

# SURGE

The **Cisco SURGE Program** is Ingram Micro’s premier enablement initiative for partners focused on growing their Cisco Data Center business. With an eye on the future of AI and infrastructure modernization, SURGE provides a structured learning path, expert-led sessions, and targeted support to help you win in today’s competitive landscape.

This program features **two core tracks**:

**1 Data Center Enablement Track**

**2 AI-Ready Data Center Track**

Whether you’re expanding your Cisco portfolio or competing against alternative vendors, this program will give you the edge.

## Why Join?



**Increase Profitability:** Learn how to sell the full Cisco Data Center portfolio—including AI-ready solutions.



**Compete & Win:** Gain strategies to differentiate Cisco from competitive vendors.



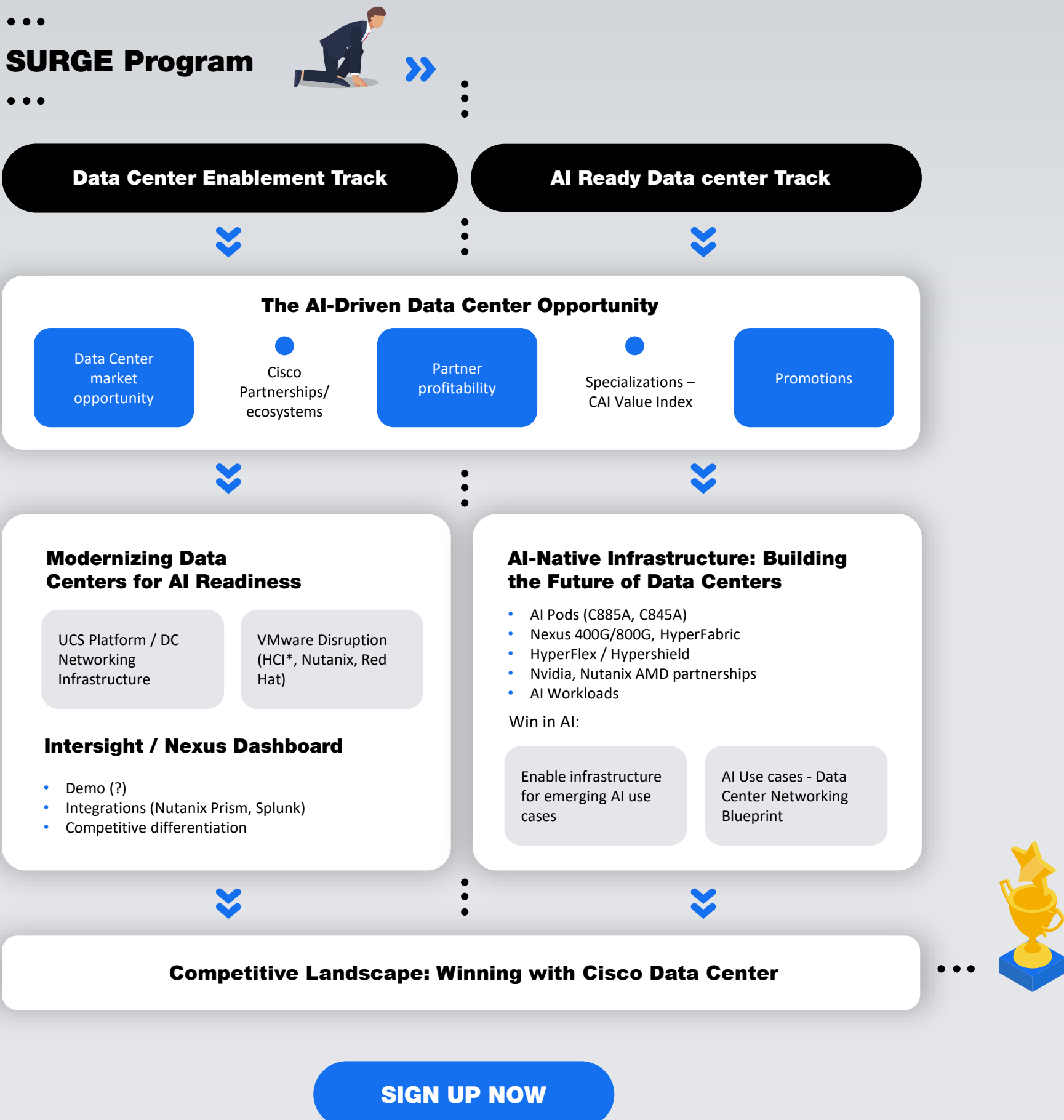
**Personalized Support:** Access 1:1 sessions, strategic planning, and follow-up from Ingram Micro experts.



**Go-to-Market Readiness:** Participate in joint planning and execution with Cisco and Ingram Micro.

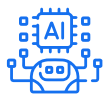


## Program Journey



## Featured Sessions

### The AI-Driven Data Center Opportunity



Understand the market opportunity behind AI-powered data centers and how Cisco is leading this transformation.

### Modernizing Data Centers for AI Readiness



Explore how to prepare your customers' infrastructure to support the next generation of AI workloads.

### AI-Native Infrastructure: Building the Future of Data Centers



Dive into Cisco’s latest innovations, from Nexus 400G/800G to HyperFabric and UCS X-Series.

### Competitive Landscape: Winning with Cisco Data Center



Learn how to position and sell Cisco effectively against competing solutions.

## Sessions Calendar

Cisco Data Center Accelerations Program

JAN 2026	FEB 2026	MAR 2026
M1 The AI-Driven Data Center Opportunity 01/08/2026   11 a.m. – 12 p.m. ET	M4 Competitive landscape: Winning with Cisco Data Center 02/04/2026   2 p.m. – 3 p.m. ET	M3 AI-Native Infrastructure: Building the Future of Data Centers 03/03/2026   2 p.m. – 3 p.m. ET
M2 Modernizing Data Center for AI Readiness 01/16/2026   12 p.m. – 1 p.m. ET	M1 The AI-Driven Data Center Opportunity 02/10/2026   2 p.m. – 3 p.m. ET	M4 Competitive landscape: Winning with Cisco Data Center 03/10/2026   2 p.m. – 3 p.m. ET
M3 AI-Native Infrastructure: Building the Future of Data Centers 01/26/2026   2 p.m. – 3 p.m. ET	M2 Modernizing Data Center for AI Readiness 02/19/2026   11 a.m. – 12 p.m. ET	M1 The AI-Driven Data Center Opportunity 03/19/2026   11 a.m. – 12 p.m. ET

Ready to elevate your Cisco Data Center practice?

**SIGN UP NOW**