

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 Al 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:



Data Center Enablement Track



Al-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 Al-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.



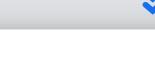
Program Journey





Data Center Enablement Track

Al Ready Data center Track



Data Center

opportunity



Cisco

Partnerships/

ecosystems



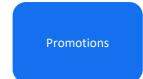
Partner

profitability



Specializations -

CAI Value Index



Modernizing Data

UCS Platform / DC Networking Infrastructure

• Demo (?)

Centers for AI Readiness VMware Disruption

(HCI*, Nutanix, Red

Hat)



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

Al-Native Infrastructure: Building

Win in AI:

Enable infrastructure

cases

for emerging Al use

Al Use cases - Data Center Networking Blueprint



Intersight / Nexus Dashboard

Integrations (Nutanix Prism, Splunk)

· Competitive differentiation

Competitive Landscape: Winning with Cisco Data Center

SIGN UP NOW



Featured Sessions

Data Center Opportunity

Understand the

The Al-Driven



market opportunity behind Al-powered data centers and how Cisco is leading this transformation.

Data Centers for Al Readiness Explore how to

prepare your

generation of Al

customers'

workloads.

Modernizing



infrastructure to support the next

Infrastructure: **Building the Future of Data Centers** Dive into Cisco's

AI-Native

from Nexus



Winning with Cisco Data Center Learn how to position and sell

solutions.

Cisco effectively

against competing

SIGN UP NOW

Competitive

Landscape:



400G/800G to HyperFabric and UCS X-Series.

Sessions Calendar

NOV 2025

Cisco Data Center Accelerations Program

M3 Al-Native Infrastructure: Building the Future of Data Centers 11/07/2025 | 11 a.m. - 12 p.m. ET

M2 Modernizing Data Center for AI Readiness

DEC 2025

M4 Competitive landscape: Winning with Cisco Data Center

M3 Al-Native Infrastructure: Building the Future of Data Centers

12/04/2025 | 11 a.m. – 12 p.m. ET

12/16/2025 | 11 a.m. – 12 p.m. ET

M1 The Al-Driven Data Center Opportunity

11/13/2025 | 2 p.m. – 3 p.m. ET

11/21/2025 | 11 a.m. – 12 p.m. ET

12/11/2025 | 11 a.m. – 12 p.m. ET

M4 Competitive landscape: Winning with Cisco Data Center



Ready to elevate your Cisco Data Center practice?

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