

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

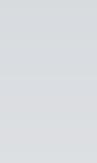
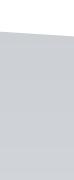
2 AI-Ready Data Center Track

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

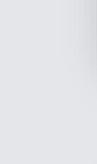
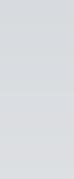
Why Join?



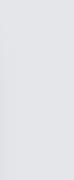
Increase Profitability: Learn how to sell the full Cisco Data Center portfolio—including AI-ready solutions.



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.

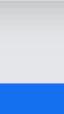


Program Journey

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SURGE Program

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Data Center Enablement Track

AI Ready Data Center Track



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The AI-Driven Data Center Opportunity

Data Center market opportunity

Cisco Partnerships/ ecosystems

Partner profitability

Specializations – CAI Value Index

Promotions



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Modernizing Data Centers for AI Readiness

UCS Platform / DC Networking Infrastructure

VMware Disruption (HCI*, Nutanix, Red Hat)

AI-Native Infrastructure: Building the Future of Data Centers

- AI Pods (C885A, C845A)
- Nexus 400G/800G, HyperFabric
- HyperFlex / Hypershield
- Nvidia, Nutanix AMD partnerships
- AI Workloads

Win in AI:

Enable infrastructure for emerging AI use cases

AI Use cases - Data Center Networking Blueprint



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Competitive Landscape: Winning with Cisco Data Center

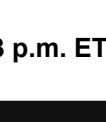
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SIGN UP NOW

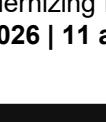
Featured Sessions

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 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 and sell Cisco against competing solutions.

Ready to elevate your Cisco Data Center practice?

SIGN UP NOW