



# Driving ROI in an era of OEM pricing volatility:

Explore the value of  
a GDT Cisco lifecycle  
assessment





# Table of contents

Introduction . . . . .	3
How does a lifecycle assessment work? . . . . .	5
Lifecycle assessment findings . . . . .	7
How we've helped organizations like yours . . . . .	8
Walk through a real lifecycle assessment . . . . .	10
Make the most of your Cisco investments . . . . .	13



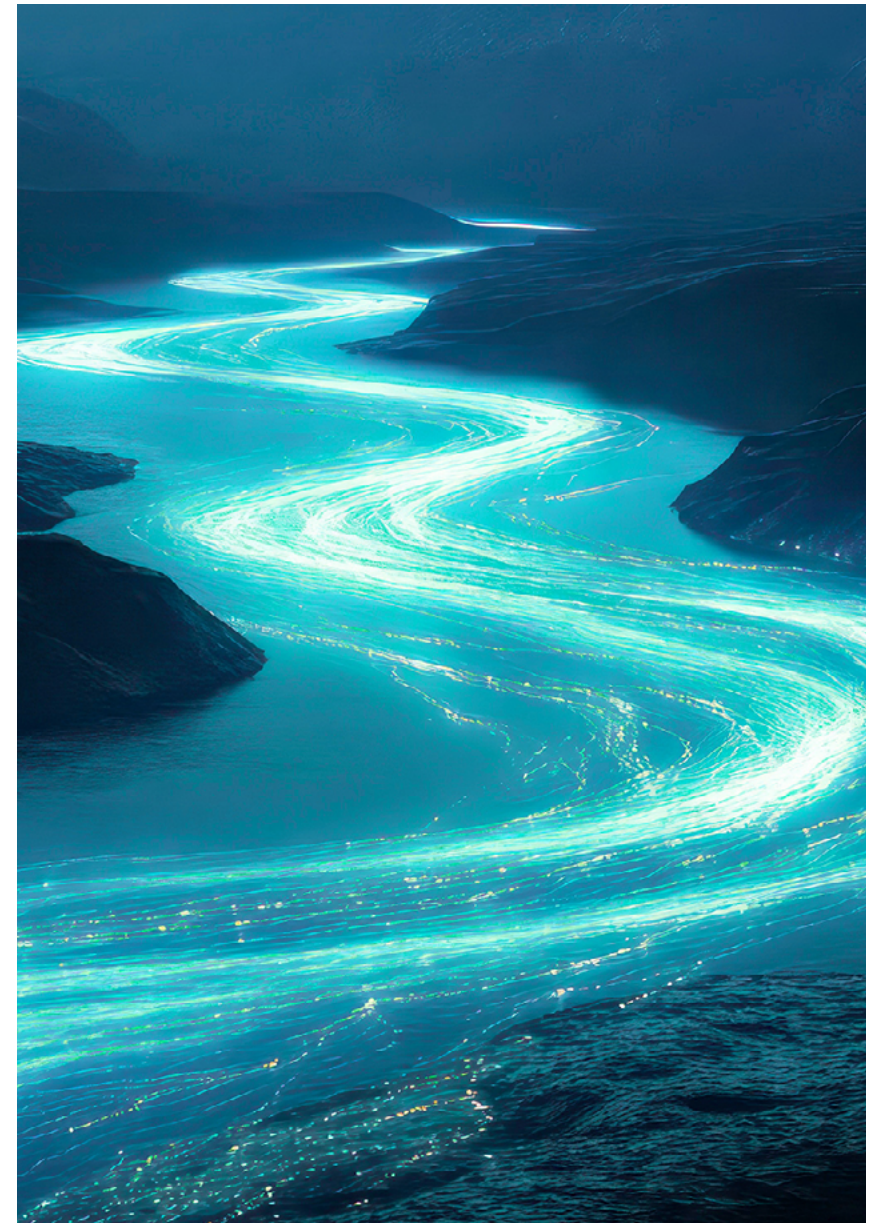
# Introduction

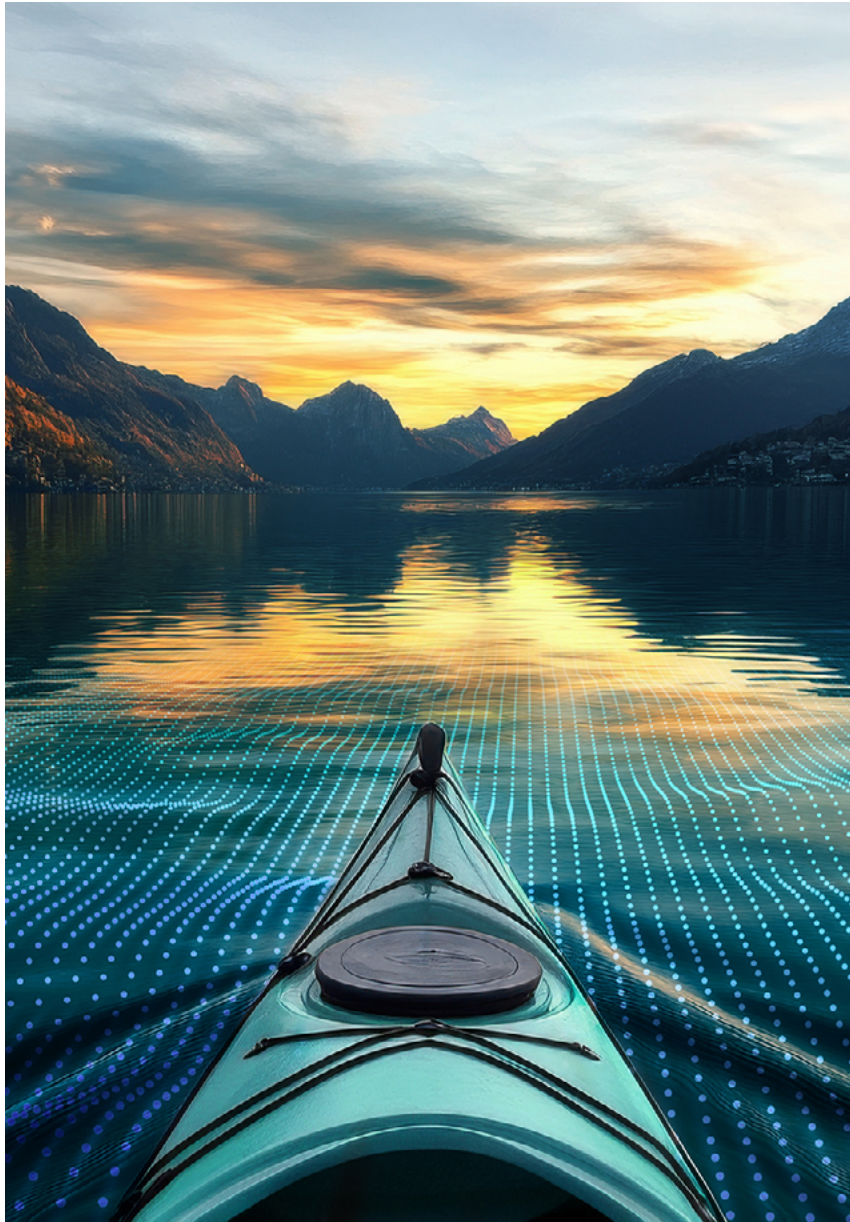
## The growing challenge of OEM pricing volatility

OEM price increases are putting growing pressure on IT budgets. At the same time, many businesses continue to manage software and maintenance through fragmented contracts and scattered renewal timelines, leaving them exposed to repeated pricing resets, inconsistent support coverage, and rising operational complexity.

Many teams also lack clear visibility into what they own, how licenses are being consumed, and where renewal risks exist. Without that insight, it becomes difficult to identify savings opportunities or build a more strategic buying model.

This ebook explores how a stronger IT asset management (ITAM) and lifecycle strategy can help your organization reduce pricing volatility, improve visibility, and create a more predictable approach to managing Cisco software and maintenance costs.





## Save time and money with a lifecycle assessment

GDT is committed to helping every customer get the most from their IT investments, down to the last contract. Our lifecycle assessment delivers quick and easy visibility into your Cisco estate to help you answer questions like:



Are your assets **right-sized**?



Is your IT spend **optimized for savings**?



Do you have any **support coverage gaps**?



Are you equipped to **ensure ongoing optimization and maintenance** in your asset portfolio?

In this ebook, we'll share **key findings** from our lifecycle assessment and walk you through a **sample assessment** to illustrate the value and visibility we can help you achieve.



