

Partner Value Index and Cisco Partner Incentive Overview

Cisco 360 Partner Program

July 2026



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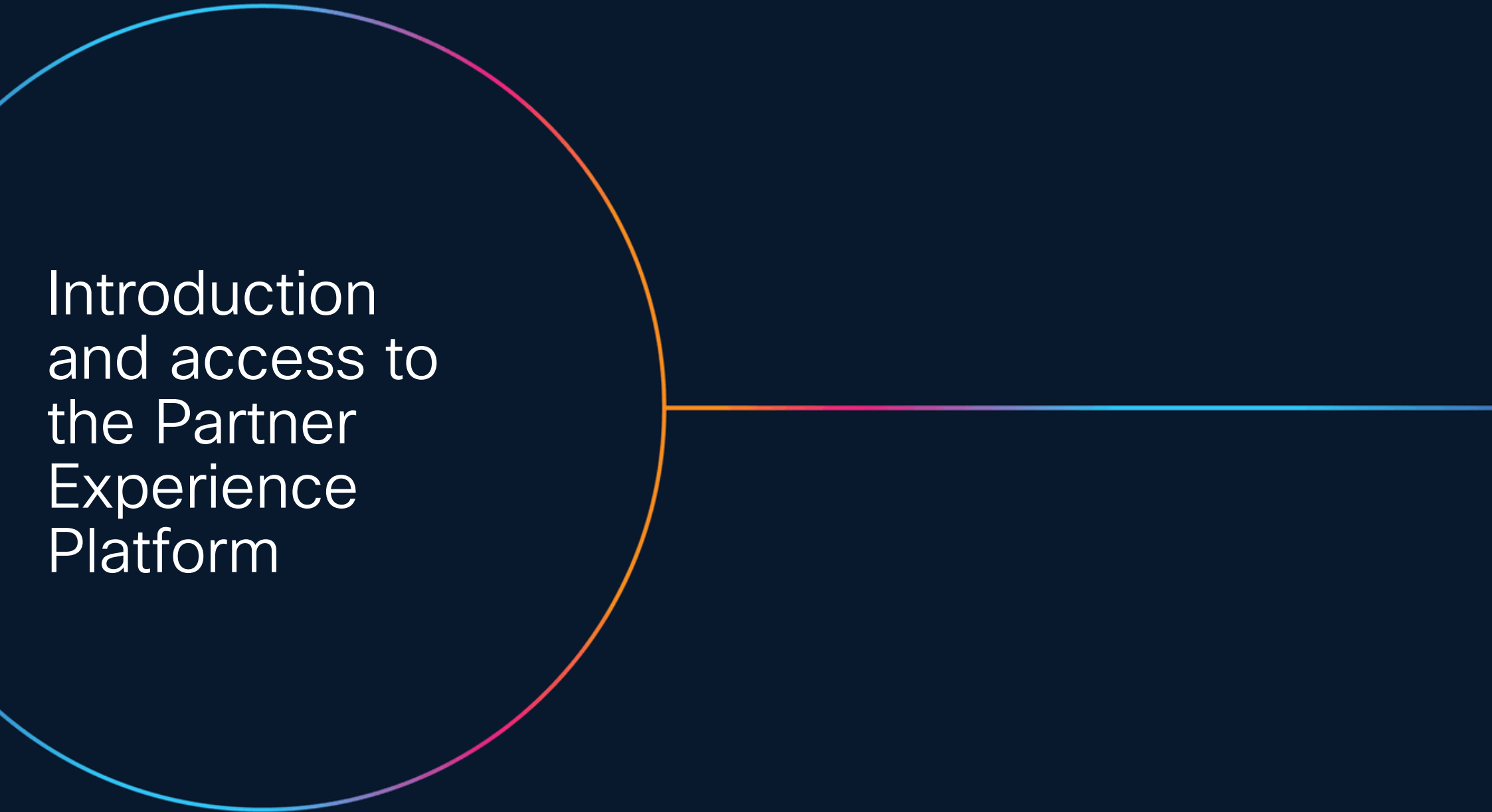
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Introduction and access to the Partner Experience Platform



Introduction

Welcome to the Partner Value Index and Cisco Partner Incentive Metrics Guide.

This guide is designed to help you understand the detailed calculations for each of the value indexes and an overview of the Cisco Partner Incentive. Additionally, you'll find guidance on how you can impact your value index and accelerate growth – whether you're establishing a new practice or expanding your market reach.

For an overview of the Cisco 360 Partner Program, refer to the [overview ebook](#).

What is Partner Experience Platform (PXP)?

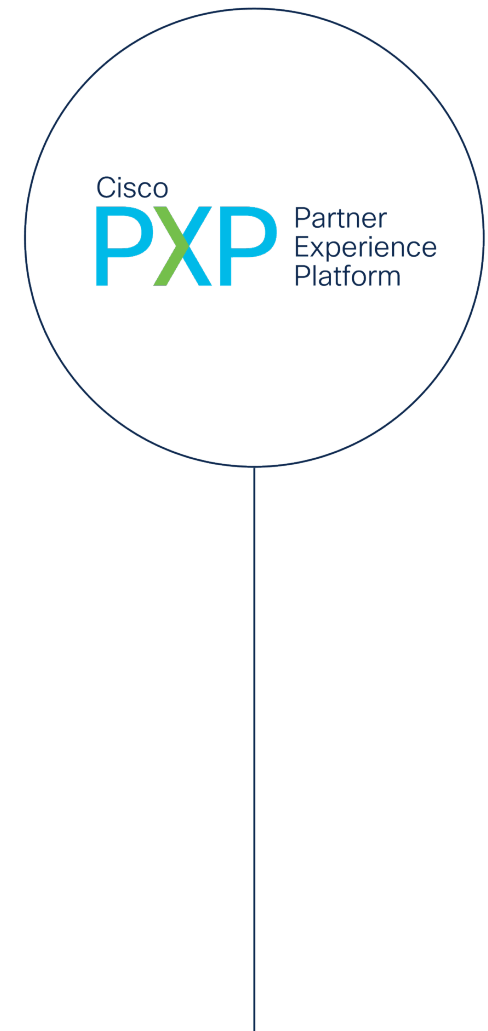
The [Partner Experience Platform \(PXP\)](#) is the “front door” to Cisco for our partners. Co-designed with our partners, PXP is the digital platform which provides you with the key business resources needed to perform and transform your Cisco practices.

Designed originally to consolidate the Cisco partner tools and resources, PXP has evolved into an experience that enables you with actionable and predictive insights, generates new growth opportunities, optimizes practices, and drives cost-savings into your operations.

In the next phase of its transformation, PXP will be the partner experience for the new Cisco 360 Partner Program, while continuing to evolve with new capabilities, such as AI, simplified interfaces, sales use-cases, and additional tool integrations.

The Partner Value Indexes and Cisco Partner Incentive dashboards are located in PXP. Gaining access to PXP is critical in being able to view the value indexes, Cisco Partner Incentive dashboards, and for managing your Distributor Partner View (DPV). **Let's review the steps to access on the next page.**

Learn more about PXP with [PXP training in Black Belt Academy](#)
[Additional PXP Resources](#)



Accessing Partner Experience Platform (PXP)

Step One: For PSS Administrators

If you are a PSS Administrator, you will be able to use our [Partner Self Service \(PSS\)](#) tool to assign access to the Partner Value Index and Cisco Partner Incentive dashboards for your team. Two PSS Administrators are required to set up PXP for your organization. Once two Administrators have been established, then the PSS Administrators can begin assigning PXP to others in the organization.

