillment models and maintenance optimization techniques. The onboarding process is designed to cover core topics related to consumption success, as well as to surface custom requests. The goal is to create a successful foundation for the client as they move into the Customer Success framework of EA+.



Onboarding Manager

Following contract execution, the Customer Onboarding Manager assists with the onboarding process and schedules an EA Onboarding Kick-off, which will result in a success roadmap based upon customer-defined success criteria and desired business outcomes.

Customer Success

Following onboarding, customer teams are ready to launch their consumption programs by working directly with a Customer Success Manager (CSM) or Customer Experience Executive (CXE). CSMs and CXEs serve as a single point of contact for customers in support of all EA program activities.

Customer Success Management

EA+ success roadmaps leverage WWT and OEM resources and capabilities in support of their customized EA success plans. WWT's CSMs/ CXEs map these resources and capabilities to customer initiatives, sharing best practices, insights and guidance throughout the EA+ journey. CSMs/ CXEs provide access to the ATC platform, help customers leverage WWT's CX Services and establish contacts with the architectural and engineering teams.

Technology Lifecycle Support

While customers employ EAs to simplify, accelerate and innovate their technology consumption, agreements are typically developed in support of specific technology initiatives and programs. EA+ helps customers apply a technology lifecycle model for their initiatives and programs. By utilizing a lifecycle approach, customers generate savings and realize benefits due to gains in efficiency that result from coordinating related services.

CX Services and ATC Labs

CSMs/CXEs help customers plan for technology adoption related activities, including training and the development of resources such as on-demand tutorials and other educational and marketing materials. CSMs/CXEs also coordinate support for specific customer end users and engineers who are critical to project success. A key resource is WWT's ATC, which can be utilized to provide hands-on training and demos, ensuring customer teams fully understand the features and functionality of their organizations' technology investments.

Reporting

CSMs/CXEs track and regularly report on customer hardware and software investments associated with their EAs, from purchase to renewal. This process can include regular Health Checks in alignment with WWT's License and Maintenance operations team.

EA+ Customer Success Managers help companies address rapid technology changes, growth and new program options.





Digital Community

We have an ever-growing body of content on our platform, spanning all the technologies we touch, the partners we represent and the solutions we're helping our customers take to market. Communities create a way for WWT teams to curate the right content for the different audiences we serve.

Curated Content

The communities on wwt.com are places where WWT has coalesced content around a given topic or focal point.

For example, we are creating communities for many of our customers, so their teams can find just the right information they need related to their business and technology initiatives. We also are creating communities around specific industry verticals and technologies for public audiences. Within the communities on wwt.com, our visitors will find appropriately curated content from the many content types we offer:

- Articles about timely business or technology topics
- Case studies that share lessons from our past work
- ATC insights that offer technical discoveries and findings that have come from work in our technology labs
- Labs that provide hands-on experiences with the many OEM and partner technologies available in our Advanced Technology Center
- Proofs of concept (POCs) from tests and simulated solutions our experts have created in our labs

- Videos about a variety of business and technology topics
- White papers that provide guidance and detailed explanations of business and technology explorations
- Assessments that are available to evaluate the business and technology challenges organizations are facing
- Briefings for specific business and technology solutions, patterns and expertise
- Workshops to collaborate on business and technology problems together

Another key aspect of our communities is that many of them will offer discussion forums to give those with shared interests a place to talk with one another. The discussion forums will be staffed with experts from across WWT who will be available to answer questions and keep the conversation going.

CX Services

Technology adoption is critical to achieve return on investment. WWT provides a range of services, including Certified Trainings, Workshops, SME Engagements, Technology Evaluations, among many other services which focus on improving the many ways in which customers adopt technology.

Barriers to Adoption

The goal of CX Services is to accelerate the effective use of the features and capabilities of new technology products, both from an engineering and end-user standpoint. Barriers to adoption typically manifest after product implementation, with teams and users unable to consume new technology in efficient and innovative ways. These gaps in knowledge can arise relative to architecture, deployment maintenance and feature utilization.