# How does a lifecycle assessment work?

Our complimentary lifecycle assessment combines an automated portfolio review with our deep Cisco buying program expertise to help you gain clarity on your existing assets. Our review process is followed up with an interactive workshop to explore opportunities for consolidating Cisco contracts into a single, unified Cisco enterprise agreement (EA).

We also help you build a roadmap for achieving the outcomes you envision, such as **cost savings, license optimization, standardized support levels, and streamlined asset management.**

## THE LIFECYCLE ASSESSMENT SCOPE INCLUDES:

- ☑ **Product overview:** Visibility into your active Cisco install base
- ☑ **Contracts and dates:** Overview of contracts and end dates
- ☑ **SLAs and support:** Analysis of SLAs across your active install base
- ☑ **Assets and LDOS:** Covered assets reaching the last day of support
- ☑ **Coverage gaps:** Asset and software support coverage gaps
- ☑ **EA eligibility:** Review of potential EA-eligible software



## Benefits

A lifecycle assessment yields many benefits and offers a productive starting point for building a cost-effective Cisco buying program and asset management framework. **This assessment helps businesses achieve several high-impact outcomes, including:**



### **COST-EFFECTIVE BUYING STRATEGY**

**Explore potential cost savings** derived from consolidating software and maintenance contracts into EAs.



### **OPTIMIZED IT SPEND**

**Identify underused licenses and assets** and get recommendations to optimize usage and spending.



### **STANDARDIZED COVERAGE LEVELS**

**Discover opportunities** to enhance critical asset support and best-practice alignment.



### **ELIMINATION OF COVERAGE GAPS**

**Identify assets that lack coverage** and get recommendations to address these gaps and lower your risk.



### **STREAMLINED CONTRACT MANAGEMENT**

**Explore opportunities** to consolidate software and maintenance contracts and renewal dates.



# Lifecycle assessment findings

We've compiled the findings from all our lifecycle assessments to date to provide a realistic look at the impact we're driving for existing and future customers.

## GDT LIFECYCLE ASSESSMENT CUSTOMERS IDENTIFY, ON AVERAGE:

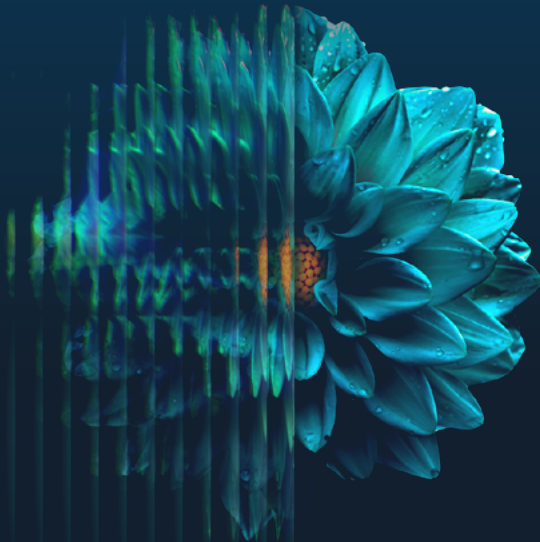
**31** end dates across **26** contracts  
for Cisco environments alone

**\$7.8M**  
in a la carte software

3-year cost savings of  
**\$1.1M**  
per assessment

GDT has found that the average customer has

**over 500**  
uncovered assets.





# How we've helped organizations like yours

GDT has helped a growing list of customers save millions of dollars, reduce risk, and maximize their Cisco investments.

## F500 bank saves \$3M with enterprise agreement

Fortune 500 multinational bank with 60,000 employees and \$50 billion in revenue

[Read the full customer story](#)



### CHALLENGE:

Multiple disparate Cisco software and maintenance contracts with no end-to-end visibility drove operational complexity, skyrocketing costs, and compliance issues.

### SOLUTION:

A consolidated and cost-effective buying model with a single EA, standardized support, streamlined asset management, and end-to-end visibility — all managed by one partner

### OUTCOMES:

**\$3 million** saved

**5-year price protection**

A single, co-termed **EA**



## Broadband provider reaps 25% software & maintenance savings

A leading U.S. broadband provider with a presence in 20 states

[Read the full customer story](#)

### CHALLENGE:

To deliver exceptional digital cable and internet services at scale, the client needed to expand and transform its technological capabilities without adding complexity to its Cisco portfolio.