Please [watch this helpful 3-minute video](#) and refer to the new [PXP Cisco 360 Partner Program Access Guide](#) for step-by-step instructions on how to assign access.

Once access is granted, please allow up to 12 hours for the Partner Value Index and Cisco Partner Incentive to be visible to the user.

If you have a distributor, this is where you can give users Distributor Partner View (DPV) management for them to be able to work with your distributor on data in PXP.

Step Two: Visibility to the content in PXP

To view your Partner Value Index and Cisco Partner Incentive dashboards in Partner Experience Platform (PXP), your Partner Self Service (PSS) Administrator must first grant you access.

If you need help locating your PSS Administrator, please leverage the [How To Identify Your PSS Admin Guide](#) to find out who performs that role within your organization.

Distributor Partner View (DPV): If you work with a Distributor, provide them access to the [DPV](#) for them to assist you with understanding and optimizing the metrics. Note: You must already have access to the Partner Value Index to grant visibility. Your distributor must request access to DPV before you can provide them access in PSS.

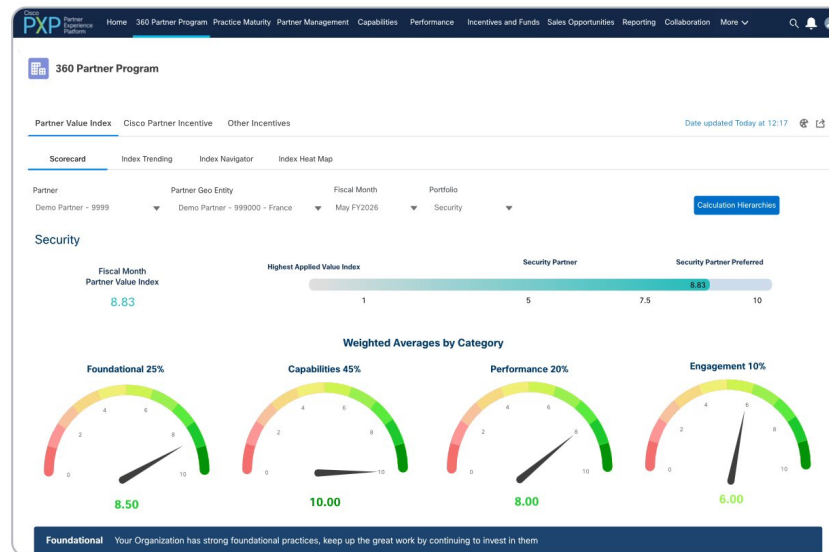
[Watch this how-to video](#) for step-by-step instructions on how to view your Partner Value Index and Cisco Partner Incentive dashboards in PXP, and how to manage your DPV relationship.

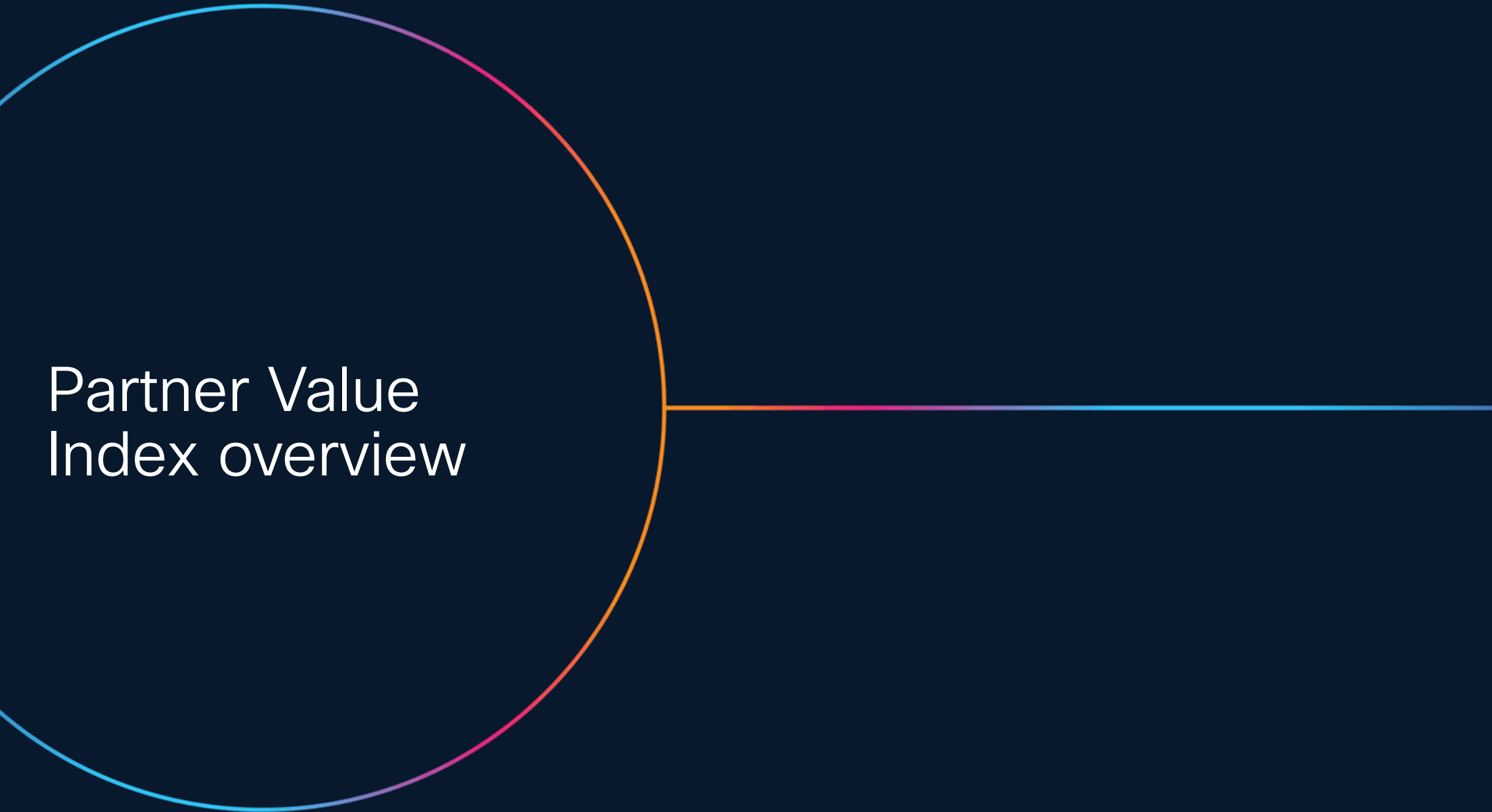
Rebate Coordinator: For Cisco Partner Incentive, it is mandatory to assign at least one Rebate Coordinator. This is required for Cisco Partner Incentive to receive payment notifications and process incentive payments. Partners who DO NOT earn rebates/incentives (such as non-transacting learning partners, advisors, or consultants) are exempt from this requirement. Follow the [assigning a Rebate Coordinator guide](#) for step-by-step instructions.

