The Cisco AI Modernization Opportunity Program

Modernize Now. Win More

Legacy infrastructure is no longer just outdated—it's a liability. As AI adoption accelerates and security threats evolve, customers need networks that are ready for what's next. The Cisco Refresh Opportunity empowers you to lead strategic conversations around modernization, uncover aging infrastructure, and position Cisco's AI-ready, secure solutions to drive immediate pipeline and long-term value.

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. The Cisco Refresh Opportunity — Turning Aging Infrastructure into Pipeline
2. Uncover Your Propensity List — Leveraging PXP for Cisco Growth
3. Activating Cisco Refresh Demand with AI-Ready Messaging

SIGN UP NOW

Featured Sessions

The Cisco Modernization Opportunity:
Why legacy infrastructure is a liability—and how to turn it into pipeline.

Using Cisco PXP to Uncover Propensity Opportunities:
Live demo and practical guidance.

Activating Cisco refresh demand with AI-ready messaging

Sessions Calendar

The Cisco AI Modernization Opportunity Program

JAN 2026		
The Cisco Refresh Opportunity — Turning Aging Infrastructure into Pipeline **01/15/2026 | 2 p.m. – 3 p.m. ET**	Uncover Your Propensity List — Leveraging PXP for Cisco Growth **01/20/2026 | 12 p.m. – 1 p.m. ET**	Activating Cisco Refresh Demand with AI-Ready Messaging **01/28/2026 | 2 p.m. – 3 p.m. ET**
FEB 2026		
The Cisco Refresh Opportunity — Turning Aging Infrastructure into Pipeline **02/6/2026 | 11 a.m. – 12 p.m. ET**	Uncover Your Propensity List — Leveraging PXP for Cisco Growth **02/11/2026 | 11 a.m. – 12 p.m. ET**	Activating Cisco Refresh Demand with AI-Ready Messaging **02/23/2026 | 2 p.m. – 3 p.m. ET**
MAR 2026		
The Cisco Refresh Opportunity — Turning Aging Infrastructure into Pipeline **03/10/2026 | 11 a.m. – 12 p.m. ET**	Uncover Your Propensity List — Leveraging PXP for Cisco Growth **03/18/2026 | 2 p.m. – 3 p.m. ET**	Activating Cisco Refresh Demand with AI-Ready Messaging **03/24/2026 | 2 p.m. – 3 p.m. ET**

Ready to Activate Cisco Refresh Opportunities? SIGN UP NOW