### SOLUTION:

A right-sized approach to software and maintenance contracts, including a custom full-service Cisco maintenance contract and a flexible, consumption-based licensing model

### OUTCOMES:

**25% reduction** in software and maintenance costs for existing infrastructure

**15% estimated cost savings** identified for future software and support

**3-year** Cisco Service Full Coverage

## Cisco enterprise agreement saves FinServ provider \$5.5M

Multinational financial services provider with 41,000 employees and \$18 billion in revenue

[Read the full customer story](#)

### CHALLENGE:

Nonstandard hardware maintenance coverage and disparate contracts with various renewal dates created challenges, including inconsistent TAC experiences, unmanageable administrative burden, and increased risk.

### SOLUTION:

Consolidation of all eligible a la carte subscriptions into a unified EA with a Services EA attached, plus streamlined software asset management for end-to-end visibility and True Forward budgeting

### OUTCOMES:

**\$5.5 million** in cost savings and cost avoidance

**50+ a la carte subscriptions** streamlined into one EA

**3-year price protection** for the Cisco portfolio



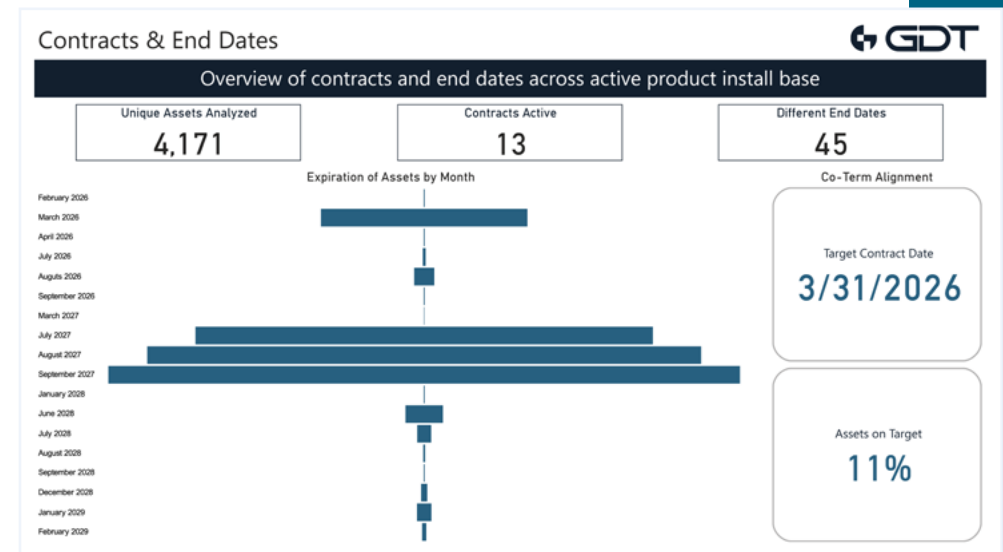
# Walk through a real lifecycle assessment

In this section, we'll show you a real-life example of the output of a lifecycle assessment for a global retail customer. At the time of assessment, our retail customer had eight active Cisco product suites valued at \$18.57 million, with \$13.14 million purchased in the last five years.

## Sample results for a retail customer

### CONTRACTS & END DATES

As part of the assessment, GDT looks at contract end dates to identify opportunities to co-term to one end date. In this case, we see that our customer had 4,171 assets and 13 active contracts with 45 different end dates (the average is around 31 end dates), with large groups of assets expiring in the months of July, August, and September. If these assets were to expire, the organization would be at risk. Co-termining to one end date decreases risk and increases operational efficiency. We identified a target end date of 3/31/2026, comprising 11% of our client's Cisco assets.





### SLAs & Support Levels



Analysis of SLAs across active product install base

Unique PIDs Analyzed

94

Success Tracks Adoption

Unique SLAs Found

5

Top 5 SLAs

PIDs with Multiple SLAs

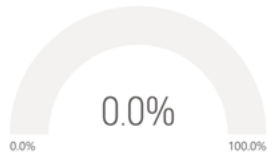
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SLA Descriptions

SLA	Description
SNT	Smartnet 8x5 NBD
CAP	Onsite SNTC 24x7 4-Hour
SSSNT	Solution Support 8x5 NBD
NCDMU	CS ECMU SWSS NCDMU
PSRT	Partner Support 8x5 NBD
ECDN	Telepresence Support 8x5 NBD
ECDO	Onsite Telepresence Support 8x5 NBD

PIDs with Multiple SLAs

Product ID



● SNT ● CAP ● SSSNT ● NCDMU ● PSRT ● ECDN ● ECDO

### SLAS & SUPPORT LEVELS

GDT also analyzes SLAs and support levels. In this instance, five SLAs covered 94 product types, indicating a very clean environment.

