

Targeted Competitive Firewall Promotion

For a limited time, customers that are identified as a competitive firewall install base account, are eligible for aggressive discounts on Cisco Firewall, Management Center and Cisco Defense Orchestrator. In order to qualify for this promotion, hardware, software and services must be purchased.

In Brief

Dates available: Until July 25, 2026

Regional availability: AMER, EMEA, APJC (including Hong Kong and Taiwan)

Eligibility criteria:

- Available through Deal Registration only
- [Eligible part numbers](#)
- Customer must be identified by Cisco to have an eligible competitor Install Base
- End-Customer must not have purchased Cisco Firewall in last 24 months in an amount greater than 25K

Account opportunity: This offer is available across all customer segments for security deals

Financial reward: Maximize your firewall discounts and confidently position Cisco Secure Firewall in competitively held accounts

Earn the following discounts on key solutions:

- Cisco Secure Firewall (Physical/Virtual) - 85%
- Cisco Firewall Management Center (FMC) - 85%
- Cisco Secure Firewall Software Licensing (CDO) - 85%
- Cisco Secure Firewall Services - 68% (SSSNT and eligible partner services)

Eligible partners: Through January 24, 2026: Select level or above

Primary benefits:

- 85% flat discount on HW/SW, 68% on Services
- Promotion is auto-validated
- Discount and promotion assistance via Concierge Team
- Connecting partners with Competitive Win Center
- Support for success stories and interviews

How to engage:

1. Engage with Cisco Account team then proceed with Deal Registration and Quoting
2. Cisco Commerce will apply discounts automatically for qualified end-user account
3. Engage the Security Concierge Team to assist you with the deal registration process and engage with our competitive win center where needed
4. Cisco Account Manager or the Security Concierge Team to submit an exception request on your behalf

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Additional resources

- [Targeted Competitive Firewall Promotion Overview Guide](#)
- [Eligible PIDs List](#)
- [Targeted Competitive Firewall Promotion FAQ](#)
- [Targeted Competitive Firewall Promotion Terms and Conditions](#)
- [Exception Request Form](#)
- [Targeted Competitive Secure Access Promotion](#)
- [Cisco Security Concierge Deal Support Overview](#)
- [Security Concierge - Request Support](#)
- [Security Deal Registration](#)
- [Selling Security](#)
- [Blackbelt Academy: Competitive](#)

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