Partner Experience Platform (PXP)

To help you navigate your Partner Value Indexes, please click on the video (right) to view some examples designed to help you understand the qualification and post-launch periods.

Navigating Partner Value Indexes in PXP



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Partner Value Index overview

A flexible, value-focused framework

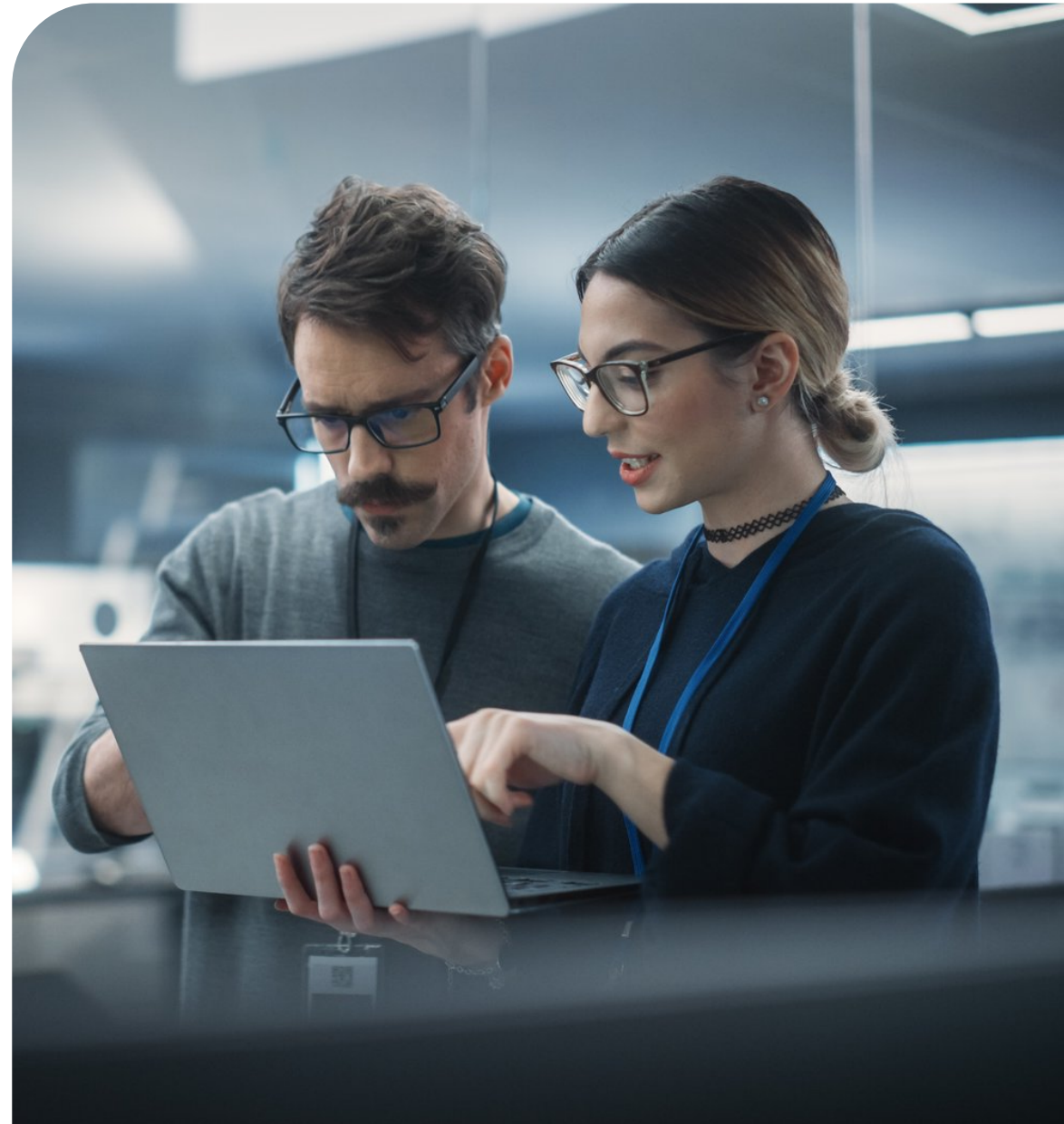
A simplified, holistic framework with more **targeted incentives and investments** that enable you to **accelerate growth**, wherever you are on your partner journey.

Cisco 360 Partner Program is:

- Aligned to Cisco's portfolios
- Inclusive of all the different ways you **contribute value to our customers**, while giving you **flexibility** to excel across multiple dimensions

“Sell” and “managed” are combined into a single transact motion; other non-transacting motions include “build” and “advise”.

*Measuring you on outcomes, not processes, with **rewards tailored to diverse business models**.*



Partner Value Index

The Partner Value Indexes cover Cisco's portfolios. While the value indexes will initially focus on transacting resellers and managed service providers, we will evolve to include the broader ecosystem (e.g. Distributors, ISVs, System Integrators, Developers, and Advisors). We will continue to provide resources to help you understand how to build and expand your practice based on the value indexes. Initially, the value indexes will utilize existing metrics, then evolve as we continue to align with Cisco sales metrics such as new customer acquisition. We will provide ample notice of any evolution of metrics.

Outcome-based metrics across four categories

- **Foundational:** Practice maturity for lifecycle as well as managed services
- **Capabilities:** Investment in technical skills, training, and resourcing in line with each portfolio
- **Performance:** Ability to land, retain, expand, and grow the customer base within each portfolio
- **Engagement:** Engagement along the customer journey and within the partner ecosystem within each portfolio

Measuring your abilities to drive great customer outcomes, and giving you access to benefits like:

- Cisco Partner Incentive
- Customer-facing branding
- Non-financial benefits

A value index for each Cisco portfolio



Networking



**Cloud and AI
Infrastructure**



Security



Splunk



Collaboration



Services



**Mass-Scale
Infrastructure**



Developer



Advisor



Distributor*

*Coming soon

View metrics by portfolio

To review the metrics details and definitions, click on the PDF to the right to expand the view. You can also download the file.

To see your organization's Partner Value Indexes, visit [PXP](#).

Previews of the [Mass-Scale Infrastructure](#), [Developer](#) and [Advisor Partner Value Indexes](#) are available in PXP.

Click on the image below to expand metrics breakdown

Partner Value Index Metric Breakdowns



Updated May 11, 2026

Sections	
Networking	02
Cloud and AI Infrastructure	10
Security	19
Splunk	27
Collaboration	32
Services	40

Qualification Taxonomy

Pre-launch qualification period

The pre-launch qualification period was effective from August 2025–January 2026, to allow partners runway to prepare for launch and work toward their desired value index.

Qualification period

A six-month window (first or second half of Cisco's fiscal year) when a partner's performance is measured to set their eligibility for the next period.

Eligibility period

The six-month window that follows a qualification period, when a partner's highest applied value determines the benefits and designation they are eligible for.

Settlement period

The four-day window following each fiscal month when a partner's highest applied value calculation is finalized.

In-period eligibility period

The fiscal months within eligibility period following the fiscal month a partner achieves a higher value index that unlocks new designations and benefits.

