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Incentive Overview 2HFY26

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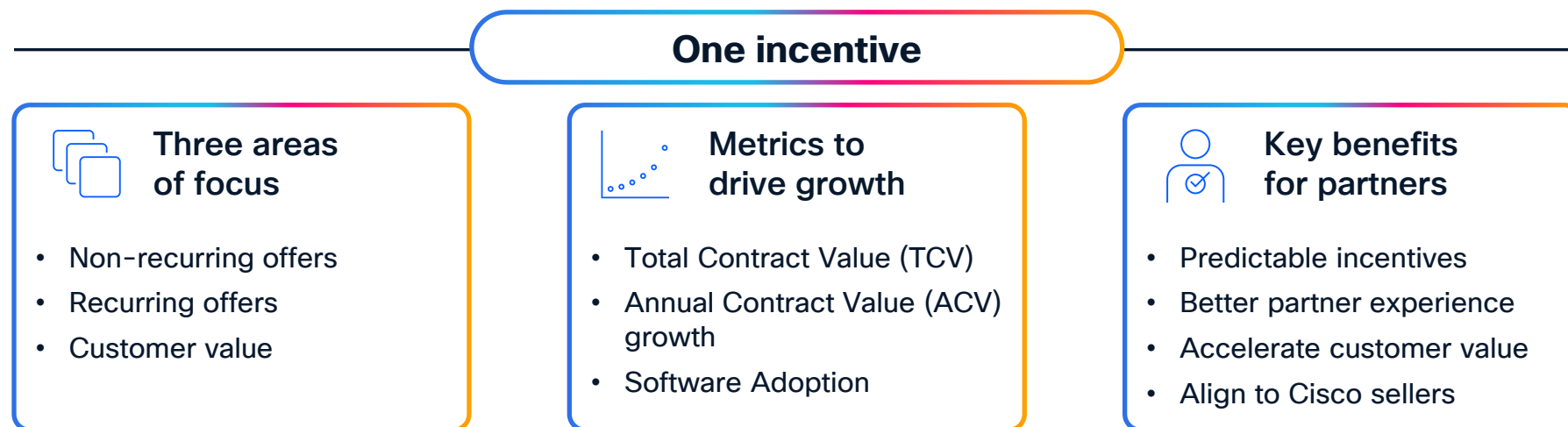
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Cisco Partner Incentive Overview

The Cisco Partner Incentive is a unified and simplified incentive designed to align with customers' shift toward software, service-based offerings and business outcomes. It rewards you with rebates to drive predictable and profitable growth across landing, adopting, expanding and renewing hardware, software, and services. It creates a more streamlined, growth-focused, and collaborative experience for you, supports lifecycle success, and aligns partner incentives with Cisco seller metrics and incentives, so we can succeed together.

Effective January 24, 2026, the Value Incentive Program (VIP), Cisco Services Partner Program (CSPP), Lifecycle Incentives (LCI), and Perform Plus are retired and transitioned into the Cisco Partner Incentive.



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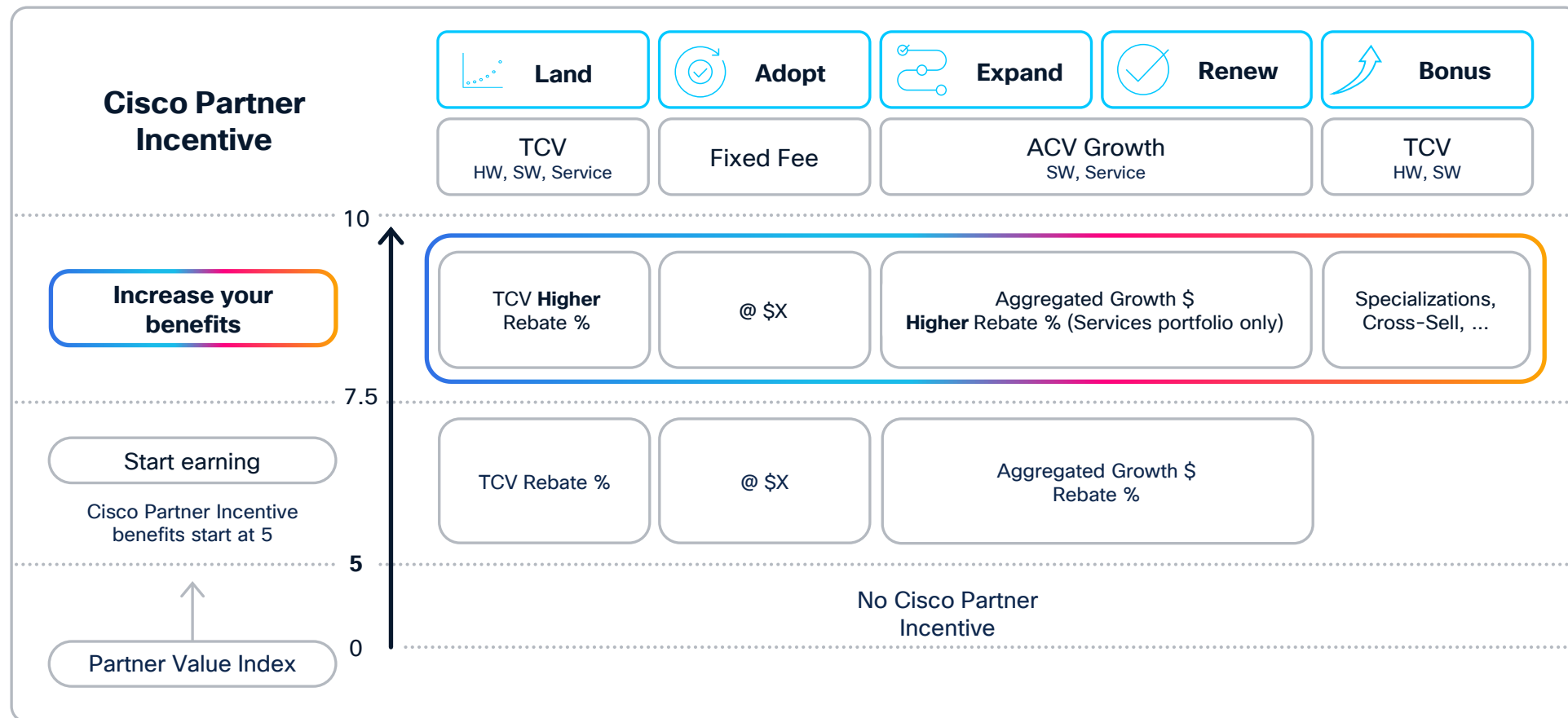
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Cisco Partner Incentive Framework

Partners with a **Partner Value Index greater than 5** in a Cisco portfolio (e.g., Collaboration or Networking) become eligible for Cisco Partner Incentive rebates in that portfolio. For example, if you have a Networking value index of 6 and a Security value index of 4, you will be eligible for Cisco Partner Incentive rebates in Networking but not Security. Achieving a Value Index of 7.5 or above in a portfolio, enables you to earn higher rebates, differentiation for strategic offers, and access to bonuses.



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Cisco Partner Incentive H2 Accelerators **NEW**

Overview

The H2 Accelerators, ranging from 0.5% to 2%, offer higher earnings opportunities for you and support One Cisco customer outcomes with a focus on AI-ready Data Centers and Future-Proofed Workplaces. Key changes include:

Specialization Bonus

To recognize our most deeply invested partners, we're increasing the Specialization Bonus as follows:

- The Secure Networking and Secure AI Infrastructure specialization bonuses are being increased from 1% to 1.5%.
- The payout to partners who achieve both of these specializations is being increased from 1.5% to 2% in the Security portfolio.
- The specialization bonus will be rewarded on bookings that occur after the specialization attainment date.

