



# Software Activation Cisco Software Licensing for 860, 880 Platforms



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**Product Management**

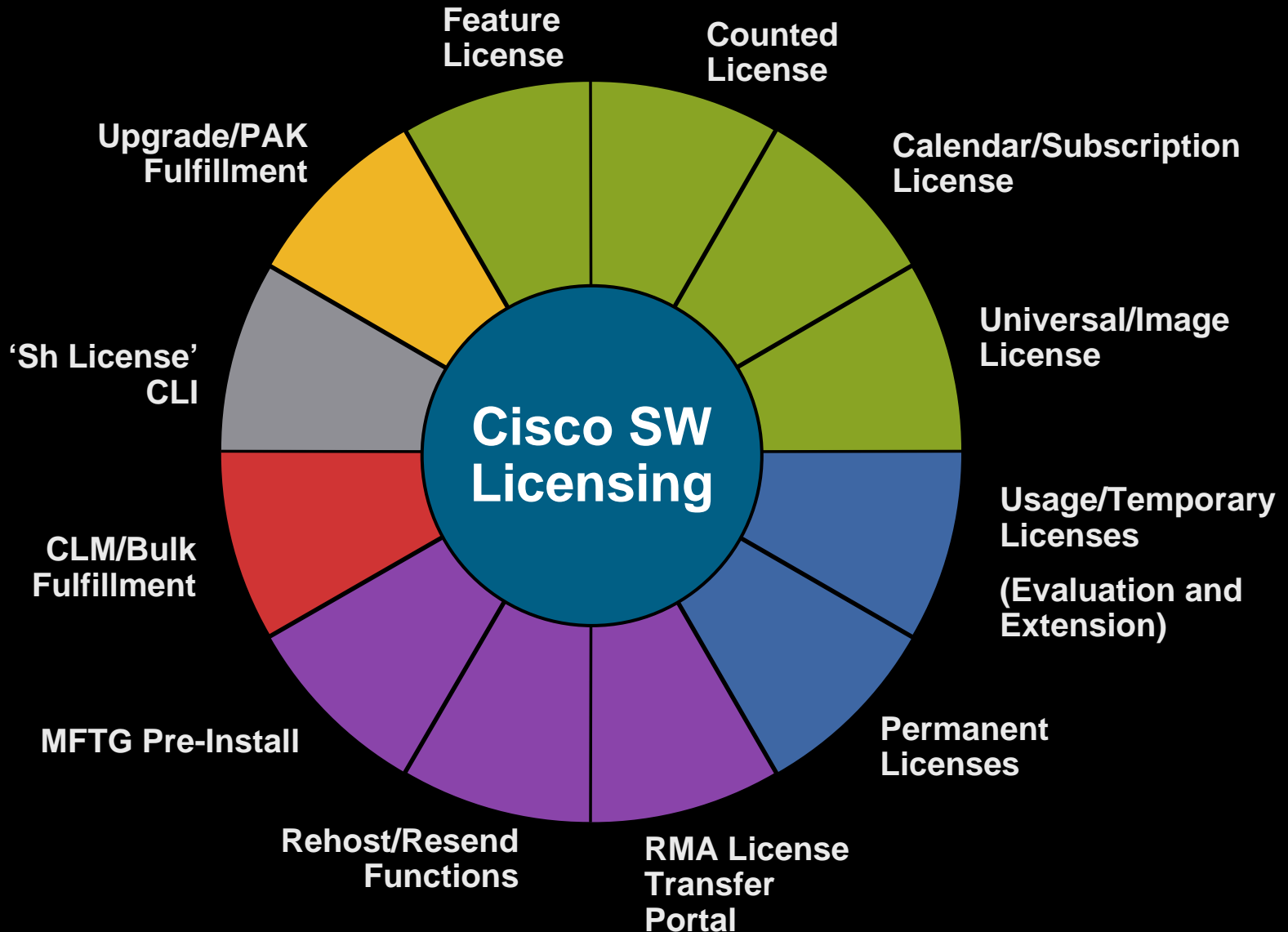
# Agenda

- Software Activation Offerings Overview
- Product Overview
- 860 and 880 Licensing Model
- Cisco Licensing Manager (CLM)
- Use Cases