### Assets Reaching LDOS



Introduction to covered assets approaching last day of support

Unique Assets

3,771

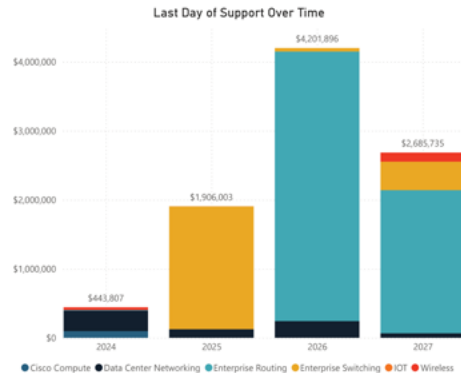
Last Day of Support Over Time

Unique PIDs

54

Total Product List Price

\$9.24M



Detailed Breakdown

Business Entity	Asset Count	Product List Price \$
Enterprise Routing	3,599	\$5,989,180
VIPTELA	3,510	\$3,780,130
ASR1000	37	\$1,786,995
4400SR	12	\$267,768
4300SR	35	\$143,006
800BB	3	\$7,751
ICV	2	\$3,531
Enterprise Switching	128	\$2,245,705
C3850	74	\$1,112,228
C4500	30	\$630,640
3KAGG	12	\$370,049
C3650	4	\$51,232
C2960X	5	\$43,743
C4500X	2	\$36,685
C2960P	1	\$1,128
Data Center Networking	23	\$728,914
N5000	14	\$663,591
N9300	2	\$65,324
N2000	7	\$0
Wireless	16	\$173,967
<b>Total</b>	<b>3,771</b>	<b>\$9,237,442</b>

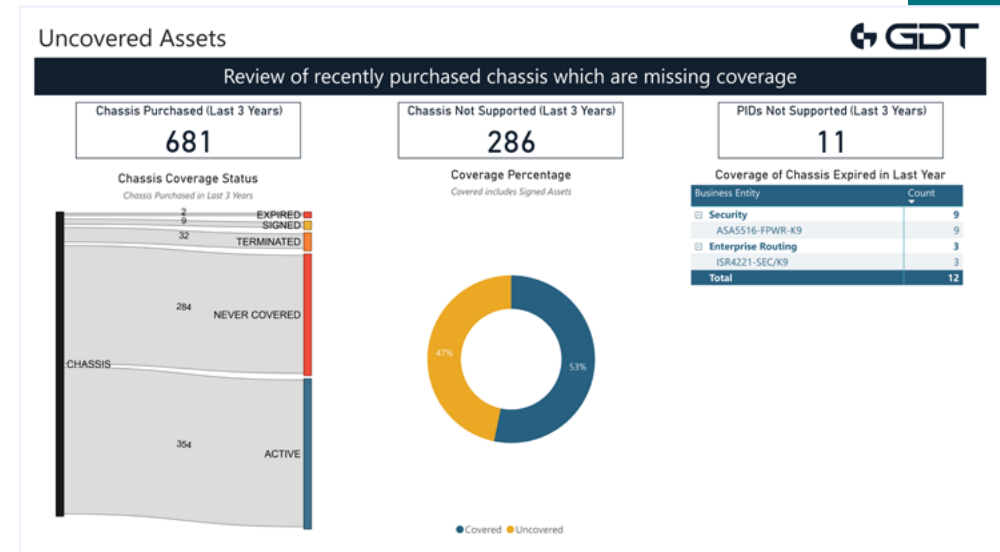
### ASSETS REACHING LAST DAY OF SUPPORT (LDOS)

Another category we look at is LDOS. We have found that our average customer has around \$4.5 million worth of hardware reaching LDOS in the next few years. In this case, our customer had \$9.24 million worth of mission-critical assets approaching LDOS, putting the business at increased risk if not addressed in time.



