

# The Cisco 360 Partner Program

One ecosystem. Shared success.



The Cisco 360 Partner Program was designed to meet the rapidly evolving needs of customers in the AI era, positioning partners for long-term growth and success. Partners are rewarded for driving profitable growth through lifecycle value creation, managed services, software adoption, and renewals.

## The 360 Partner Program



**Transforms partner success factors across our ecosystem** toward an inclusive, holistic framework anchored to customer outcomes and growth



**Elevates what it means to be a Cisco partner**, increasing differentiated partner value proposition and driving customer awareness and preference



**Upgrades the partner experience**, simplifying and providing new ways for partners to plan and track performance across the ecosystem

## Program Structure

### A flexible, value-focused framework

The program offers a simplified, holistic framework with **targeted incentives and investments enabling 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.

At its core are the Partner Value Indexes—Networking, Security, Cloud and AI Infrastructure, Splunk, Collaboration, and Services. More Value Indexes will be added, including Mass-Scale Infrastructure, Distributor, Developer, and Advisor.

Partners are measured on outcomes, not processes, with **rewards tailored to diverse business models**. Success factors are based on defined outcome-based metrics that span **four categories**:



**Foundational**

Practice maturity for lifecycle as well as managed services.



**Capabilities**

Investment in technical skills, training, and resourcing in line with each portfolio.



**Performance**

Ability to land, retain, expand, and grow the customer base within each portfolio.



**Engagement**

Partner involvement across the customer journey to drive adoption and renewals.

The partner value indexes objectively and transparently measure partners’ abilities to drive great customer outcomes and differentiates the most capable partners. Based on the value index, partners unlock benefits, including front- and back-end incentives, designations, training, and the ability to achieve specializations—offering even more differentiation. As partners’ value indexes increase, their benefits expand.

All of this is delivered through the Partner Experience Platform (PXP)—our single pane of glass for partners to access tools, track progress, and manage their success.

## New Designations

When selecting a partner, customers want greater clarity around partner expertise—and the new Cisco 360 designations deliver exactly that. As partners build their Cisco practices and capabilities, they’ll earn designations that reflect their strengths across one or multiple portfolios.

**Cisco [Portfolio] Partners** have proven sales and technical skills, customer engagement, and practice maturity to deliver Cisco solutions in a specific portfolio.

**Cisco Preferred [Portfolio] Partners** have advanced expertise, deeper customer engagement, and lifecycle practices to deliver specialized solutions tailored to customer needs.

## Specializations, Competencies, and Cisco Powered Services

**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 and reserved for Cisco Preferred Partners.

**Competencies** identify partners with a unique skill but will not require the same depth of expertise as Specializations.

**Cisco Powered Services** showcase a partner’s ability to successfully design, provision, manage, and support outcomes built on Cisco technologies.

## 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.

## Partner Enablement

Partners have access to dedicated training and enablement including:

- Quarterly complimentary training through Cisco U.
- Persona-based learning journeys that offer simple, clear, training paths, tailored by role with options for beginner and advanced learners. This enhanced training content ensures a seamless, relevant, and accessible experience, making it easier than ever to develop critical sales and technical capabilities.

Current Cisco Partners can find more information here:  
[www.cisco.com/go/360partnerprogram](http://www.cisco.com/go/360partnerprogram)