Cisco Portfolio Partners (Partner Value Index 5 to 7.49)

- Networking portfolio payouts are increasing from 2% to 3%.
- Optics payouts are increasing from 2% to 3% in the Networking and Cloud and AI Infrastructure portfolios.
- AI Defense offer is now included in the Cisco Partner Incentive with a 2% rebate.

Cisco Preferred Partners (Partner Value Index 7.5 or higher)

- Optics payouts are increasing from 5% to 7% in Networking and Cloud and AI Infrastructure portfolios.
- AI Defense offer is now included in the Cisco Partner Incentive with a 6% rebate.

Mass-Scale Infrastructure Eligible Partners

- Optics payouts are increasing from 5% to 7%.

These temporary payout increases apply only to bookings made in Cisco's fiscal Q3 and Q4, from January 25, 2026 through July 25, 2026. The Specialization bonus is rewarded on bookings after the new specialization attainment date.

The H2 Accelerators are included in PXP reporting and the Cisco Partner Incentive Estimator from February 17, 2026.

Please review the [Cisco Partner Incentive Terms and Rules](#) for comprehensive overview and all details.

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Cisco Partner Incentive Rates

Preferred Partners (Partner Value Index = 7.50 and above)

* H2 Accelerator on Optics only

Component		Collaboration	Networking	Security	Cloud and AI Infrastructure	Mass-Scale Infrastructure	Splunk	Services
Land (New and Renew TCV)	Eligible Offers	10% 3%	9% 5% (+2%)* 3% 2%	6% 2%	7% 5% (+2%)*	6% 5% (+2%)*	5% 2%	12% - 4%
	Specialization Bonus	-	Secure Networking (+1%) (+0.5%)		Secure AI Infrastructure (+1%) (+0.5%) +1.5% for Security if both (+0.5%)		-	-
	Cross-Sell Bonus	+2% on New Technology deals (later in H2 FY26)						-
Adopt (Telemetry or Exception Process)		Same earning, ongoing evolution				-	-	-
Growth (ACV)		3%	3%	3%	4%	1%	4%	4%

Portfolio Partners (Partner Value Index = 5.0 to 7.49)

Component		Collaboration	Networking	Security	Cloud and AI Infrastructure	Mass-Scale Infrastructure	Splunk	Services
Land (New and Renew TCV)		3%	2% (+1%) 1%	2%	3% 2% (+1%)*	6% 5% (+2%)*	1%	6% - 2%
Adopt (Telemetry or Exception Process)		Same earning, ongoing evolution				-	-	-
Growth (ACV)		3%	3%	3%	4%	1%	4%	2%

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Land Rebate

This section provides an overview of the Land Rebate, including how it's calculated and a summary of rebate rates by portfolio and offers.

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Introduction to the Land Rebate

The Land Rebate refers to a one-time rebate paid on the Total Contract Value (TCV) of eligible hardware, software, and services bookings placed during a given Cisco fiscal quarter. Payout rates vary by SKU (Stock Keeping Unit) / GSP (General Service Program), with additional variation by partner designation and bonuses.

Designation	Rebate
Preferred Portfolio Partners (Partner Value Index = 7.5 and above)	All eligible SKUs within a given portfolio, fall under multiple higher rebate bands with differentiated rates to reward certain SKUs/GSPs.
Portfolio Partners (Partner Value Index = 5.0-7.49)	All eligible SKUs/GSPs within a given portfolio, fall mainly under one rebate band with a single rebate rate.

How it's calculated

The Land rebate is calculated by multiplying the TCV of eligible bookings by the rebate % (applicable Land rebate) associated with each SKU or GSP. Bonus rebates are calculated similarly.

Land Rebate = (SKU/GSP TCV eligible Net Bookings) X (SKU/GSP Rebate %)

Bonus Rebate = (SKU/GSP TCV eligible Net Bookings) X (Bonus Rebate %)

Important Notes:

- If a partner's status (Portfolio or Preferred) changes during a quarter, the applicable Land rebate is determined based on the partner status at the time of booking.
- For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

Collaboration

View the [Cisco Partner Incentive Eligible Offers List](#) for a list of eligible SKUs

Win the Room: Unlock new ways to collaborate and give everyone an equal seat at the table with Cisco.

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Steps for Success

- **Empower:** Create more opportunities within any room with Cisco Ceiling Mic Pros or Room Vision PTZ.
- **Attach hardware:** Video devices and phones to Webex Suite to create a seamless experience with embedded AI.
- **Seize New Opportunities:** Experience exceptional video conferencing and co-creation on any meeting platform – with a Cisco device featuring Microsoft and Zoom interoperability.
- **Cisco AI:** AI Agent and AI Assistant, two amazing opportunities to drive AI within the market.
- **Lead with:** Webex Suite, a fully integrated collaboration suite that includes AI with 10% rebates.
- **Focus on:** Webex Contact Center being recognized as a 2025 Customers' Choice for Contact Center as a Service on Gartner® Peer Insights. Take advantage of this momentum and lead with our offer – earn 10% rebate.
- **Accelerate:** The digital journey and seize extra rebates by migrating to the cloud.
- **Use:** Multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.

Eligibility

To be eligible for rebates, a partner must achieve a minimum Partner Value Index of 5.00 to obtain the Cisco Collaboration Partner designation.

Cisco Preferred Collaboration Partner with a Value Index of 7.5 and above can qualify for higher rebate rates.

See the [Cisco Partner Incentive Terms and Rules](#) for details.

Additional Rebates

- **Adopt rebate:** Could be eligible based on specific use cases involving the Collaboration portfolio.
- **Growth rebate:** Collaboration portfolio is also eligible to receive a 3% [Growth rebate](#) (ACV)

Collaboration

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

Earning Potential

	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (Value Index = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Cisco Endpoints/Hardware				
Cisco Ceiling Microphone Pro	3%	10%	-	10%
Cisco Room Vision PTZ Camera	3%	10%	-	10%
Desk Phone 9800 Series	3%	3%	-	3%
Board Pro 55 G2, Board Pro 75 G2	3%	3%	-	3%
Codec Plus, Codec EQ, Codec Pro	3%	3%	-	3%
Room Bar, Room Bar Pro, Room Kit EQ, Room Kit EQX, Room Kit Pro	3%	3%	-	3%
Select Headsets	3%	3%	-	3%
Desk Mini, Desk, Desk Pro	3%	3%	-	3%
Collaboration Annuity Offers				
Webex Suite (Cloud)	3%	10%	-	10%
Webex Contact Center and Webex Contact Center AI Products			-	
Webex Meetings		3%	-	3%
Calling (On Prem and Stand-Alone Cloud)			-	
Webex Messaging			-	

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View the [Cisco Partner Incentive Eligible Offers List](#) for a list of eligible SKUs

Simplify operations and drive profitability with Cisco's AI-Ready Networking portfolio.

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Growth Rebate

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Steps for Success

- **Drive:** Recurring growth with simplified, secure, cloud-managed AI-ready Networking.
- **Lead with:** Next-Gen Networking, Secure Network Architecture, or Cisco's AI-Ready Networking (Catalyst & Meraki) – unified via Cloud Management to simplify operations, reduce costs, and scale.
- **Showcase:** Innovation with new unified hardware: Wi-Fi 7, AI-native switching, [Unified Branch](#), and Unified Licensing. Position platform-led solutions for hybrid work/competitive edge.
- **Accelerate:** Refresh cycles with next-gen hardware featuring built-in AI and observability to future-proof environments and increase renewals.
- **Maximize:** Rebates with Unified Hardware alignment – Licensing, Unified SKUs, EAs, UPOE+ Switches, MX SD-WAN+ Security SKUs. Use the full portfolio to streamline motions and boost partner profitability.
- **Tap Into:** Broader Cisco plays with the Adopt rebate and solution-led selling to grow recurring value and customer engagement.
- **Use:** Multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.

