

Cisco Enterprise Agreement 3.0 (IaaS)

Overview

Trustmarque are pleased to present this Infrastructure as a Service offering under G-Cloud 15. This IaaS Service Offer details the approach Trustmarque apply to the Cisco Enterprise Agreement (3.0) technology, its management and ongoing managed service options available.

Cisco Enterprise Agreement 3.0

The new structure of the Cisco Enterprise Agreement (EA3.0) buying program comprises of six portfolios that encompass Cisco's software and services solution and suite offerings.

These portfolios include Networking Infrastructure, Applications Infrastructure, Collaboration, Security, Provider Connectivity and Services. Each Cisco technology portfolio has unique solutions and suites, providing a simplified, building-block approach to buying and managing software and services.

Trustmarque managed Enterprise Agreements enable the Customer to make real cost savings and ensure the ongoing management of the infrastructure is controlled.

Key benefits of the programme include:

- Common terms and conditions for all enterprise software and services purchases to avoid additional complexity when growing the organisation;
- Alignment of key program dates and events to improve organisational expenditure planning; and
- One view of the Enterprise Agreement providing granular contract and transparency.

Full commit and Partial commit suites

The purchase is structured into solution suites within each Portfolio based on the license or service requirements. These are purchased as either Full or Partial Suits Commits. Benefits vary between Full and Partial suites across all Portfolios so customers should refer to their Trustmarque Proposal document for these variants.

It is possible to upgrade from Partial to Full commit by either consuming the qualifying quantity/ amount in the EA Workspace or via Change Sub quote. Any upgrade during the contract is reflected automatically after the next True Forward billing event. At the next True Forward billing event, Partial Commit rules will be applied for the entire billing event. Full Commit benefits will be applied going forward after the True Forward billing event.

EA Advantages over A la Carte

Compare	Price Protection							
	Benefits	Not to Exceed Pricing (NTE)	Fixed Discount	Multi-Suite Discount*	Access through EAWS*	Co-Term	True Forward	Value Shift within Suite*
	Full Commit	✓	✓	✓	✓	✓	Annual	✓
	Partial Commit	✗	✓	✗	✓	✓	Annual	✗
A la Carte (ALC)		✗	✗	✗	✗	✗	✗	✗

Cisco True Forward Model

The True Forward (TF) model is Cisco's periodic billing process during a Cisco Enterprise Agreement term. The Initial EA3.0 Order establishes the term for all suites (all subsequent orders are co-termed) and the coordinated schedule for all true forward is agreed and shared as part of the onboarding process.

This program allows customers to increase license usage, throughout the contract. True forward growth is billed prospectively at the annual anniversary, not retroactively.

True forward events are scheduled annually for Full Suite commits or if triggered by exceeding the initial growth cap or by an exceptional growth in both licenses or service usage. Cisco reserves all rights to instruct an out-of-cycle True Forward when extensive growth occurs within any annual cycle.

Full details of growth allowance and special measuring periods for both software and services are shared within the offer descriptions and general EA terms section of the EA quotation.

Initial Growth Cap: Customers with Full commit suites are permitted Growth Figures of 105% license volume usage within the first 6 months of their Enterprise Agreement for all Portfolio's. During the first 6 month of the contract growth above 105% of the contracted quantity may initiate an early True Forward event. Add-on suites excluded.

Growth Allowance: (non-billable) Beyond the initial 6 months of the EA contract, there is a permitted growth allowance of 115% on Security and Collaboration Portfolio for Full Commit suites. Any associated software services with security and collaboration suites will also offer 15% growth allowance. No hardware services are eligible for this benefit.

There is no growth allowance outside of security and collaboration.

Exceptional Growth (Billable): All six portfolios' contracts for full suite commits offer an exceptional growth allowance to support customer adoption and growth across the Cisco solutions. Semi True forward anniversary events can be triggered to support growth over 115%.

Cisco Enterprise Agreement Workspace

The Cisco Enterprise Agreement Workspace (eaws) provides access to reports that help monitor and manage entitlements. The TF amounts are calculated based on usage during the measurement period in relation to the entitlement. The Customer will be responsible for the charges associated with the increase in use of licenses and/or services as calculated on a pro-rata basis for the remaining months in the suite term and based on the applicable pricing or discounts through the EA Authorised partners who originally sold this suite.

For full commit suites, the maximum price the Customer will pay is the original price set by the EA authorised partner at the time of the original order.

For partial commit suites and add-ons, the price is based on the current price at the time of true forward transaction minus the discount set by the EA authorised partner at the time of the original order.

