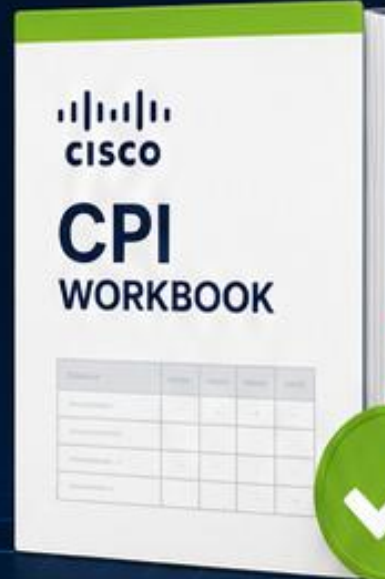




# Cisco CPI Just Changed Again – And It’s Doubling Down on Services and Adopt



Cisco’s latest update to the Cisco Partner Incentives (CPI) workbook signals a clear focus: Services and Adopt.

## THE WORKBOOK DEFINES:



Eligible hardware, software, and services



Product IDs (PIDs) tied to those offers



General Service Programs (GSPs) they map to



Payout rates, including ACV Growth

## SERVICES: Simplified Structure, Same Economics

**What Changed**

PREVIOUSLY	NOW
• 26 columns	• 14 columns
• Rates split by Standard, Enhanced, Signature tiers	• Simplified to: <ul style="list-style-type: none"> <li>• Cisco Partner</li> <li>• Cisco Preferred Partner</li> <li>• By region</li> </ul>
• Broken out across regions and partner types	

- What Didn't Change**
- ✓ No changes to payout rates
  - ✓ No GSPs added or removed

**What This Means**

This is not a financial change—it’s an execution change. Cisco simplified how Services incentives are presented so partners can more easily:

- Align services to eligible GSPs
- Understand payout eligibility
- Operationalize incentives without unnecessary complexity

**The expectation hasn't changed—Services are still a core driver of CPI profitability.**

## ADOPT: ISE Expansion Creates New Incentive Path

- New Adopt Use Case**
- Identity Services Engine (ISE) → Network Access Control
- ✓ 872 new PIDs added
  - ✓ Includes ISE subscription licenses:
    - Apex
    - Base
    - Plus
    - Premier
  - ✓ Eligible for Adopt milestone payouts (Q4 FY26)
  - ✓ No existing Adopt PIDs removed

**What This Means**

This is a meaningful expansion of CPI into identity and access control adoption.

These PIDs now map into GSPs that qualify for Adopt incentives—meaning:

- Adoption activity tied to ISE can now generate payouts
- Lifecycle execution becomes directly monetizable

## PID-TO-GSP MAPPING: Quiet Change, Real Impact

- Same structure (large-scale dataset)
- Significant reassignment of PIDs across GSPs
- Increased workbook size reflects the scope of change

**Why This Matters**

GSP mappings determine:

- Which offers qualify for incentives
- How services attach to hardware/software
- How CPI payouts are calculated

**If your mappings are outdated:**

- Your eligibility assumptions may be wrong
- Your projected payouts may be off

**ACV GROWTH: Still a Core Lever**

No structural changes were made to ACV Growth payout rates, but they remain a key part of the CPI model. As Adopt expands (now including ISE), the ability to:

- Drive usage
- Expand footprint
- Increase contract value over time

...continues to directly impact profitability.

**WHAT DIDN'T CHANGE**

Collaboration, Networking, Security (outside of ISE Adopt expansion), Cloud & AI groupings, Splunk, Trust & Assurance, Mass-Scale Infrastructure, ACV Growth structure

This reinforces that Cisco is making targeted adjustments, not broad changes.

**THE BOTTOM LINE**

- Services remain foundational—now easier to align and execute
- Adopt continues to expand—ISE is now a monetizable lifecycle motion
- GSP mapping is critical—it determines what actually gets paid

**If your team is not aligning:**

PIDs → GSPs → Lifecycle actions

You're not fully capturing what CPI is designed to reward.

**TURN CPI CHANGES INTO PROFIT**

Netformx automatically maps PIDs to GSPs accurately, models CPI before the deal closes and tracks incentives across Land, Adopt, and Growth.

**REQUEST A DEMO**

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