

Global POAB Digital Exchange Session

Disti Deep Dive



Call will be **recorded**



Participants are **muted** on entry



Please **raise your “hand”** to be unmuted



Enter questions in Slido **Q&A**

*The information provided is confidential and is intended solely for the members of the POAB board.

Ground Rules:

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**NO SCREEN
SHOTS**

**NO
RECORDING**

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Agenda

Welcome

Elisabeth De Dobbeleer, Swati Saran

Ready for Launch

- Ecosystem Health/Partner Activation
- Next Steps on Investments & What to Expect
- Operations Readiness

Andrew Sage, Dale Ryker, Vamshi Noothi

Review of Cisco 360 Partner Program Metrics

- Partner Value Index for Disti Metrics
- Cisco Partner Incentives

James Dukes, Frances Garcia

Slido and Open Discussion

Gary Wolfson, Lejla Kuhinja

Q&A

Lejla Kuhinja



Welcome

Elisabeth De Dobbeleer and Swati Saran

Ready for Launch Intro

Andrew Sage

55 days until go live



- 1 Next chapter of partner success
- 2 It's a journey
- 3 PVI updates
- 4 Your critical role

Your Critical Role

2T partner Enablement



Drive to 5 (Focus)



Select Partners 1+



Preferred 7.5+

Help us improve 2T partner Value Indexes



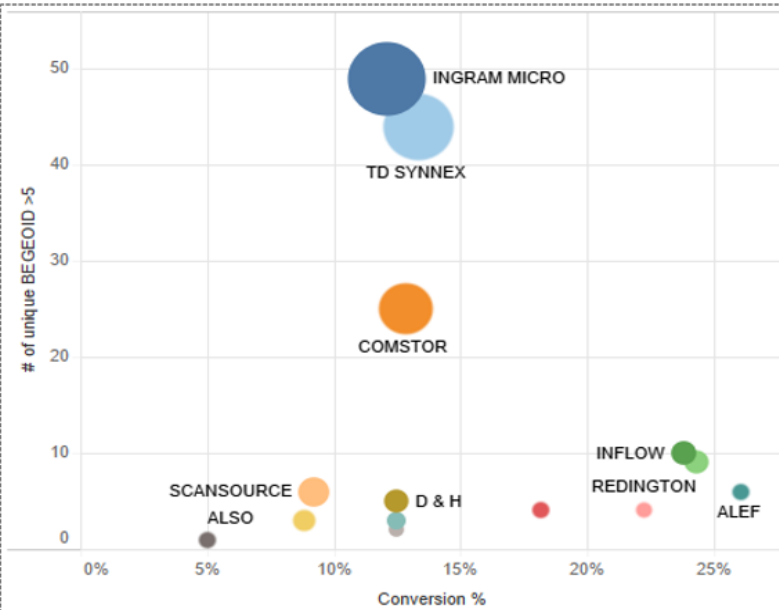
53%



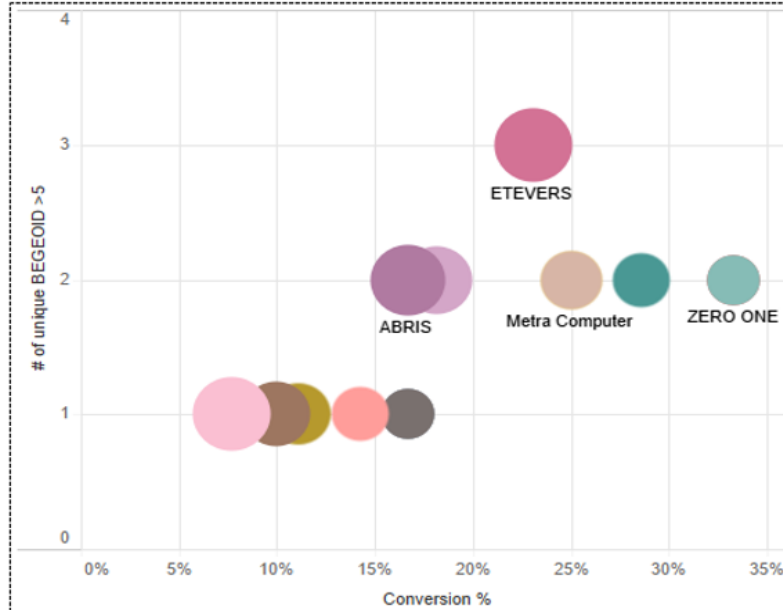
80%

Who has improved above 5.0?

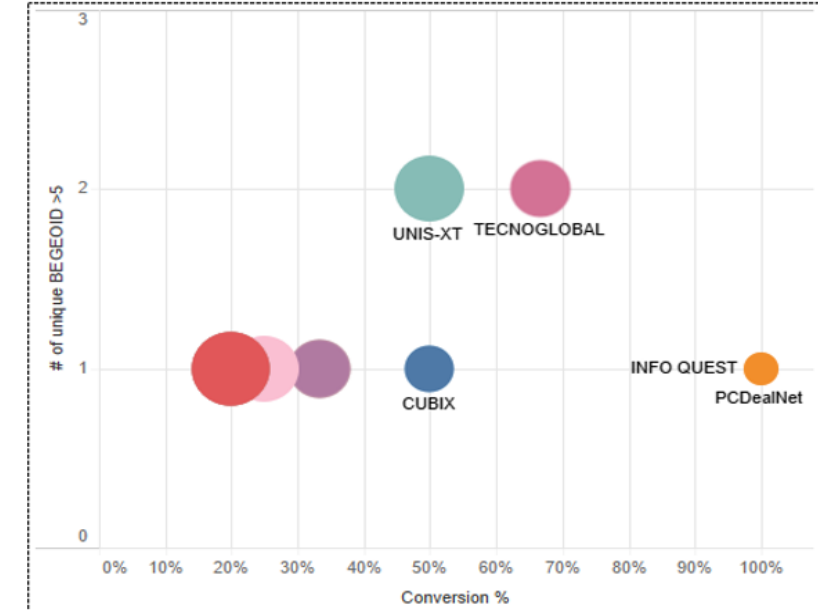
Partners with Index now ≥ 5 by Region & Dist Conversion %



Disti Master Name	Total # of at-risk BEGEID	# of unique BEGEID >5	Conversion %
INGRAM MICRO	405	49	12%
TD SYNnex	330	44	13%
COMSTOR	195	25	13%
SCANSOURCE	65	6	9%
ALSO	20	1	5%
D & H	40	5	13%
REDINGTON	37	9	24%
INFLOW	42	10	24%
ALEF	23	6	26%
DICKER DATA	24	3	13%
LOGICOM	22	4	18%
COMPUTER GROSS	18	4	22%
SYNNEX	16	2	13%



Disti Master Name	Total # of at-risk BEGEID	# of unique BEGEID >5	Conversion %
ETEVEERS	13	3	23%
HIPERDIST	13	1	8%
ABRIS	12	2	17%
NET ONE	11	2	18%
MARCO	10	1	10%
Metra Computer	8	2	25%
METAAGE	9	1	11%
INETBANK	8	2	25%
MEGATRADE IT LLC	7	2	29%
ZERO ONE	6	2	33%
SOFTBANK	6	2	33%
EXERTIS IRELAND L.	7	1	14%
SOUTHCOMP POLA..	6	1	17%
ECS	6	1	17%
DISTECNA	6	1	17%