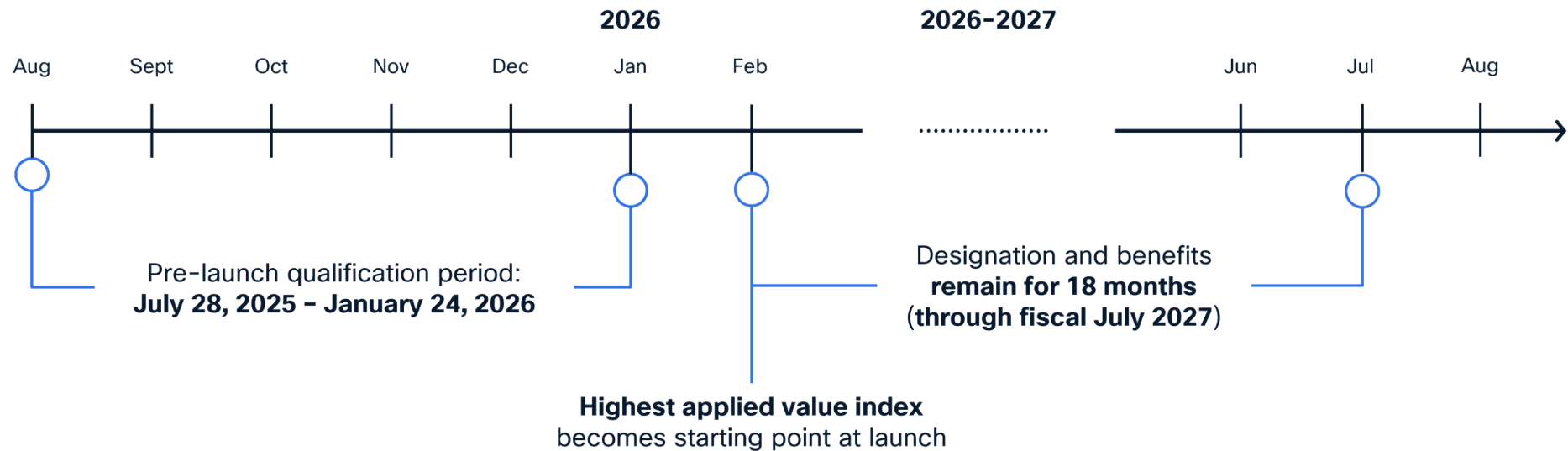
Achieved value index

The Partner Value Index a partner reaches for a fiscal month in a qualification period.

Highest applied value index

A partner's highest Partner Value Index reached in a qualification period. This value sets their eligibility for the next six-month eligibility period.

Timeline through Cisco's fiscal July 2027



Your highest value index achieved during the pre-launch qualification period set your starting point at launch.

Your Partner Value Indexes will be available in PXP at the end of each fiscal month, following a 4-day settlement period. The designation and benefits that you qualify for during this period will be protected for 18 months – a one-time extended runway – to allow plenty of time for transition into the new program. You can increase your value index and gain more benefits, but you will not lose any for 18 months, even if your index decreases.

[Learn how to navigate your Partner Value Index in PXP.](#)

Hub and spoke model

For partners spanning multiple countries

Hub and spoke model

For partners spanning multiple countries

The Cisco 360 Partner Program is better recognizing partner capabilities that support multiple countries from a Center of Excellence or Delivery Service Center. To help partners earn greater benefits through the Partner Value Index, we have flexible and fair hub and spoke model. This approach enables you to share best practices and capabilities from your organizational hub to all the countries you support, spokes.

How to become eligible

1. Achieve multi-country Intermediate or Expert level in Customer Success Practice Maturity *or* Intermediate or Expert Level in Managed Services Practice Maturity.
2. Specify your hub.
3. Demonstrate how you support your spokes.

How the model works

- Identify your hub (Center of Excellence) and demonstrate how it supports multiple countries (spokes).
- For Customer Success Practice Maturity: Leverage Intermediate or Expert practice maturity and undergo an audit to validate multi-country support.
- For Managed Services Practice Maturity: Intermediate or Expert levels also qualify.

Metric sharing and safeguards

- 50% of the value from the hub's Black Belt and Career Certification metrics is shared with spokes.
- Uplift is capped so that a spoke's metric never exceeds that of the hub.
- If a spoke's local metric is higher than the hub, the higher value is retained—never reduced.

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Minimum bookings threshold

Minimum bookings threshold

To ensure the Cisco 360 Program rewards partners who are committed to delivering exceptional customer value and sustained business growth, we are **establishing bookings thresholds** for the Performance and Engagement categories of the Partner Value Index.

This introduction reinforces that partners are not only **investing in and growing their Cisco business** but also **driving meaningful outcomes for customers**. Aligning recognition with both bookings growth and customer impact, emphasizes our commitment to supporting partners who deliver innovative solutions that help customers thrive in the AI era. If the below thresholds are not met, your Partner Value Index metric will be zero, regardless of the metrics scale.

Category	Metric	Measurement A	Measurement B	Portfolio(s)
Performance	TCV Growth Current month and previous 11 months	\$US50K		Security, Networking, Cloud & AI Infrastructure, Collaboration
	ACV Growth Current month and previous 11 months	\$US25K		Security, Networking, Cloud & AI Infrastructure, Collaboration
	ACV Growth Current month and previous 11 months	\$US50K		Services
	Buying Program Pen % Current month and previous 11 months		\$US50K	Security, Networking, Cloud & AI Infrastructure

Open full table in browser:

<https://ebooks.cisco.com/story/360-partner-program-partner-value-index-cisco-partner-incentive-metrics-guide/page/5/1>

T-shirt sizing

Metrics aligned to bookings

T-shirt sizing model

T-shirt sizing is a strategic framework designed to classify partner performance into standardized bands—ranging from Extra Small to Extra Large—to ensure evaluations are transparent and accurately aligned with a partner's scale and capabilities.

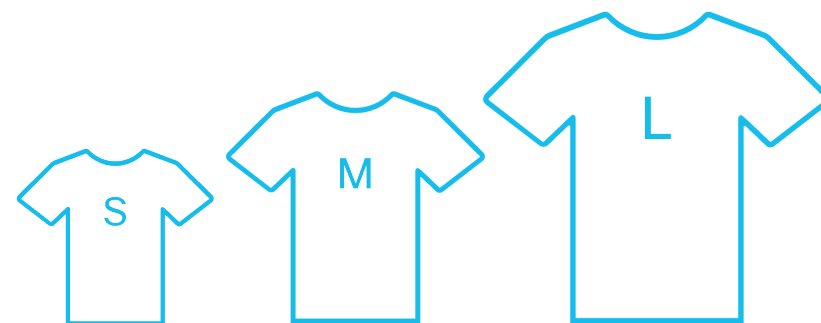
What are the different bands and how are they determined?

- Band is determined by **TCV bookings for each specific portfolio** per **BE GEO ID**
- Band is **evaluated every 6 months** aligned to Qualification Period/Cisco fiscal halves
- TCV bookings are based on **prior 12 closed fiscal months**

Size	TCV Bookings per portfolio
XS	≤1.99M
S	≥2M - 9.99M
M	≥10M - 24.99M
L	≥25M - 99.99M
XL	≥100M

What metrics will t-shirt sizing be applied to?