Eligibility

To be eligible for rebates, a partner must achieve a minimum Partner Value Index of 5.00 to obtain the Cisco Networking Partner designation.

Cisco Preferred Networking Partner with a Value Index of 7.5 and above can qualify for higher rebate rates.

See the [Cisco Partner Incentive Terms and Rules](#) for details.

Additional Rebates

- **Specialization bonus:** Rewards partners for holding and maintaining Secure Networking specialization during the incentive period, providing additional 1% (+0.5% H2 Accelerator) rebate on eligible bookings.
- **Adopt rebate:** Could be eligible based on specific use cases involving the Networking portfolio.
- **Growth rebate:** Networking portfolio is also eligible to receive a 3% [Growth rebate](#) (ACV).

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Earning Potential (Switching)

	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Enterprise Switching				
Cisco C9350, C9610 Series Unified Switches	2% +1%*	9%	1% +0.5%*	10.5%
Catalyst 9300 Series UPoE+		3%		4.5%
Catalyst 9400, 9600 Series Modular Switches				
Catalyst 9300 Series with Cisco Multigigabit				
Catalyst 9300X, 9400X, 9500X, 9600X Series				
Catalyst 9500, 9300, 9200/L Series				
Catalyst 9200, 9400, 9500, 9600 Series				
Gateways, Network Interface Modules, UCS E-Series, Appliances				
25 Gig and higher Network Modules	2% +1%*	3%	1% +0.5%*	4.5%
10 Gig and lower Network Modules				
Pluggable Optics: QSFP-100, Q100, Q400, SFP25G	2% +1%*	5% +2%*		8.5%

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

* Temporary Accelerator provides an additional rebate on select SKUs during Q3 and Q4

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	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Meraki MS Switching				
Layer 2, Basic/Full Layer 3: MS150; MS210, MS 225 (Hardware)	2% +1%*	3%	1% +0.5%*	4.5%
Layer 2, Basic/Full Layer 3: MS250, MS410 (Hardware)				
Full Layer 3: C9300-M (Hardware)				
C9300-M ADV Licenses: 3-year, 5-year (Software)				
MS ENT Licenses: 3-year, 5-year for Layer 2, Basic/Full Layer 3 (Software)				
Meraki IoT Smart Cameras & Sensors				
MV12, MV22, MV32, MV72 Cameras and all MT Sensors (Hardware)	2% +1%*	3%	1% +0.5%*	4.5%
MT and MV Licenses: 3-year, 5-year (Software)				

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

* Temporary Accelerator provides an additional rebate on select SKUs during Q3 and Q4

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Earning Potential (Wireless)

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	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Catalyst Wireless				
Cisco Catalyst Converged Wireless 9172, 9176, 9178	2% +1%*	9%	1% +0.5%*	10.5%
Cisco Catalyst Converged Wireless 9179				
Cisco Catalyst 9800-MCG (Modular Campus Gateway)				4.5%
Cisco Catalyst Converged Wireless 9162, 9164, 9166				
Cisco Catalyst 9136 Series Access Points		3%		
Cisco Catalyst 9120, 9130 Series Access Points				
Cisco Catalyst 9800 (Next-gen CW9800M, CW9800H1 & H2 Models), 9800L Series Wireless Controllers				
Catalyst Wireless Outdoor Access Points				
Cisco Catalyst 9124 Series Outdoor Access Points	2% +1%*	3%	1% +0.5%*	4.5%
Cisco Catalyst 9163E Series Outdoor Access Points				

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

* Temporary Accelerator provides an additional rebate on select SKUs during Q3 and Q4

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	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Meraki Wireless				
Cisco Catalyst 9800-MCG (Modular Campus Gateway)	2% +1%*	3%	1% +0.5%*	4.5%
Cloud-Managed, Indoor 802.11ax Access Points (MR36, MR36H) (Hardware)				
Cloud-Managed, Indoor 802.11ax Access Points (MR46, MR46E) (Hardware)				
Cloud-Managed, Indoor 802.11ax Access Points (MR56, MR57) (Hardware)				
Cloud-Managed, Outdoor 802.11ax Access Points (MR76, MR86) (Hardware)				
Convertible Access Points (CW9162, CW9163, CW9164, CW9166 models) (Hardware)				
MR Enterprise Licenses: Enterprise 3-year, 5-year (Software)				
MR Advanced Licenses: Advanced 3-year, 5-year (Software)				

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

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Earning Potential (Routing)

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	Portfolio Partner (PVI = 5.0–7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Cisco Catalyst 8000 Series Secure Routing Solutions				
Cisco Catalyst 8000 Unified Secure Router Series (C8100G; 8200G; 8300G; 8400G; 8500G)	2% +1%*	9%	1% +0.5%*	10.5%
Cisco Catalyst 8200, 8300, 8500 Series		3%		4.5%
Gateways, Network Interface Modules, UCS E-Series, Appliances				
Cisco Catalyst Cellular Gateways, 4G LTE Module	2% +1%*	3%	1% +0.5%*	4.5%
Cisco Catalyst 8000 Series compatible select Network Interface Modules: Voice and WAN				

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

* Temporary Accelerator provides an additional rebate on select SKUs during Q3 and Q4

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Earning Potential (Meraki)

	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
MX Security & SD-WAN				
Small Branch Cloud Managed Security Appliances (MX67, 68, 75, 85) (Hardware)	2% +1%*	3%	1% +0.5%*	4.5%
MX67, 68, 75 SEC Security Licenses: Advanced Security 3-year, 5-year (Software)				
MX67, 68, 75, 85 SDW+ Security Licenses: SDW+ 3-year, 5-year (Software)				
Other MX SDW+ Security Licenses: SDW+ 3-year, 5-year (SW)				
MX67, 68, 75 SEC Security Licenses: Enterprise Security 3-year, 5-year (Software)				
Medium Branch Cloud Managed Security Appliances (MX85, MX95, MX105) (Hardware)				
Large Branch or HQ Cloud Managed Security Appliances (MX250, MX450) (Hardware)				
Cellular Gateways				
MG21, MG41, MG51, MG52, MG52E Cellular Gateway HW & Licenses: 3-year & 5-year (Hardware & Software)	2% +1%*	3%	1% +0.5%*	4.5%

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

* Temporary Accelerator provides an additional rebate on select SKUs during Q3 and Q4

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Earning Potential (Cisco Catalyst Center and Software)

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	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Software Licensing - Unified				
Cisco Unified Licensing (Advanced)	2% +1%*	9%	1% +0.5%*	10.5%
Cisco Unified Licensing (Essential)				
Software Licensing – Cisco DNA SW				
Cisco DNA Advantage software, Cisco DNA Advantage software upgrade/add-on	2% +1%*	3%	1% +0.5%*	4.5%
Cisco DNA Essentials software, Cisco DNA Advantage software upgrade/add-on				
Cisco Catalyst Center				
Cisco Catalyst Center Appliance	2% +1%*	3%	1% +0.5%*	4.5%

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

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Earning Potential (Annuity offers)

