

全景盈利 Cisco 360

- 多元布局，共创共赢



C360 for Full-Spectrum Profitability: Diversify to Win Together

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Why Are We Changing?

**56%
Subscription**

**AI changes
Everything**

**Partner and
Cisco Sellers
Alignment**

**Simpler
Incentive**

Cisco Partner Incentive (CPI): Incentives evolution

PVI > 5 in a Portfolio

Current Incentives

Individual programs, limited SKUs, multiple measures

VIP Incentive

Perform Plus

Lifecycle Incentives

Cisco Services Partner Program

Simplification
Predictability
Seller Alignment

Future Incentive

One program, fewer metrics

Cisco Partner Incentive

Land

TCV% of Net Booking

+

Adopt

Fixed fee paid at adoption

+

Expand & Renew*

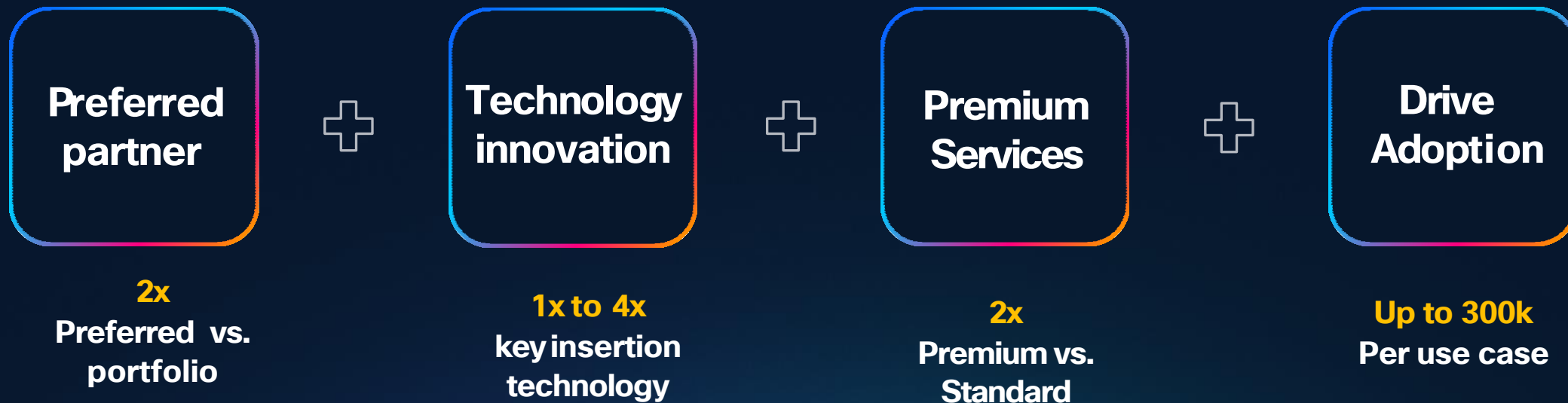
ACV growth % of \$

Additional Rewards/Bonus

Enhanced Partner Experience: Partner Experience Platform visibility and insights

*ACV growth at launch will evolve to iACV/\$R in the future.

