



# AI sales and marketing guide

Everything you need to understand and sell the joint Cisco/Red Hat AI solution

Get started

Clear path. Open road.

## Guide overview

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This guide is an easy-to-use, one-stop-shop to help you sell Cisco and Red Hat's joint artificial intelligence (AI) solution.

In addition to information about the solution, key messaging, and audience information, you'll find:

- **A prescriptive buyer's journey** that includes both customer-facing assets and the outreach you'll need to lead customers through their decision-making process.
- **Internal resources** that will help you better understand and position our solutions.



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# Campaign overview

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## About the campaign

Cisco and Red Hat have partnered to create a joint marketing campaign to:

- **Raise awareness** about our partnership,
- **Educate** potential customers about our AI capabilities, and
- **Inspire** customers to take the next step with us.

The campaign is live [here](#).

## Creative theme

# “Clear path. Open road.”

This tagline and the related creative position the combined value of Cisco and Red Hat (and our channel partners) as our customers' way forward. Essentially, our visuals and copy are telling our customers that we've cleared the path to IT modernization for them – including preparing them to use AI – so that they can confidently and securely achieve their goals at their own pace.

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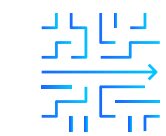
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AI is the ultimate game-changer, with clear potential to transform every part of business. Organizations seeking AI solutions frequently know **that** they should incorporate AI somehow, but they may not know **what** they need or **where** and **how** to get started. But the journey from concept to production is often treacherous, with challenges that stifle innovation and threaten a company's competitive edge.

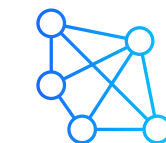
- Integrating AI systems securely with existing IT infrastructure and ensuring compliance presents significant complexity, **creating roadblocks for successful deployment.**
- **Massive AI data flows overwhelm** traditional network architectures, leading to bottlenecks, underutilized GPU resources, and hindering overall performance and efficiency.
- **AI initiatives stall** due to talent shortages, lack of MLOps capabilities, and challenges in optimizing model serving and inference costs, with significant effort and risk involved in building and validating AI infrastructure from disparate components – exacerbating delays.

Our joint solution empowers organizations to streamline deployment and management of AI, freeing their teams to innovate while also preparing for future growth and scale.

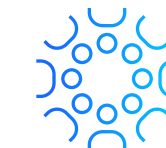
### The solution combines:



Compute



Networking



Collaboration



Automation



Security



Observability



MLOps

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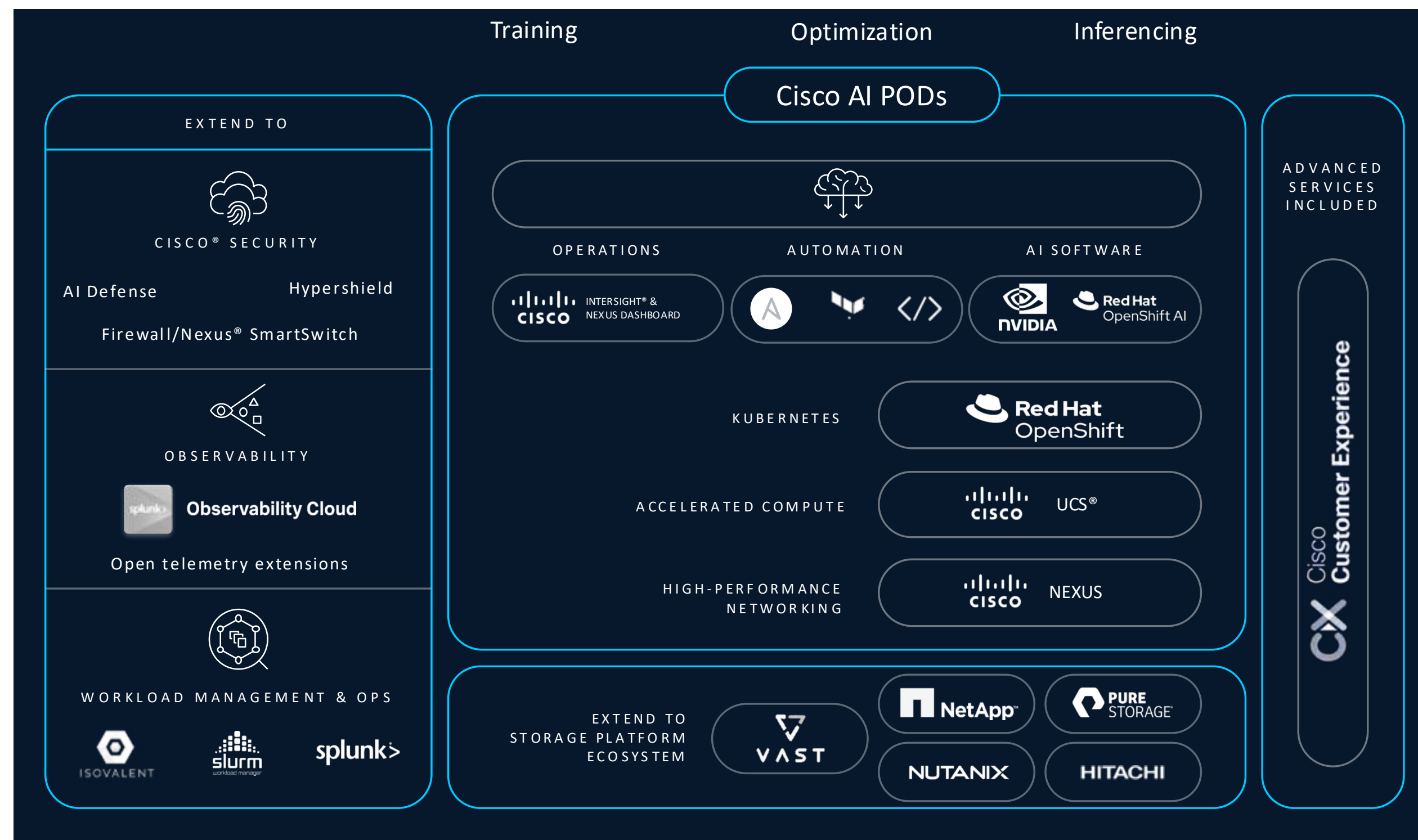
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## Cisco AI PODs with Red Hat: The full-stack foundation for enterprise AI