Disti Master Name	Total # of at-risk BEGEID	# of unique BEGEID >5	Conversion %
SK NETWORKS	5	1	20%
MTECH	5	1	20%
ITC	5	1	20%
ERC	5	1	20%
UNIS-XT	4	2	50%
ELKO	4	1	25%
TECNOGLOBAL	3	2	67%
MUK	3	1	33%
MPS MAYORISTA	3	1	33%
GRUPO DICE	3	1	33%
ENTELAR	3	1	33%
CUBIX	2	1	50%
ASBIS	2	1	50%
PCDealNet	1	1	100%
INFO QUEST	1	1	100%



**What else do you need to more effectively
activate your 2-tier partners on the
program?**

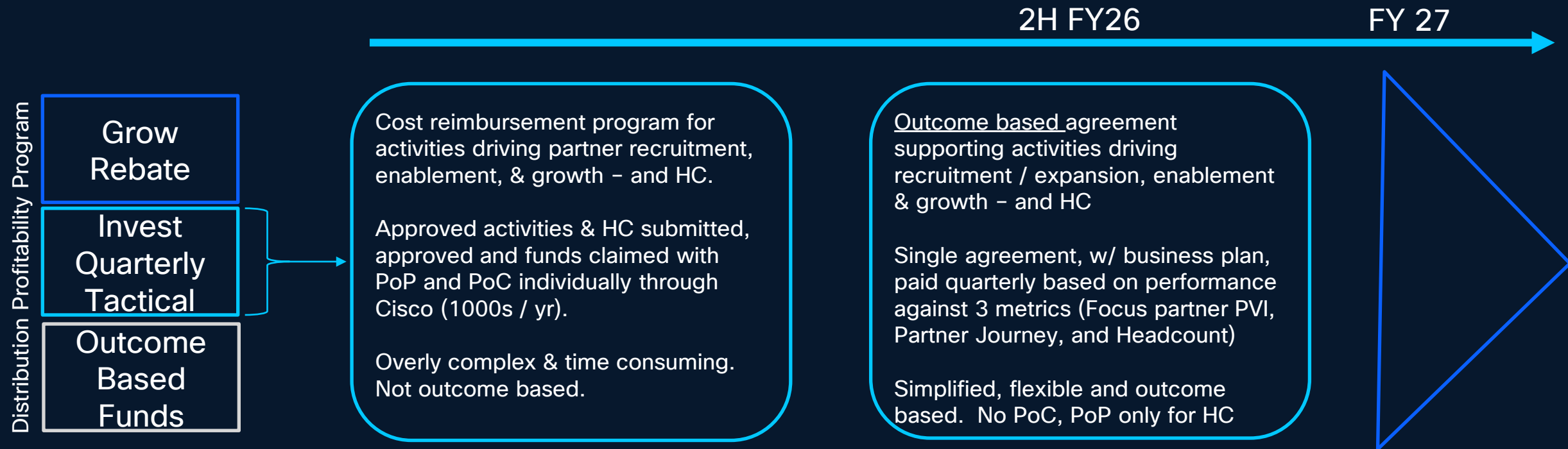
Distributor Development Fund

Dale Ryker

Distributor Development Fund

DRAFT –
Subject to
Change

Dramatically Simplifying the Distribution Invest Program for 2H FY26 (and beyond)



From Invest QT to Distributor Development Fund

DRAFT –
Subject to
Change

Distributor Action

Cisco Action

98.7% Reduction of Touches

As is...

To be...

150 Activity Applications	→ 1 Entry / 1 Distributor Acceptance
580 Activity Reviews (combined touches business & finance)	→ 4 Set Up Reviews (combined touches business & finance)
150 Claims Submitted	→ 4 Claims Submitted / 4 Metric Validations
598 Proof of Cost Documents Submitted	→ 0 Proof of Cost Documents Submitted
598 Proof of Performance Documents Submitted	→ 12 Proof of Performance Documents Submitted
598 Proof of Cost Documents Reviewed	→ 0 Proof of Cost Documents Reviewed
598 Proof of Performance Documents Reviewed	→ 12 Proof of Performance Documents Reviewed
150 Payments Processed	→ 8 Payments Processed
TOTAL ESTIMATED TOUCHES: 3,422*	→ TOTAL ESTIMATED TOUCHES: 46*

