

# 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

### NOV 2025

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

M4 Competitive landscape: Winning with Cisco Data Center  
11/13/2025 | 2 p.m. – 3 p.m. ET

M1 The AI-Driven Data Center Opportunity  
11/21/2025 | 11 a.m. – 12 p.m. ET

### DEC 2025

M2 Modernizing Data Center for AI Readiness  
12/04/2025 | 11 a.m. – 12 p.m. ET

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

M4 Competitive landscape: Winning with Cisco Data Center  
12/16/2025 | 11 a.m. – 12 p.m. ET

Ready to elevate your Cisco Data Center practice?

**SIGN UP NOW**