Cisco AI PODs with Red Hat deliver a pre-validated, modular architecture that eliminates the complexity of “stitching together” disparate AI components. By combining Cisco’s rail-optimized networking and compute with Red Hat’s MLOps and Kubernetes leadership, organizations can move from AI concept to production in days, not months.



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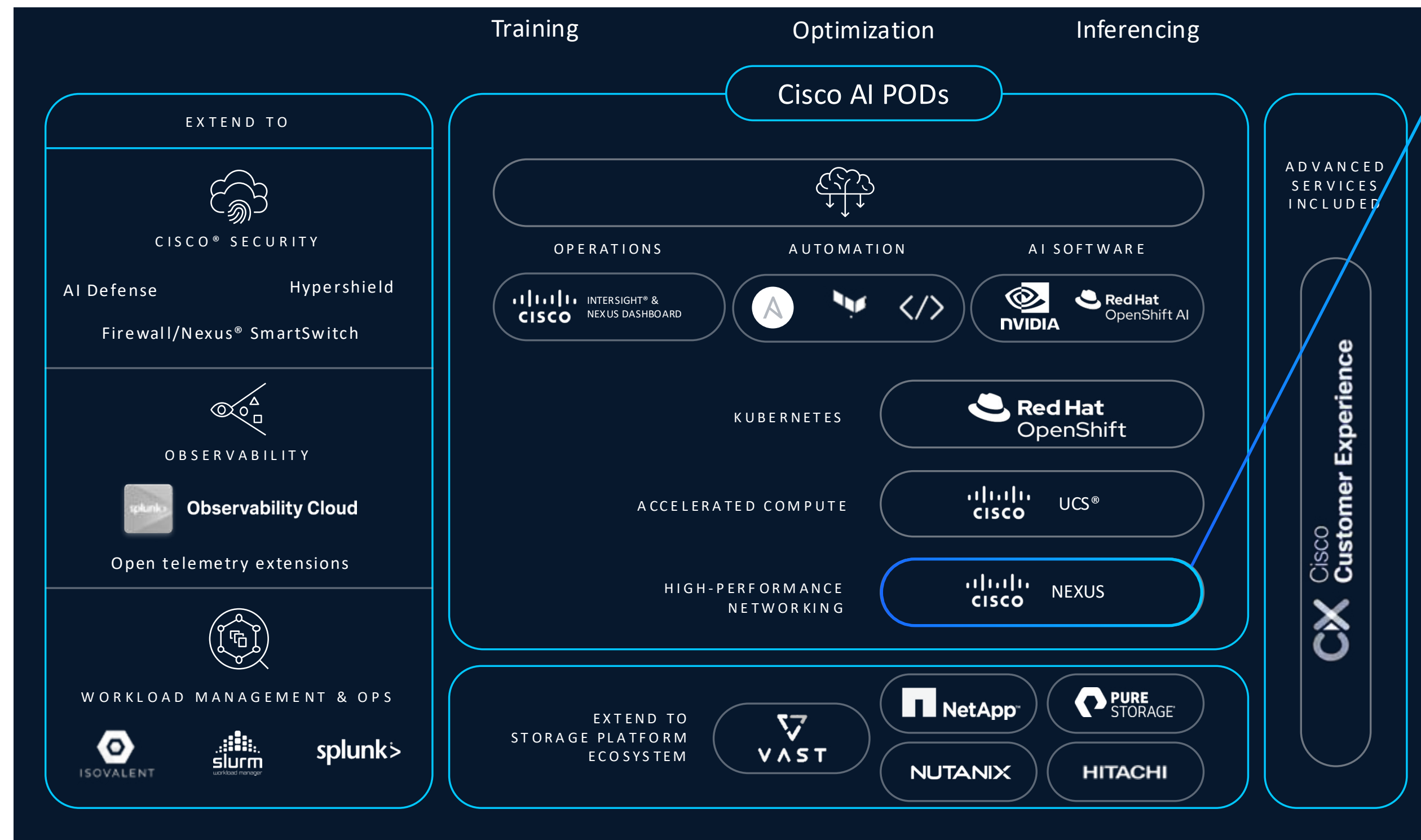
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**High-performance networking**