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# Software Activation Offerings



# Cisco SW Licensing Definitions

## PAK

- PAK: Product Activation Key
- PAK represents one or more instances of a set of SKUs, i.e. proof of purchase
- PAK is not tied to any particular device, but tied to a product (PID/SKU)
- Customer uses the PAK to get perpetual licenses which are node locked to devices
- PAKs do not expire (time-wise)

## License File

- Unique to each device, generated based on SN + PID + PAK
- Stored in tamper-proof memory
- Generated using digital signature making it nearly impossible to hack

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# Cisco 800 Series Integrated Services Router

## Extending Collaboration to Small Office/Teleworkers

### Extending Voice to Small Office/Teleworker

- First Teleworker device with support for voice, video, SRST, and FXS devices
- Brings reliability to collaboration applications

### Secure Remote Collaboration

- Secures voice and data end-to-end
- Provides advanced Security and content filtering  
VPN, Firewall, Intrusion Prevention

### Unified Wireless Mobility

- 802.11n support
- Fully integrated with Cisco Unified Wireless
- Optional 3G connection for anywhere connectivity

### Simplified Operations

- Comprehensive Cisco IOS<sup>®</sup> Routing, QoS and network management
- Graphical voice and data configuration



**New**

**Cisco 860 ISR**  
**Cisco 880 ISR**  
**Cisco 880 SRST**

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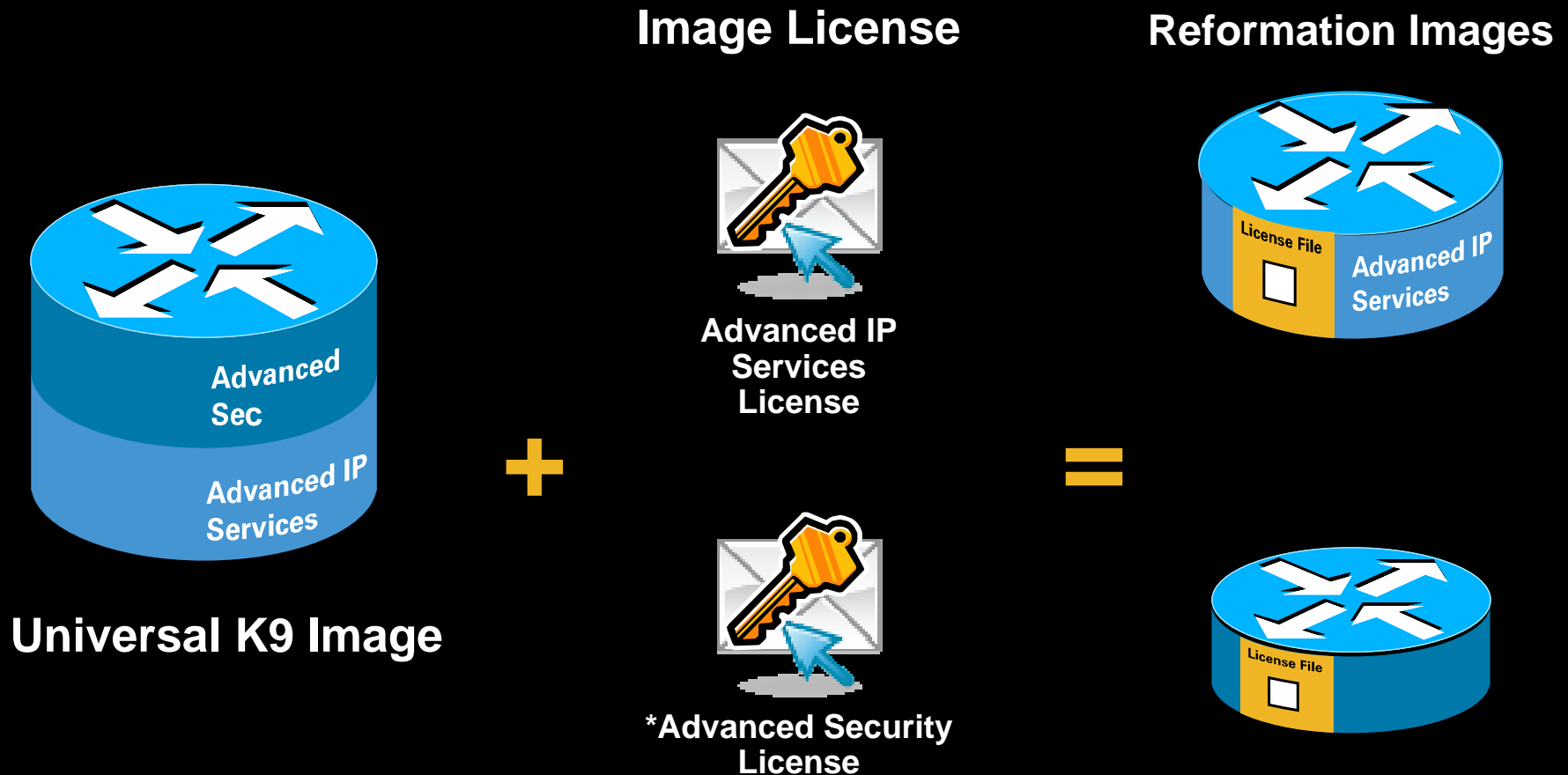
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# Feature Set Software Activation