- **Capabilities:** Black Belt, Career Certifications
- **Performance:** ACV Growth, TCV Growth, Premium Services Penetration
- **Engagement:** On-time Renewal



Cisco Partner Incentive



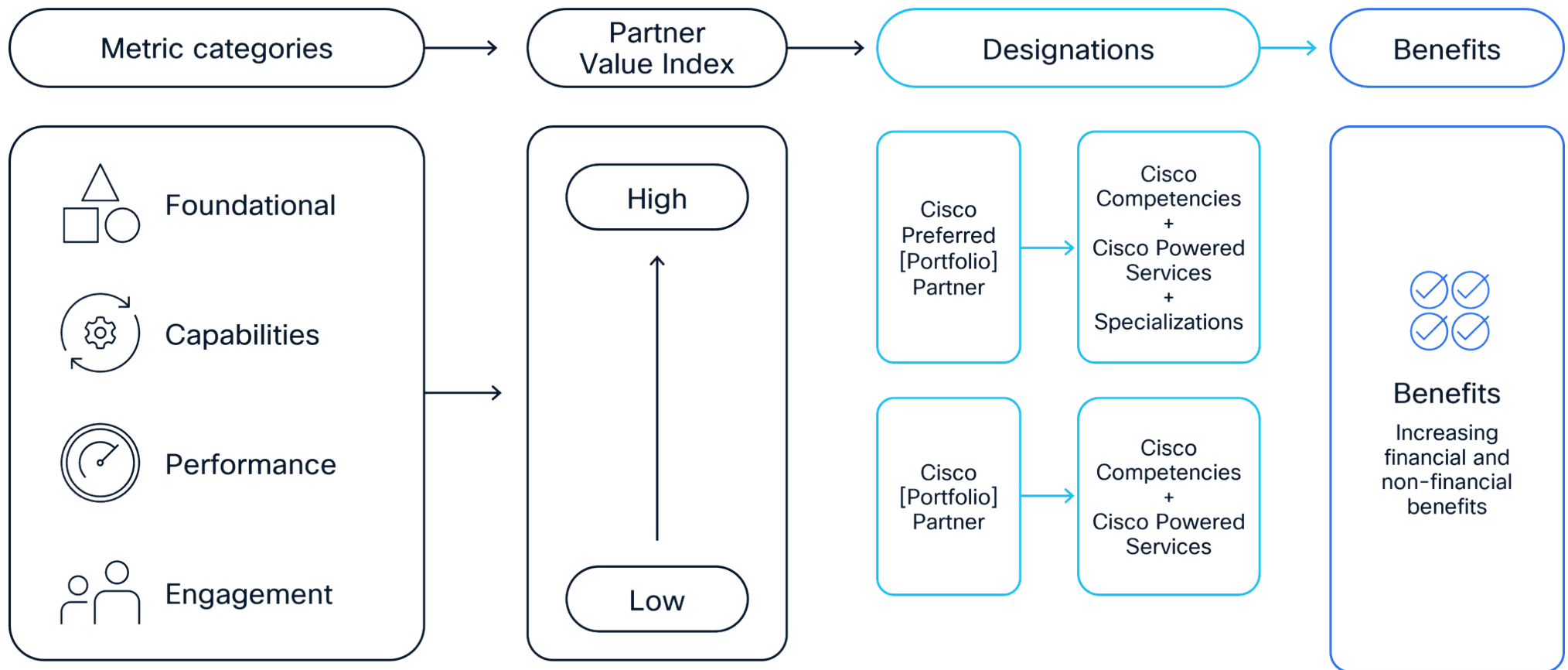
Cisco Partner Incentive

We are in a new era of partner profitability with the Cisco Partner Incentive, designed to support your success as we continue our strategic shift toward software and service-based offerings.

This unified incentive aligns with Cisco's shift toward software and service-based offerings and will reward you with rebates to **drive predictable and profitable growth** across landing, adopting, expanding and renewing hardware, software, and services.

The Cisco Partner Incentive metrics align with Cisco metrics, including TCV, ACV, and Adoption metrics. These partner metrics will continue to evolve in alignment with Cisco seller metrics to foster collaboration and synergies. Your ACV metrics are now available in PXP.

The Cisco 360 Partner Program



Cisco Partner Incentive overview

One incentive



Three areas of focus

Non-recurring offers

Recurring offers

Customer value



Metrics to drive growth

Total Contract Value (TCV)

