

Instructions for Internal Cisco Teams and Cisco Partners:

Please use this email to inform customers about upcoming changes to the Cisco partner ecosystem and the introduction of new partner designations. Before sending, personalize the [customer name] field and ensure the information is relevant to your region and customer segment. Familiarize yourself with the FAQ to address any questions customers may have.

[Subject line]

Unlock the power of the Cisco partner ecosystem

[Preview text]

Please review these important changes to the Cisco partner ecosystem. Find the most capable partners to deliver your business outcomes.

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Announcing a new way to find the right Cisco partners

[body text]

Dear [customer name],

Today's technology solutions span multiple architectures, which is why you need to build a team of partners working together to achieve transformative business outcomes. Cisco is evolving its world-class partner program to meet your needs in the AI-era to deliver the outcomes that matter most: AI-ready data centers, future-proofed workplaces, and digital resilience. The Cisco 360 Partner Program makes it easier to find and build those teams, tapping into the best technology ecosystem on the planet.

We're excited to announce new partner designations that help you quickly identify Cisco partners with the right expertise to match your opportunities.

[CTA button]

[Read the FAQ](#)

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New partner designations coming January 25, 2026

We're retiring designations like Cisco Gold Partner and replacing them with ones that clearly showcase a partner's expertise and their ability to deliver business outcomes. Build your lineup of experts—a security specialist, a networking pro, an AI authority—by selecting Cisco partners that have achieved the appropriate designations.

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Two types of partner designations

- **Cisco Portfolio Partners** who have invested in customer engagement, sales and technical capabilities, and foundational practice maturity in a specific Cisco portfolio. For example, a "Cisco Security Partner" or a "Cisco Networking Partner."

- **Cisco Preferred Partners** who have achieved advanced technical and sales expertise, invested deeply in customer engagement and built foundational practices in a Cisco portfolio. For example, a “Cisco Preferred Security Partner” or a “Cisco Preferred Networking Partner.”

To further showcase the depth and breadth of their expertise, partners can achieve additional specializations, competencies, and Cisco Powered Services.

Starting January 25, 2026 you will see these changes reflected in the [Cisco Partner Locator tool](#).
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Takeaways for customers like you

Our partners remain dedicated to your success, and the new Cisco 360 Partner Program will empower them to deliver even greater value. [Explore our Partner Ecosystem](#) to learn more.