	860	880		
		Data	Voice	
			IAD	SRST
Advanced IP Services	N/A	X	X	Default
Advanced Security	Default	Default	Default	N/A
Upgrade Offered	None	SL-880-AIS	SL-IAD880-AIS	None

- Using Software Activation and the Universal Image concept, the user will have the option to enhance his SW performance and capabilities by purchasing appropriate license key, promoting pay as you grow model

# Cisco SW Licensing—Universal Image



\*Not an upgrade SKU but included in the Router purchase

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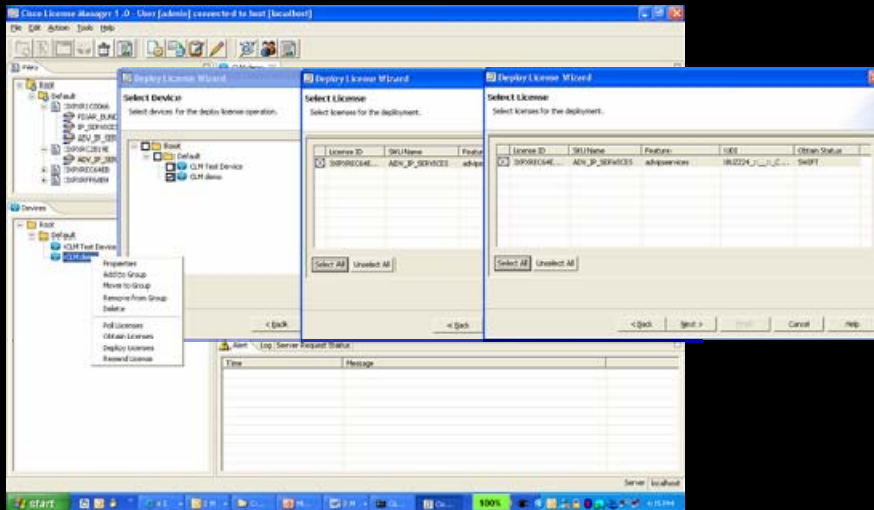
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# Cisco Licensing Manager (CLM)

