



# FY26Q2 Promotions Summary

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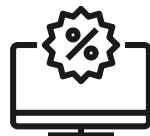
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# Cross-Architecture

## Fast Track Initiative Promotion

Always On, upfront discount in selected Products

## EMEA Automated Pricing Discount Promotion

Offers up to **10%** discount on selected SKUs for SMBs



## Customer Assessment Incentive

Earn **US\$7,500** per assessment for deals over US\$250K list

## Networking Academy Promotion

Up to 78% discount on product and 67% on service for Cisco Networking Academy equipment

## Cisco Provider Pricing

Predictable discounts for Managed Service Providers

# Fast Track Initiative Promotion

Always On, upfront discount in selected Products

## Architecture

Cross-Architecture

## How to apply it

CCW Deal/Quick Quote or System (Acop)

## Dates Available

Until Jan 24, 2026

## Eligible Partners

All

## Q Highlights

- CW9171 and CW9174 up to 61%
- Room Bar Pro now included at 65%
- Selected C9105 up to 69%
- MS210 & MS225 up to 68% HW and 64% SW

## Promotion Info

[Fast Track Site](#)

## Products included

[Q2FY26 Fast Track SKU List](#)

# EMEA Automated Pricing Discount Promotion

Offers up to **10%** discount on selected SKUs for SMBs

## Architecture

Cross-Architecture

## How to apply it

CCW Deal/Quick Quote

## Dates Available

Until Jul 25, 2026

## Eligible Partners

All

## Account opportunity

SMB and Mid-Market

## Other Limitations

None

## Promotion Info

[EMEA Automated Pricing Discount](#)

## Products included

[EMEA SMB APD SKU List](#)  
[EMEA Mid Market APD SKU List](#)

# Customer Assessment Incentive

Earn **US\$7,500** per assessment for deals over US\$250K list

## Architecture

Cross-Architecture

## How to apply it

SIRE

## Dates Available

Until Jul 25, 2026

## Eligible Partners

Select and above Certification with at least one of the required specializations either for Security, Networking, Collaboration or AI

## Account opportunity

All excl Public Sector

## Other Limitations

Max 15 active submissions, partner must have booked >\$400K during previous Cisco FY

## Promotion Info

[Customer Assessment Incentive eBook](#)  
[Customer Assessment Incentive T&Cs](#)  
[Customer Assessment Incentive Ops Guide](#)

## Products included

Security, Networking, Collaboration and AI

# Networking Academy Promotion

Up to 78% discount on product and 67% on service for Cisco Networking Academy equipment

## Architecture

Cross-Architecture

## How to apply it

CCW Deal

## Dates Available

Ongoing

## Eligible Partners

All Registered Partners

## Account opportunity

Currently active Cisco Networking Academy

## Other Limitations

None

## Promotion Info

[Networking Academy Promotion Page](#)  
[EMEA NetAcad Promotion Guide](#)

## Products included

[NetAcad Promotion Ordering Guide](#)

# Cisco Provider Pricing

Predictable discounts for Managed Service Providers

## Architecture

Cross-Architecture

## How to apply it

CCW Deal with Intended use as Managed Service

## Dates Available

Ongoing

## Eligible Partners

Select, Premier or Gold Providers

## Account opportunity

All

## Other Limitations

None

## Promotion Info

[Cisco Provider Role Guide](#) (Section 3)

## Products included

[Cisco Provider Role Guide](#) (Pages 3-2 to 3-6)





# Enterprise Networking

## Enhance your Wireless Experience

Up to **85%** discount on MR36 and CW9162 bundled with 5Yr license



## Cisco Business Fast Track Promotion

Always On, upfront discount in SMB Products

## Wireless Hardware Refresh

From **60 to 72%** off on Wifi Hardware

## Future-Proof with the Full Stack Offer

From **20 to 25%** additional discount when different products are bundled

## Cisco Education Advantage

Extra discounts for K12 Customers

## SMB and Mid-Market Offer

From **65%** discount on low-end products to SMB and Mid-Market



## Secure your Future

Up to **78%** off on variety of Secure WAN products

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# Enhance your Wireless Experience

Up to **85%** discount on MR36 and CW9162 bundled with 5Yr license

## Architecture

Enterprise Networking

## How to apply it

CCW Deal (not Quick Quote)