Cisco Nexus, the low-latency, lossless Ethernet fabric essential for GPU-to-GPU communication.

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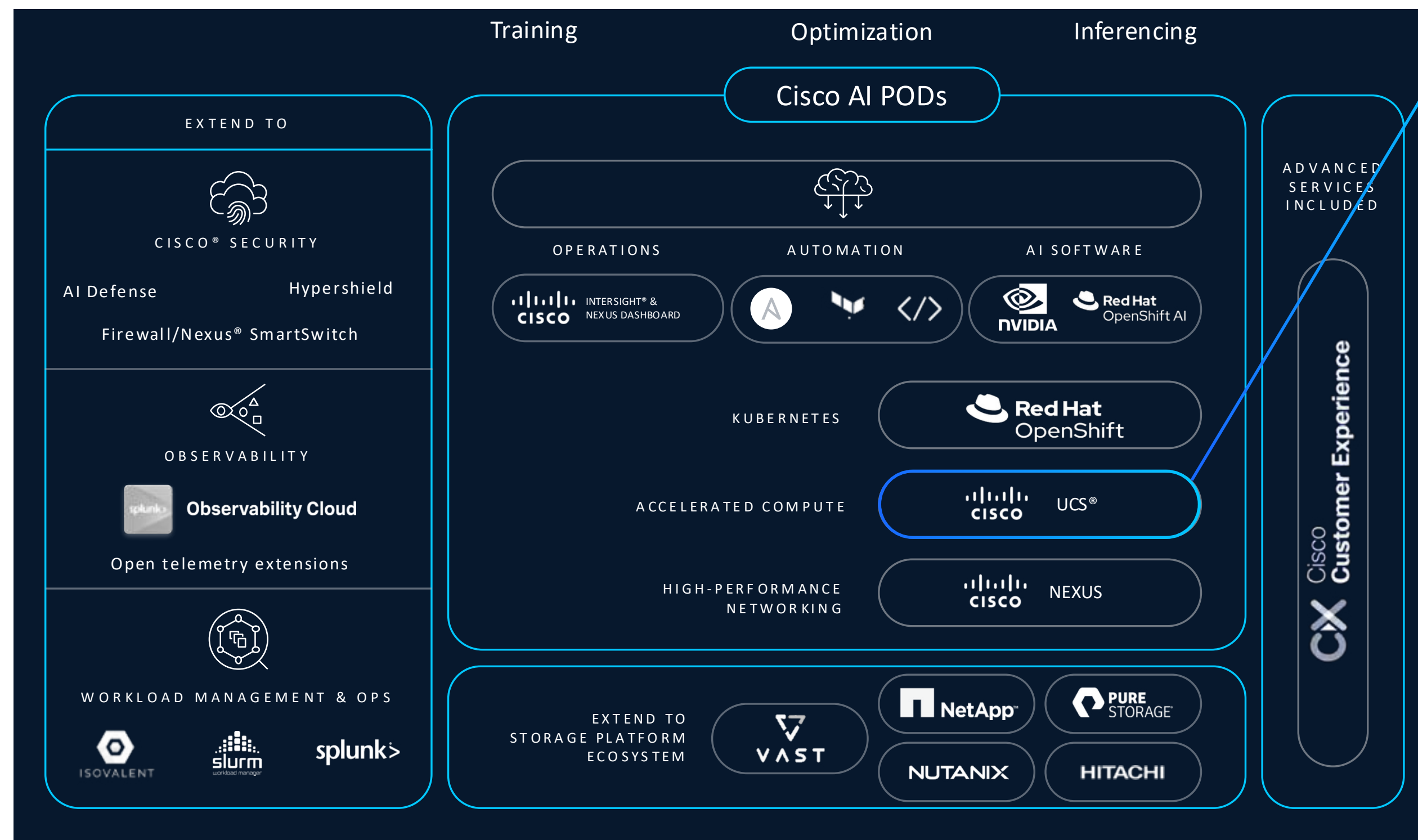
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**Accelerated compute**  
 High-density GPU servers (NVIDIA/AMD) designed for massive AI data flows.