How We Help

From communication strategies, end-user and technical training, documentation and media creation, to subject-matter expert engagements and workshops, WWT CX Services can accelerate the implementation and adoption of your technology purchases. Using our Advanced Technology Center, Global Engineering talent, media production expertise and highly skilled field trainers, we create custom communication and training plans tailored to each user -- with their comfort level and learning styles in mind.



Advanced Technology Center (ATC)

The ATC is a physical campus of buildings and labs that are virtualized and accessible to customers, partners and employees around the world via a proprietary cloud portal.

ATC Labs

The ATC helps customers accelerate value and innovation by supporting the product evaluation, testing and design phases of enterprise IT initiatives. With best-in-class testing tools, public cloud integration and hooks into major SaaS providers, the ATC has seen more than 15,000 customer engagements since opening in 2013.

WWT's ATC teams have extensive engineering experience and utilize lab testing best practices and rigorous methodologies to ensure sound decision making without compromising on project schedules and requirements.



Creating Adoption Velocity

EA+ puts education at the center of each phase of the customer success roadmap. Technology adoption, which significantly influences an organization's ability to gain maximum value from its EA, depends heavily on education. WWT helps customers educate their teams on all aspects of their new technology, thereby creating adoption velocity and accelerating consumption.

WWT's Approach

WWT's Advanced and End-User Adoption consultants help customers plan and scale training on new technologies across their organizations. We conduct on-site or virtual training sessions with pilot groups to determine user behavior and ensure training maps to specific needs. Leveraging our ATC Platform and insight from customer project teams, we make sure your end users and engineers know how to incorporate the full feature sets of new technologies into their workflows with on-demand tutorials and other educational materials.

On-going Support for Engineers

In addition to initial, hands-on training programs, engineers can take refresh training anytime online and revisit ATC lab resources as needed. Even if engineering resources change, the rate of entitlement consumption will not. New hires can quickly get up to speed through WWT's EA+ resources.

The value of any **technology investment** can only be realized after implementation and adoption.

We make a new world happen

We are thinkers and doers. We provide services that span strategy through execution to help solve complex business and technology challenges, accelerating meaningful outcomes for our customers globally. Our approach is the direct result of a culture that champions the courage to embrace change and the spirit of innovation to make that change count..

We are driven to support your organization’s success

Throughout the last 30 years, we have partnered with some of the world’s largest organizations and developed insight and intellectual capital that reaches into every aspect of enterprise technology, across every sector of the economy.








Our track record of overcoming obstacles to advance digital transformation ensures you a trusted partner on which you can rely. We provide a healthy and agile culture, a vast portfolio of services, hyperscale innovation labs and a sophisticated global supply chain that accelerate your solution – from idea to outcome. **We create new realities for our customers.**

Our greatest innovations: our people and our culture

They drive the results you want. Our team is committed to your success. Our company culture is reflected in our core values, our Integrated Management & Leadership Program and our Diversity & Inclusion Program. These are principles we live by. They shape who we are and how we interact with each other, with our partners and with you.

DIVERSITY & INCLUSION



 <p>Minority-owned, privately held for 30+ years</p>	 <p>10,000 team members globally</p>		 <p>\$17B in annual revenue</p>	 <p>Global presence in 60+ countries</p>
 <p>Technology provider to more than 80 of Fortune 100 companies</p>	 <p>Award-winning culture, Great Place to Work 12 years in a row</p>	<p>WWT’s founders, Dave Steward and Jim Kavanaugh</p>	 <p>Committed to diversity, inclusion and equality</p>	<p>A Top Partner with Cisco, HPE, Dell Technologies, NetApp, F5, VMware and Intel</p>

Our Vision

To be the best technology solution provider in the world

Our Mission

To create a profitable growth company that is also a great place to work for all

Awards and recognition



Plus, more than one hundred awards from our partners, clients and communities recognizing our dedication to our company culture and the innovative work we do for our customers.