## Dates Available

Until Jan 24, 2026

## Eligible Partners

All

## Account opportunity

Mid-Market and SMB

## Other Limitations

None

## Promotion Info

[Networking FY26 Offers & Promotions](#)  
[Enhance your Wireless Experience Flyer](#)

## Products included

CW-AP-Lite and CW-AP-Pro

# Cisco Business Fast Track Promotion

Always On, upfront discount in SMB Products

## Architecture

Enterprise Networking

## How to apply it

CCW Deal/Quick Quote or System (Acop)

## Dates Available

Until Jan 24, 2026

## Eligible Partners

All

## Account opportunity

All

## Other Limitations

None

## Promotion Info

[Fast Track Site](#)

## Products included

[Q2FY26 Cisco Business Fast Track SKU List](#)

# Wireless Hardware Refresh

From **60 to 72%** off on Wifi Hardware

## Architecture

Enterprise Networking

## How to apply it

CCW Deal/Quick Quote

## Dates Available

Until Jan 24, 2026

## Eligible Partners

All

## Account opportunity

All

## Other Limitations

50 units per order

## Promotion Info

[Wi-Fi Hardware Refresh FAQ](#)

## Products included

MR36	MR76	CW917x
MR44	MR57	CW9172
MR46	CW916x	CW9100

# Future-Proof with the Full Stack Offer

From **20 to 25%** additional discount when different products are bundled

## Architecture

Enterprise Networking

## How to apply it

CCW Deal/Quick Quote

## Dates Available

Until Jan 24, 2026

## Eligible Partners

All

## Account opportunity

All

## Other Limitations

None

## Promotion Info

[Future-Proof with the Full Stack Offer FAQ](#)

## Products included

Switching, Wireless, Routing and Software related products

# Meraki Education Advantage Pricing

Extra discounts for K12 Customers

## Architecture

Enterprise Networking

## How to apply it

CCW Deal/Quick Quote

## Dates Available

Until Jan 24, 2026

## Eligible Partners

All

## Account opportunity

K-12 Customers

## Other Limitations

Rep must approve discount by confirming customer qualifies

## Promotion Info

[Meraki Education Advantage Pricing FAQ](#)

## Products included

Hardware: MS, MR, MX, MT, MG  
5Y LIC: SM, MI  
5Y + 7Y LIC: MS, MR, MX, MV, MT, MG  
10Y LIC: MS, MR, MX, MV, MT, MG

# SMB and Mid-Market Offer

From **65%** discount on low-end products to SMB and Mid-Market

## Architecture

Enterprise Networking

## How to apply it

CCW Deal/Quick Quote

## Dates Available

Until Jan 24, 2026

## Eligible Partners

All

## Account opportunity

Mid-Market and SMB

## Other Limitations

At least to eligible families have to be included in the CCW deal

## Promotion Info

[SMB and mid-Market Offer FAQ](#)

## Products included

C9200L/L-M	CW9172H/I	MX68
MS130	MR36	MX75
MS150	MX67	

# Secure Your Future

Up to **78%** off on variety of Secure WAN products

## Architecture

Enterprise Networking

## How to apply it

CCW Deal/Quick Quote

## Dates Available

Until Jan 24, 2026

## Eligible Partners

All

## Account opportunity

SMB & Commercial

## Other Limitations

Deal sizes <\$150K list

## Promotion Info

[Secure Your Future FAQ](#)

## Products included

MX67/68/75/85  
MX SEC/SDW 3Y+ SW & All SECCON SW





# Security

## Cisco Targeted Competitive Secure Access Promotion

**80%** discount on Secure Access, **55%** discount on User Protection Suite

## Targeted Competitive Firewall Promotion

**85%** flat discount on HW/SW, **68%** on Services

## DUO on NFR

Get up to **100%** discount on software

## Duo New Logo Partner Promo

Up to **45%** Discount

## Firewall Loyalty Discount

**80%** flat discount on HW/SW and **67%** on Solution Support



## Cisco XDR Discount for Customer Trials

Up to **80%** flat discount on XDR subscriptions

## Secure the NOC with XDR Promotion

Up to **80%** flat discount on XDR subscriptions with or for Meraki MX

## Hybrid Mesh Cloud Suite Promotion

Up to **80%** flat discount on firewalls when purchasing Cloud Protection Suite

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# Cisco Targeted Competitive Secure Access Promotion

