Solution Brief: Position Yourself As a Trusted Advisor by Enabling Your Customers to Have AI-Ready and Secure Networks

Executive Summary

How Cisco Partners Can Drive Value with Strategic Network Assessments

As digital transformation accelerates, Cisco customers are facing rising pressure to strengthen network security and prepare for the demands of AI workloads. For Cisco Partners, this presents a timely opportunity to deliver enhanced value through comprehensive, insight-driven network assessments.

This solution paper explores how Partners can leverage network assessments to uncover vulnerabilities, validate infrastructure readiness for AI, and position themselves as trusted advisors—while also aligning with Cisco's evolving 360 strategy and unlocking incentive rewards.

The Challenge — Today's enterprise environments are being reshaped by two forces:

1. **The growing complexity of cybersecurity threats**
2. **The rising demand for AI infrastructure readiness**

Unfortunately, many customers:

- Lack clear visibility into their network's current security posture.
- Are unaware of how existing infrastructure may hinder AI adoption.
- Continue to operate with outdated or unsupported devices that create hidden risks.

At the same time, Partners are being asked by Cisco to deliver outcomes—not just transactions. This means taking a more strategic approach, one rooted in visibility, intelligence, and guidance.

The Solution — Strategic Network Assessments

Modern network assessments go far beyond basic device inventories or health checks. By evaluating key aspects of network health, Partners can surface actionable insights that drive customer outcomes and business growth.

Key Assessment Focus Areas:

- **Security Posture:** Uncover vulnerabilities, misconfigurations, outdated firmware, and compliance gaps.
- **AI Readiness:** Evaluate bandwidth, latency, segmentation, and Quality of Service (QoS) to support AI/ML traffic.
- **Technology Lifecycle:** Identify end-of-life (EoL) or end-of-support (EoS) equipment that limits future agility.
- **Performance Bottlenecks:** Reveal areas that hinder operations or growth potential.

Business Value for Cisco Partners

By offering these in-depth assessments, Cisco Partners can:

1. Elevate Customer Conversations

Shift from reactive support to strategic advisory services. Use assessment findings to discuss:

- Risk mitigation
- AI and digital transformation goals
- Long-term infrastructure planning

2. Deliver Actionable Insights

Provide clear, data-rich reports that translate technical complexity into understandable recommendations—helping customers prioritize.

3. Drive New Revenue Opportunities

Assessments naturally lead to:

- Hardware refreshes
- Software upgrades
- Security solution sales
- Advanced services and support

4. Build Long-Term Customer Loyalty

Become indispensable by helping customers proactively plan and modernize—solidifying your role in their journey. They don't have to do it all at once, but you can help them to plan for the evolution based on their priorities.

The Industry Opportunity

Cisco estimates that there is an over $43 billion opportunity in network refresh and modernization over the next five years—driven by the need to support AI, security, and digital transformation.

This compelling figure highlights how network assessments not only serve as a service offering but also unlocks a massive market opportunity for Partners to tap into while helping customers modernize their infrastructure.

Strategic Alignment with Cisco 360 and Incentives

Cisco's 360 Program emphasizes outcomes and deeper technical engagement. Strategic assessments support this goal directly.

Cisco is Rewarding Partner Efforts:

- **Customer Assessment Incentives:** Cisco offers $7,500 rewards for qualifying assessments across Networking, Security, Collaboration, and AI.
- **Value-Added Service Focus:** Cisco encourages Partners to evolve beyond traditional product sales by offering services that uncover infrastructure gaps and growth potential.

Network assessments are now more than a service—they're a **key enabler** of Cisco's strategic direction and customer success philosophy. Learn more about how Netformx Tools support Cisco 360 and impact PVI scores today to help you get ahead of the curve and increase your score prior to launch in February 2026.

Tools to Operationalize the Solution

To deliver strategic assessments efficiently and at scale, Partners can leverage tools like:

Netformx AssetXpert

- Automates network discovery across multi-vendor environments
- Enriches asset data with Cisco insights (EOX, PSIRTs, CCW)
- Identifies vulnerabilities, lifecycle risks, configuration issues and security gaps
- Generates comprehensive, customer-ready reports
- Enables **remote assessments in hours**, not days

These capabilities free engineering time and equip customer-facing teams with the data they need to guide impactful conversations.

Conclusion

The convergence of rising cybersecurity demands and the AI-driven future presents Cisco Partners with a pivotal opportunity. By delivering high-value network assessments, Partners can proactively guide customers through infrastructure modernization, position themselves as strategic advisors, and unlock Cisco incentive rewards.

In short, strategic assessments help Cisco Partners:

- Future-proof customer networks
- Accelerate business growth
- Strengthen customer trust and loyalty
- Align with Cisco 360 and maximize profitability

Next Steps

Ready to lead your customers into the AI-ready, secure future?

Contact us at sales@netformx.com to learn how Netformx tools can help you deliver smarter assessments and win with Cisco 360.

About Netformx

Netformx is the strategic engine Cisco Partners trust to maximize profitability from the first customer engagement through long-term renewals. Our solutions empower pre-sales teams, managed service providers, and post-sales teams to uncover opportunities, optimize incentives, and grow recurring revenue—whether in the final stretch of the Value Incentive Program (VIP) or in the new Cisco 360 Partner Program. While Cisco's Partner Experience Platform (PXP) shows you what your score is, Netformx shows you how to improve it—deal by deal, renewal by renewal.

As the Cisco ecosystem transitions to lifecycle-based rewards measured by the Partner Value Index (PVI) and Cisco Partner Incentive (CPI), Netformx tools such as AssetXpert, Pipeline Insight Tool (PIT), and ChannelXpert provide the intelligence and automation to drive LAER motions, defend incumbency, and expand wallet share. We turn Cisco program complexity into a competitive advantage, helping partners thrive in both today's and tomorrow's profitability models. Learn more at **netformx.com**

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