Trustmarque Enterprise Agreement Management

Trustmarque Enterprise Agreement Management is crucial to establish a clear baseline of the Customer's current license state right from the start and throughout the Enterprise Agreement (EA). The Trustmarque tailored adoption helps Customers to get the most out of the EA over the contract's duration. Trustmarque integrates the Cisco EA Lifecycle into the Customer Success Management offerings to ensure Customers receive the maximum value from their investment.

The adoption plan is the roadmap to success. It details when licenses are procured, applied, consumed, and retired, ensuring the Customer can harness the organic growth within the EA. It also guides the Customer through the complexities of excessive license use, so that there is always a plan for True Forward events and renewals.

The Trustmarque Customer Success Management team is here to support Customers every step of the way. The EA management package includes monitoring license consumption, reallocation, and right-sizing. This means the Customer can manage adoption and consumption effectively, stay ready for True Forward anniversaries, and optimise feature utilisation. Trustmarque are all about growth allowance and value shift opportunities, built on Cisco EA management lifecycle best practices.

By proactively managing the Customer's license consumption, Trustmarque help Customers to avoid unexpected costs and keep the EA aligned with their strategic goals. The Trustmarque comprehensive management strategy not only enhances the value of the EA but also supports long-term success and sustainability.

EA Optimisation Service: Trustmarque's EA Optimisation service, led by the Customer Success Manager, includes four Quarterly EA Reviews (QER) per annum to support the value realisation of the proposed EA. This service helps maximise the benefits of the EA by:

- Providing impact assessments on future license requirements against the True Forward event date.
- Advising on options and optimisation behaviours to avoid unexpected chargeable overconsumption events.
- Facilitating quick activation of future license requirements within existing suites and deployment of immediate needs, which can offer up to 10 months of uncharged license usage and growth allowance.

Trustmarque Customer Success Management

Trustmarque's Customer Success Management service is designed to help Customers maximise the value of their technology investments throughout their lifecycle, when combined with Trustmarque Maintenance or Managed services. An aligned Customer Success Manager (CSM) serves as the Customer's advocate and strategic partner, helping Customers fully realise the full value of their networking investments.

At Trustmarque, Customer Success is not an add-on, it is a core discipline within the Enterprise Connectivity Practice and a key differentiator. Trustmarque Customer Success Managers (CSMs) are Cisco-certified specialists in adoption and lifecycle management, ensuring customers realise tangible value from their technology investments. Equally integral are the outstanding Technical Success Engineers (TSEs) and Network Operations Centre (NOC) engineers, who form the backbone of the Trustmarque technical expertise. With hands-on experience across both field and NOC settings, their deep technical knowledge underpins next-generation consultative support services, enabling us to deliver measurable business outcomes for Customers.

The primary purpose of the CSM is to ensure a seamless Customer journey by driving adoption of technology use cases and aligning measurable outcomes with customer's tactical and strategic objectives. Every engagement begins with a bespoke Customer Success Plan, built around the customer's strategic objectives and underpinned by data-driven insights. This plan sets clear success metrics, aligns technology investments with organisational goals, and ensures continuous value realisation throughout the lifecycle. The core responsibilities of your Trustmarque CSM Include:

- **Proactive Engagement:**
 - The aligned CSM collaborates closely with the customer to understand their unique needs, challenges and goals. Serving as a consistent point of contact, the CSM offers ongoing support and strategic guidance on how they can optimise and mature the use of their network solutions and meet their goals.
- **Quarterly Success Reviews (QSRs):**
 - Assess the performance and business alignment of your Cisco solutions in the context of evolving organisational needs and strategic priorities.
 - Monitor progress against the Customer Success Plan by reviewing key performance indicators (KPIs), addressing any challenges, and uncovering new opportunities to maximise your solution(s) value
 - Evaluate the adoption, utilisation, and performance of relevant IT use cases¹. Identifying potential obstacles, exploring solutions, and resolving issues proactively to avoid disruption.
 - Update and refine the Customer Success Plan to reflect changes in business objectives, technology needs, and adoption milestones.
 - Provide early visibility of End-of-Support/Life (EoS/EoL) notifications, along with recommendations for replacement solutions to support continuous operations and minimise risk.
- **Project Support:**
 - The CSM will support our wider project services team to share customer priorities and goals gathered during sales cycles and outline use case success metrics agreed within the Customer Success Plan. The CSM will work with project managers services teams where applicable to agree handover into support and adoption.
- **Annual Vendor Contract Renewal Support:**
 - The CSM works closely with Trustmarque's renewals team to plan for upcoming service renewals, contract reinstatements, and technology refreshes. A Renewal Manager is assigned 120 days before the event to assess the renewal approach. At 90, 60, and 30 days before service end date, we provide quotes, recommendations, and buying model options to support a timely and compliant renewal
- **Strategic Advice:**
 - Update and continuously refine the Customer's Success Plan, ensuring alignment with your organisation's evolving strategy, priorities, and business objectives.
 - Provide recommendations to optimise your network technology landscape, including guidance on software subscriptions, licensing, and cost-effective buying models
 - Share industry best practices to support effective adoption, maximise usage, and accelerate time to value.
- **Customer Advocacy:**
 - Act as the customers advocate within both Trustmarque and our partners, ensuring business priorities and needs are consistently represented.
 - Facilitate seamless collaboration and communication between the customer's team(s), Trustmarque and our partners subject matter experts.
 - Capture and relay feedback to drive continuous improvement in the products, services, and support received.
- **Training and Support:**