Distributor: 99% Reduction
of Touches
Cisco: 98.4% Reduction of
Touches



Distributor Development Fund

DRAFT –
Subject to
Change

Tools: Distribution Management Platform (DMP) & Cisco Funds Manager (WorkSpan)

Headcount Milestones

- Investment based on historical usage of Headcount in Invest Quarterly Tactical & Outcome Based Funds
- Proof of Performance (POP) must still be provided (no Proof of Cost) – submitted in Funds Manager
- # of funded heads for payout to be determined by Cisco Account Team with guidance from the distributor (based on historical usage) and approval by compliance & finance
- Quarterly Payouts based on a linear sliding scale (goal 10 funded heads, achievement 9 funded heads = payout of 90%)

Metric Achievement Milestones

- Remaining investment balance \$ after headcount milestones
- Payout based on achieving metric – sliding scale applied
- No POP or Proof of Cost (Cisco validated achievement)
- Metric(s)
 - Assigned Focus Partner Journey scores (Recruit, Grow)
 - Assigned Focus partner PVIs (Drive to 5+)

- No bookings requirement
- Only the Quarterly Tactical budget will move to Distributor Development Fund in the second half; OBF annual investment remains unchanged.
- Milestone splits derived from historical allocations
- Business Plan centralized collection using Qualtrics
- Foundation for a smooth integration of OBF and QT into Cisco 360 Partner Program

Distributor Development Fund

DRAFT Metrics Definitions

DRAFT –
Subject to
Change

Partner Journey (Recruit, Grow)

- Measures Maintenance of Focus Partners (stages 4-6)
- Points calculated at the beginning and end of each quarter
- Ending Total / Beginning Total = %
- Payout on sliding scale (100%, 95%, 90%, etc.)

Partner Value Index (Enable)

- Measures Enablement of Focus Partners (stages 4-6)
- X% Improvement in Total Partner Portfolios above a PVI > 5
- Example:
 - 100 Focus Partners with 0 portfolios above a 5 = 500 Portfolio opportunity at the beginning of the quarter
 - 10% improvement = 50 portfolios above 5 by end of the quarter

C360 Operational Readiness

Vamshi Noothi

Cisco 360 Operational Readiness



Commerce Operations Experience Change Highlights

New/Renewal

- New Deals and related Quotes/Orders **created after January 25, 2026** (12AM PST) will inherit the Cisco 360 Program Rules
- No changes to the Distributor Discount (42% Base)
- In-Flight Quotes/Deals valid through **March 1 2027**
(Legacy Rules/Rebates)

GTM Portfolio Attribute

- For Products/Software/Service, a new attribute "**GTM Portfolio**" will be added to List price catalogues as an optional attribute.
- Availability targeted **Dec 15 Release**

Reseller Identification Verification Tool (RIVT)

- Distributors will view and download 1T, 2T partner designations and **new C360 qualification codes** for their internal validations

B2B Impacts

- "GTM Portfolio" new attribute will be **added to Price Catalog APIs** (2AI, DPP etc)
- Estimates/Quotes/Deals/Orders API/B2B will have a **new "Cisco Partner Incentive" attribute** indicator added
- Attributes **not mandatory** for quoting or ordering

UX Changes in Commerce

- Partner Profiles in CCW will show **new Partner designations** based on PVI eligibility.
- Commerce (CCW/CCWR) transaction eligibility will leverage new qualifications framework, to align program benefits for each Go to Market Portfolio category.
 - **Deal Registration section will be available only for partners with PVI score of 1.0+**
- New Identifier at Quote lines to show visibility to **Cisco Partner Incentive eligible SKU/GSP** (similar to VIP currently)
- Cisco Partner Incentives will be available for eligible PIDs/SKUs for **Partners with PVI score of 5.0+**

