



FY26Q1 Promotions Summary

Rise & **Grow**

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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 Oct 25, 2025

Eligible Partners

All

Q Highlights

- Cisco Compute Memory from 72% to 77%
- Cisco Room Bar Pro increased to 65%
- Cisco Room Kit EQ is now included
- MX67W/C and MX68W/CW included at 60%

Promotion Info

[Fast Track Site](#)
[Compute Memory Flyer](#)

Products included

[Q1FY26 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



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 Oct 25, 2025

Eligible Partners

All

Account opportunity

All

Other Limitations

None

Promotion Info

[Fast Track Site](#)

Products included

[Q1FY26 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	



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

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

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

Webex Device Cloud Promotion

Up to **79%** discount on selected devices



Competitor Transition Promotion

Up to **75%** discount on select Phones, Desk Cameras and Headsets

Flex 3.0 Provider Pricing

Up to **68%** discount on Flex 3.0 Offers for Managed Service deals

Flex 3.0 for Education

Up to **90%** discount on Flex 3.0 Offers for Education

NFR Collaboration SaaS Track

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

Webex Device Cloud Promotion

Up to **79%** discount on selected devices

Architecture

Collaboration

How to apply it

CCW Deal

Dates Available

Until Oct 25, 2025

Eligible Partners

Registered Partner

Account opportunity

All

Other Limitations

Cannot exceed qty of Webex users installed base (excluding Headsets)

Promotion Info

[Cisco Device Cloud Promotion Deck](#)

Products included

[Cisco Device Cloud Promotion Deck](#) (Page 4)

Competitor Transition Promotion

Up to **75%** discount on select Phones, Desk Cameras and Headsets

Architecture

Collaboration

How to apply it

CCW Deal

Dates Available

Until Jul 25, 2026

Eligible Partners

Registered Partners

Account opportunity

Transitioning customers from competitors to Cisco Calling, Contact Center, and Meetings solutions

Other Limitations

UK and EU Countries

Promotion Info

[FY26 Collaboration Promotions Overview](#) (from page 45)

Products included

[FY26 Collaboration Promotions Overview](#) (pages 46-50)

Flex 3.0 Provider Pricing

Up to **68%** discount on Flex 3.0 Offers for Managed Service deals

Architecture

Collaboration

How to apply it

CCW Deal

Dates Available

Until Jul 25, 2026

Eligible Partners

Gold and Premier Providers

Account opportunity

All

Other Limitations

None

Promotion Info

[FY26 Collaboration Promotions Overview](#)
(pages 17-27)

Products included

[FY26 Collaboration Promotions Overview](#)
(pages 24-27)

Flex 3.0 for Education

Up to **90%** discount on Flex 3.0 Offers for Education

Architecture

Collaboration

How to apply it

CCW Deal

Dates Available

Until Jul 25, 2026

Eligible Partners

All Collab SaaS Partners

Account opportunity

Education Customer

Other Limitations

None

Promotion Info

[FY25 Collaboration Promotions Overview](#)
(pages 28-37)

Products included

[FY25 Collaboration Promotions Overview](#)
(page 33)

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](#)

(page 7)

[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

EMEA Automated Pricing Discount Promotion

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

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

Targeted Competitive Firewall Promotion

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

Collaboration

Webex Device Cloud Promotion

Up to **79%** discount on selected devices

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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