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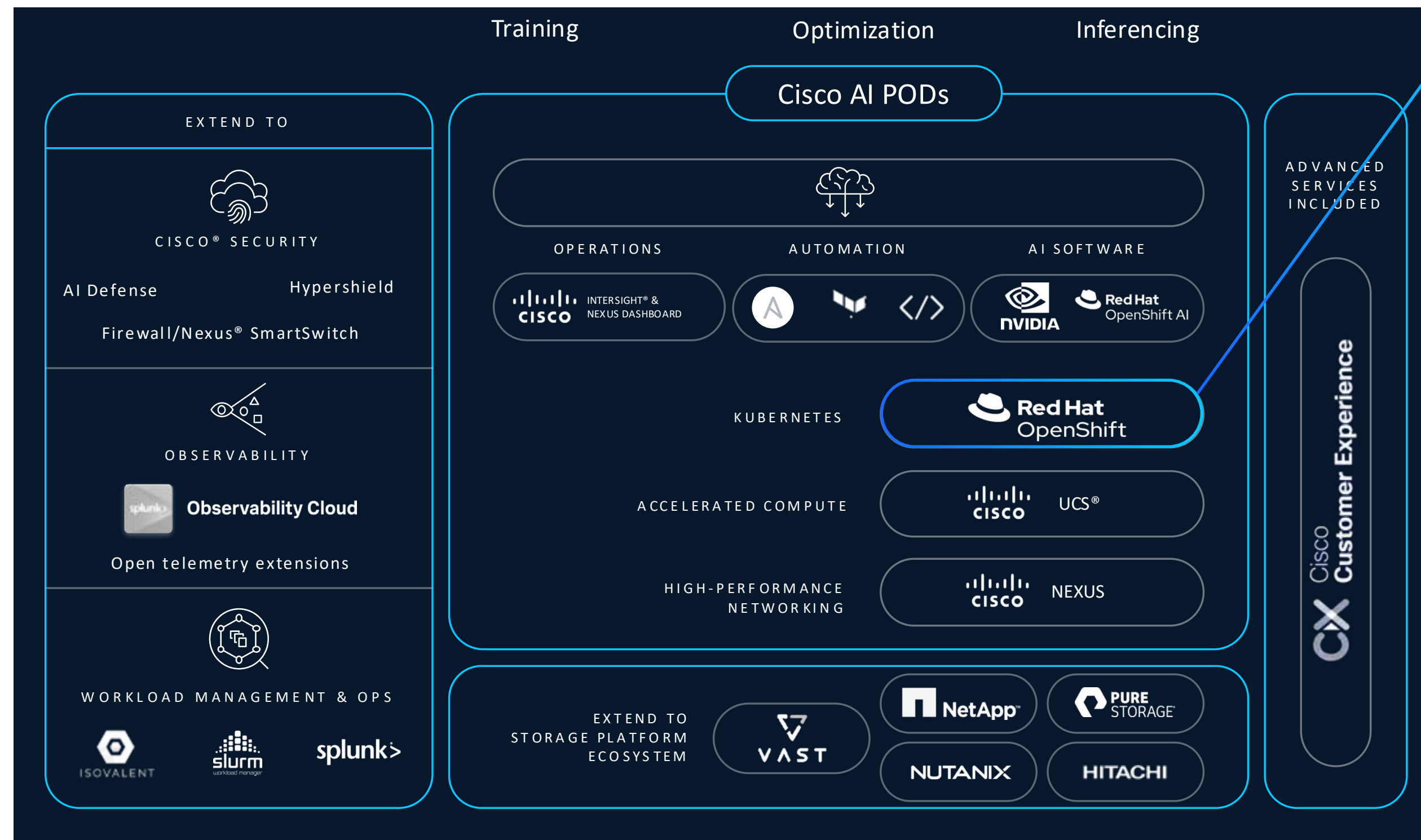
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**Red Hat OpenShift**

An enterprise-grade, hybrid cloud container platform built on Kubernetes for developing, deploying, and managing applications across any environment.