80% discount on Secure Access, 55% discount on User Protection Suite

## Architecture

Security

## How to apply it

CCW Deal + Hunting and Teaming only

## Dates Available

Until Jul 25, 2026

## Eligible Partners

All

## Account opportunity

End-Customer must be Identified by Cisco as an eligible competitor customer

## Other Limitations

Enhanced or Premium Support, 250 user minimum, 3-year term, Secure Private Access required

## Promotion Info

[Targeted Competitive Secure Access Promotion](#)

## Products included

SA-SPA-ESS-K9

SA-SIA-ESS-K9

SA-SPA-ADV-K9

SA-SIA-ADV-K9

# Targeted Competitive Firewall Promotion

85% flat discount on HW/SW, 68% on Services

## Architecture

Security

## How to apply it

CCW Deal/Quick Quote

## Dates Available

Until Jul 25, 2026

## Eligible Partners

Select and above Certification

## Account opportunity

End-Customer must not have purchased Cisco Firewall in last 24 months in an amount greater than 25K and must be Identified by Cisco to have an eligible competitor Install Base

## Other Limitations

HW, SW and Services must be purchased together

## Promotion Info

[Targeted Competitive Firewall Promotion](#)  
[Targeted Competitive Firewall Promo FAQ](#)

## Products included

Firepower

# DUO on NFR

Get up to **100%** discount on software

## Architecture

Security

## How to apply it

CCW Deal

## Dates Available

Until Jul 25, 2026

## Eligible Partners

Select and above Certification

## Account opportunity

All

## Other Limitations

50 licenses max

## Promotion Info

[Not For Resale eBook](#)  
[Not For Resale Terms and Rules](#)

## Products included

[Product ID \(PID\) List](#)

# Duo New Logo Partner Promo

Up to **45%** Discount

## Architecture

Security

## How to apply it

CCW Deal

## Dates Available

Until Jan 24, 2026

## Eligible Partners

Select and above Certification

## Account opportunity

Customer w/500+ user

## Other Limitations

New Logos and Duo Advantage and Premier editions only

## Promotion Info

[Duo New Logo Partner Promo](#)

## Products included

DUO-SUB-SEC

# Firewall Loyalty Discount

80% flat discount on HW/SW and 67% on Solution Support

## Architecture

Security

## How to apply it

CCW Deal, Hunting and teaming only

## Dates Available

Until Jul 25, 2026

## Eligible Partners

Select or above

## Account opportunity

End customer must possess an EOS Cisco Secure Firewall model (5506, 5508, 5516, 4110, 2100 Series, Gen2 4100, SM40/48/56)

## Other Limitations

- Minimum 3YR term on SW & Services
- Purchase of TMC license is mandatory

## Promotion Info

[Firewall Loyalty Discount FAQ](#)

## Products included

Secure FW 1200, 3100, 4200 Series + Min 3Y TMC Subscription, + Min 3Y Solution Support Service on HW

# Cisco XDR Discount for Customer Trials

Up to 80% flat discount on XDR subscriptions

## Architecture

Security

## How to apply it

CCW Deal, Hunting and teaming only

## Dates Available

Until Jan 24, 2026

## Eligible Partners

Registered & above Partner Certification

## Account opportunity

All

## Other Limitations

None

## Promotion Info

[Cisco XDR Discount for Customer Trials Page](#)

## Products included

XDR Essentials and Advantage

# Secure the NOC with XDR Promotion

Up to 80% flat discount on XDR subscriptions with or for Meraki MX

## Architecture

Security

## How to apply it

CCW Deal

## Dates Available

Until Jul 25, 2026

## Eligible Partners

Select & above Partner Certification

## Account opportunity

Customer must possess Meraki (MX) Install Base or purchase Meraki (MX)

## Other Limitations

Min of 500 XDR sec users and max of 3000.  
3Yr or 5Yr subscription term.

## Promotion Info

[Secure the NOC with XDR Promotion](#)

## Products included

XDR Essentials and Advantage



# Hybrid Mesh Cloud Suite Promotion

Up to 80% flat discount on firewalls when purchasing Cloud Protection Suite

## Architecture

Security

## How to apply it

CCW Deal, Hunting and teaming only

## Dates Available

Until Jul 25, 2026

## Eligible Partners

Registered & above Partner Certification

## Account opportunity

All

## Other Limitations

Mandatory purchase: Firewall and TMC license, 3YR term on Cloud Protection Suite (at least 100 of Ess Gateway or 2500 Ess Segmentation), Firewall SW and Services.