Earning Potential (Annuity offers)		Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)	
Meraki Annuity Offers					
Enterprise Agreement (EA3.0) SW Licenses (Advanced)	2% +1%*	3%	1% +0.5%*	4.5%	
Enterprise Agreement (EA3.0) SW Licenses (Enterprise)					
Enterprise Agreement (EA3.0) SW Licenses (SDW+)					
Enterprise Agreement (EA3.0) SW Licenses: Network Infrastructure, Systems Manager, MV Camera					
Networking Annuity Offers					
Cisco Unified Licensing Advantage Software	2% +1%*	9%	1% +0.5%*	10.5%	
Cisco Unified Licensing Essentials Software					
Cisco Enterprise Agreement Suites (Advantage): Cisco DNA Software, Cisco DNA Spaces		3%		4.5%	
Cisco Enterprise Agreement Suites (Essentials): Cisco DNA Software, Cisco DNA Spaces					
Cisco DNX Advantage Software					
Cisco DNX Essentials Software					
Cisco Spaces: ACT					
SD-WAN subscription: Cisco DNA Advantage software					
SD-WAN subscription: Cisco DNA Essentials software					
Cisco ThousandEyes Internet and Cloud Intelligence	1%	2%	3.5%		

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

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Networking

Earning Potential (IIoT)

Earning Potential (IIoT)	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Cisco Catalyst IE 9300 Rugged Series Switches				
When sold with Network Essentials and Network Advantage	2% +1%*	3%	1% +0.5%*	4.5%
Cisco DNA Essentials and DNA Advantage license for IE9300				
Cisco Catalyst IE3100, IE3200, IE3500 Rugged Heavy Duty				
When sold with Network Essentials and Network Advantage	2% +1%*	3%	1% +0.5%*	4.5%
Cisco DNA Essentials and DNA Advantage license for IE3x00				
Cisco 1101 Rugged Series Router				
Network Essentials and Network Advantage License for Cisco IR1101	2% +1%*	3%	1% +0.5%*	4.5%
Cisco IR1800 Rugged Series Routers				
Catalyst IR1800 Rugged Series Routers	2% +1%*	3%	1% +0.5%*	4.5%
Network Essentials License for Cisco IR1800				

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

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Networking

Earning Potential (IIoT)

Earning Potential (IIoT)	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Industrial Wireless (IW9165 & IW9167)				
CURWB/WIFI Hardware	2% +1%*	3%	1% +0.5%*	4.5%
Network Essentials and Network Advantage License for Cisco IW9165/IW9167				
Cisco Cyber Vision				
Cyber Vision Essentials and Advantage License	2% +1%*	3%	1% +0.5%*	4.5%
Secure Equipment Access				
Secure Equipment Access Essentials and Advantage License	2% +1%*	3%	1% +0.5%*	4.5%
SD-WAN Subscriptions				
Cisco Industrial Router (IR) devices – Essentials and Advantage License for SD-WAN	2% +1%*	3%	1% +0.5%*	4.5%
Cisco Industrial Router (IW) devices – Essentials and Advantage License for SD-WAN				

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

* Temporary Accelerator provides an additional rebate on select SKUs during Q3 and Q4

Networking

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Portfolio Offers	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Enterprise Agreement PIDs for IoT				
IE 3300, 3400 Series Cisco DNA EA Advantage With Existing HW	2% +1%*	3%	1% +0.5%*	4.5%
IE 3300, 3400 Series Cisco DNA EA Advantage New Purchase				
IE 3400 HD Series Cisco DNA EA Advantage With Existing HW				
IE 3400 HD Series Cisco DNA EA Advantage New Purchase				
IE 3200, 3300, 3400 Series Cisco DNA EA Essentials				
IE 3400 Heavy Duty Series Cisco DNA EA Essentials				
Cyber Vision IDS and Advantage License for EA				
Secure Equipment Access Essential and Advantage License for EA				

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

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Security

Empowering resilience with intelligent, integrated protection for every user, device, and environment.

View the [Cisco Partner Incentive Eligible Offers List](#) for a list of eligible SKUs

Steps for Success

- **Drive:** Customer solutions beyond point products by leveraging the integrated capabilities of our latest innovations in Hybrid Mesh Firewall, Zero Trust Access, and the SOC of the Future.
- **Lead with:** Security suites to deliver your customers end-to-end protection through a unified, platform-driven approach
- **Position:** The latest [200 Series](#), [3100 Series](#) and [6100 Series](#) Firewalls for high performance and visibility.
- **Empower:** Organizations with Cisco Secure Networking by showcasing the strengths in SSE, XDR – with seamless Meraki integration – and Duo Premier for advanced access protection.
- **Maximize:** Profitability by leveraging both back-end rebates and front-end discounting. Here are the latest Security [offers](#).
- **Utilize:** [Security Campaigns-in-a-Box](#) for step-by-step guides, selling tools, marketing assets, and more.
- **Use:** Multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.

Eligibility

To be eligible for rebates, a partner must achieve a minimum Partner Value Index of 5.00 to obtain the Cisco Security Partner designation.

Cisco Preferred Security Partner with a Value Index of 7.5 and above can qualify for higher rebate rates.

See the [Cisco Partner Incentive Terms and Rules](#) for details.

Additional Rebates

- **Specialization bonus:** Rewards partners for holding and maintaining Secure Networking and/or Secure AI Infrastructure specializations during the incentive period, providing an additional 1-1.5% (+0.5% H2 Accelerator) rebate on eligible bookings.
- **Adopt rebate:** Could be eligible based on specific use cases involving the Security portfolio.
- **Growth rebate:** Security portfolio is also eligible to receive a 3% [Growth rebate](#) (ACV)

Security

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Support & Resources

	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Security Suites: User, Cloud, & Breach Protection	2%	6%	1.5% +0.5%*	8%
Cisco Secure Firewall: Hardware/appliances, Virtual Firewall, Software licenses (Term & Content/non-Annuity)				
Cisco Hypershield				
Isovalent				
Virtual & Containerized Firewall: Secure Firewall Threat Defense (FTDv), Cisco Secure Firewall Cloud Native (SFCN)				
Cisco Multicloud Defense (MCD)				
Cisco Secure Access (Secure Service Edge)				
Cisco XDR (Extended Detection & Response)				
Duo Premier				
NEW: AI Defense				
Cisco Identity Security Engine (ISE) 3.x		2%		4%
Cisco Umbrella DNS & Umbrella SIG				

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

* Temporary Accelerator provides an additional rebate on select SKUs during Q3 and Q4

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	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Cisco Secure Network & Cloud Analytics (Stealthwatch)	2%	2%	1.5% +0.5%*	4%
Cisco Secure Malware Analytics (Threat Grid)				
Cisco Secure Endpoint (AMP for Endpoints)				
Cisco Vulnerability Management (Kenna Security)				
Cisco Secure Email				
All other hardware/appliances: • Identity Security Engine (ISE) • Cisco Secure Network Analytics (Stealthwatch) • Cisco Secure Malware Analytics (Threat Grid) • Cisco Secure Email Gateway • Cisco Secure Web Appliance • Cisco Secure Email and Web Manager (Security Mgmt Appliance-SMA) • Cisco Advanced Malware Protection (AMP) for Networks • Cisco Secure Workload Security (Tetration)				

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

* Temporary Accelerator provides an additional rebate on select SKUs during Q3 and Q4

Cloud and AI Infrastructure

View the [Cisco Partner Incentive Eligible Offers List](#) for a list of eligible SKUs

Interoperable. Flexible. Cloud-managed. Proactive.
Implement cloud your way with Cisco Hybrid Cloud Solutions.

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Growth Rebate

Operational Details

Support & Resources

Steps for Success

- **Drive:** Recurring growth with simplified, secure, cloud-managed AI-ready data center infrastructure with Nexus switching products and UCS Compute platforms.
- **Lead with:** Next-Gen Data Center Networking with Nexus 400G/800G switches; Nexus Smart Switches for fully integrated hyper security need and Hyperfabric for dedicated network fabric for secure and cloud-based management.
- **Expand:** Agentic AI capability with rapid and scalable deployment with the latest UCS Unified Edge platform for rapid AI growth needed at the edge.
- **Accelerate:** Attach Cisco CAI software while refreshing data center infrastructure for ACV growth bonus. Manageability/visibility of data center is critical to next-gen secure AI-Ready data center and is a must for customer data center needs. Position and attach Nexus/IUCS AI dedicated, and AI capable platform with end-to-end cloud-based management suite, such as Nexus dashboard and Intersight for future-proof AI-Ready environment needs and increase future renewals revenue streams.
- **Maximize:** Achieve C360 Secure AI Infrastructure specialization to unlock the specialization bonus.
- **Growth beyond the norm:** Expand by introducing new technologies to installed base to expand existing accounts.
- **Use:** Multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.