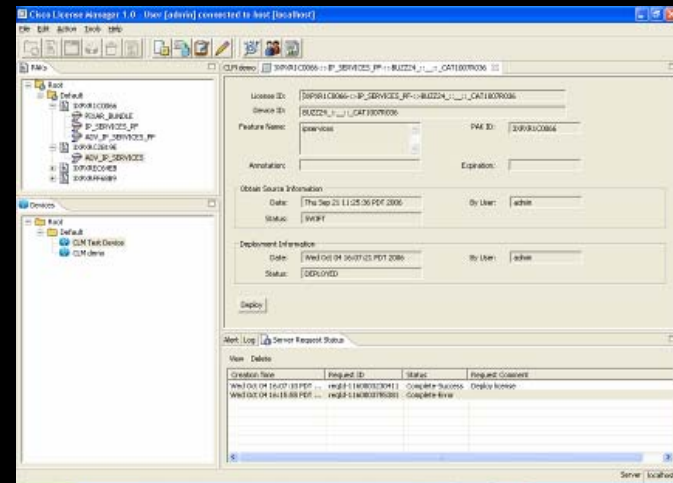
## Key Benefits

- CLM Client is **Free!**
- SDK for integration is available
- CLM can manage up to 30,000 devices
- Device Discovery
- Inventory Management
- License Obtaining and Deployment
- User Administration
- Event Handling and Report Generator
- Secure connection back to Cisco.com using https
- For additional CLM information and downloads, please visit [www.cisco.com/go/CLM](http://www.cisco.com/go/CLM)

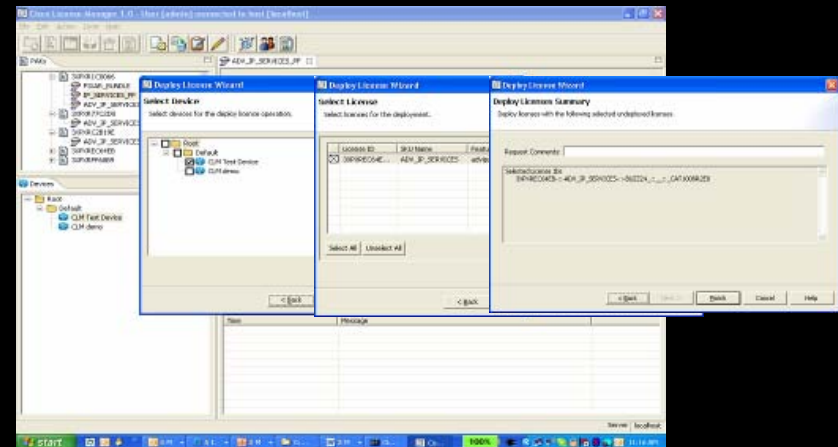
# CLM GUI



Wizard for Obtaining Licenses



“One Click” Deployment Button



Wizard for Deploying Licenses

# Management Strategy

- Initial platform release will include CLM and Counterpoint cross launch
- Next Counterpoint release will include an integrated version of CLM providing the user with one Configuration Manager interface supporting both licensing and other device configuration

