The Cisco AI Modernization Opportunity Program

Modernize Now. Win More

As customers' infrastructure ages, a significant opportunity is emerging for partners to refresh their installed base with modern, AI-ready and secure Cisco solutions. This is not just about replacing outdated technology—it's about unlocking new pipeline within existing accounts, expanding deal size, and positioning higher-value architectures across networking and security. Partners who proactively lead these refresh conversations can turn legacy environments into immediate revenue opportunities while helping customers prepare for AI-driven workloads and evolving security demands.

Why Join?

- **Grow Sales with a Strategic Refresh Motion:** Help your customers move away from aging infrastructure and prepare for AI, automation, and modern security threats. ✔

- **Drive New Pipeline:** Learn how to use Cisco PXP to identify your highest-propensity refresh opportunities. ✔

- **Differentiate with AI-Ready Messaging:** Position Cisco's networking solutions as secure, scalable, and built for AI. ✔

- **Activate Dormant Accounts:** Use lifecycle insights and fear-based messaging to spark action from legacy customers. ✔

- **Accelerate Sales:** Combine enablement, campaign assets, and Cisco-led support to move faster from lead to deal. ✔

Program Journey

The Cisco AI Modernization Opportunity Program

1 Generate Pipeline from your Cisco Installed Base

2 Discover Cisco Opportunities with PXP

3 Generate Demand with the Cisco Network Refresh Play

SIGN UP NOW

Featured Sessions

Generate Pipeline from your Cisco Installed Base ✔
Why legacy infrastructure is a liability—and how to turn it into pipeline.

Discover Cisco Opportunities with PXP ✔
Live demo and practical guidance.

Generate Demand with the Cisco Network Refresh Play ✔

Sessions Calendar

The Cisco AI Modernization Opportunity Program

APR 2026		
Generate Pipeline from your Cisco Installed Base 04/8/2026 | 12 p.m. – 1 p.m. ET	Discover Cisco Opportunities with PXP 04/14/2026 | 2 p.m. – 3 p.m. ET	Generate Demand with the Cisco Network Refresh Play 04/24/2026 | 12 p.m. – 1 p.m. ET

MAY 2026		
Generate Pipeline from your Cisco Installed Base 05/6/2026 | 2 p.m. – 3 p.m. ET	Discover Cisco Opportunities with PXP 05/13/2026 | 12 p.m. – 1 p.m. ET	Generate Demand with the Cisco Network Refresh Play 05/22/2026 | 12 p.m. – 1 p.m. ET

JUN 2026		
Generate Pipeline from your Cisco Installed Base 06/1/2026 | 2 p.m. – 3 p.m. ET	Discover Cisco Opportunities with PXP 06/10/2026 | 2 p.m. – 3 p.m. ET	Generate Demand with the Cisco Network Refresh Play 06/22/2026 | 2 p.m. – 3 p.m. ET

JUL 2026		
Generate Pipeline from your Cisco Installed Base 07/1/2026 | 2 p.m. – 3 p.m. ET	Discover Cisco Opportunities with PXP 07/15/2026 | 2 p.m. – 3 p.m. ET	Generate Demand with the Cisco Network Refresh Play 07/27/2026 | 2 p.m. – 3 p.m. ET

Ready to Activate Cisco Refresh Opportunities?   **SIGN UP NOW**