

# Playing to Win in Greater China



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# FY26 : A Transformational Year for Partner Sales



← Secure global connectivity →



**AI-Ready Data Centers**



**Future-Proofed Workplaces**



**Digital Resilience**

Accelerated by Cisco AI

ONE CISCO PORTFOLIO

# APJC Partnership Strategy Pillars

Achieve **Durable Growth** through **Mutual Value**, access to **New Markets**, with a **Committed Partner Ecosystem** that is **Future-Ready**

## DEVELOP



Develop partners' **technology and customer lifecycle practices** on Cisco platforms

## GROW



Grow our joint business focused on **partner-driven business, new markets and transformation of traditional resale**

## ACHIEVE



Achieve **partner profitability** with a **healthy local ecosystem** and build the **future partner ecosystem**

One Partner Organization Sales Motion | Strategic Business Advisor to Partners

Connected Partner Experience

Partner Ecosystem Evolution to Drive One Cisco Portfolio

# APJC Partner Sales FY26 Strategic Priorities

## DEVELOP



Develop key technology practices

Build partners' lifecycle practice

Build partners' core and cross platform capabilities

## GROW



Drive alignment between sales & partners

Accelerate Partner-Driven business

Transform traditional resale business

## ACHIEVE



Transition partners to Cisco 360 Program

Enhance Partner Experience & mindshare

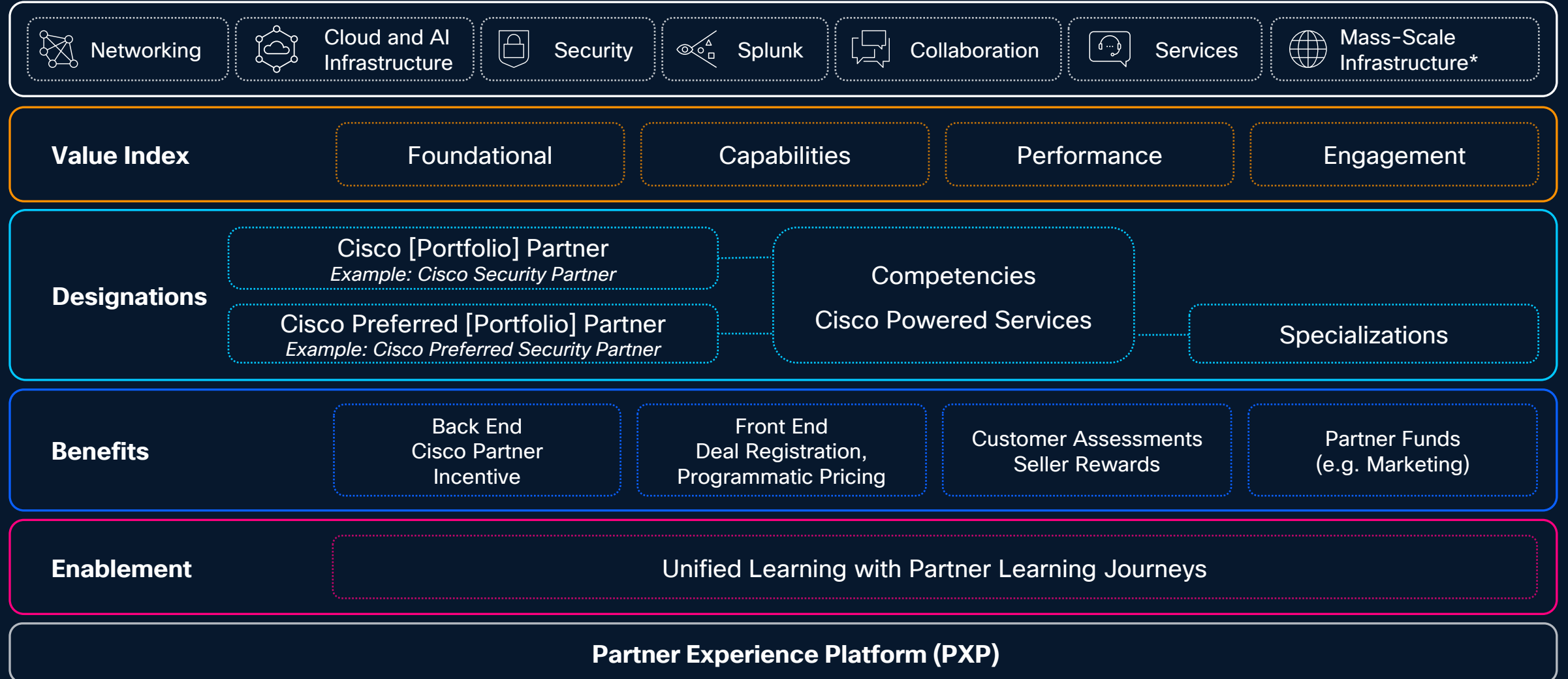
Build the partner ecosystem for the future

Talent Development | Sales & Business Development | Technical Leadership

One Partner Sales Organization Motion

# Cisco 360 Partner Program

One ecosystem. Shared success.



\*Coming soon

# Unlock the partner ecosystem potential



**Partner-driven  
business**



**Managed  
Services**



**Cloud  
Marketplaces**



**ISVs and AI  
Ecosystem**



**Industry and  
Consulting  
Ecosystem**

# FY25 momentum show us how to win in FY26

## Partner Success Stories



**Secure Networking**



**AI Infrastructure**



**Cloud Marketplaces**

# Our Mutual Value and Mutual Commitment



**Continue to Build Cisco Practice and Cisco 360 capabilities**



**Bring the One Cisco Portfolio to market**



**Grow with us and Integrate into our sales motions**



“Partnership  
continues to be  
at the heart of  
what we do at  
Cisco”

谢谢  
THANK YOU