Eligibility

To be eligible for rebates, a partner must achieve a minimum Partner Value Index of 5.00 to obtain the Cisco Cloud and AI Infrastructure Partner designation.

Cisco Preferred Cloud and AI Infrastructure Partner with a Value Index of 7.5 and above can qualify for higher rebate rates.

See the [Cisco Partner Incentive Terms and Rules](#) for details.

Additional Rebates

- **Specialization bonus:** Rewards partners for holding and maintaining Secure AI Infrastructure specialization during incentive period, providing additional 1% **(+0.5% H2 Accelerator)** rebate on eligible bookings.
- **Adopt rebate:** Could be eligible based on specific use cases involving the Cloud and AI Infrastructure portfolio.
- **Growth rebate:** Cloud and AI Infrastructure portfolio is also eligible to receive a 4% [Growth rebate](#) (ACV)

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Cloud and AI Infrastructure

Earning Potential (Hybrid Cloud Computing)

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

*Temporary Accelerator provides an additional rebate on select SKUs during Q3 and Q4

Earning Potential (Hybrid Cloud Computing)	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Platform				
Cisco UCS-XE (Unified Edge)	3%	7%	1% +0.5%*	8.5%
Cisco UCS-X M7/M8, UCS-C M8, UCS-XE M8 (Avatar), HCI-M8, HCIX-M7/M8				
Cisco UCS-C M7, HCI-M7				
Memory Module				
Cisco UCS-XE (Unified Edge)	3%	7%	1% +0.5%*	8.5%
Cisco UCS-X M7/M8		5%		6.5%
UCS HCI M7, UCS M7/M8 (Intel/AMD)				
VIC, SSD/NVME				
Selected VIC for M7/M8	3%	7%	1% +0.5%*	8.5%
Selected SSD/NVME for M7/M8		5%		6.5%
Systems Management and Automation				
Intersight Advantage	3%	5%	1% +0.5%*	6.5%
Nutanix software				

Cloud and AI Infrastructure

Earning Potential (Data Center Networking)

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

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Support & Resources

Earning Potential (Data Center Networking)	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Data Center Networking				
Cisco Nexus 9800, 9500, 9400 Series	3%	5%	1% +0.5%*	6.5%
Cisco Nexus 9300 800G		7%		6.5%
Cisco Nexus 9300 400G				
Cisco Nexus 9300 Smart Switch				
Cisco Nexus 9300 Series, APIC		5%		6.5%
Cisco Nexus 9100 800G				
Cisco Nexus 3500				
Pluggable Optics: QSFP-100, Q100, Q400, SFP25G	2% +1%*	5% +2%		8.5%
SAN Storage				
Cisco MDS (Fabric)	3%	5%	1% +0.5%*	6.5%
Network Automation				
DCN Premier, Day 2 Operations	3%	7%	1% +0.5%*	8.5%
DCN Advantage		5%		6.5%
Hyperfabric SW		7%		8.5%

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Mass-Scale Infrastructure

View the [Cisco Partner Incentive Eligible Offers List](#) for a list of eligible SKUs

When high-capacity, power-efficient, and low-latency networks tailored for AI workloads and other advanced applications are expected.

Steps for Success

- **Demonstrate:** How Cisco innovations are utilized to construct the cutting-edge routed optical networking architecture that supports high-capacity, power-efficient, and low-latency networks tailored for AI workloads and other advanced applications requiring top-tier optical technologies.
- **Drive Optics Attach:** 25G, 100G and 400G optics (across all applicable portfolios, precedence rules apply).
- **Recharge the WAN:** Upgrade MPLS WAN networks using segment routing and other network intelligence with the ONS, ASR 9000, NCS 5700, NCS 2000/1000/1010 and NCS 540 for service provider, enterprise and public sector customers.
- **Bridge data centers:** Scale capacity between data centers with Data Center Interconnect (DCI) optical and routing solution using NCS 1000/NCS 2000, ASR 9000/NCS 5700.
- **Access 5G and Metro:** Target next-gen wireless opportunities using x-haul with NCS 540, and metro access solutions for enterprise/public sector opportunities to backhaul traffic to backbone networks with NCS 540 and ASR 9000.

Eligibility

These existing Mass-Scale Infrastructure specializations will provide access to the Mass-Scale Infrastructure Cisco Partner Incentive portfolio before Mass-Scale Infrastructure Partner Value Index is available:

- Internet Infrastructure for Enterprises
- Internet Infrastructure for Providers
- Advanced SP Architecture Specialization

See the [Cisco Partner Incentive Terms and Rules](#) for details.

Additional Rebates

- **Growth rebate:** Mass-Scale portfolio is also eligible to receive a 1% [Growth rebate](#) (ACV)

Mass-Scale Infrastructure

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	Specialized or Portfolio Partner (PVI = 5.0–7.4)	Specialized or Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Routing				
NCS 540	6%	6%	-	6%
Selected 8K HW and RTU Licenses				
Selected ASR9000 HW / ASR 9000 Flexible Consumption Model (FCM) HW and RTU licenses				
Selected NCS 5500 HW / NCS 55FC Flexible Consumption Model (FCM) HWand RTU licenses				
Optical				
NCS 1000/2000, NCS 1010	6%	6%	-	6%
15464W				
ONS				
Optics				
Pluggable Optics: QSFP-100, Q100, Q400, SFP25G	5%	5% +2%*	-	7%

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

* Temporary Accelerator provides an additional rebate on select SKUs during Q3 and Q4

Splunk

Build resilience across your entire digital footprint.

View the [Cisco Partner Incentive Eligible Offers List](#) for a list of eligible SKUs

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Steps for Success

- **Lead with:** [Splunk Security](#) the leading unified Threat Detection, Investigation, and Response (TDIR) solution to power the SOC of the future. At the core of the unified TDIR solution is the market-leading SIEM solution, Splunk Enterprise Security. The portfolio also includes Splunk SOAR, Splunk Asset and Risk Intelligence, Splunk Attack Analyzer, and Splunk UBA.
- **Add:** [Splunk Observability portfolio](#) (AppDynamics, Observability Cloud, IT Service Intelligence) collects, analyzes and makes sense of application, infrastructure telemetry data to help IT Ops and Engineering teams see the business impact of every performance problem for the up/cross sell motion.
- **Position:** A la Carte or Cisco Enterprise Agreements 3.0 (EAs).
- **Use:** Multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.

Eligibility

To be eligible for rebates, a partner must achieve a minimum Partner Value Index of 5.00 to obtain the Cisco Splunk Partner designation.

Cisco Preferred Splunk Partner with a Value Index of 7.5 and above can qualify for higher rebate rates.

See the [Cisco Partner Incentive Terms and Rules](#) for details.

Additional Rebates

- **Growth rebate:** Splunk portfolio is also eligible to receive a 4% [Growth rebate](#) (ACV)

Splunk

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	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
Splunk Observability	1%	2%	-	2%
Splunk IT Service Intelligence				
Splunk Security Solutions				
Splunk Enterprise Security				
Splunk SOAR				
Splunk AppDynamics: IBL, CSaaS, SecureApp, & SAP SKUs and Bundles		5%		5%

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

Services

View the [Cisco Partner Incentive Eligible Offers List](#) for a list of eligible SKUs

Drive predictable services growth and improve customer outcomes through premium Cisco Services.