- Facilitate targeted training and enablement sessions to build capability and strengthen the customer's proficiency in using network technologies.
- Promote and monitor utilisation of partner learning credits and training entitlements to maximise usage and value.
- Provide clear, actionable guidance and supporting documentation to ensure teams are fully equipped to adopt and optimise products and services.
- Keep customer teams informed of new features, product updates, and enhancements relevant to your network solution portfolio, enabling timely adoption and continuous improvement.

Customer Success Managed Service Outputs			
	CX Dedicated ²	CX Engaged	CX Digital ³
Onboarding			
Full Customer Success Plan (CSP)	✓	✗	✗
Project Customer Success Plan (CSP)	✗	✓	✗
Stakeholder Matrix	✓	✓	✗
Use case lifecycle tracking	✓	✓	✗
Customer Success Management Portal	✓	✓	✗
License Management Tool	✓	✓	✗
Adoption and Training Plan	✓	✓	✗
Renewal Pack for customers with support	✓	✓	✓
Customer Success Engagement Record update	✓	✓	✓
Install base dashboard	✓	✓	✓
Monthly			
License Consumption Monitoring	✓	✓	✗
Adoption activity table in Success Plan	✓	✓	✗
Onsite 1 hour Performance Full (CSP) meeting	✓	✗	✗
Remote 30-minute Performance Project (CSP) meeting	✗	✓	✗
Quarterly			
Quarterly Success Review (QSR)	✓	✓	✗
Lifecycle Stage Tracking	✓	✓	✗
Renewal 6-month Forward View	✓	✓	✗
License Consumption Report	✓	✓	✗
Onsite 2-hour Performance Full (CSP) meeting	✓	✗	✗
Remote 1 hour Performance Project (CSP) meeting	✗	✓	✗
Adoption/Optimisation communication (email)	✗	✗	✓
Event Readiness Checkpoint	✗	✗	✓
Annually			
Subscription Optimisation	✓	✓	✗

Voice of Customer Survey	✓	✗	✗
Case Study Creation	✓	✓	✗
Financial Taxonomy Position	✓	✗	✗
CX NPS	✓	✓	✗
Renewal Pack Updates	✓	✓	✓
Event-led			
Vendor Adoption Funding Visibility	✓	✓	✗
IT Use Case Adoption Services	✓	✓	✗
Trustmarque Ask The Expert (ATX) report	✓	✓	✗
Technical Success Engineering Day	✓	✓	✗

Trustmarque Managed Service: Service Level Agreement Options

Trustmarque's Managed Service options are set out below. These are available to complement the CSM packages described above.

Incident Management is undertaken by the Trustmarque UK-based service desk who are available to contact by phone, email and online portal.

Additional Managed Service bolt ons are also available:

- Remote Patching
- Software Updates
- Change Hours as a bundle
- Service Reporting
- Performance Management
- Data and Backup Services

Hours of Cover

Hours of Cover: Incident Management and Remote Support	Hours of Cover: Onsite Technical Support	Hours of Cover: Hardware Replacement	Cisco Supplier Coordination
24x7 OR 9x5	24x7OR 9x5	4 hours OR Next Business Day	24x7 OR 9x5

Incident Priority Definitions

Priority	Impact Definition	Impact Example
1	Critical: Service is unavailable and primary business purposes cannot be carried out.	• Indicates a critical issue, such as a full-site outage, or a primary business system, function, application or component is down. • Primary business purposes are halted, critical business functions unavailable or totally unusable causing significant operational or financial impact to the business.

