

December 12, 2025

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Announcement: Important Updates to Cisco Partner Incentive and Programmatic Discounts

Cisco is committed to supporting your business growth and maximizing your earning opportunities. We are excited to share important updates regarding our Cisco Partner Incentive Estimator and the upcoming Cisco 360 Programmatic Discounts.

Enhanced Visibility in the Cisco Partner Incentive Estimator

Effective December 5, the Cisco Partner Incentive Estimator now displays additional incentive rates for ThousandEyes and Optics SKUs within Cisco Networking and Cloud and AI Infrastructure portfolios.

Additionally, you can now model the [Next Generation Specialization Bonus](#) in the Networking, and Cloud and AI Infrastructure portfolios, including the Secure Networking Specialization and Secure AI Infrastructure Specialization in the Security portfolio.

These enhancements provide greater visibility into earning opportunities and help you maximize your incentive payouts.

We are committed to your success and encourage you to [explore the Estimator](#) for your potential earnings.

Key Updates to Cisco 360 Programmatic Discounts

As we prepare to launch the Cisco 360 Partner Program on January 25, 2026, we're announcing key updates to Programmatic Discounts, focusing on base discounts. Cisco is committed to supporting partners' business growth and will continue to share updates. Please review these important changes.

Simplified Base Discounts for Direct Partners

- On January 25, 2026, we will introduce a streamlined base discount structure for partners who purchase directly from Cisco. This change does not impact partners who buy through distribution, and the current process and discounts will remain the same.

Deal Transition Period

- Deals created before the launch of Cisco 360 Partner Program on January 25, 2026, will align to the original discount structure, as long as the deals remain eligible. These deals must be fully ordered by March 1, 2027.
- Existing subscriptions will continue with the current discount rates until renewal.
- Any new deals created on January 25, 2026, and beyond will align to the new base discount structure and will be eligible for any new promotions offered.

Provider Pricing Updates

- We recently announced our evolved [Managed Services Practice Maturity framework](#). All eligible partners will continue to receive Provider Pricing with their corresponding status under this new Managed Services Practice Maturity framework.
- Effective January 25, 2026, the Provider Pricing promotion will be called “**Programmatic Discount – MSP**” and the current requirements based on Provider (Gold/Premier/Select) levels will be aligned to the new Managed Services Practice Maturity levels. You will receive the same predictable upfront discounts based on your Managed Services Practice Maturity level and the Cisco Powered Services you have achieved.

Visit the [Programmatic Discounts ebook](#) for the latest updates.

If you have any questions or need further assistance, please contact your Distributor, PAM/vPAM/DAM or email us at askpartnerprogram@cisco.com.

Thank you for your continued partnership.

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