## Promotion Info

[Hybrid Mesh Cloud Protection Suite Promotion](#)

## Products included

Cloud Protection Suite Essentials Gateway or Cloud Protection Suite Essentials Segmentation  
FPR31XX or FPR42XX  
TMC Licenses  
CDO/FTDv (Opt)



# Collaboration

## Collaboration Partner Discount

Simplified discount framework for faster Flex 3.0 deal approvals



## Activate the Workplace Promotion

Up to **76%** discount on selected devices for Cross-architecture opportunities

## NFR Collaboration SaaS Track

Provides the latest Cisco Collaboration Flex plan for internal usage, demo and lab purposes.

# Collaboration Partner Discount

Simplified discount framework for faster Flex 3.0 deals approvals

<b>Architecture</b> Collaboration	<b>How to apply it</b> CCW Deal
<b>Dates Available</b> Until Jul 25, 2026	<b>Eligible Partners</b> Registered & above Partner Certification
<b>Account opportunity</b> All	<b>Other Limitations</b> None
<b>Promotion Info</b> <a href="#">Collaboration Partner Discount Deck</a>	<b>Products included</b> <a href="#">SKU List</a>

# Activate the Workplace Promotion

Up to **76%** discount on selected devices for Cross-architecture opportunities

## Architecture

Collaboration

## How to apply it

CCW Deal

## Dates Available

Until Jul 25, 2026

## Eligible Partners

Registered & above Partner Certification

## Account opportunity

Competitive displacement scenarios and/or cross-sell opportunities for eligible products.

## Other Limitations

None

## Promotion Info

[Activate the Workplace Deck](#)

## Products included

[Activate the Workplace Deck](#) (page 5)

# NFR Collaboration SaaS Track

Provides the latest Cisco Collaboration Flex plan for internal usage, demo and lab purposes.

## Architecture

Collaboration

## How to apply it

CCW Deal

## Dates Available

Until Jul 25, 2026

## Eligible Partners

Select and above Certification

## Account opportunity

All

## Other Limitations

None

## Promotion Info

[NFR Collaboration SaaS Quick Guide](#)

[NFR Collaboration SaaS FAQ](#)

[NFR Collaboration SaaS Track Guide](#)

## Products included

[PID List](#)



# Cloud and AI

## CAI Go-WIN offer

Up to **60%** List Price reduction on GO-WIN Bundle, up to **70%** on Rack Servers



## Hybrid Cloud Computing Specialization Partner Promo

Up to **80%** discount on UCS Server Products for Specialized Partners

## Hyperconverged Infrastructure Partner

Up to **85%** discount on HCI Hardware for Specialized Partners

## Xccelerate Offer

HCI X-Series: Buy 2 Servers with Nutanix SW, get **2 free** Servers

## Refuse to Lose

Buy 3 nodes, get **1 free** customer offer for new M7 X-series HW and M7 rack servers

# CAI Go-WIN offer

Up to **60%** List Price reduction on GO-WIN Bundle, up to **70%** on Rack Servers

## Architecture

Cloud and AI

## How to apply it

CCW Deal or Quick Quote

## Dates Available

Until Jan 24, 2026

## Eligible Partners

Registered and above

## Account opportunity

All

## Other Limitations

None

## Promotion Info

[H1FY26 Compute Customer Offers](#)  
(page 3 and 13-23)

## Products included

GOWIN-DC

# Hybrid Cloud Computing Specialization Partner Promo

Up to **80%** discount on UCS Server Products for Specialized Partners

## Architecture

Cloud and AI

## How to apply it

CCW Deal + Hunting, Teaming and/or Account Breakaway

## Dates Available

Ongoing

## Eligible Partners

All Partners who achieve Hybrid Cloud Computing Solution Specialization

## Account opportunity

All

## Other Limitations

None

## Promotion Info

[Hybrid Cloud Computing Specialized Promo](#)  
[Hybrid Cloud Computing Specialized Promo Guide](#)

## Products included

Cisco UCS M7/M8 Server products



# Hyperconverged Infrastructure Partner

Up to **85%** discount on HCI Hardware for Specialized Partners

## Architecture

Cloud and AI

## How to apply it

CCW Deal

## Dates Available

Ongoing

## Eligible Partners

All Partners who meet designation eligibility requirements and elect to enroll are granted designation status.

