

# The Cisco 360 Partner Program

One ecosystem. Shared success.



## Future Vision

To further strengthen what is already a **world-class partner ecosystem**, and to redefine what it means to be a successful Cisco partner, we are **transforming our partner program to accelerate our value exchange** and better address the evolving needs of customers.

The new Cisco 360 Partner Program enables Cisco to better equip partners to deliver the outcomes customers expect—today and tomorrow.

With the Cisco 360 Partner Program, we are:

- **Transforming partner success factors across our ecosystem** toward an inclusive, holistic framework anchored to customer outcomes and growth
- **Elevating what it means to be a Cisco partner**, increasing differentiated partner value proposition and driving customer awareness and preference
- **Upgrading the partner experience**, simplifying across partner touchpoints and providing new ways for partners to plan and track performance across the ecosystem

The new Cisco 360 Partner Program will launch on **February 1, 2026**, giving partners plenty of time to prepare. We will provide training and enablement to support them through the transition.

## How it will work

### A flexible, value-focused framework

We are implementing a simplified, holistic framework with more **targeted incentives and investments** that enable partners to **accelerate growth** – whether they are building a new practice, expanding their go to market reach, or improving long-term customer satisfaction and loyalty.

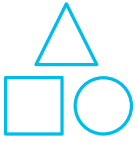
The new **Cisco 360 Partner Program** is aligned to Cisco’s portfolios. It is inclusive of all the different ways partners contribute value to our customers – whether they are influencing customer choice and/or transacting resellers, distributors, ISVs, system integrators, managed service providers, consultants, or others. “Sell” and “managed” are combined into a single transact motion and other non-transacting motions include “build” and “advise.”

This new framework recognizes the full spectrum of our partners’ value while providing flexibility for them to excel across multiple dimensions. They will be measured on outcomes, not processes, with **rewards tailored to diverse business models**.

## Partner value index

Success factors will be based on defined outcome-based metrics.

The metrics will span four categories and contribute to a partner value index which will unlock benefits and provide access to specific enablement journeys and customer-facing designations. These categories include:



### Foundational

Measures practice maturity for lifecycle as well as managed services



### Capabilities

Measures partner investment in technical skills, training, and resourcing in line with each portfolio



### Performance

Measures partner ability to land, retain, expand, and grow the customer base within each portfolio



### Engagement

Measures partner engagement along the customer journey and within the partner ecosystem within each portfolio



The partner value index will focus on identifying partners who can **specialize deeply** in a specific portfolio **or across multiple portfolios**. It will objectively and transparently measure partners' abilities to drive great customer outcomes and differentiate the most capable partners. Based on the value index, qualified partners will have access to benefits, including Cisco Partner Incentive, customer-facing branding, and a broader range of non-financial benefits.

A partner value index will be designed for each portfolio: **Security, Networking, Collaboration, Cloud & AI, and Observability**.

The **first partner value index** to be released will be for **Security**. While the Security value index will initially focus on transacting resellers and managed service providers, we will evolve to include the broader ecosystem (e.g. distributors, ISVs, system integrators, and consultants). The **Security partner value index** will be visible to partners in the **Partner Experience Platform (PXP) in December 2024**. There is a new Security Partner Journey in Sales Connect to help partners understand how to build and expand their practice based on the new value index

Initially, the Security partner value index will utilize existing metrics, then evolve as we continue to align with Cisco sales metrics such as new customer acquisition. We will give partners ample notice of any evolution of metrics.

## Transitioning to the Cisco 360 Partner Program

### Future of roles and levels

**To simplify and improve our partners' experience, we are moving away from the current roles and levels framework to a new structure that will enable them to more clearly showcase their Cisco expertise to customers.**

This new framework will have two designations: **Cisco Partner** and **Cisco Preferred Partner**. To further help partners differentiate their practice, the Cisco Preferred designation can be earned for each portfolio. For example, if a partner earns the Cisco Preferred Partner designations in Security and Networking, they will be recognized and can market themselves as a Cisco Preferred Security Partner and a Cisco Preferred Networking Partner.

On **February 1, 2026**, these new designations will replace the current Gold, Premier and Select levels. We will share the new designations and provide access to new customer facing logos well in advance of the retirement of the current levels. These new partnership logos closely connect the Cisco brand to our partners' brand – allowing them to communicate their Cisco relationship to customers. We will continue to amplify the value of our partners and drive awareness to the market that these new designations represent the most capable and trusted partners in the industry.

Protecting partners' investments is our top priority. Whether they are Gold, Premier or Select in today's program, the investments, outcomes, and lifecycle support our partners have been delivering to customers will continue to be recognized in the partner value index. To ensure a smooth transition, we will extend all partner anniversary dates for roles, levels, and the Customer Experience Specializations to **February 1, 2026**, and no action is needed if partners wish to maintain their current status.

During the transition period, if they achieve a new role, level, or Customer Experience Specialization, partners' anniversary dates will be set to **February 1, 2026**, regardless of when that credential is earned.

On **February 1, 2026**, we will officially retire the Integrator, Provider, Developer, and Advisor roles and the Gold, Premier and Select levels. The new Cisco Partner and Cisco Preferred Partner designations will be effective as of this date.

### Future of current Specializations portfolio

The shift from traditional Architecture Specializations to Solution-based Specializations will continue as we transition to the 360 Partner Program. The Security Architecture Specializations are retiring on **January 25, 2025**, followed by the Service Provider Architecture Specializations on **July 25, 2025**.