Cisco 360 CPI 盈利通关宝典



Exclusive Bonuses

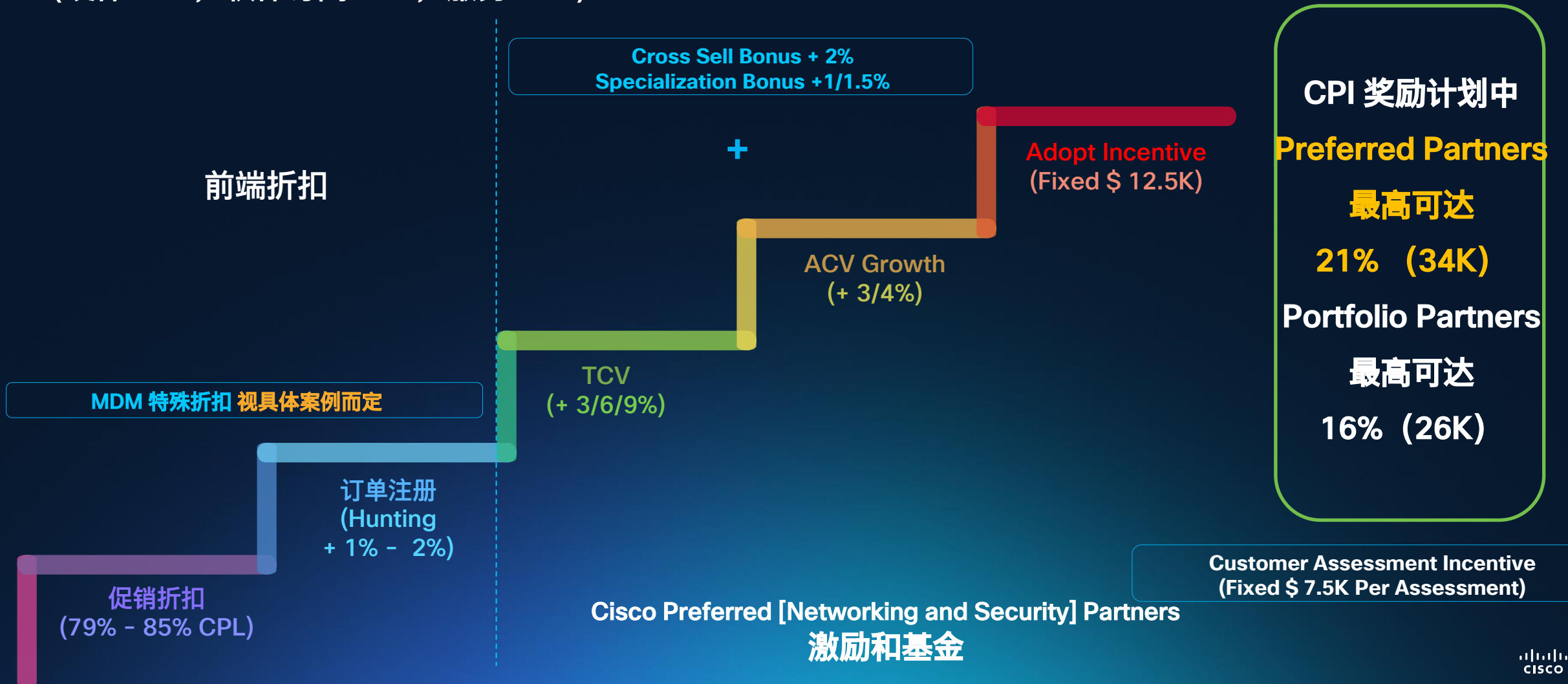
Next Gen specialization

Cross Sell bonus

Etc.

安全网络解决方案激励结构示例

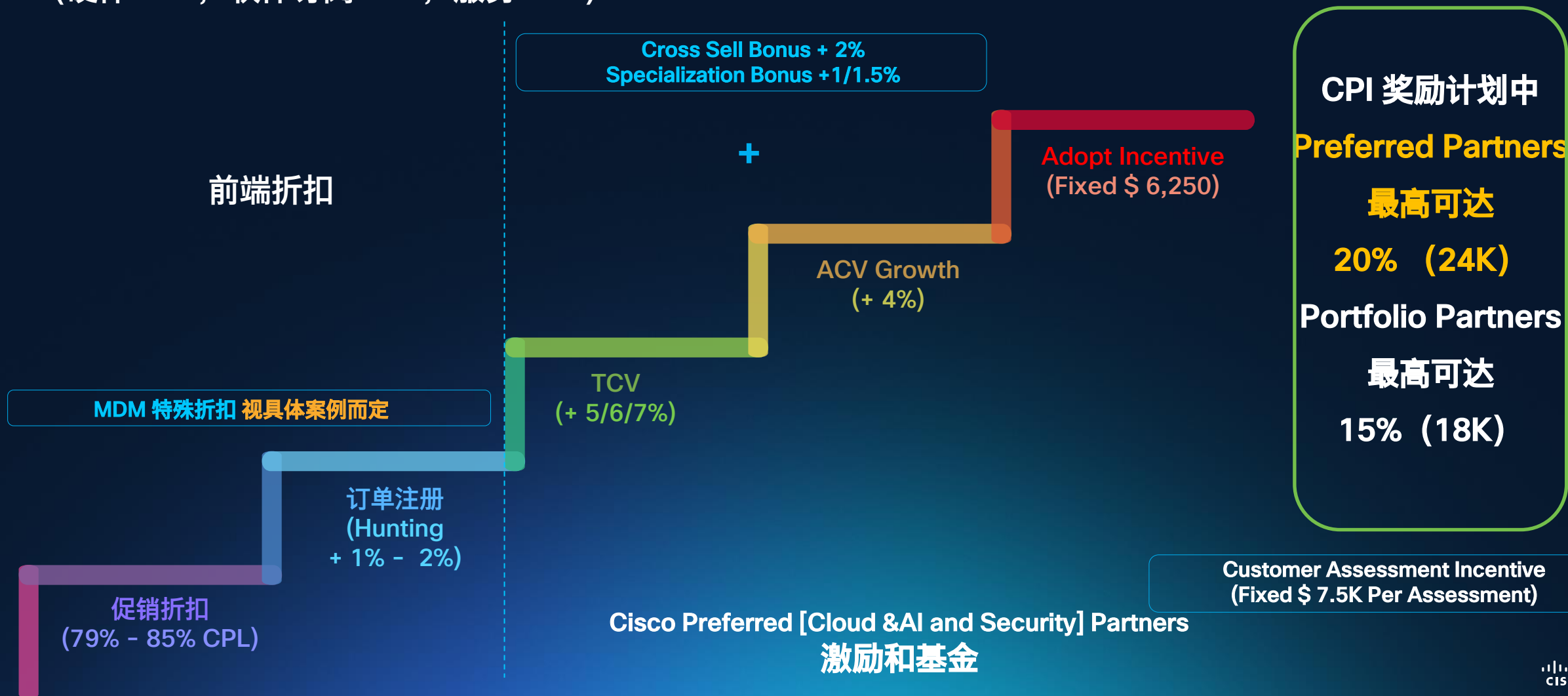
案例：\$160K AI 中型客户安全网络解决方案, 产品组合 (Catalyst center , C9350+8100 及安全防火墙, ISE, SNA)
- (硬件 77K, 软件订阅 69K, 服务 15K)