Cisco Partner Incentive and Partner Value Index

James Dukes, Frances Garcia

**Cisco 360 is made for partners
with partners**

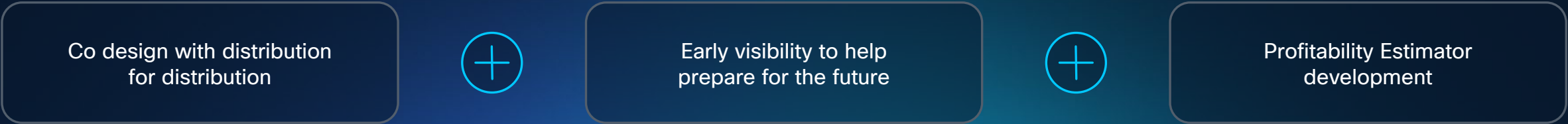
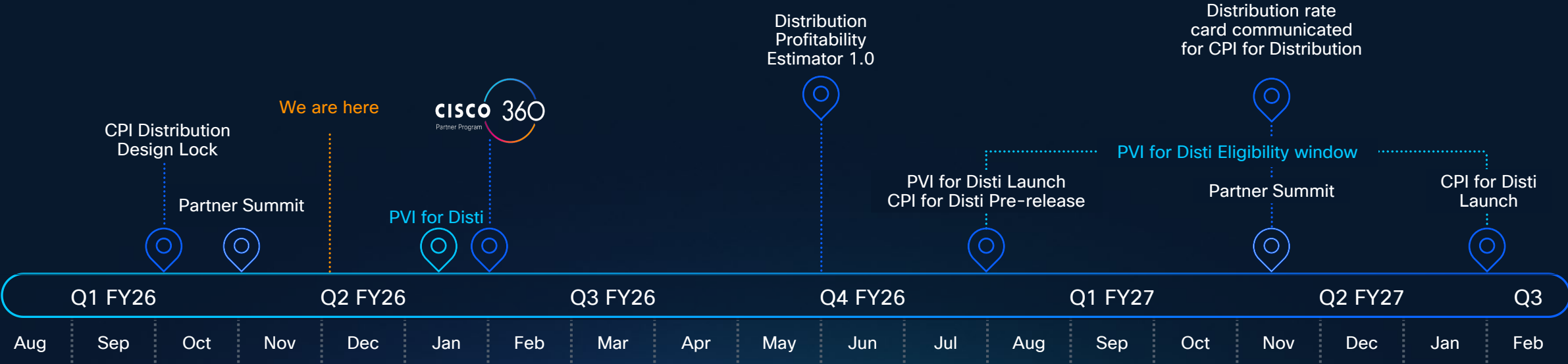


For all partners

**With distribution
in mind since day 1**

**It's all about alignment:
Cisco, Partners, Distributors**

Cisco 360 for Distribution roadmap



Updates since October 2025 POAB

Partner Value Index for Distribution – Metric evolution

Remove Partner Journey Acceleration Metric from Value Index

Partner Journey captured in Distribution Development Fund and CPI

Implement 5 Bands for T Shirt sizing

Based on 3yr average 2T bookings for Distributor + Distributor Territory

Greater level of flexibility across range of Distributor Business

Capabilities

Adjust Black Belt and Career Certification weightings

Align with relevancy to Distribution

CS Practice Maturity

Greater opportunity to deliver Customer Success on behalf of partners

Adoption %

Metric definition to be based on Opt-In and completion of Adopt stage

Implement PVI share for partners

Partner Value index for Distribution - Summary

		Networking		Security		Cloud and AI Infrastructure		Collaboration		Splunk		Services	
Category	Metric	Category Weight	Metric Weight	Category Weight	Metric Weight	Category Weight	Metric Weight	Category Weight	Metric Weight	Category Weight	Metric Weight	Category Weight	Metric Weight
Foundational	Disti-Led CS Practice Maturity	20%	50%									20%	100%
	Disti-Led EA Practice Maturity		50%										-
Capabilities	Black Belt Certification	45%	60%									25%	100%
	Career Certification		40%										-
Performance	Focus Partner PVI Score	25%	50%										-
	TCV Growth %		50%										-
	ACV Growth %		-		-		-		-			25%	50%
	Premium Services Penetration %		-		-		-		-				50%
Engagement	Disti-Led Adoption %	10%	100%										-
	On-time Renewal Rate % (OTRR)		-		-		-		-			30%	100%