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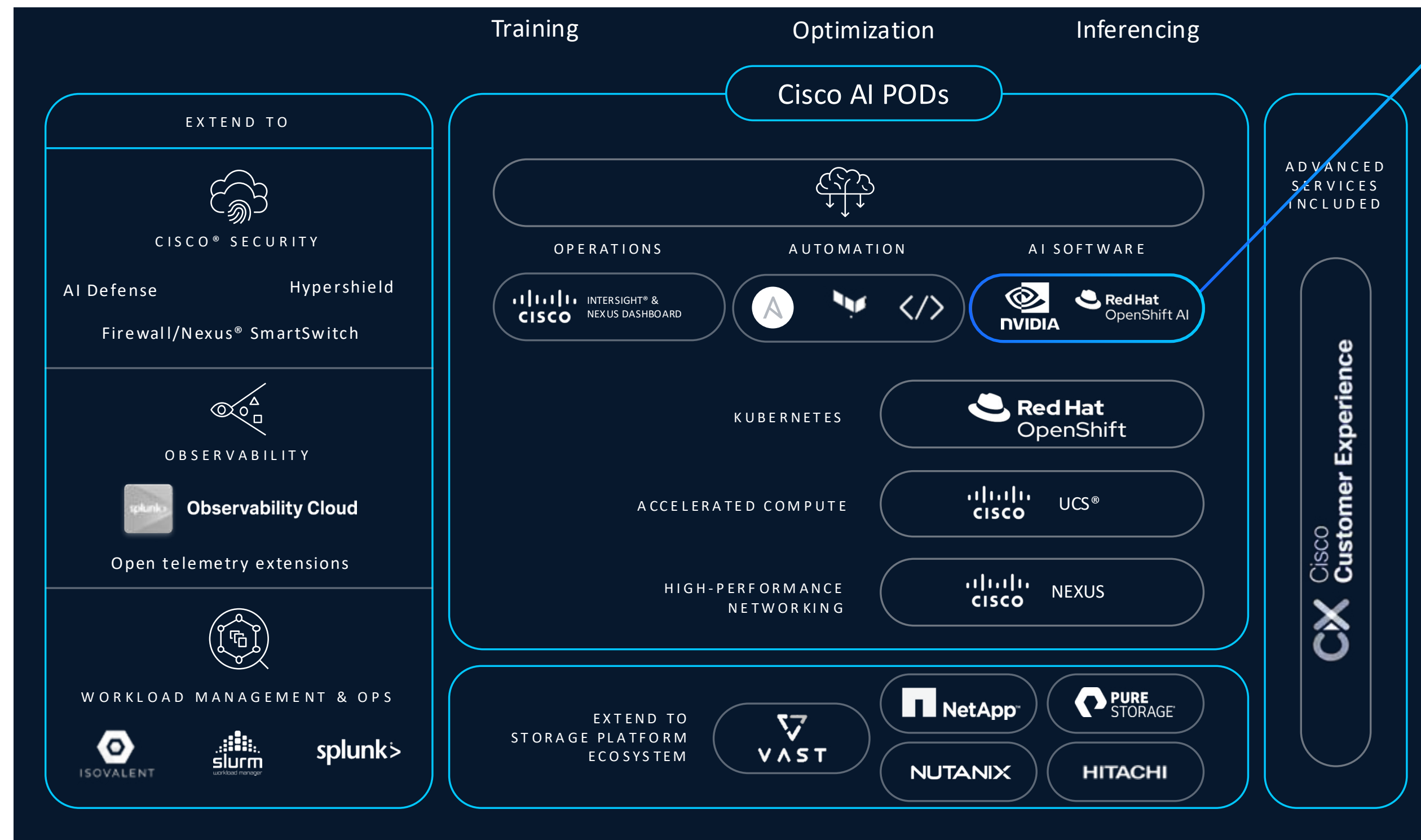
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**Red Hat OpenShift AI**

An enterprise ready MLOps platform for managing the lifecycle of predictive and generative AI models at scale, including a curated collection of optimized, production-ready third-party models.

