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SALES GUIDE

Cisco Networking Disco

Grow business by future proofing customer workplaces with AI-ready Cisco



Take your first steps into the AI era and glow up your networking business with Ingram Micro

[Get started >](#)

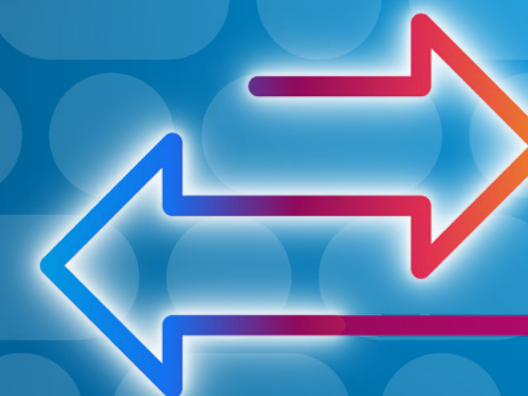
Don't miss a beat by modernizing networks with future-ready Cisco

81%

believe AI can improve operational efficiency¹

89%

consider technology to be important for business success²



Aging IT systems slow innovation, increase cybersecurity risk, and hide problems until they become business-critical issues.

With the pending Last Day of Support (LDoS) on selected Cisco switching contracts, you have the opportunity to capture new business with seamless cloud-management and secure connectivity and improved operational efficiencies.

¹ Techaisle SMB & Midmarket AI Adoption Trends

² Techaisle, SMB & Midmarket Priorities: Poised for a New Era

But refreshing with Cisco Switches is only your first step to unlocking AI-business.

- **Cyber Risk and Data Breaches**
- **Risking Operational Costs**
- **Compliance and Legal Exposure**
- **Inability to Support AI**

Evolve your AI-ready networking capabilities through smart IT investment to increase margins, generate recurring revenue streams, and drive long-term growth.

See what the future looks like with Cisco and Ingram Micro.

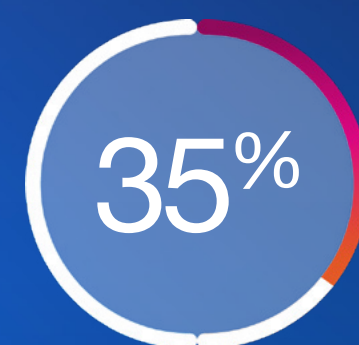


The call for the Cisco Disco ball



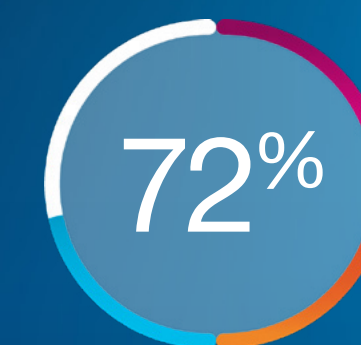
of organizations are planning significant IT infrastructure upgrades¹

Teams are realizing that compute power and network bandwidth aren't keeping pace with AI demands.



of IT teams report limited visibility across their entire infrastructure²

Without the right tools, IT teams believe they can't keep up with AI's evolving resource needs.



of IT and business leaders report rising cyber risks in 2024³

As AI applications grow, security vulnerabilities multiply and internal threats increase.

Customers understand they to reduce risk and protect their business infrastructure but fragmented and legacy systems, blind spots, and policy misalignment make that difficult, or even impossible.

Since IT teams are already stretched thin, there is little time to address new AI-based connectivity and security vulnerabilities.

¹ Cisco, Global Networking Trends Report, 2024

² Cisco, 2024 Global Networking Trends Report

³ The World Economic Forum, Global Cybersecurity Outlook, 2024

Stayin' alive with AI

Cisco's AI-enabled solutions turn existing infrastructure into a future-ready engine to move the needle further and faster.

Connect and protect the network from end-to-end, giving real-time insight, embed services and maximum customer value in their AI investment. You're not just selling hardware — you're enabling customers to achieve AI-driven business outcomes, and power your [Cisco 360 PVI score](#)!

Your transformation journey to align with your customers' goals

- Unlock AI Business
- Increased Margins
- Stay Competitive
- Help Reduce Risk
- Earn Recurring Revenue
- Nurture Customer Loyalty

AI Readiness Assessment

Being AI-ready requires combining six critical pillars – Strategy, Infrastructure, Data, Governance, Talent, and Culture. Use this tool to understand your customers level of AI readiness across each of these business pillars.

[Try it now >](#)


Infrastructure

Scale infrastructure to meet the increasing demands of AI workloads



Security

Secure the use of AI in organisations and across the AI stack



Data

Gain differentiated insights with visibility into data at scale across the network, security, applications and the business



AI-Powered Software

Unlock new levels of productivity for all users with AI-powered software



Services

Accelerate the value of AI by helping find the right solution for your business and support with implementing and adopting AI

Join the Cisco Networking Disco with Ingram Micro

The modernization of aging infrastructure through strategic AI adoption is being driven by the need to connect and protect hybrid workforces with cloud-like experiences, no matter where they are.



Transform the workplace for hybrid work

Deploy a powerful platform to replace dated infrastructure and get the speed, scale, and automation required to support today's and future hybrid workplaces.

Secure the network for improved resilience

Unsupported equipment creates vulnerabilities, compliance gaps, and legal exposure — leverage enhanced AI/ML for continuous zero-trust security anywhere it's needed.

Their network, their way

Unify networks through AI automation to deliver exceptional on-premise and cloud experiences — support IT teams struggling to reduce ticketing, standardize policies, and contain costs.

Better outcomes, in so many ways

New ENERGY STAR certified models optimize energy efficiency and workplace wellness using the network as the foundations to reduce cost and future-proof scaling.