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Steps for Success

- **Drive:** Recurring services growth by leading with higher-value service offers that reduce risk, improve renewal performance, and enhance customer experience over time.
- **Lead with:** Premium Services offer (Cisco and Partner-branded) across support, advisory, and success offers, positioned as essential to operating and scaling Cisco solutions.
- **Showcase:** Differentiated service tiers such as Enhanced and Signature that deliver proactive guidance, faster issue resolution, and deeper operational support.
- **Accelerate:** Customer experience by attaching the right service level early, enabling smoother deployments, stronger operational stability, and higher confidence at renewal.
- **Maximize:** Cisco Partner Incentive rebates by increasing premium services penetration, expanding recurring services ACV, and maintaining strong renewal performance.
- **Tap into:** Cisco Partner Incentives aligned to Land, Adopt, Expand, Renew, helping grow partner services revenue and long-term book of business.

Eligibility

To be eligible for rebates, a partner must achieve a minimum Partner Value Index of 5.00 to obtain the Cisco Services Partner designation.

Cisco Preferred Services Partner with a Value Index of 7.5 and above can qualify for higher rebate rates.

See the [Cisco Partner Incentive Terms and Rules](#) for details.

Additional Rebates

- **Growth rebate:** Services portfolio is also eligible to receive a 2-4% [Growth rebate](#) (ACV)

Services

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	Portfolio Partner (PVI = 5.0-7.4)	Preferred Portfolio Partner (PVI = 7.5+)		
Portfolio Offers	Land Rebate	Land Rebate	Specialization Bonus (up to)	Total Earning Potential (up to)
US & Canada				
Standard tier offers	2%	4%	-	4%
Enhanced tier offers	3%	7%	-	7%
Signature tier offers	6%	12%	-	12%
EEA & Japan				
Standard tier offers	2%	7%	-	7%
Enhanced tier offers	3%	10%	-	10%
Signature tier offers	6%	12%	-	12%
Rest of World				
Standard tier offers	2%	6%	-	6%
Enhanced tier offers	3%	10%	-	10%
Signature tier offers	6%	12%	-	12%

For a complete list of SKUs/GSPs and their associated rebate rates, please view the [Cisco Partner Incentive Eligible Offers List](#).

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Adopt Rebate

This section provides an overview of the Adopt Rebate, including how it's calculated and eligible use cases.

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Overview

As part of Cisco 360 Partner Program launch, Lifecycle Incentives will be integrated into the Cisco Partner Incentive as the Adopt Incentive.

The Adopt Incentive is designed to reward Cisco partners for driving successful adoption and usage of Cisco solutions by their customers. It encourages partners to help customers realize the full value of their Cisco investments by ensuring solutions are properly implemented, utilized, and delivering the intended business outcomes.

Key aspects of the Adopt Incentive include:

- **Focus on Customer Success:** Partners are incentivized for activities that help customers adopt and use Cisco technologies effectively.
- **Integration in Cisco 360 Partner Program:** The Adopt Incentive is part of the broader Cisco Partner Incentive, aligning with other incentives to support partners throughout the customer lifecycle.
- **Performance-Based Rewards:** Incentives are typically based on achieving specific adoption milestones or outcomes, such as activation rates, usage metrics, or customer engagement levels.
- **Support for Lifecycle Approach:** The Adopt Incentive complements other incentives focused on sales, deployment, and renewal, reinforcing Cisco's lifecycle approach to customer engagement.

How it's calculated

The Adopt incentive is calculated as a fixed rebate amount based on the deal size category – booking value of eligible SKUs within an eligible use case – and the use case category (Standard vs. Advanced). To qualify for the Cisco Partner Incentive, your Partner Value Index must be at least 5.0 for each portfolio.

Important Note

The Adopt rebate uses platforms and processes not covered in this guide, including:

- [Operations Guide](#)
- [Earning Requirements](#)
- [Reporting Guide](#)

Earning Example

Potential to Earn: \$20K + \$500 (Adoption Accountability Planning Accelerator) + \$800 (Adopt Accelerator)

Competencies

Customer Success Practice Maturity (Intermediate or Expert level)

Deal Size

\$300k

Offer + Use Case

Offer: Cisco Intersight
Use Case: Simplified Operations

Earning Lifecycle Stages								
Onboard	>	Implement	>	Use	>	Engage	>	Adopt
• Create <u>Intersight</u> account • Login to Intersight at least once		• Register Intersight account with Smart Licensing to synchronize Smart Licensing • Claim at least one target		• Use Intersight regularly with a minimum of 4 times in 30 consecutive day cycle • Claim 30% of the total devices purchased that are M4 model or higher • Activate 30% of the purchased licenses • Completed a Responsibility Matrix during pre-sales alignment		• Use Intersight regularly with a minimum of 10 times in 30 consecutive day cycle • Use Intersight for the day-to- day tasks. Complete at least two of the following day to day tasks: • Acknowledge Alarms • Acknowledge an Advisory • Create a Policy • Create a Profile • Install HX • Claim a Target		• Use Intersight regularly with a minimum of 10 times in 30 consecutive day cycle • Claim 50% of the total devices purchased that are of M4 model or higher • Activate 50% of the purchased licenses • Use Intersight for the day-to-day tasks. Complete at least three of the following day to day tasks: • Acknowledge Alarms • Acknowledge an Advisory • Create a Policy • Create a Profile • Install HX • Claim a Target • Update Firmware
Must be completed to qualify for lifecycle stage payments				Earn \$5k Use Payment +		Earn \$7k Engage Payment		Earn \$8k Adopt Payment +
				10% Accelerator (\$500) for successful completion of pre-sales alignment in Adoption Accountability Planning tool				10% Accelerator (\$800) for Customer Success Practice Maturity Expert level and completion of Adopt stage

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Summary of Software Offers

Use Case Overview

To earn in the Adopt incentive, it's important to understand use cases and exit criteria.

Use cases are a solution or set of capabilities that drives customer outcomes using Cisco's software defined by the Cisco Customer Experience Organization. Cisco will identify whether each use case is standard or advanced. You can earn greater incentives with advanced use cases based on eligible deal size and completing the lifecycle stages. Refer to the [Partner CX Use Case Enablement](#) page for more details.

Each use case has five Lifecycle Stages (**Onboard, Implement, Use, Engage, and Adopt**) that are measured by specific [requirements](#) that must be completed to "exit" from one stage to another (e.g., Engage to Adopt). These requirements are measured and tracked by Cisco when telemetry is turned on so that partners can earn faster.

Architecture	Offer	Use Case	Use Case Type
Collaboration	Cisco Contact Center	Webex Contact Center	Advanced
	Webex Suite	Webex Calling and Application	Standard
Cloud and AI Infrastructure	Cisco Intersight	Simplified Operations	Standard
	Data Center Networking	Network Provisioning and Operations	Standard
		Distributed Networking	Advanced
		Distributed Networking with NDFC	Advanced
		Data Center Network Operations (DCNO)	Advanced
		Fabric Provisioning and Operations with NDFC	Standard

Partner opts-into applicable use case in Funds Manager.

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Architecture	Offer	Use Case	Use Case Type
Networking	SD-WAN	Secure Automated WAN	Advanced
		SD Routing	Standard
	Meraki	Foundational Networking and Security for Meraki	Standard
		Programmability and Integrations for Meraki	Advanced
	Catalyst Center	Campus Network Visibility	Standard
		Campus Network Automation	Standard
		Campus Network Segmentation	Advanced
		Campus Network Observability and Insights	Standard
		Campus Network Programmability and Integration	Advanced
		Cloud Monitoring for Catalyst	Standard
		Location Based Intelligence	Advanced
		Internet and Cloud Visibility	Standard
Security	Cisco Secure Firewall	Internet Edge Protection	Advanced
		Data Center Firewall Operations	Advanced
	Cisco Duo	Secure Application Access with Phishing-Resistant MFA	Standard
	Cisco Umbrella	DNS Security	Standard
		Public Cloud Security Policy and Access	Advanced

Partner opts-into applicable use case in Funds Manager.