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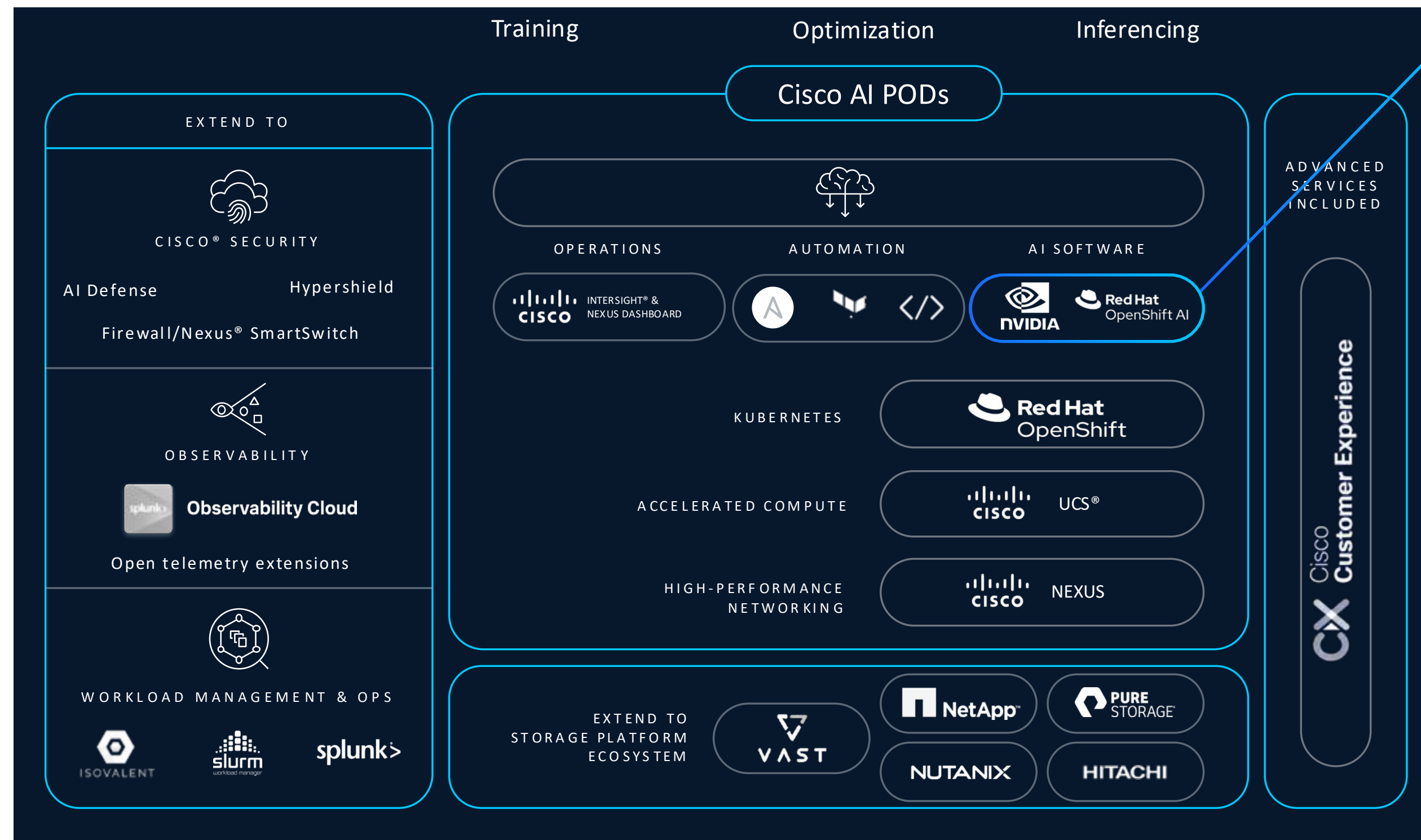
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**Red Hat AI Inference Server**, included in Red Hat OpenShift AI, is an optimized platform for running large language models (LLMs) and other AI models, designed to deliver fast, cost-effective inference across the hybrid cloud.