面向未来的AI网络解决方案激励结构示例

案例：\$120K AI分布式安全网络架构解决方案, 产品组合 (Nexus Dashboard, NetSec Ops)

- (硬件 59K, 软件订阅 45K, 服务 16K)



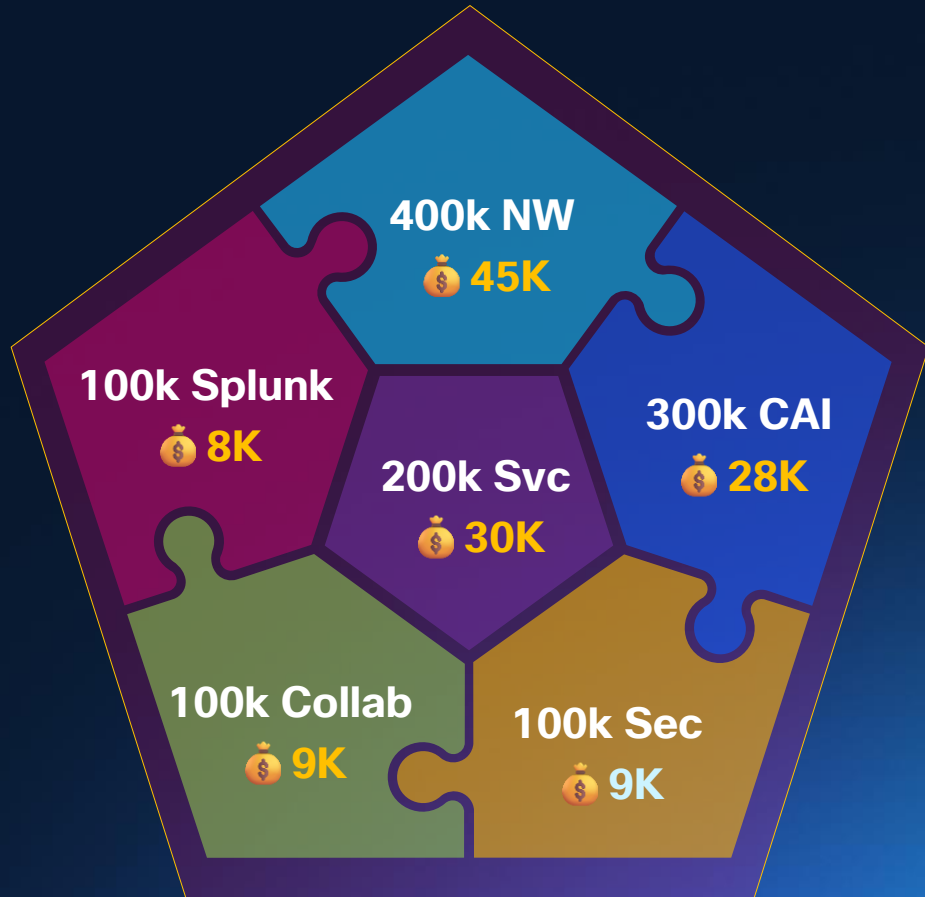
One Cisco 精英价值版图 - \$1M Smart Manufacturing 示例