Annual Contract Value (ACV) growth

Software Adoption



Key benefits for partners

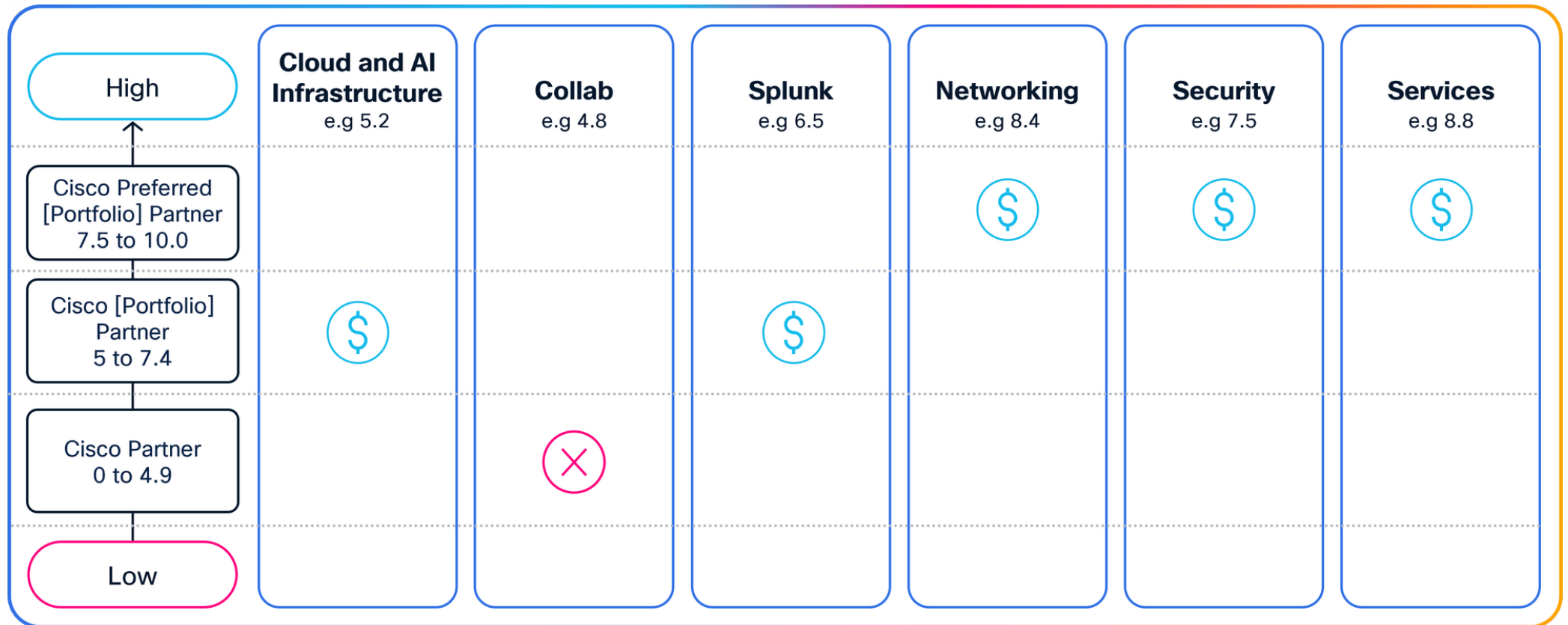
Predictable incentives

Better partner experience

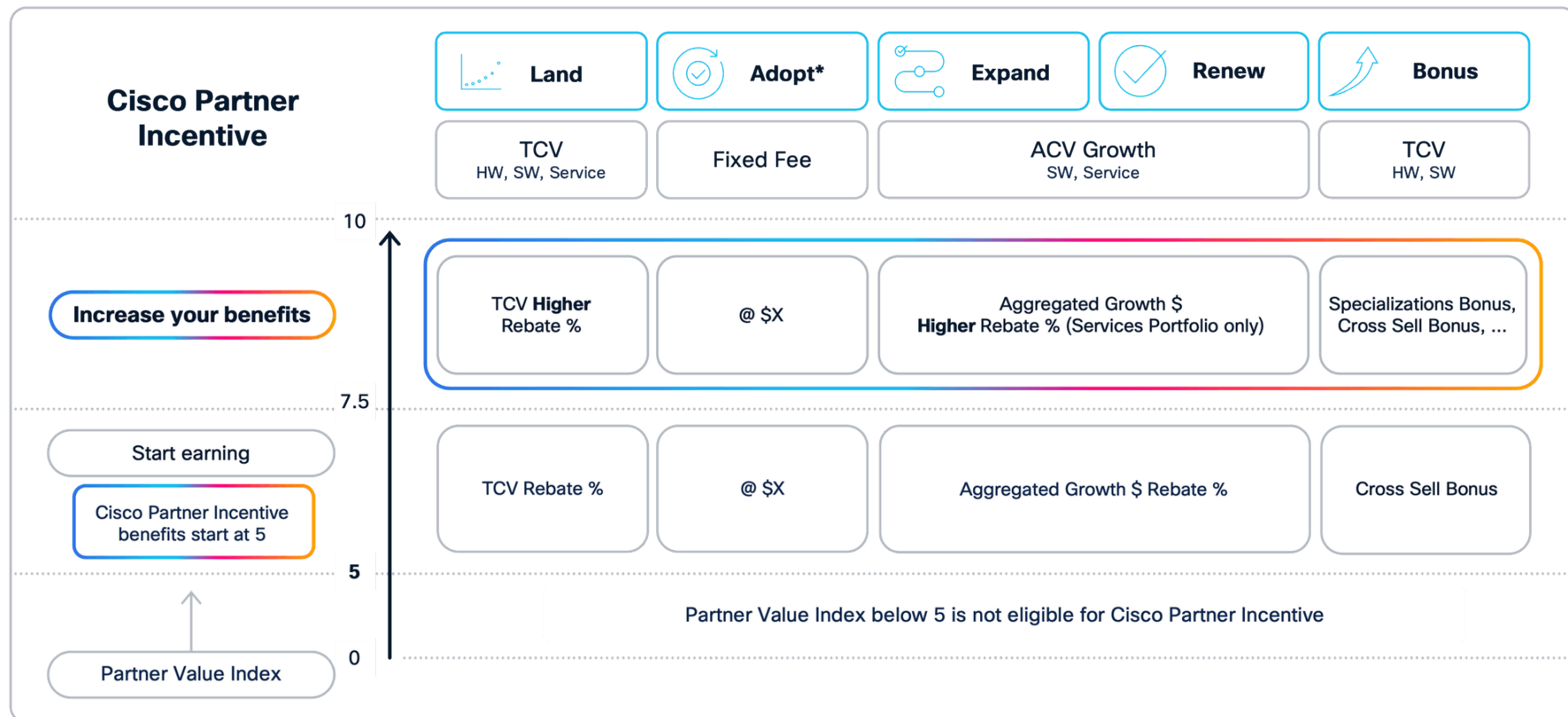
Accelerate customer value

Align to Cisco sellers

Portfolio-specific eligibility based on value index



Cisco Partner Incentive model



**To qualify for Cisco Partner Incentive Adopt activities, partners must hold either Intermediate or Expert level in Customer Success Practice Maturity.*

For a more detailed view of the incentive, review the [Cisco Partner Incentive Overview](#).

What's New – 1H FY27

- Many strategies and rates from 2H FY26 remain the same in 1H FY27, some updates were made to reflect the latest market conditions and latest Cisco strategies.
- Services and product incentives rebalancing continues to emphasize adoption, expansion, renewals, and cross-portfolio sales – our commitment to supporting your ongoing and predictable profitability remains unchanged.
- New Adopt Rebate Security use cases launched in Q1 FY27 and select use cases have sunset. See the [Adopt Earning Requirements](#) for details.
- The Growth Rebate was increased by 1% in the Networking, Security, Collaboration and Services portfolios.
- The Cross Sell Bonus for Preferred and Portfolio Partners was launched to reward expanding customers into net-new Cisco Business Entities. See [Quick Reference Guide](#).
- The +0.5% uplift for Specialization Bonus continues through 1H FY27.
- Extended Detection and Response (XDR) and Endpoint Detection and Response (EDR) SKUs are included in both Security and Splunk portfolios. For partners eligible in both portfolios, bookings are allocated according to the [precedence rules](#). See also [FAQs](#) for additional details.
- ACV metric calculations have been enhanced to better align to industry standards, improve accuracy, and harmonize definitions across our Cisco and Splunk business.
- Following the initial launch phase of the Cisco Partner Incentive, operational details (like rebate calculations, expanded growth rebate explanations, etc.) have been moved from this Overview to the [Operations Guide](#).



Bonuses

Cross Sell Bonus

This bonus is designed for Cisco Preferred Partners to be rewarded for opening new technology opportunities, increasing their strategic footprint with each customer, and delivering true customer business outcomes.

Bonus requirements

Preferred or Portfolio Partner for BE mapped to the Portfolio

New BE Deal* for end customer

Bonus payout rate

+2% Rebate**

Preferred Partner

+1% Rebate**

Portfolio Partner

* Customer has not purchased that business entity in last 3 years and has no active subscription in last 3 years

** Paid only on 1st deal for that BE

Operational structure

Preferred Partners (7.5+)

Component		Networking				Security		Cloud and AI Infrastructure			Collaboration			Splunk			Mass-Scale Infrastructure**		
Land (New and Renew TCV)	Base Rebate	8% 5% 3% 2%				6% 2%		7% 5% 3%			10% (+5%)* 5% 3%			6% 4% 2%			10% 6% 5%		
	Specialization Bonus	Secure Networking (+1%) (+0.5%)*																	
								Secure AI Infrastructure (+1%) (+0.5%)*			-			-			-		
	Cross Sell Bonus							+1.5% for Security if both (+0.5%)*											
		2% for expanding customers into net-new Cisco Business Entities																	
Adopt (Telemetry or Exception Process)		See Lifecycle Stage Payouts in Terms and Rules																	
Growth (ACV)		4%				4%		4%			4%			4%			1%		

*1H FY27 Accelerators on "AI Agent and AI Assistant" in Collaboration and Specialization Bonuses
**Until Mass-Scale Infrastructure Partner Value Index is available, eligibility is based on specializations