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# Use Case

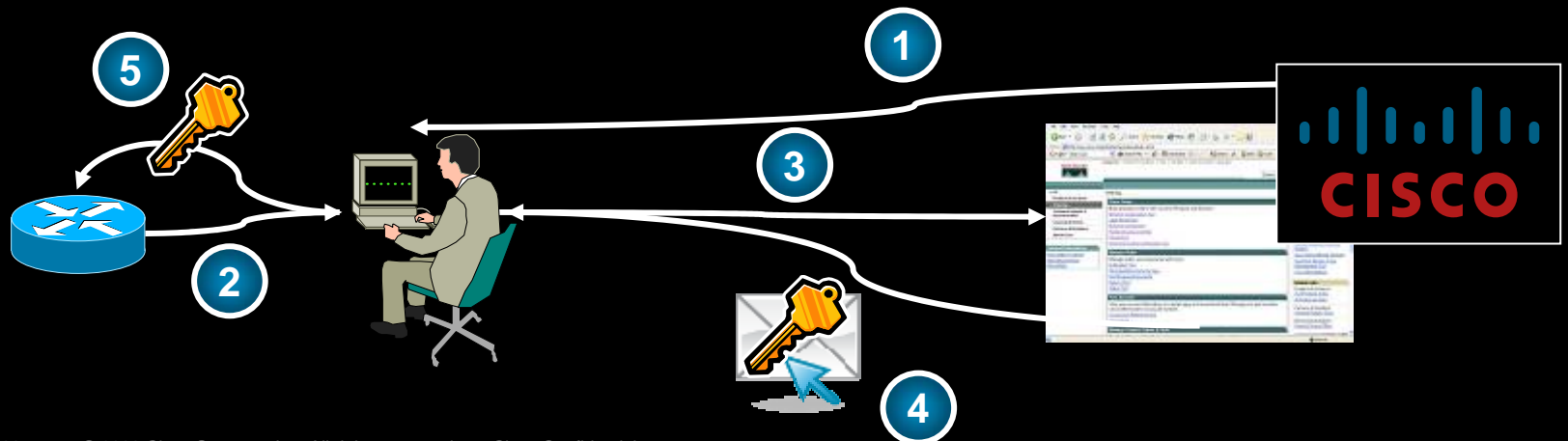
## Manufacturing Pre-Install Licenses

- For default feature sets i.e. 860 Advanced Security and 880 SRST Advanced IP Services, the licenses will be pre-installed requiring no license installation for the user
- If customer decides to purchase upgrade upfront to enhanced feature set (Advanced IP Services), Manufacturing will pre-install the license
- With pre-installed licenses, Unit will be ready for installation and configuration out of the box

# Use Case

## Software Upgrade

- 1 Customer purchases required Product Activation Key (PAKs)
- 2 Product ID (PID) and Serial Number (SN) are obtained from the device
- 3 The PID, SN and PAK are entered into to Cisco's licensing portal
- 4 License file is sent to customer via email
- 5 Customer installs licenses on the devices to activate the additional users



# RMA

- Provide UDI of Failed unit
- Provide new UDI
- RMA portal will contact SWIFT backend to transfer licenses over from Router that Failed to New Router
- Customer will receive an email with the license files

The screenshot displays the 'Product License Registration' page within a support portal. The navigation bar includes 'Solutions', 'Products & Services', 'Ordering', 'Support', 'Training & Events', and 'Partner Central'. The page title is 'Product License Registration' under the 'Support' section. A progress indicator shows four steps: 1. RMA License Transfer (active), 2. Validate Features, 3. Designate Licensee, and 4. Review and Submit. Below the progress bar, a brief instruction states: 'Use this page to transfer a license from a faulty device to a replacement device during the Return Material Authorization (RMA) process.' A note indicates that an asterisk (\*) denotes a required field. The form contains three input fields: 'Return Material Authorization Number:', 'Faulty Device UDI Product ID: \*', and 'Faulty Device UDI Serial Number: \*'. A CAPTCHA image with the text 'Sys an/y' and a 'Refresh' button is positioned below the third field. A security instruction reads: '\* For security purposes, please enter the word as shown above.' At the bottom of the form, there are 'Back' and 'Continue' buttons.

# Evaluation/Emergency License

- In case the customer does not have internet access to access RMA portal and transfer licenses over
- Request to use the implicit evaluation/emergency license available for 60 days

Does not require a call into Cisco, activated thru CLI or CLM

Syslog messages reflect status of evaluation license, i.e. expiration status

# Other Offered Licenses

- For demo or evaluation reasons, Cisco is offering a 60 Day **Evaluation license** downloadable from the following portal:

[www.cisco.com/go/license](http://www.cisco.com/go/license)