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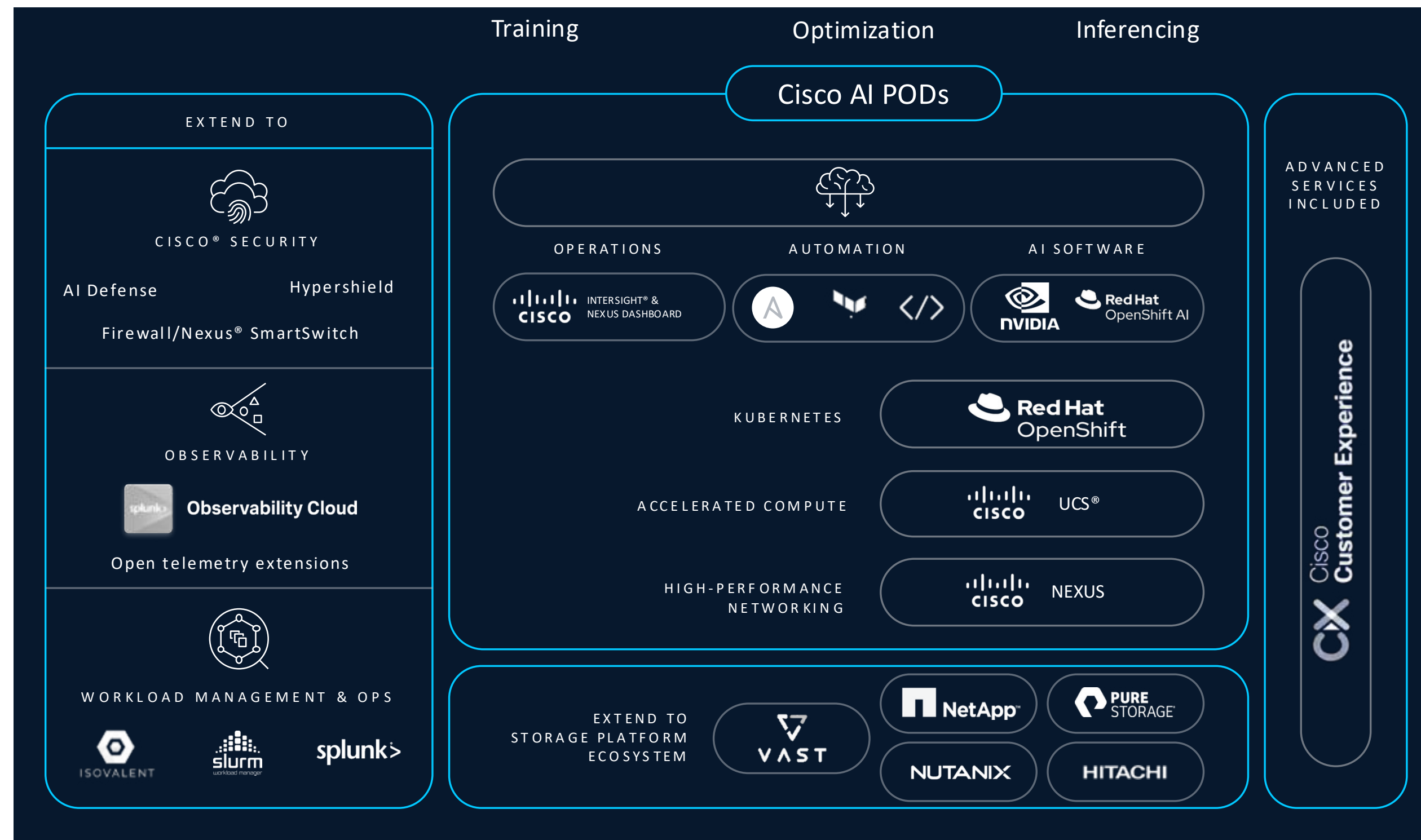
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AI PODs are modular, allowing customers to start with 32 GPUs and scale to 128+ GPUs seamlessly.

Validated partner integration: Seamlessly extend to a broad ecosystem of leading storage providers, including VAST Data, NetApp, Pure Storage, and Nutanix.

Cisco AI Defense, Hypershield, and Splunk Observability Cloud provide the protective wrap around the Red Hat software layers.

AI PODs with Red Hat are backed by Cisco Validated Designs, reducing setup time by up to 50%.

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## Business leaders

These are the IT decision makers who are responsible for making or influencing final purchases. **As high-level executives, they are primarily influenced by messaging about the business impact of a solution – the *why* behind the *what*.**

- **CIO/CTO:** These leaders are driving the organization's AI strategy and are concerned with the time-to-value, ROI, and competitive advantage derived from AI initiatives. They need assurance that the underlying infrastructure can support ambitious AI projects, scale securely, and overcome common deployment challenges.



## Technical experts

These are the IT influencers who provide strategic guidance and/or recommendations to the decision makers. **They are primarily hands-on-keyboard engineers and leaders who need to understand how a solution works and how it will affect their day-to-day work.**

- **Data Scientist / AI Engineer:** These technical experts' primary goal is to move AI models from experimentation to production quickly and efficiently. They struggle with infrastructure bottlenecks, lack of MLOps capabilities, and ensuring high-performance, cost-effective inference. They need a pre-validated, scalable platform that simplifies the AI lifecycle and optimizes resource utilization (especially GPUs).
- **Platform Engineer (AI/ML Focus):** These engineers are responsible for building and maintaining the infrastructure that AI/ML teams use. They need solutions that provide robust MLOps, integrate compute, networking, and storage seamlessly, and offer pre-validated designs to reduce complexity and risk in deploying AI workloads.

