

Cisco 360 Partner Program

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What is Cisco 360 Partner Program and Why Should I Care?

The Cisco 360 Partner Program is Cisco's revamped, next-generation partner ecosystem designed for the AI era. Co-created with partners over 15+ months, it's a unified, flexible framework that replaces legacy tiers (like Gold, Premier, Select) with outcome-focused metrics, predictable incentives, and tools to help partners deliver transformative customer results.

When it comes to partnering with Cisco, the Cisco 360 Program makes success more accessible, profitable, and aligned with modern customer needs—whether building AI-ready infrastructure, securing digital environments, or enabling future-proof workplaces.

Think of it as your accelerated path to growth, differentiation, and shared success in an AI-driven world.

What Can the Cisco 360 Partner Program Do?

- **Flexible Value-Based Framework:** Measure success via the Partner Value Index (PVI) across foundational, capabilities, performance, and engagement—tailored to diverse models like resellers, MSPs, consultants, and developers.
- **Predictable Profitability:** Unlock the Cisco Partner Incentive (CPI) with rebates from the first dollar, quarterly payouts, and bonuses for cross-sell, portfolio breadth, next-gen specializations, adoption, renewals, and lifecycle engagement.
- **Elevated Designations:** Achieve customer-facing statuses like Cisco Partner or Cisco Preferred Partner based on expertise and value delivered—no more one-size-fits-all tiers.
- **AI-Era Focus:** Access resources, training, certifications, and marketing support to scale offerings in AI-ready data centers, secure and resilient operations, modern workplaces, and more.
- **Simplified Incentives and Tools:** Consolidate legacy programs into one streamlined structure with clear visibility via enhanced Partner Experience Platform for performance tracking and growth planning.
- **Differentiation and Growth:** Gain exclusive benefits, sales tools, co-selling opportunities, and ecosystem access to win more deals and drive durable revenue.

Okay... But How Does This Help the Business?

- **Predictable and Higher Earnings:** Shift from transactional to lifecycle rewards for stronger margins, better forecasting, and focus on high-value activities like adoption and managed services.
- **Faster Differentiation:** Stand out with recognized expertise in AI, security, and infrastructure—making it easier to attract and retain customers in a competitive market.
- **Reduced Complexity:** Streamlined program eliminates legacy silos, simplifies qualification, and provides clarity to accelerate partner success and customer outcomes.
- **Scalable Growth:** Leverage AI-focused resources, certifications, and incentives to expand into emerging opportunities, increase deal size, and build long-term customer relationships.
- **Stronger Collaboration:** Co-designed for partners, it empowers resellers, MSPs, and others to deliver what customers need most—modern, secure, AI-powered solutions—with less friction.
- **Customer-Centric Wins:** Help clients achieve transformative results faster, boosting satisfaction, loyalty, and repeat business while positioning your practice as a trusted advisor.

Sign Me Up! Where Can I Learn More?

Let me know if you want a live demo or a walkthrough. Our EVOLVE team can show you how the Cisco 360 Partner Program transforms partnership from traditional tiers into a predictable, profitable powerhouse, and helps you scale your business like a pro in the AI era. Whether you're modernizing your offerings, boosting margins, differentiating in AI opportunities, or driving customer success, the Cisco 360 Partner Program has you covered.

Resources

- [Cisco 360 Partner Program Overview](#)