We encourage our partners to continue earning Solution Specializations. They are up to 80% less costly than Architecture Specializations and offer the latest training via Cisco Black Belt. The investments they make in these Specializations today will:

- **Enable** partners with the latest information on Cisco solutions
- Count toward future **next-generation Specializations**
- Provide partners with the **knowledge and capabilities** needed to to be successful in the Cisco 360 Partner Program

### Next-generation Specializations and Authorizations

**To better design Specializations from a customer-centric perspective, we will continue to evolve and rationalize our Specialization portfolio. The Cisco 360 Partner Program will feature next-generation Specializations and Authorizations.**

**Specializations** will be aligned to Cisco's flagship offers and solutions, based on deep expertise and technical capabilities, and span the entire portfolio. Requirements will be rigorous, rewarding Specialized partners with greater differentiation in the market and increased value from their Cisco partnership.

**Authorizations** will be focused partner level designations that identify partners with a unique skill but will not require the same depth of expertise as Specializations. Authorizations will provide a variety of benefits which may include access to restricted products, branding, or other benefits in the value index.

**As we work through this transition, we remain committed to being transparent with our roadmap and providing partners with ample time to make any adjustments.**

## Cisco Career Certifications

Our partners consistently express feedback on the value of Cisco Career Certifications. These individual certifications are as relevant as ever, and Cisco remains committed to ensuring that partners are recognized for their achievements. Cisco Career Certifications will remain central to Specializations and the new partner program.

**We are teaming closely with Cisco's Learning and Certification team to provide access to Cisco U and bring our partners the innovation they need to deliver outstanding customer outcomes.**

## Cisco Partner Incentive

The Cisco Partner Incentive will consolidate elements from Lifecycle Incentives 2.0, VIP, Cisco Services Partner Program (CSPP), and Perform Plus. This unified incentive aligns with Cisco's shift toward software and service-based offerings and will reward partners with rebates to **drive predictable and profitable growth** across landing, adopting, expanding and renewing hardware, software, and services.

The Cisco Partner Incentive metrics will align with Cisco metrics, including TCV, ACV, and Adoption metrics. These partner metrics will continue to evolve in alignment with Cisco seller metrics to foster collaboration and synergies. ACV metrics will be available to preview in PXP in **December 2024**.

The Cisco Partner Incentive will launch globally on **February 1, 2026**, coinciding with the launch of the new program. **Existing incentives will remain in place until this date.**

## Cisco Partner Program & Splunk Partnerverse Program Integration

As we work toward the launch of the Cisco 360 Partner Program, we plan to **integrate Splunk Partnerverse**, giving all partners plenty of time to prepare for the transition. This integration presents a significant market opportunity, enabling partners to leverage the full Cisco portfolio to enhance their offerings, expand their solutions, and drive success.

We encourage partners to **get trained in the latest Security & Observability solutions** available in the current Cisco Partner Program and Splunk Partnerverse. We are excited to announce the following cross-program partner Specializations. These Specializations will protect Splunk partners' investments and allow Cisco partners to expand their expertise and reach more customers.





Beginning **November 20, 2024**, partners who hold these **Splunk Partnervse Program Badges**:

#### Observability

- Splunk Observability Solutions
- Splunk IT Service Intelligence
- Security

#### Splunk Security Solutions

- Splunk Enterprise Security Solutions
- Splunk SOAR

**Will be recognized** in the current Cisco Partner Program as holding these **new Solution Specializations**:

- Splunk Observability Solution Specialization
- Splunk IT Service Intelligence Specialization
- Splunk Security Solution Specialization
- Splunk Enterprise Security Solution Specialization

Partners are encouraged to earn the **Splunk Partnervse Observability Badges** and take the **Cisco Thousand Eyes Black Belt training**, as they are pathways for a **new combined Cisco Observability Specialization** that will launch in the coming months.

We also encourage all Cisco and Splunk partners to earn the **Splunk Partnervse Security Badges** and corresponding Cisco Specializations, such as the **Cisco XDR Solution Specialization**, to expand their security offerings and deliver complete, better together, security solutions to customers.

**Important note:** Existing Splunk Partners must join the Cisco Partner Program in order to see these Specializations reflected in their Cisco Partner Program profile. Existing Cisco Partners who wish to earn these Specializations, must be co-enrolled the Splunk Partnervse Program and meet Splunk's requirements to achieve the Splunk badges.

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## Supporting partners through the transition

### Dedicated support resources

We are committed to **supporting our partners through this evolution** and encourage them to **engage with their Cisco contact**. Distributors will also be available to help enable and support their partners throughout the transition. And, we have a special team of program transition experts available to assist partners in navigating these changes.

### Partner enablement

There is a new **Security Partner Journey** in Sales Connect to help partners understand how to build and expand their practice based on the new value index.

As an added resource, all partners have complimentary access to **The Understanding Cisco Cybersecurity Operations Fundamentals** training in Cisco U. This will be available to all partners at no cost from October 28, 2024 through **December 31, 2024**.

We also strongly encourage partners to leverage the new PXP Black Belt Academy learning maps for on-demand training focused on PXP functionality, including profitability calculations and modeling support, that will be made available as we progress on this journey and additional value indices become available.

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**Current Cisco Partners can find more information here:**

[www.cisco.com/go/360partnerprogram](http://www.cisco.com/go/360partnerprogram)