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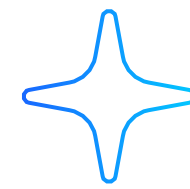
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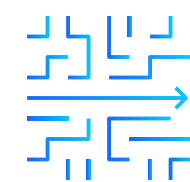
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### Accelerate time to market for AI-powered applications and unlock faster time to value.

Pre-validated, full-stack Cisco AI PODs ensure streamlined deployment and reduce integration complexities, while Red Hat OpenShift AI's MLOps capabilities and stable OpenShift Kubernetes foundation accelerate AI model fine-tuning and deployment from months to days.



### Optimize GPU utilization and reduce operational overhead

with purpose-built, high-performance AI infrastructure and efficient model serving.



### Ensure secure and compliant AI operations

with integrated security and governance across the fine-tuning and inference lifecycle, while maximizing throughput and minimizing latency for inference through the integrated OpenShift environment.

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# What's in it for me?

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## Drive profitability and growth with the industry's most trusted AI foundation

Selling Cisco AI PODs with Red Hat isn't just about moving hardware – it's about delivering a high-value, full-stack AI solution that solves your customers' most complex challenges.

**Increase deal size and margin:** Move beyond component selling. By offering a pre-validated, full-stack solution, you capture the entire spend across Compute (UCS), Networking (Nexus), Software (Red Hat OpenShift/AI), and Security. This integrated approach leads to significantly larger deal sizes compared to standalone hardware sales.

**Accelerate time-to-revenue with reduced risk:** Leverage Cisco Validated Designs (CVDs) to eliminate the “science project” phase of AI deployments. Pre-validated stacks reduce deployment time by up to 50%, meaning faster project sign-offs, fewer post-sales support issues, and quicker realization of revenue for your practice.

**Unlock high-margin professional services:** AI PODs provide the perfect “hook” for lucrative service engagements. As a partner, you can lead with high-margin services including MLOps strategy, data pipeline integration, model fine-tuning, and lifecycle management – positioning your team as essential consultants in the customer's AI journey.

**Differentiate and win against the competition:** While competitors offer fragmented pieces, you are delivering a unified private cloud platform. With Cisco's \$2B+ in AI infrastructure orders and Red Hat's presence in 90% of the Fortune 500, you are selling the most trusted, secure, and scalable AI path on the market.

**Future-proof your customer relationships:** By solving the “AI Ambition Gap,” you move from a vendor to a strategic partner. Helping customers transition from AI pilots to full-scale production creates long-term “sticky” relationships and sets the stage for future infrastructure expansions.

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| Audience                                 | Funnel location                                   | Asset   | Asset description  |
|--|---|---|--|
| Decision makers<br>Technical influencers | <b>Top:</b><br>What is the challenge?             | So you want to adopt Generative AI  | Thought leadership ebook that presents key questions and considerations for getting started  |
| Decision makers<br>Technical influencers | <b>Mid:</b><br>How do Red Hat and Cisco solve it? | Accelerate AI time to value with Red Hat and Cisco  | Solution overview that describes how Cisco and Red Hat AI solutions accelerate time to value |
| Technical influencers                    | <b>Mid:</b><br>How do Red Hat and Cisco solve it? | CVD GenAI Inferencing on UCS X-Series with 5th Gen Intel Xeon Scalable Processors on Red Hat OpenShift AI | Cisco Validated Design   |
| Technical influencers                    | <b>Mid:</b><br>How do Red Hat and Cisco solve it? | Infrastructure and Ops for Artificial Intelligence  | ~60-minute webinar offering a deeper dive into AI with Red Hat and Cisco                     |
| Technical influencers                    | <b>Mid:</b><br>How do Red Hat and Cisco solve it? | FlashStack for AI: MLOps using Red Hat OpenShift AI   | Cisco Validated Design   |
| Decision makers<br>Technical influencers | <b>Bottom:</b><br>Prove it.                       | Stop fraud in its tracks  | Use case highlighting the challenges of fraud and how AI can help                            |

[Click here for emails and socials to promote each of these assets](#)

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The following internal resources will help you learn about and better position our joint AI solution:



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Questions? Looking for additional support or resources?

Reach out today!

Contact info:

[Red-Hat-Sales@cisco.com](mailto:Red-Hat-Sales@cisco.com)