Speci. Bonus: +1%~1.5% = 10k

Cross sell bonus: +2% = 20k

Adoption:
+15k

最高可达 26%





六大 Portfolio 价值版图

能量风暴

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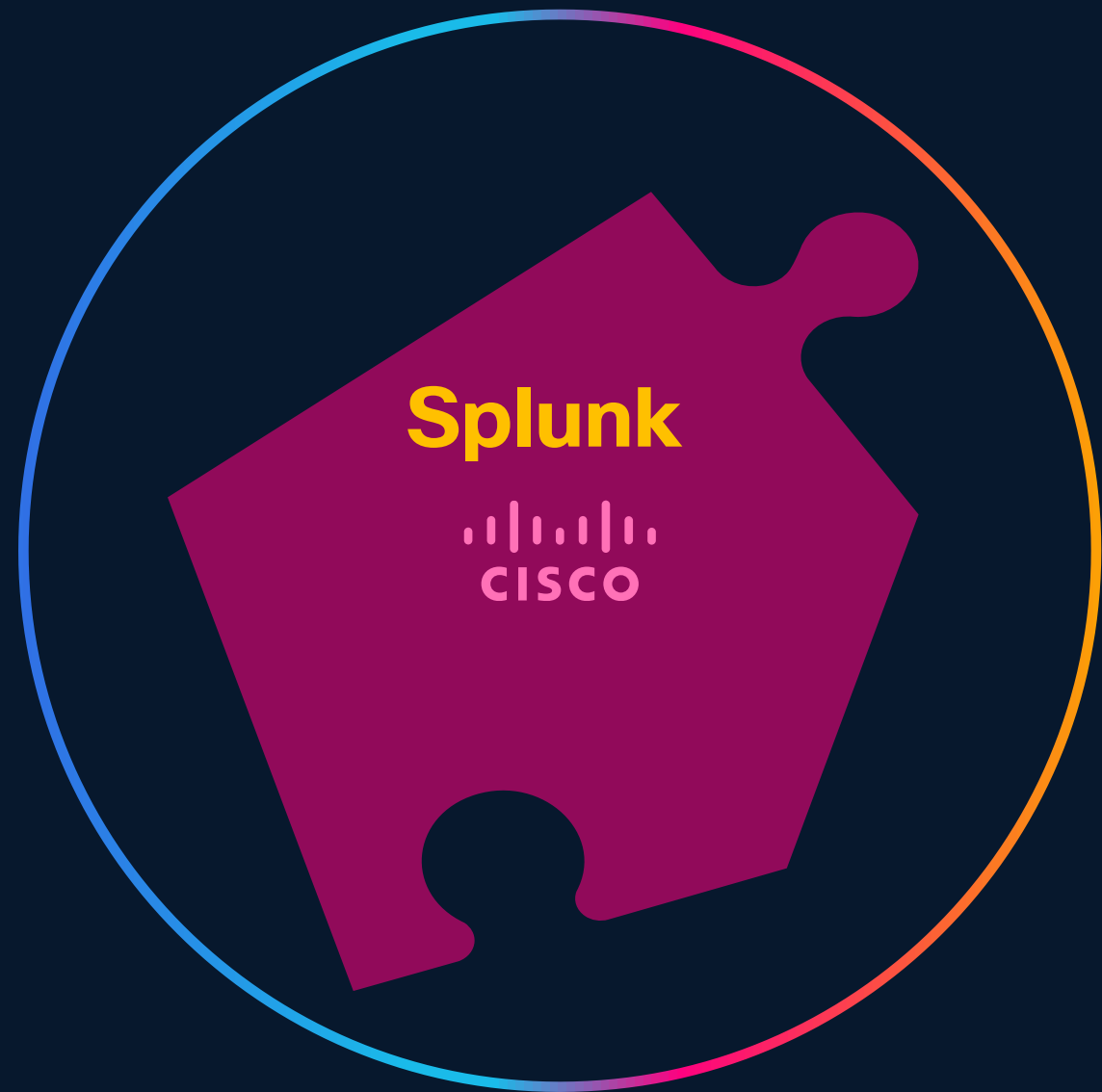
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Profitability you can plan for

Predictability you can trust

Growth you can count on



一起赢!

Thank you