Portfolio Partners (5.0 to 7.49)

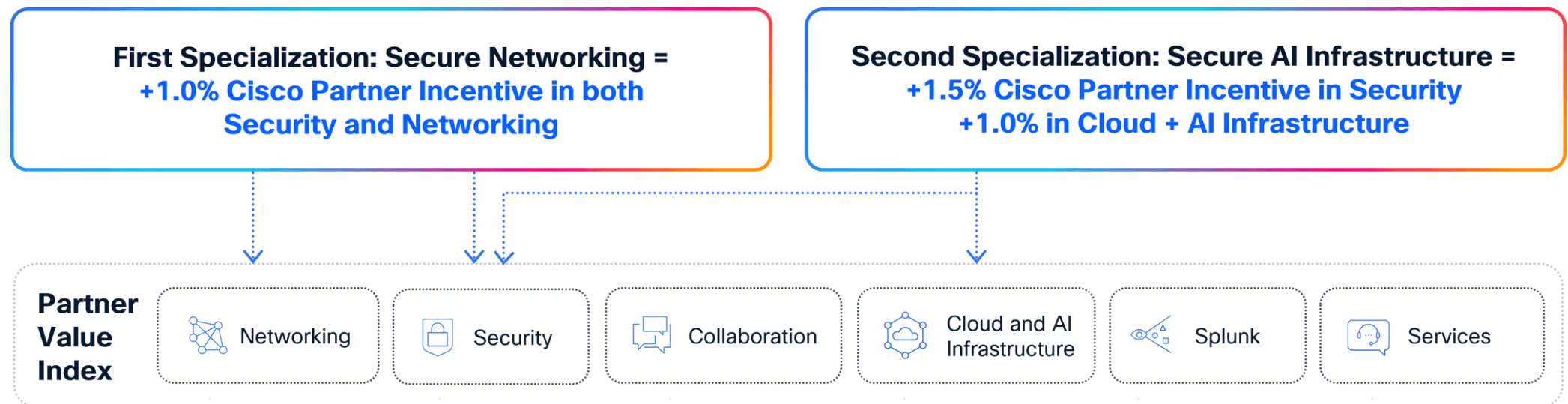
Component		Networking	Security	Cloud and AI Infrastructure	Collaboration	Splunk	Mass-Scale Infrastructure**
Land (New and Renew TCV)	Base Rebate	2% 1%	2%	3% 2%	3%	2% 1%	10% 6% 5%
	Cross Sell Bonus	1% for expanding customers into net-new Cisco Business Entities					2%
Adopt (Telemetry or Exception Process)		See Lifecycle Stage Payouts in Terms and Rules				-	-
Growth (ACV)		4%	4%	4%	4%	4%	1%



Cisco reserves the right to modify, amend, or update the rate at any time, at its sole discretion, without prior notice.

Specialization Bonus

Earn an **additional 1% rebate**—on top of the Cisco Partner Incentive Land rebate—when you hold a Specialization relevant to a specific portfolio. Cisco Preferred Partners holding two or more relevant specializations can earn up to a 1.5% rebate. This bonus applies to all products within the covered portfolio, further incentivizing advanced expertise and portfolio growth.



Cisco Partner Incentive accelerators

Available 1H FY27

[Learn more](#)

The accelerators provide a temporary increase, ranging from 0.5% to 5%, to enhance partner earning opportunities in alignment with AI-ready Data Centers, Future-Proofed Workplaces, and Webex AI solutions.



AI-ready Data Centers

**Secure Networking and
Secure AI Infrastructure
specialization bonuses**
(+0.5%)

1% → 1.5%
(one specialization)

1.5% → 2.0%
(both specializations)



Future-proofed Workplaces

Collaboration

10% → 15%
AI Agent and AI Assistant
(+5.0%)

Cisco Partner Incentive Estimator



Cisco Partner Incentive Estimator

Welcome to the **Cisco Partner Incentive Estimator**, your interactive guide for maximizing growth and rewards with Cisco 360. If you have historical data with Cisco, this guide is designed to help you plan for the launch of the Cisco Partner Incentive program by modeling your potential earnings, exploring various scenarios, and uncovering new opportunities.

What is the Cisco Partner Incentive Estimator guide?

You can access this interactive analytical guide from PXP, where it leverages your past performance to provide an estimate of potential earnings within the Cisco Partner Incentive framework.

The guide features adjustable fields that allow you to evaluate different scenarios, so you can effectively model key changes—such as increasing your value index, growing your business, or boosting software adoption—and see their potential impact.

The Cisco Partner Incentive Estimator is not a calculator, but rather a planning guide to help you visualize and strategize for the launch of the Cisco Partner Incentive program.

Cisco Partner Incentive Estimator

Features and Benefits

Key Features

- **Personalized Earnings Modeling:** Get tailored projections based on your historical data.
- **Scenario Exploration:** Test “what if” situations to see how changes in your business can drive different outcomes.
- **Opportunity Discovery:** Identify areas within Cisco 360 where you can enhance your performance and rewards.
- **Actionable Insights:** Receive recommendations to help you maximize your incentives.

Benefits

- **Increased Transparency:** Clearly understand how incentives are calculated and what actions impact your earnings.
- **Strategic Planning:** Empower your team to make data-driven decisions.
- **Maximized Rewards:** Discover pathways to higher profitability and growth.

Resources

Support

- Questions and feedback can be sent to:
askpartnerprogram@cisco.com.
- For support related questions, please refer to the [Customer Service Hub](#) and search for Cisco Partner Incentive Support, then Click “Open a Case.”

Frequently Asked Questions

- [Frequently Asked Questions \(FAQs\)](#)

Eligible Offers List

- [Download list](#) for eligible hardware, software, and service offers that will qualify for the new Cisco Partner Incentive.

Webinars

- [Attend upcoming webinars and listen to recordings](#)

eBooks

- [Cisco 360 Partner Program](#)

Accessing the Estimator

Quick Reference Guide

- Reference the [Quick Reference Guide](#) for instructions on how to access the [Cisco Partner Incentive Estimator guide from PXP](#).
- For the best experience within the Estimator, it is recommended that you use the browser **Google Chrome** (latest official release).

Overview Video

- [Learn how](#) the Estimator analyzes your history, to reveal strategies to boost your potential.

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Partner support and resources

Dedicated support resources

We are committed to supporting you through this evolution and encourage you to engage with your Cisco contact. Distributors will also be available to help enable and support their partners throughout the transition. And, we have a special team of program transition experts available to assist you in navigating these changes. For any questions, or to provide feedback, [please reach out](#).

The Cisco Partner Program is evolving to accelerate the value exchange with partners and better address the needs of our joint customers in today's highly competitive market. Join one of these sessions to hear an overview of the new Cisco 360 Partner Program, including a deeper dive into the Partner Value Indexes.

- [Register for an upcoming webinar](#)

- [View previous session recordings >](#)

Partner enablement

Take advantage of the [Partner Learning Journeys](#) in SalesConnect, integrating training content and resources from Black Belt Academy, Cisco Xpert, Partner Interactive Webinars, dCloud labs, instructor-led training from Cisco U., and more. These journeys are focused on the core knowledge and skills you'll need to effectively sell, design, and deploy Cisco solutions across each portfolio.