		• Security breaches have occurred. • Inability to conform to regulatory or legal requirements. • Customer identified as experiencing significant abnormal business impacting malicious activity. • Health and Safety issues requiring immediate remedial actions – danger of loss of life / serious injury.
2	High: Service is largely unavailable and the customer is experiencing significant operational or productivity loss.	• Indicates a major issue, such as a partial site outage or a primary business system, function, application or component is affected with customer experiencing severe service degradation. • Critical business function or service severely degraded or experiencing significant partial or intermittent failures with significant negative effects to customers business. • Loss of redundancy creates a significant potential risk to the customer and its services and/or their end customers. • Valuable or sensitive data or IP is at an increased risk of being lost or corrupted. • Strong likelihood of inability to conform to regulatory or legal requirements. • Significant security vulnerabilities or events causing heightened risk to the customer have been identified.
3	Medium: Service is available however, the customer is experiencing wide spread difficulty with operations or whole teams/locations are affected.	• Indicates an issue that does not directly impact the core business purposes but involves a system, function, application or component experiencing minor or intermittent issues. • Operational performance of the business system, function, or application is impaired whilst most business operations remain functional. • Loss of resiliency where there is limited risk to the customer or their end customers. • An Issue where a workaround solution or alternative operation has been provided.
4	Low: Service is available, however the customer is experiencing minor disruption to small groups or individual users.	• Indicates an issue or request not affecting core business purposes. • Business systems, functions, applications or components experiencing minor performance degradation. • Issue where there is little or no impact to current business operations. • Individuals able to perform their primary business role with some performance degradation. • Non-service affecting proactive alarm response including intermittent loss of redundancy.
5	Advice and Guidance: Non service affecting request for information.	• Non-Service Affecting. • A request for advice and guidance or a general enquiry in relation to the services provided.

Response Times

The following Response Time are applicable to this Service Offer.

Priority	Response Time	Hours of Cover
1	15 minutes	24x7 OR 9x5

2	30 minutes	24x7 OR 9x5
3	Next Business Day	9x5
4	2 Business Days	9x5
5	3 Business Days	9x5

Pricing Schedule

Enterprise Agreements are all individually priced based upon the install base of the customer and relevant portfolio. In this Pricing Schedule Trustmarque provide illustrative pricing based on a realistic scenario of an existing equipment and license base, over a 36 month term.

Supported Equipment

ITEM	Classification	QTY	Service & SLA
MX64-HW*	Edge	1	Optional 9x5
MS120-24P-HW	Edge	1	Optional 9x5
MX250-HW	Edge	1	Optional 9x5
CW9166I-MR	Edge	250	LLW (Parts Replacement only)
FPR3105-NGFW-K9**	Core	2	
FPR4115-NGFW-K9	Core	2	Maintained 9x5
FMC1600-K9	Core	1	Maintained 9x5
C9800-L-F-K9	Core	2	Maintained 9x5
C9500-48Y4C-A**	Core	2	
C9500-48Y4C-A	Core	2	Maintained 9x5
C9300-48P-E	Edge	111	Optional 9x5
C9300-48P-A	Edge	6	Optional 9x5
C9300-48U-E	Edge	2	Optional 9x5
C9300-48H-E	Edge	2	Optional 9x5
DN2-HW-APL**	Core	2	Maintained 9x5
AIR-AP1815T-E-K9	Edge	16	LLW (Parts Replacement only)
C9105AXI-E	Edge	159	LLW (Parts Replacement only)
N9K-C93180YC-FX3**	Core	2	-
N9K-C93180YC-FX3	Core	2	Maintained 9x5
SNS-3515-K9*	Core	2	Maintained 9x5
SNS-3415-K9*	Core	1	Maintained 9x5
SNS-3715-K9	Core	2	Maintained 9x5

* Items identified as End of Cisco Support will have no access to Cisco TAC / IOS updates etc. These items are identified with a single red asterisk.

** Devices are under support with an alternate partner for the duration of the proposed contract term.

APs are covered under limited lifetime warranty and have been included in our costs for the support service option. There is no additional hardware replacement cost included for an SLA or time commitment to replace.

Pricing Summary

Description	Total Contract Value
Trustmarque Maintained Managed Service	£13,800.00
Trustmarque CX Services	£5,090.00
Trustmarque Observability Service	£33,645.00
Cisco Enterprise Agreement 3.0	£235,240.00
TOTAL	£287,775.00

Managed Service Scope

Hours of Cover: Remote Support	Hours of Cover: Onsite Technical Support	Hours of Cover: Hardware Replacement
9x5	9x5	Next Business Day
Description of Services	Included Service	Additional Information
Software Updates	Included within Vendor Support	
Trustmarque Observability Service	Included: • 1000 Enterprise Test Units per Month • Up to 10 standard test templates and up to 2 custom dashboards • To support the onboarding of up to 10 ThousandEyes Enterprise Agents onto the monitoring platform 8x5 Service Support	
Vendor Support	Cisco Enterprise Agreement License Support (24x7)	Includes: 24x7 Cisco Technical Assistance Centre phone support (1 hour response) Knowledge Base Software updates and upgrades
Customer Experience Value Added Services	Monthly meetings Quarterly Customer Success Reviews	