

携手合作伙伴共启AI新纪元

Usher in the AI Era with Partners Together

以个性化, 主动化, 预见性重塑客户体验

Personalized, Proactive & Predictive

方芳

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感谢合作伙伴们的支持与信任

Highlights

持续增长

YoY
Premium
Services



双位数
增长

YoY
Success
Tracks



双位数
增长

YoY
Service EA



Benefits to Partners

收益
倍增

客户满意度
大幅提高

软件续约率
持续提升

AI时代，快速变化的需求 需要全新的客户体验

高韧性

更主动化的问题规避
Proactive issue avoidance

简约化

更实时和超级个性化
Real-time, hyper-personalization

价值实现

更快，更短时间
Faster time to value

Transforming the fundamental nature of services

Personalized, proactive, and predictive at scale - powered by agentic AI and human expertise

Cisco IQ: 下一代全新服务的AI引擎

交付模式: 云端部署 (SaaS), 本地部署在线更新 (On-Prem Tethered) 和 本地部署本地更新 (On-Prem Air-gapped)



一个统一的、由AI驱动的全新数字交互式平台: 支撑思科支持服务和专业服务

思科服务目录

高韧性. 简约化. 快速价值实现

个性化. 主动化. 预见性.

思科支持服务

思科专业服务

AI and Expertise powered by Cisco IQ 

Available a la carte or via [Enterprise Agreement](#)