## Account opportunity

Existing Hyperflex customers, existing Compute customers looking for a HCI solution, net new logos.

## Other Limitations

None

## Promotion Info

[Hyperconverged Infrastructure Partner Page](#)  
[Hyperconverge Infrastructure Partner Guide](#)

## Products included

Cisco HCI M7/M6 hardware

# Xccelerate Offer

HCI X-Series: Buy 2 Servers with Nutanix SW, get **2 free** Servers

## Architecture

Cloud and AI

## How to apply it

CCW Deal or Quick Quote

## Dates Available

Until Jan 24, 2026

## Eligible Partners

Registered and above

## Account opportunity

All

## Other Limitations

None

## Promotion Info

[H1FY26 Compute Customer Offers](#)

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[UCS X-Series M7 Xccelerate Offer Ordering Guide](#)

## Products included

UCSX-M7-XCCELERATE

# UCS M7 Refuse to Lose

Buy 3 nodes, get **1 free** customer offer for new M7 X-series HW and M7 rack servers

## Architecture

Cloud and AI

## How to apply it

CCW Deal or Quick Quote

## Dates Available

Until Jan 24, 2026

## Eligible Partners

Registered and above

## Account opportunity

All

## Other Limitations

None

## Promotion Info

[Cisco M7 Rack Refuse To Lose Offer Ordering Guide](#)  
[Cisco M7 X-Series Refuse To Lose Offer Ordering Guide](#)

## Products included

UCSC-R2L-OFFER  
UCSX-R2L-OFFER



# Lifecycle

## Longtail Services AutoQuote Renewals Promotion

Pre-approved additional 12% discount for Longtail Services Renewals



## Three-Year Multi-Year Services Promotion

Discounted pricing on 3-year multiyear service contracts

## Five-Year Multi-Year Services Promotion

Discounted pricing on 5-year multiyear service contracts

# Longtail Services AutoQuote Renewals Promotion

Pre-approved additional 12% discount for Longtail Services Renewals

## Architecture

Lifecycle

## How to apply it

Autoquote

## Dates Available

Until Jul 25, 2026

## Eligible Partners

All AutoQuote registered partners

## Account opportunity

Under US\$50K list price

## Other Limitations

Service coverage period: from 12 to 23 months

## Promotion Info

[Longtail Services AutoQuote Renewals Promo](#)  
[Longtail Services AutoQuote Renewals Promo Flyer](#)

## Products included

[Longtail Services AutoQuote Renewals Promo](#)  
[SKU List](#)

# Three-Year Multi-Year Services Promotion

Discounted pricing on 3-year multiyear service contracts

**Architecture**

Lifecycle

**How to apply it**

CCW Deal or Quick Quote

**Dates Available**

Until Jul 25, 2026

**Eligible Partners**

Registered and above

**Account opportunity**

All

**Other Limitations**

None

**Promotion Info**

[3 Year Multi Year Services Promotion](#)

**Products included**

[3 Year Multi Year Services Promo SKU List](#)

# Five-Year Multi-Year Services Promotion

Discounted pricing on 5-year multiyear service contracts

**Architecture**

Lifecycle

**How to apply it**

CCW Deal or Quick Quote

**Dates Available**

Until Jul 25, 2026

**Eligible Partners**

Registered and above

**Account opportunity**

All

**Other Limitations**

None

**Promotion Info**

[5 Year Multi Year Services Promotion](#)

**Products included**

[5 Year Multi Year Services Promo SKU List](#)

# Quarterly Promotions in focus

## Cross-Architecture

### Fast Track Stocking Promotion

Additional discount over Fast Track on C1200, C1300 families and Collaboration devices

## Enterprise Networking

### Enhance your Wireless Experience

Up to **85%** discount on MR36 and CW9162 bundled with 5Yr license

### SMB and Mid-Market Offer

From **65%** discount on low-end products to SMB and Mid-Market

## Security

### Firewall Loyalty Discount

**80%** flat discount on HW/SW and **67%** on Solution Support

## Collaboration

### Collaboration Partner Discount

Simplified discount framework for faster Flex 3.0 deal approvals

## Cloud and AI

### CAI Go-WIN offer

Up to **60%** List Price reduction on GO-WIN Bundle, up to **70%** on Rack Servers

## Lifecycle

### Longtail Services AutoQuote Renewals Promotion

Pre-approved additional 12% discount for Longtail Services Renewals





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