Strategic moves to get you into winning grooves

We have developed DANCE – a strategy to help you focus on the continual growth throughout the lifecycle of the customer relationship — everything from generating leads, securing that first sale, to introducing new technology and services that create recurrent revenue opportunities and long-term business.

This model not only enables partners to build stronger Cisco alignment, unlock new incentives, and deliver measurable business value for every customer, but also unify IT infrastructure and seamlessly evolve your AI capabilities, supported by Ingram Micro.



Discover

Position Cisco future ready technologies as the foundation of AI transformation



Adopt

Accelerate first wins and demonstrate value



Nurture

Deepen relationships and build long-term trust



Capabilities

Build expertise and operational readiness



Expand

Scale growth and create new revenue streams

This is your action plan to move customers along the future-ready maturity curve and grow Cisco business

[Speak to an Expert >](#)

Don't stop 'til you get enough

This is all about creating opportunities for our partners to develop and grow long-term profitability.

Understand the value of investing in Cisco technology — demonstrate tangible outcomes — introduce subscription-based tech and services — generate recurring revenue income with Ingram Micro.



Discover

Identify opportunities and build the business case

- Use Ingram Micro's Cisco 360 insights to uncover modernization needs and business gaps
- Conduct discovery workshops to align Cisco's future ready infrastructure with customer goals
- Leverage our Marketing as-a-Service (MaaS) platform to generate leads with co-branded assets
- Position Cisco's hybrid cloud, networking, and security solutions as the backbone of AI transformation



Adopt

Accelerate first wins and demonstrate value

- Deploy Cisco quick-start projects using our demo labs, configuration and deployment services, and financing support
- Bundle hardware, software, and services for accelerate time to value
- Show measurable business outcomes like improved performance, efficiency saving, agility, and reduced risk



Nurture

Deepen relationships and build long-term trust

- Leverage Ingram Micro's Lifecycle Advantage to introduce and automate renewals as part of your post-sale customer engagement
- With Ingram Micro experts to hand, use PXP to identify usage patterns, customer behaviours and cross-sell opportunities
- Introduce Managed or as-a-service models for ongoing customer success



Capabilities

Build expertise and operational readiness

- Train teams through Ingram Micro Black Belt Training, webinars and certification programs
- Align sales and technical teams with Cisco's future ready architectures
- Use Ingram Micro's MaaS and partner enablement framework to establish processes, automate marketing and track performance



Expand

Scale growth and create new revenue streams

- Develop multi-architecture proposals expanding into security, cloud, and networking
- Work with Ingram Micro Account Managers to develop business plans aligned with your growth objectives
- Explore new vertical markets — education, healthcare, finance, and public sector with targeted activity
- Grow recurring revenue through Cisco Enterprise Agreements and Managed Services programs

Boogie on down to the AI-era with Cisco and Ingram Micro

Refreshing End of Service switches is only the first step. Explore smart IT investments through the Cisco portfolio to evolve your AI-powered capabilities, future proof customer workplaces and your competitiveness.

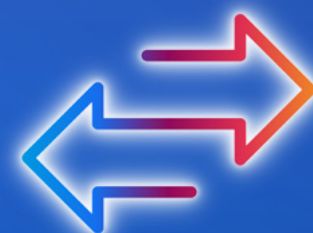
[Explore >](#)


Wireless

Transform network speed and bandwidth to handle growing demands with next-gen Cisco Wireless WiFi 7

Cisco Catalyst and Meraki Access Points — fast, secure, and AI-optimized connectivity with cloud management for scalable performance.

Find out about AI-enabled Cisco networking transformation



Switching

Power networks with fast, reliable Cisco switches featuring enterprise-grade security

Cisco Catalyst and Meraki Switches — Reliable, secure, and flexible switching with SD-Access, PoE, and unified cloud/on-prem management.

Find out about AI-enabled Cisco switching



Routing/SD-WAN

Deliver secure networking everywhere with Cisco Secure Routers and Cisco Meraki MX for SD-WAN

Cisco Meraki MX cloud-managed SD-WAN and Security — all-in-one SD-WAN, next-gen firewall, and VPN with intuitive cloud management and integrated security for lean IT teams.

Find out about AI-enabled Cisco networking



Security

Embed advanced threat protection with Cisco Talos — SD-WAN and next-gen firewalls with Cisco Meraki MX or Cisco Secure Firewalls

Cisco Security Devices: Firewalls or Routers — advanced, unified threat protection and zero-trust enforcement across branches and data centers with centralized policy and observability.

Find out about AI-enabled Cisco security

Ingram Micro Cisco 360 Globetrotter Program

Helping you navigate Cisco 360 Partner Program to your destination growth.

Cisco 360 Partner Program transforms the partner experience across the entire lifecycle of the customer relationship. To help navigate the complexities of the new program, Ingram Micro's Globetrotter program gives you access to tailored support, enablement tools and resources, to earn rewards-based, outcome driven success.

- Understand what Cisco 360 Partner Program means to you and your business
- Program caters for all types of partner models
- Drives value through go-to-market strategies and actionable activity
- Build your capabilities to engage more deeply with customers
- Maximise value of investing in Cisco and achieving long-term business success
- Better outcomes unlock both financial and non-financial benefits

[Find out more >](#)



Join the Cisco Disco

The AI era is lighting up the dance floor — rethink your strategy to stay competitive and survive.



As the world's leading technology distributor, we're here to keep our partners in the spotlight with the latest Cisco innovations that help you stay ahead, stay secure, and stay groovy while you grow.

So dust off those platforms, turn up the future-ready beats, and let's hustle into the next generation of networking and AI together.

Kick off your AI disco journey with Ingram Micro because the future never stops dancing.

[Find out more >](#)
[Speak to an Expert >](#)