

## What is Value Shift?

**Value Shift:** The EA offers flexibility to transfer the **value** of the unused license to other licenses within the **same or other suite**. Available in EA 3.0.

**Intra Suite Value Shift:** Value of the unused license will offset the growth in the **same suite** during a True Forward event.

The **residual value** of any purchased but unused license in the suite will be applied against the cost associated with the license overages in the **same suite**

**Only** applicable to **Full Commit Suites** and from the **same Subscription**

The **Intra Suite Value Shift** process is **automatically** transacted with no action required from the EA Partner

## Intra-Suite Value Shift: EXAMPLE – OFFSET True Forward

Offset True Forward								
DNA Switching	EA Billing SKU	Price/Unit Per Month	Purchased Qty	Consumed Qty	Balance	Remaining Value	Applied in CSVS?	TF Event Qty
	E3N-C920001-A	\$50	5	0	0/5	\$3000		-5
	E3N-C920002-A	\$110	10	10	10/10	\$0		0
	E3N-C930002-A	\$100	0	10	-10/0	\$12,000	Yes	+10
	<b>Suite Level Value</b>					<b>\$9000</b>		<b>-\$9000</b>

TF Event  
**\$9000**  
 (\$12,000 = \$9600)

Formula: True Forward = (Consumption x Price x Time Remaining)

\$3000 = \$50 x 5 x 12

\$6600 = \$115 x 5 x 12

1. Customer commits to to 15 DNA Switching Advantage licenses.
2. Customer deploys **10 licenses from the initial purchase**.
3. In the same year, the Customer generates an additional **10 Advantage licenses from an SKU that was not purchased as part of the EA**.
4. Customer owes **\$12,000** to cover the cost of the oversumption of the new SKU.
5. By applying the remaining value from the under consumed SKU, the Customer's TF bill is automatically *lowered* before receiving an invoice.

INTERNAL

## Intra-Suite Value Shift: EXAMPLE – ELIMINATE True Forward

Eliminate True Forward								
DNA Switching	EA Billing SKU	Price/Unit Per Month	Purchased Qty	Consumed Qty	Balance	Remaining Value	Applied in CSVS?	TF Event Qty
	E3N-C920001-A	\$50	5	0	0/5	\$3000		0
	E3N-C920002-A	\$110	10	3	7/10	\$9240		0
	E3N-C930002-A	\$100	0	10	-10/0	\$12,000	No	0
	<b>Suite Level Value</b>					\$240		\$0

No TF Event

Formula: True Forward = (Consumption x Price x Time Remaining)

\$3000 = \$50 x 5 x 12

\$9240 = \$110 x 7 x 12

\$12,000 = \$100 x 10 x 12

1. Customer commits to 15 DNA Switching Advantage licenses.
2. Customer deploys **3 licenses from the initial purchase**.
3. In the same year, the Customer generates an additional **10 Advantage licenses from an SKU that was not purchased as part of the EA**.
4. By applying the remaining value from the under consumed SKU, the Customer *does not* receive a TF invoice.

INTERNAL

The EA Construct:

- EA includes 6 **Portfolios**
- A **Solution** groups technologies under each Portfolio
- A **Suite** is a collection of technologies under a Portfolio

Portfolios	Networking Infrastructure						Applications Infrastructure	Collaboration	Services				Security			Provider Connectivity	
Solutions	Meraki	Cisco DNA Software	Cloud Networking	Cisco Secure Connect	Cisco Spaces	Crosswork Cloud	Full Stack Observability (FSO)	Webex	Networking Services	Application Services	Collab Services	Security Services	Zero Trust	Cloud & Network Security	Security Platform & Response	Automation	Network Assurance
Suites	Network Infrastructure	SD-WAN & Routing	Nexus Switching	Secure Connect	Spaces	Network Insights	ThousandEyes	Webex Suite	SD-WAN & Routing	Intersight Hyperflex	Webex Suite**	Duo	Duo	Umbrella	Secure Endpoint	Network Services Orchestrator	Provider Connectivity Assurance
	Camera Systems	Switching	SAN Switching	Secure Connect	Spaces	Traffic Analysis	AppDynamics		Switching			Secure Workload	Secure Workload	Secure Firewall	Secure Network Analytics	Evolved Programmable Network Manager	Cloud Hosting
	Systems Manager	Wireless				Trust Insights	Intersight (IWO)		Hyperflex*			Nexus Switching	Umbrella	Secure Workload	Secure Web Appliance	Secure Email	Crosswork Hierarchical Controller Platform
									SAN Switching			Secure Firewall	Secure Web Appliance		Crosswork Workflow Manager		
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