Together with our [Partners](#) across the lifecycle

思科服务目录演进: 更精简, 更具影响力

FY25

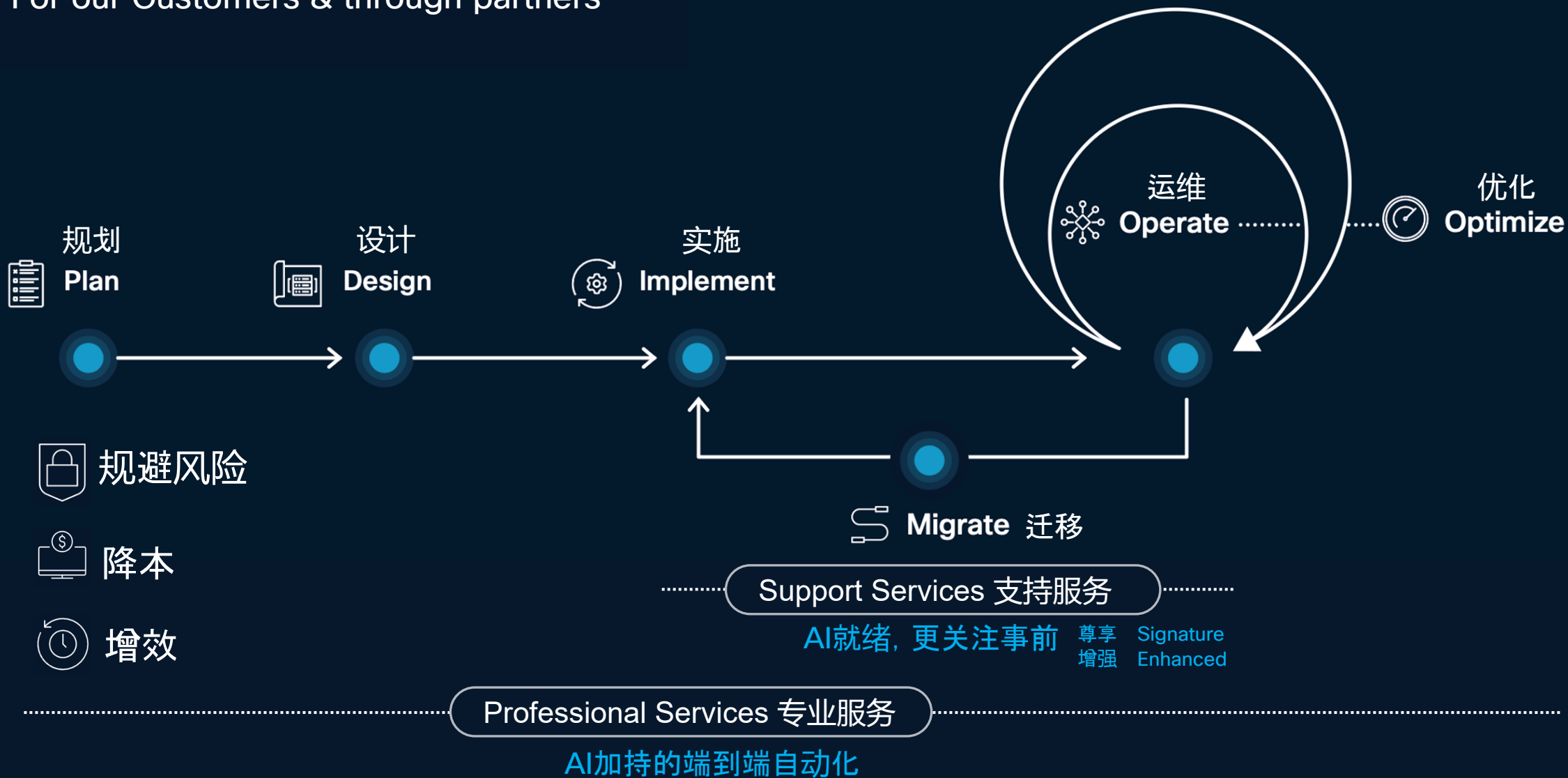
全新的服务目录
Q1 FY26 发布



Driving Clarity and Delivery Value

Premium Services 带来更高价值

For our Customers & through partners



AI驱动的洞察和自动化带来更大扩展空间

合作伙伴的新机会: 打造明天的成功典范

预见性资产洞察

基于Cisco IQ APIs定制

- 基于Cisco IQ API定制的客户资产管理洞察 (通过AI-Assistant获取实时关注的资产关键信息和下一步操作建议)
- 定制的资产利用率优化方案, 升级方案 (帮助客户降低运行风险)

主动化风险评估

定制化的思科操作建议

- 自适应的
 - 安全评估
 - 漏洞识别
 - 合规检查
- 同业基准分析
- 面向指定设备的个性化加固建议

AI加持智能排障

定制化的思科操作建议

- AI驱动的配置验证
- AI驱动故障排查
- 持续的一致性检查 (思科最佳实践)

个性化学习

快速提升团队技术实力

- 提供个性化、主动式的学习内容推荐

FY26 Mission, Strategy & Execution

MISSION

Our mission is to empower our partners to deliver exceptional customer value, while driving mutual growth and profitability. We achieve this by leveraging the full potential of our Partner Ecosystem through a **Customer-centric, Partner-first approach**, founded on collaboration, trust, and innovation.

STRATEGY & EXECUTION

Create Competitive Differentiation
with our Partners

Accelerate Customer Value
Realization and Grow Software

Grow Premium Services while
Delivering Customer Outcomes

Create *YOUR* Differentiation through Cisco's Digital Support Experience

Tailored Experiences

Through APIs and intuitive UI

Active Insights

Create customer touch points

Partner Services

Drives higher margin

How We Enable You

Persona-Based Learning

Sales & Technical Pathways

Portfolio



AI Capabilities

Cisco IQ

Cisco 360



Black Belt Academy

Technical Deep Dive

Hands-on Live Demos

Partner Webinars

Increase Your PVI to Unlock Maximum Rebate Potential



Partner Value Index (PVI)

Create Strong Practice

- Attain Customer Experience Specialization
- Black Belt Certification
- Build LAER Recurring Revenue Practice

Drive Business Outcome Metrics

- Land Large Deals
- Attached service to every deal
- Sells highest Premium Offer
- Ensure on-time renewals



Cisco Partner Incentive(CPI)

- Obtain preferred service partner score
- Position highest premium offer possible
- Grow your AVC quarter on quarter
- Augment Cisco professional services,
When it make sense for you.



Position Your Partner Service

A Robust Customer Success and Renewals Practice

Invest to benefit top line and bottom line, for today and tomorrow

- Growth -

2_x

Customer Success drives
faster growth of recurring
revenue

- Expansion -

+31%

Existing customers spend
more than new customers

- Renewal -

+20_{PTS}

Customer Success
Managers increase
renewal rates

Win-Win Success Equation



Cisco

Premium
Services



Partner

Customer
Success



Partner

Value-added
Services



Best in Class
Customer
Experience

Powered by Cisco AI & Delivered through *YOU*, Our Partners!

携手共启AI新纪元

Together, Usher in the AI Era

未来就绪

Cisco IQ &
Enablement

卖更多，赚更多

Premium Services

成为“精英”

Be Preferred Partner

Thank you

