

# EMEA

## Automated Pricing Discount

**A new, simplified pricing framework, offering up to 10% additional discount on selected SKUs across all main portfolios**

Fully automated in Cisco Commerce, this framework is designed to help instantly right-price our core products for Mid-Market and SMB.

### Benefits

- Offering up to 10% additional discounts on selected SKUs across all main portfolios.
- Stackable with Fast Track, Teaming, and Hunting for maximum discounts.

### Eligibility

- All EMEA 1T and 2T partners.

### Get Started

- Partners to Create a Deal ID in Cisco Commerce.
- Partners to input the customer details.
- Cisco Commerce will apply all the incentives plus the EMEA Automated Pricing Discount Promotion.

### Coming soon

- Following the launch of the Cisco 360 Partner Program, this promotion will be renamed as Cisco 360 Small & Commercial Programmatic Discount and will be enhanced with Cisco 360 Preferred level benefits and managed services bonuses. More details will be shared soon – stay tuned.

### Resources

- [Mid-Market SKU list](#)
- [Mid-Market Terms & Conditions](#)
- [SBM SKU list](#)
- [SBM Terms & Conditions](#)
- [SMB Overview](#)
- [SMB Q&A](#)

## Dates available

July 26, 2025 – July 25, 2026.