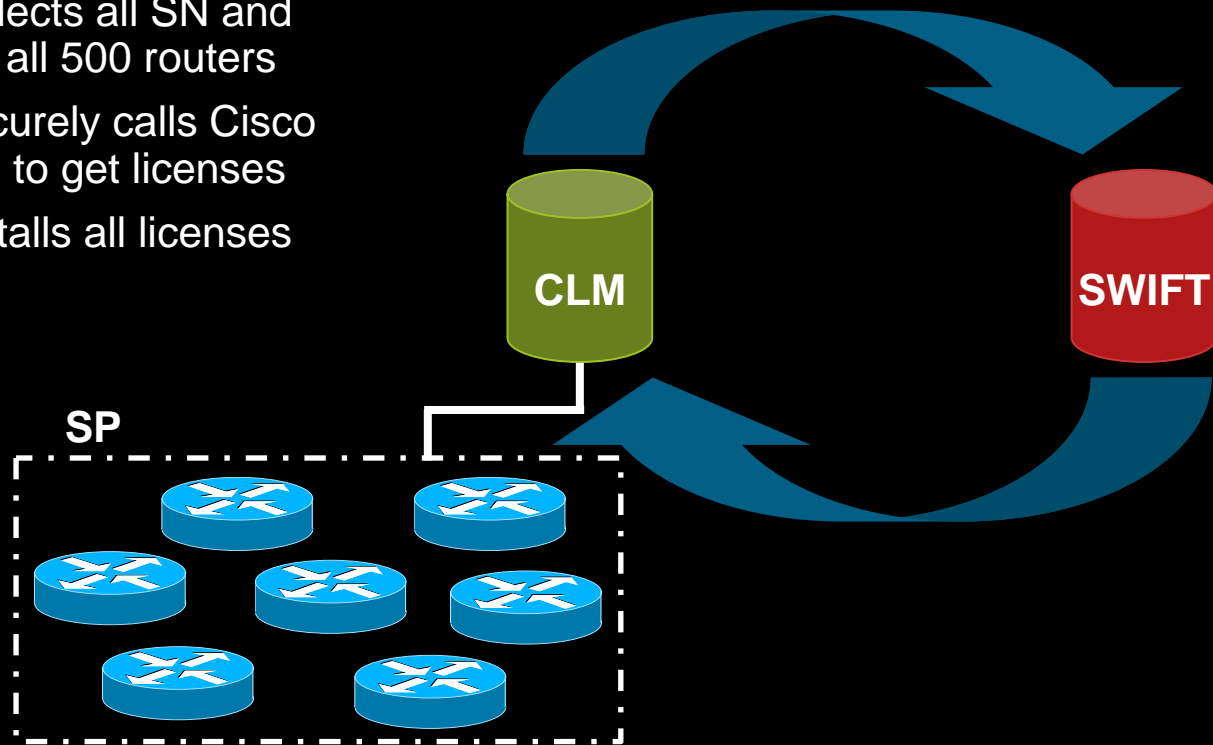
Once the evaluation expires, the functionality will revert back to its default settings (in case of 880 platforms, Advanced Security

- For longer or shorter evaluation/demo licenses, user may opt to contact TAC for an **Extension license**, upon approval, user will receive an extension license based on the approved duration

# Use Case

## Bulk PAK Fulfillment

1. SP purchases 500 Upgrade licenses
2. SP receives one PAK for all 500 licenses
3. With CLM installed at the customer's site
4. Upgrade is conducted with one CLM command
  - a. CLM collects all SN and PIDs for all 500 routers
  - b. CLM securely calls Cisco backend to get licenses
  - c. CLM installs all licenses



# Rehosting a License

- Customer can move his license from one router to another (within the same platform family)
- Rehosting is done using CLI call home or thru CLM
- Router A will run for 60 days using a Grace period, Router B received the license and has activated the enhanced image

## Benefits:

- Allows customers more flexibility with their licenses



# Useful Links

- [www.cisco.com/go/license](http://www.cisco.com/go/license)
- [www.cisco.com/go/clm](http://www.cisco.com/go/clm)
- [www.cisco.com/sa](http://www.cisco.com/sa) (April 2008)
- [www.cisco.com/go/isr](http://www.cisco.com/go/isr)