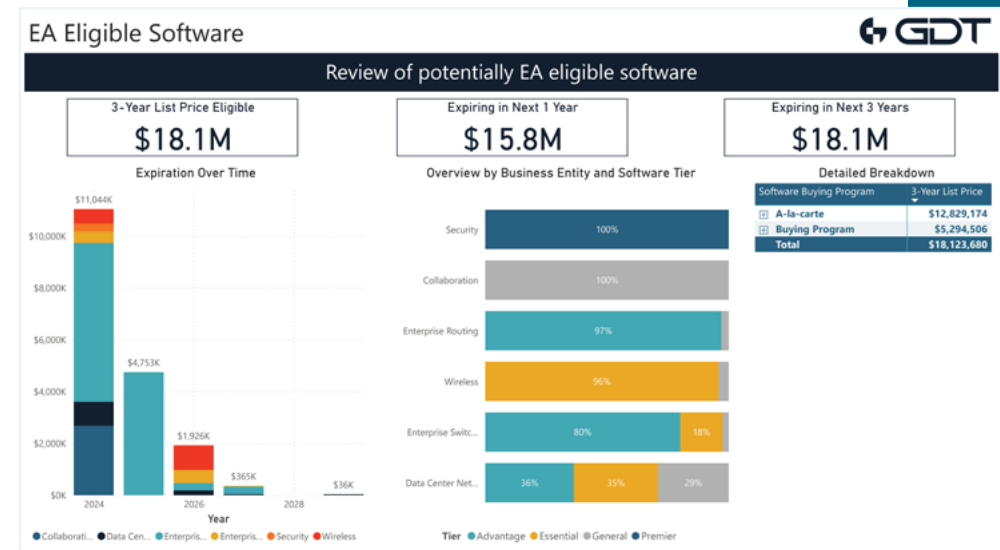
## UNCOVERED ASSETS

Uncovered assets are a huge risk for many of our customers. The average customer typically has more than 500 uncovered assets. In this case, we found that 47% of our client's chassis were not covered — and that 284 chassis had never had coverage.



## EA-ELIGIBLE SOFTWARE

Consolidating eligible a la carte purchases into one EA not only saves money but also streamlines asset management. Our customer had nearly \$13 million in a la carte software purchases that could be consolidated into an EA, saving the company approximately 15%, or nearly \$2 million. It's also worth noting that GDT can also finance the EA at competitive rates, giving our customers increased flexibility.





# Make the most of your Cisco investments

GDT is proud to be a Cisco partner, helping companies find, adopt, and fine-tune world-class Cisco solutions for transformation and growth. Your Cisco investments are a critical part of your business strategy and operations. Make sure they're optimized to serve you well and save you money as your business grows by working with a strategic partner like GDT.

## 30-year Cisco partner with deep expertise

As a longtime Cisco partner, our experts have helped negotiate some of the world's largest Cisco EAs to date. GDT customers can trust our specialized Cisco professionals to help them navigate even the most complex Cisco solutions and create efficiency and cost optimization that supports quick results and long-term, high-value ROI from their Cisco investments.



## WHY GDT FOR CISCO

**30 years**  
of Cisco partnership

**Cisco Americas  
I&MI Partner of  
the Year**  
in 2025

**5**  
Preferred Partner  
designations

**Cisco Global  
Partner  
of the Year**  
in 2023



# Request your complimentary lifecycle assessment

In this ebook, you've seen some of the many ways a lack of strategic asset management can hinder business success: misalignment between use and contracts, overspending on underutilized assets, added risk due to inadequate coverage, and management strain tied to portfolio complexity and disparate deadlines. You've also gotten a high-level look at the clarifying insights driven through GDT's lifecycle assessment in a real business environment. **Now, get ready to discover the opportunities for optimization in your own Cisco portfolio.**

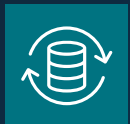
When you're ready to streamline asset management, save money, and set up your investments for long-term success, contact us to start your own assessment. It's a complimentary offering with no strings attached.

[Learn more or request your lifecycle assessment](#)

# About GDT lifecycle services

Transform your software and maintenance contracts into strategic enablers that accelerate business outcomes through GDT's comprehensive buying models, resources, platforms, and lifecycle services.

GDT partners with customers to custom-build agreements that directly support your business objectives and fuel value. You'll get expert resources, platforms, and lifecycle services to identify the best options for your business needs and expedite time to value, control costs, mitigate risk, and streamline operations.



**Lifecycle consulting**



**Strategic buying models and EAs**



**Adoption services**



**Contract management**



**GDT Asset Management Platform (GDTamp)**

[Learn more](#)