Payment

Deals

1. **Cisco loads eligible deals**, based on eligible SKUs, into Funds Manager to consider opting into and completing eligible activities.
2. **Partner opts-into** deal (Starts Lifecycle Journey) and works with customer to ensure telemetry is turned on. There are two ways to opt-into a deal and earn a bonus: (1) In the Adoption Accountability Planning tool before the deal is closed; and (2) in Funds manager after the deal is closed.
3. **Cisco generates activities automatically** in Funds Manager within 24-hours.
4. **Partner starts working with customer** to advance through lifecycle stages and complete exit criteria requirements.

[Funds Manager + Adoption Accountability Planning Tool](#)

Activities / Claims

Cisco telemetry data received for each stage activity (Onboard, Use, Engage, and Adopt).

5. **Claim automatically created and approved** in Funds Manager once each stage is completed. Advances to payment process.

Important: All approved claims are subject to audit by Cisco Finance. In the event of a discrepancy Cisco may adjust the deal size and incentive amount and in rare cases cancel the claim.

[Funds Manager](#)

Customers with telemetry

Once a partner opts-in the remaining steps are automated and managed by Cisco including processing payments.

Payments

Payments will be based on when the deal was opted into, software booking size, use case, and which stage of the Lifecycle has been completed.

After each stage (Use, Engage, and Adopt) has been successfully completed, Cisco will:

6. **Send claim notification** to assigned Rebate Coordinator (required role).

Important: Payments will be made approximately ninety (90) calendar days after each Cisco fiscal quarter close, as outlined in Terms and Rules.

[Global EasyPay](#)

Partner Actions

- Customer Engagement: Partner starts working with customer to advance through lifecycle stages and complete exit criteria requirements utilizing the applicable telemetry tools.
- Check Lifecycle Stage Status: Refer to Lifecycle Advantage and/or the Control Hub. If customer is not progressing through prerequisites and/or earning stages, use these insights to encourage customer to complete requirements.
- Register EAs: When Adopt exit criteria is met, register your EA renewals for Renewing for EAs.
- Monitor Conversion Rate

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Growth Rebate

This section provides an overview of the Growth Rebate, including how it's calculated.

Overview

The Growth Rebate is designed to reward partners for driving customer adoption, retention, and growth. It is paid as a percentage rebate on the Annual Contract Value (ACV) growth in an eligible portfolio. ACV growth is calculated by comparing ACV from the prior rolling (4) quarters with current (4) quarters. All bookings for term-based software and all services except for Transactional and Fixed Advanced Services, as well as all non-recurring Customer Experience Offers are eligible.

	Collaboration	Networking	Security	Cloud and AI Infrastructure	Mass-Scale Infrastructure	Splunk	Services
Preferred Portfolio Partner	3%	3%	3%	4%	1%	4%	4%
Portfolio Partner	3%	3%	3%	4%	1%	4%	2%

How it's Calculated

The Growth rebate is calculated by multiplying the growth of your eligible ACV bookings within a given portfolio (compared with the Baseline measure) by the portfolio rebate percentage.

$$\text{Growth Rebate} = (\text{Portfolio ACV Eligible Bookings Growth}) \times (\text{Portfolio Growth Rebate \%})$$

Example

Consider a partner with following eligible **Collaboration** ACV bookings:

- Sum of ACV bookings for current rolling 4 quarters (Q4'25 to Q3'26) = \$50M
- Baseline: Sum of ACV bookings of previous rolling 4 quarters (Q3'25 to Q2'26) = \$40M
- ACV growth = ACV bookings in current rolling 4 quarters – baseline = \$10M
- **Growth Rebate = \$10M USD X 3% = \$300K**

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Operational Details

This section summarizes key operational details associated with the Cisco Partner Incentive.

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Getting Started

To claim or view Cisco incentive payments managed through the Global EasyPay process:

1. Obtain a Cisco.com User ID by [Registering for User ID](#). You will receive an automated reply with your ID.
2. You must be associated with your company site in [Partner Self Service \(PSS\)](#).
3. You must be established in Partner Self Service in one of the three contact roles. These contact roles need to be kept current to avoid payment delays.

Important

- If no rebate coordinator exists, Cisco will not be able to send claim notifications, and your rebate will expire as per the [Program Payment Terms](#).
- For further information on how to manage Program Accountable Contacts, review the [PSS](#) tool user guide and click on Manage Access Request then click on Accountable Program Contacts under Click to Navigate to Work Instructions.
- Once you are set up as a program contact, you will receive email notifications regarding available incentives.
- If any questions arise regarding these notifications, contact the Cisco Global EasyPay team at globaleasypay@cisco-programs.com. Note that payments will be distributed under the name Vistex, Inc.
- For detailed information on Global EasyPay Process go to cisco.com/go/gep.

PSS Admin

There are specific onboarding tasks that must be completed by the Partner Self Service (PSS) Administrator to participate in the Cisco Partner Incentive (see below). Please refer to the [Partner Self Service \(PSS\) User Guide](#) to help guide you through the setup steps and the [PSS Advanced Access Management User Guide](#) for access to PXP and Funds Manager.

Assign Rebate Coordinators

A minimum of one (maximum of four) Rebate Coordinator must be **specifically assigned for Cisco Partner Incentive** in PSS tool. This is the only role that will receive the Rebate Claim notifications from Cisco for all products, services and Adopt. Cisco will send 3 separate payment notifications, one for each. Payments will not be processed—and may even be forfeited—unless a Rebate Coordinator is assigned. See the [Assigning Rebate Coordinators in PSS](#) one pager for more information.

Important Notes:

- ALL partners must assign a new Rebate Coordinator specifically for the Cisco Partner Incentive. Rebate Coordinators previously assigned for VIP, CSPP, Lifecycle Incentives and Perform Plus **will not be automatically assigned** to the Cisco Partner Incentive.

Key Deadlines

Bookings

Rebates are calculated based on the current Incentive rules as of the Book Date, Invoice Date (Usage), or Posted Date (2 Tier) and are released for payment once they have been fulfilled.

Calculation and Payment Fulfillment Rules: 1-Tier Transactions

Product Type	Rebate Calculation	Fulfilled for Payments
Hardware (standalone + bundle)	Book Date	Ship Date
Software Subscriptions	Book Date	Provisioning Date
Services	Book Date	Contract Start Date
Usage-based (Subscriptions)	Invoice Date	Invoice Date
Adopt	Book Date	Stage Completion Date

Calculation and Payment Fulfillment Rules: 2-Tier Transactions

Product Type	Rebate Calculation	Fulfilled for Payments
Hardware (standalone + bundle)	• DSV Book Date • POS Posted Date	• POS Posted Date
Software Subscriptions	• DSV Book Date • POS Posted Date (Non-DSV) • First POS Posted Date (other than pre-paid)	• POS Posted Date (DSV) • POS Posted Date (Non-DSV) • First POS Posted Date (other than pre-paid)
Services	• DSV Book Date • POS Posted date	• Later of Contract Start Date or POS Posted Date
Usage-based (Subscriptions)	• Invoice Date	• Invoice Date
Adopt	• Book Date	• Stage Completion Date

All transactions must be fulfilled **within ninety (90) days** of Cisco's fiscal quarter end (hardware has been shipped, software has been provisioned/subscription start, and/or services contract has started).

