



End of Sale for Optimization Services SKUs

Cisco announces the end-of-sale and end-of-life dates for the Optimization Services SKUs rendered obsolete by the introduction of Business Critical Services on 17 October 2017. The last day to order the affected Optimization Services is 09 Sept 2018. Customers with active service contracts will continue to receive support until the termination date of their contract. Table 1 outlines the dates and describes the end-of-life milestones, and definitions for the affected Optimization Services.

Table 1. End-of-Life milestones, definitions, and dates

Milestone	Milestone	Definition
30 May 2018	End-of-Sale Announcement	Announcement of the end-of-life and end-of-sale
9 September 2018	End-of-Sale	Last date to order the affected service using Cisco point-of-sale mechanisms. The service is no longer for sale after this date.
9 September 2018	End of new service attachment	Last-date to order a new contract or add equipment and/or software to an existing contract for the affected service.
9 November 2018	End of service contract renewal	Last date to extend or renew an existing service contract for affected service.
Expiration date of existing active contract.	Last Date of Support	Last date to receive support for covered products. After the contract expiration date is reached, support under the specified SKU is not available, and the service becomes obsolete and End of Life.

Service Migration Options

On 17 October 2017, Cisco launched Business Critical Services, the next generation of Optimization Services. Business Critical Services is a new portfolio of subscription services designed to help your customers harness insight to thrive in today's ever-changing competitive landscape and better:

- Achieve cost efficiency and compliance with actionable analytics
- Accelerate business agility with automation and a secure design
- Set a digital transformation agenda with the right technical expertise

For Additional Information

Visit the [Cisco Business Critical Services](#) page and contact your local account representative or a Cisco Authorized Reseller.



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