We also strongly encourage you to leverage the new [PXP Black Belt Academy learning maps](#) for on-demand training focused on PXP functionality, including profitability calculations and modeling support, that will be made available as we progress on this journey and additional value indices become available.

Guides

General program

- Have more questions? Review the [Cisco 360 Partner Program FAQ](#).
- View the [Partner Value Index and Cisco Partner Incentive metrics guide](#) for details on the metrics definitions and calculations.
- Explore the list of [eligible Black Belt trainings](#) that contribute to the value indexes.
- View the list of [Career Certifications](#) that contribute to the value indexes.
- View the list of [Splunk Badges](#) that contribute to the Splunk Value Index.
- Can't access Partner Experience Platform (PXP)? Request access from your [Partner Self Service \(PSS\) Administrator](#).
- Learn how to optimize performance with the [Cisco Partner Incentive dashboards user guide](#).
- If you work with a distributor, provide your distributor access [Distributor Partner View \(DPV\)](#).

Partner Experience Platform (PXP)

To learn more about Partner Experience Platform (PXP) and how to access it, refer to the [Partner Value Index and Cisco Partner Incentive Metrics Guide](#).

Stay connected

Support

If you require support for access to Partner Value Indexes, Cisco Partner Incentive dashboards, or experience system and data issues, please open a case via the [Customer Service Hub](#). For detailed instructions on how to open a case for 360 Partner Program support, [reference this guide](#).

Program notifications

View all program notifications to make sure you are aware of any critical changes and updates to roles, specializations, and incentives. Subscribe to automatically receive notifications; you choose the frequency and topics.

- [View program notifications](#)
- [Subscribe to notifications](#)

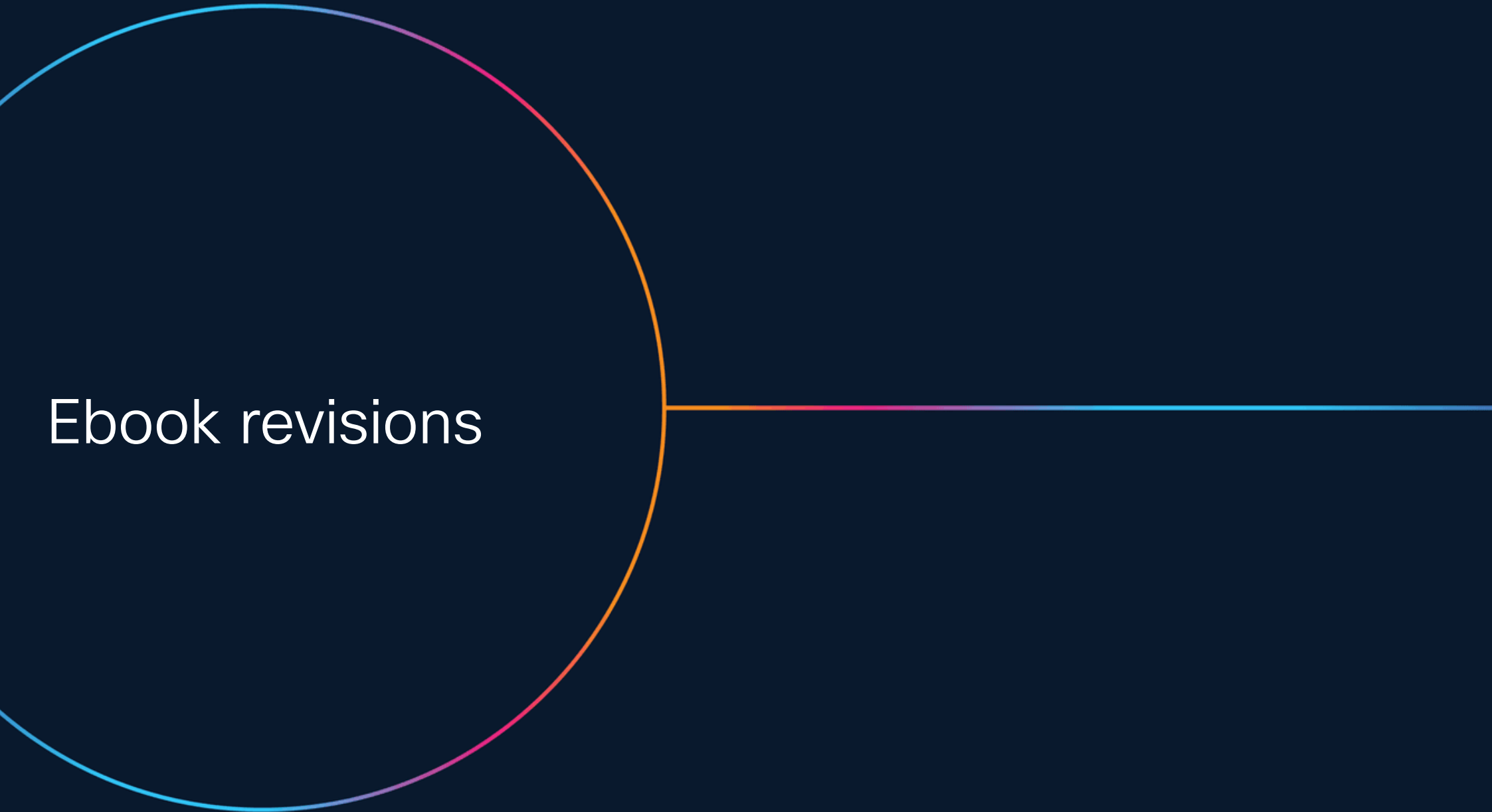
Questions and feedback

Have more questions? Review the [Cisco 360 Partner Program FAQ](#) document. If you need more help or have feedback, reach out to your Partner Account Manager or Distributor or [send us an inquiry](#).

Email communications

Visit Partner Self Service (PSS) to view or update your email settings. In PSS, select 'My Profile', then 'update basic information' to ensure your email address is correct. Finally, navigate to 'Cisco Communications' to update your preferences.

- [Go to Partner Self Service \(PSS\)](#)
- [View the PSS user guide \(page 12\) for instructions](#)

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Ebook revisions

Revision log

Date	Ch, Page #	Change
3/20/2026	T-Shirt Sizing, pg 1	• Revision: Updated stats in t-shirt sizing range table
	Partner Value Index Overview, pg 3	• Revision: Updated metrics breakdown document
4/6/2026	Partner Value Index Overview, pg 3	• Revision: Updated metrics breakdown document
4/13/2026	Partner Value Index Overview, pg 3	• Revision: Updated metrics breakdown document
4/27/2026	Cisco Partner Incentive Overview, pg 10/11	• Revision: Updated the Services tier names.
5/05/2026	Partner Value Index Overview, pg 3	• Revision: Updated metrics breakdown document
	Minimum bookings threshold, pg 1	• Revision: Revised text in upper section
	Cisco Partner Incentive, pg 6	• Revision: Added
Open full table in browser: https://ebooks.cisco.com/story/360-partner-program-partner-value-index-cisco-partner-incentive-metrics-guide/page/9/1		
	Partner Value Index Overview	

Thank you for reading

Partner Value Index and Cisco Partner Incentive Overview