Adopt milestones need to be completed **within 18 months** from the book date.

Key Deadlines

Payments

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Activity	Details
Payout dates	• Payments are done quarterly. This quarterly cycle includes all eligible payments across booked quarters.
Payment Notifications	• Payment notifications will be sent during the second month after the quarter end. There will be 3 separated notifications, one for Products Portfolios, one for Services and another for Adopt. • To ensure you receive a rebate claim notification, the PSS administrator for your company must assign a rebate coordinator specifically for Cisco Partner Incentive under “Accountable Program Contacts” in the Partner Self Service (PSS) tool at cisco.com/go/pss and keep this information up to date. This Rebate coordinator contacts will be used for the 3 payments notifications, products, services and adopt. • Payment claim needs to be completed within 90 days to avoid its expiration.
Discrepancy cases	The partner is responsible for promptly identifying and reporting to Cisco any discrepancies between Cisco’s published bookings and the partner’s own records. Any bookings discrepancy for a Cisco fiscal quarter must be reported within thirty (30) days following the end of that quarter. If additional supporting documentation is requested as part of the case process, the partner must provide it within sixty (60) days after the booking’s discrepancy reporting deadline. Failure to meet these timelines will result in the automatic rejection of the partner’s discrepancy claim. Discrepancy cases must be submitted via Customer Service Hub and will not be accepted via email.

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Support & Resources

This section links to additional resources to get support with the Cisco Partner Incentive.

Resources and Tools

Cisco 360 Partner Program

- [Website](#)
- [eBook](#)
- [User Guide](#)
- [FAQs](#)
- [Partner Value Index and Cisco Partner Incentive Metrics Guide](#)
- Terms and Rules (**coming soon**)

Partner Experience Platform (PXP)

- [Access the platform](#)
- [PXP resources on Sales Connect](#)
- [PXP training in Black Belt Academy for Partners](#)

Cisco Partner Incentive

- [Website](#)
- [eBook](#)
- [Terms and Rules](#)
- [Eligible Offers List](#)
- [Cisco Partner Incentive User Guide](#)
- [Cisco Partner Incentive Estimator QRG](#)
- Renewing for Enterprise Agreements (EA) VoD (**coming soon**)
- [Customer Success Network](#)

Adopt Rebate

- [Operations Guide](#)
- [Earning Requirements](#)
- [Reporting Guide](#)
- [Type 5 \(non-USD\) At-a-Glance](#)

How to Get Support

Have unanswered questions about the Cisco 360 Partner Program, or need support with Cisco Partner Incentive, resolving data issues, etc.? Cisco remains committed to your success! Get the support you need from our dedicated team.

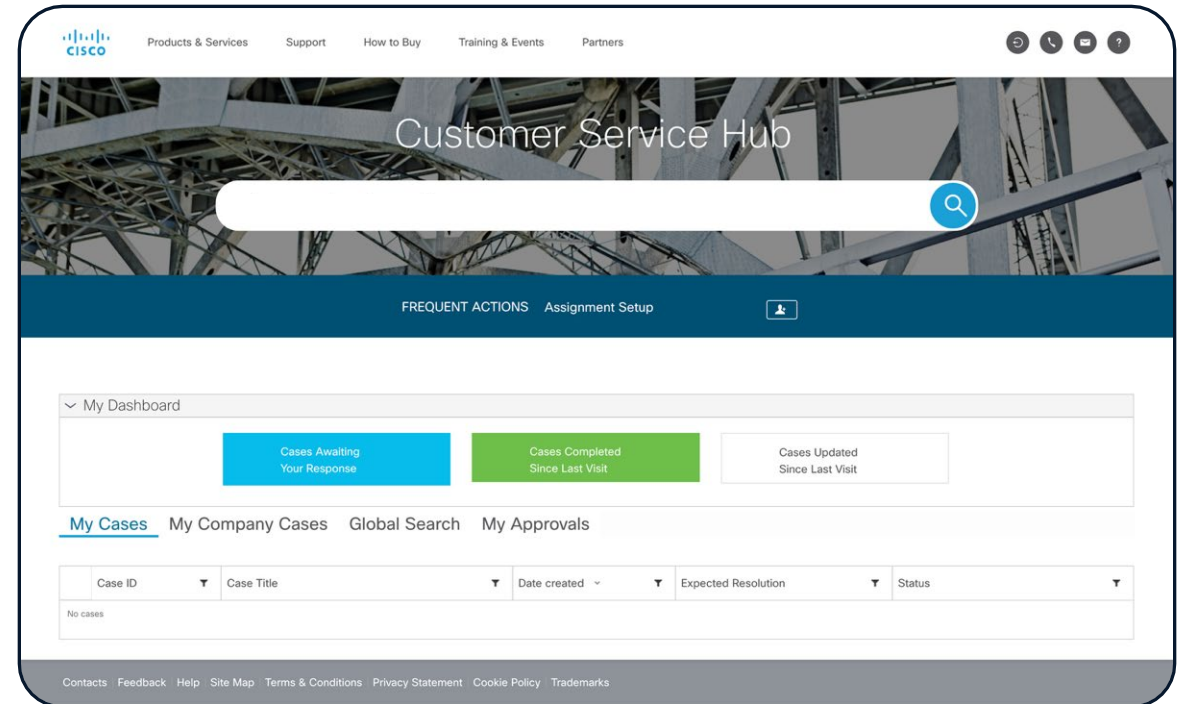
For general questions

Send inquiries to
askpartnerprogram@cisco.com.

For issues

1. Visit the [Customer Service Hub](#).
2. Search for a topic (e.g., Cisco Partner Incentive).
3. Click **Open a Case** associated with the relevant topic.
4. Enter the details associated with your inquiry.
5. Click **Create Case** to submit your ticket.

A member of the Support Team will respond to your inquiry. You can view the [How to Open a Case Guide](#) for step-by-step instructions on opening a case as well.



How to Get Support

The table below includes common issues you may have with Cisco Partner Incentive, and how to resolve them.

Issues	How to resolve in advance
Access Management	
Tool Access (assign PSS admin role, associating to your Partner company, Cisco Partner Incentive access in PXP, other PXP access)	Open a "Partner Tools Support" case via Customer Service Hub (CSH) if the review of the PSS Advanced Access Management User Guide does not answer your question.
Other tool-related support: login issues and navigation, associate contacts, assign rebate coordinator	
Rules and bookings	
Incentive rules and requirements questions, including rebate rules and payouts per portfolio/band	Open an "Incentives and Funds Program Support" case via Customer Service Hub (CSH), if a review of the documentation on the Cisco Partner Incentive website does not answer your question.
Bookings inquiries, disputes and reporting	
Enrollment	
Not able to complete Channel Program Incentive Agreement (CPIA) enrollment	Open an "Incentives and Funds Program Support" case via Customer Service Hub (CSH), if the review of the Cisco Partner Incentive documentation or the Partner Program Enrollment User Guide (Under Help and Training) does not answer your question.
Issues with Cisco Partner Incentive enrollment (eligibility, Opt-out...)	

How to Get Support

The table below includes common issues you may have with Cisco Partner Incentive, and how to resolve them.

Issues	How to resolve in advance
Payments	
Rebate claim notification not received because of incorrect or missing contact information. Rebate coordinator assignment in Partner Self Service tool.	Contact one of the PSS administrators for your company to ensure that a rebate coordinator has been assigned for Cisco Incentive Program. Refer to the PSS User Guide and the Accountable Program Contacts section for step-by-step instructions.
Incorrect beneficiary name or country on claim notification	Open an "Incentives and Funds Program Support" case via Customer Service Hub (CSH).
Questions regarding payment amounts and status, pending payments from Merger & Acquisition settlement	