Splunk Value Index under development

Mass-Scale Infrastructure under consideration



Partner Value Index for Distribution

Networking, Collaboration, Security & Cloud and AI Infrastructure

Category	Metric	Metric Weight	Overall Weight	Weighted Value	Distribution Specific
Foundational (20%)	Disti-Led Customer Success Practice Maturity	50%	10%	1.00	• White glove Distributor led CS engagement with 2T partner
	Disti-Led EA Practice Maturity	50%	10%	1.00	• Distributor led EA execution on behalf of 2T partner
Capabilities (45%)	Black Belt Certifications	60%	27%	2.70	
	Career Certifications	40%	18%	1.80	• Increase relevancy for Associate (CCNA)
Performance (25%)	Partner PVI Score	50%	12.5%	1.25	• Measured against assigned 2T Focus Partners
	TCV Growth %	50%	12.5%	1.25	• All 2T Distributor Bookings
Engagement (10%)	Adoption %	100%	10%	1.00	• Distributor led Adoption via CS Practice
Total			100%	10.00	

Services Value Index for Distribution

	Metric	Metric Weight	Overall Weight	Weighted Value	Distribution Specific
Foundational (20%)	Customer Success Practice Maturity	100%	20%	2.0	• White glove Distributor led CS engagement with 2T partner
Capabilities (25%)	Black Belt Certifications	100%	25%	2.50	• CX Black Belt content
Performance (25%)	ACV Growth %	50%	12.5%	1.25	• ACV Growth and Premium Services Penetration are weighted equally to reflect balanced focus
	Premium Services Penetration %	50%	12.5%	1.25	
Engagement (30%)	On-Time Renewal Rate %	100%	30%	3.00	• OTRR will replace IQRR
Total			100%	10.00	

Why are we changing?



56% of Cisco revenue
is subscription



Innovation is
faster than ever



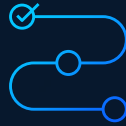
AI changes everything



Guiding principles to enable a consistent profitable and predictable incentive from Grow to CPI



Deliver global standardization using regional best practices



Align to Partner CPI to deliver stronger GTM



No minimum performance for Land rewards

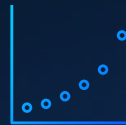
NEW



Brand new experience in PXP



Focus on Cisco 360 Partner Program priorities



Simple and predictable



Adoption is more important than ever



Retain quarterly payment

Evolution of Grow to the new Cisco Incentive





If you had a magic wand, what would you want Cisco to evolve, transform, or design?

Timeline



December 2, 2025

- (Americas & EMEA) Global POAB Digital Exchange – Disti Deep Dive
- (APJC) Global POAB Digital Exchange – Disti Deep Dive

January 25, 2026



Launch!

February 3, 2026

- (Americas & EMEA) Global POAB Digital Exchange – Disti Deep Dive
- (APJC) Global POAB Digital Exchange – Disti Deep Dive





Knowing Cisco 360 Partner Program for Distribution, where would you like us to go deeper? Where do you see the biggest gaps?



**On a scale of 1 to 5 (with 5 being highest)
please rate your confidence in the Cisco
360 Partner Program.**

Stay engaged



Attend the next digital
session on February 3



Send questions and
feedback to:
askpartnerprogram@cisco.com



Click the QR code
to learn more



One ecosystem.
Shared success.



