evolve+EA

WHAT ARE EAs–AND WHY SHOULD YOUR PARTNERS CARE ABOUT THEM?

In short, one contract. EAs, or Enterprise Agreements, streamline the process by allowing customers to consolidate all their solutions and services under one contract with simplified legal terms. This approach accelerates business evolution, reduces ownership costs, and ensures price predictability for the long term.

Customer Benefits:

Business Agility:

Accelerate business transformation with easier access to technology

- Easier access to technology, expand to new products without an enterprise-wide commitment
- Flexible consumption, on-demand deployment of additional licenses—no new contracts needed
- Lower barriers to entry—$100K spend across all portfolios
- Seamlessly add security and services to any agreement

Premium Experience:

Easily buy, manage, and consume software licenses

- One place to view/manage all EA entitlements
- Predictable pricing and co-termed renewals
- Onboarding and lifecycle service options across all portfolios
- Increased flexibility for multiple partners within a single EA

Unmatched Value:

Maximizing investments with access to exclusive offers

- Preferred pricing
- Industry leading True Forward, no punitive “True Up”
- Investment protection with “Value Shift” between Cisco DNA Software and Meraki
- Multiple ramp options to support flexible deployment schedules

Partner Benefits:

Strategic Relationship with Customers:

- Platform for partners to monetize differentiated professional and managed services
- Exclusive EA relationship with the customer provides a competitive barrier
- Structured engagement designed to maximize customer value across the full Cisco portfolio
- Become the Dedicated EA Partner

Open Doors to Line of Business to Accelerate Business Outcomes:

- Bigger deals and access to the Cisco portfolio
- Platform for partner profitability
- Single platform for cross sell
- Access to other suites within the EA and 2-3x larger deals

Increase Partner’s Cisco Profitability:

- Unlock additional visibility to customer utilization allowing partners the opportunity to position additional professional services
- Option to leverage Cisco Capital, enable financing for Enterprise Agreements (EAs), and provide adaptable payment solutions while reducing credit exposure for both partners and customers
- Secure access to guaranteed LCI (Lifecycle Incentive) rebates by selling EA’s

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HOW EVOLVE+ EA HELPS OUR PARTNERS BOOST THEIR CISCO 360 PARTNER VALUE INDEX:

Many Cisco 360 portfolios include a Buying Program Penetration metric, which rewards partners for positioning EAs across their customer base. By helping partners adopt and sell EAs, we're not only driving customer value—we're helping them improve their overall Partner Value Index (PVI) and earn more from Cisco incentive programs.
Here's what that means for our partners:

- **Higher Partner Value Index scores:** Each EA contributes to their Buying Program Penetration metric, directly impacting 360 performance
- **Access to more rebates and rewards:** Improved PVI can qualify partners for additional Cisco portfolio rebates and incentive tiers
- **Stronger customer relationships:** EAs create predictable, recurring revenue while simplifying license management and renewals
- **Alignment with Cisco's lifecycle strategy:** EVOLVE+ supports end-to-end engagement—adoption, usage, and expansion—helping partners deliver continuous value

How You Can Help Your Partners:

EVOLVE+ EA allows partners to sell Cisco EAs without holding the required Cisco specializations. A 30-minute assessment with the partner stakeholder (someone in management), a partner technical resource, and a ScanSource EVOLVE+ EA representative will determine eligibility for an Enterprise Agreement, covering:

- Transition from existing licenses to EA
- Desired architecture and location
- Need for additional support from ScanSource
- Partner's certification status (no additional certifications required for eligibility)
- NOTE: Partners we nominate for the EVOLVE+ EA program must be on our DAP list (Focus or Scale)

Once we have completed the partner assessment, the nomination and enrollment process takes about 5 business days. The timeline is as follows:

- The nomination is submitted by ScanSource to Cisco via Smartsheet
- The nomination is approved by Cisco (1-2 business days)
- The program becomes available in PPE, and the partner enrolls and is auto approved (1 business day)
- The authorization shows up in CCW/EAMP (1 business day)

And the best part is - it's free for our ScanSource partners!
We do not keep any additional margin for orders that leverage our EVOLVE+ EA program. If there are any pieces of the installation/implementation/adoption that require ScanSource to complete, we will quote those out for the partner with a Statement of Work.

Prerequisites:

For most architectures, the Advanced level specialization is required to sell an EA. The notable exceptions are Hybrid Work (requires all Advanced level specializations) and Collaboration (only requires Collab SaaS specialization). Partners without the required specialization can leverage our EVOLVE+ EA program to meet these requirements.

Partners selling Cisco EAs should also complete the Buying Models Commerce Certification. Links to the e-learning and exams can be found **here**. There is no cost for this certification.

THIS IS IMPORTANT—if the partner is only leveraging our specializations for an EA order, then there is no additional charge. If they need to leverage any of our advanced services to support the customer EA, they will need to request a separate quote.