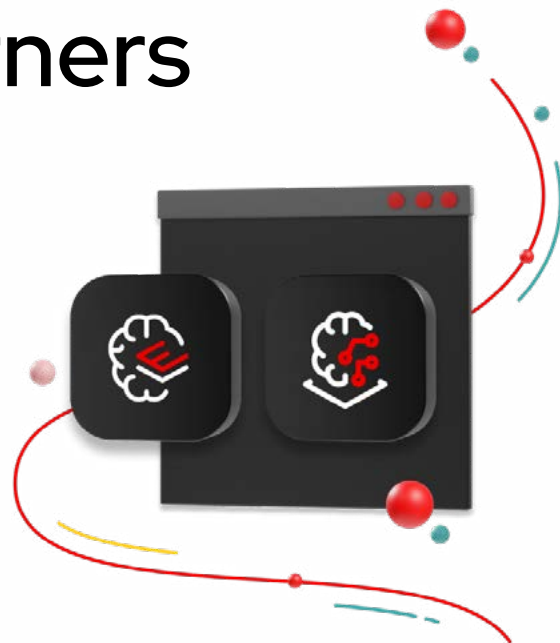


# Unlocking AI with Red Hat for Partners

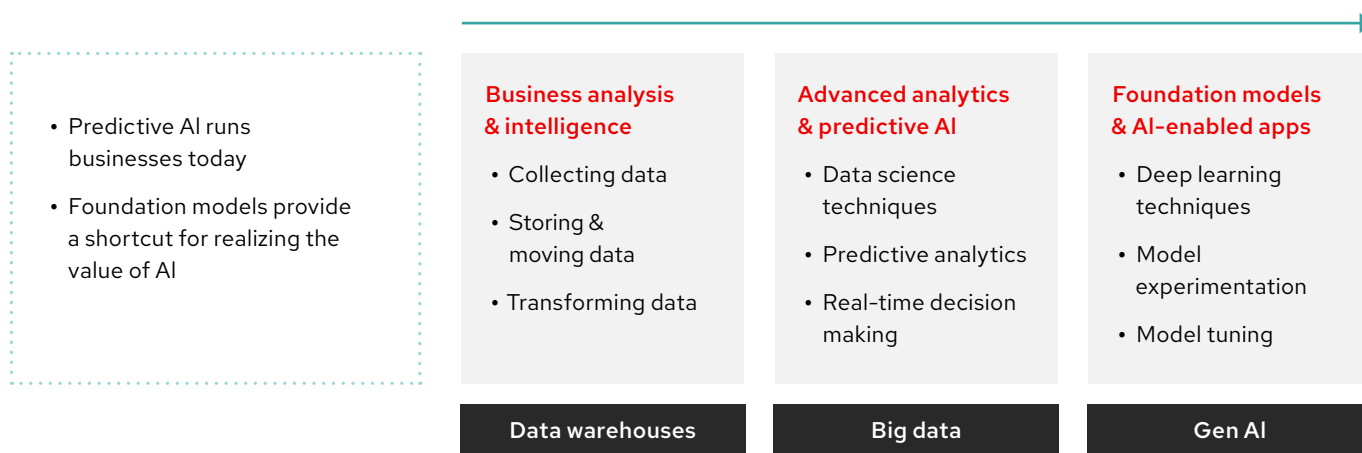
Red Hat is offering EMEA partners and distributors a structured, time-limited initiative to help teams focus on a specific topic with a target customer or segment. Its goal is to guide participants from initiating conversations and architecture discussions to technical demos, building successful demos, preparing a PoC, and winning technical decision points (TDP).

It has been designed to provide our partner ecosystem with a deep understanding of Red Hat® AI from both a sales and a tech sales perspective, covering the first meeting, assessing the customer's AI experience, identifying opportunities, and pitching Red Hat AI's value proposition.



## AI has undergone significant evolution

The evolution of AI: from business intelligence to generative AI



## Growing demand for AI solutions and services

The worldwide AI software market will grow to nearly \$790 billion by 2026 (5 yr CAGR 18%)<sup>1</sup>

51%

of organizations cite 'lack of MLOps tools' as a challenge?<sup>2</sup>

65%

of organizations are currently investing in generative AI<sup>3</sup>

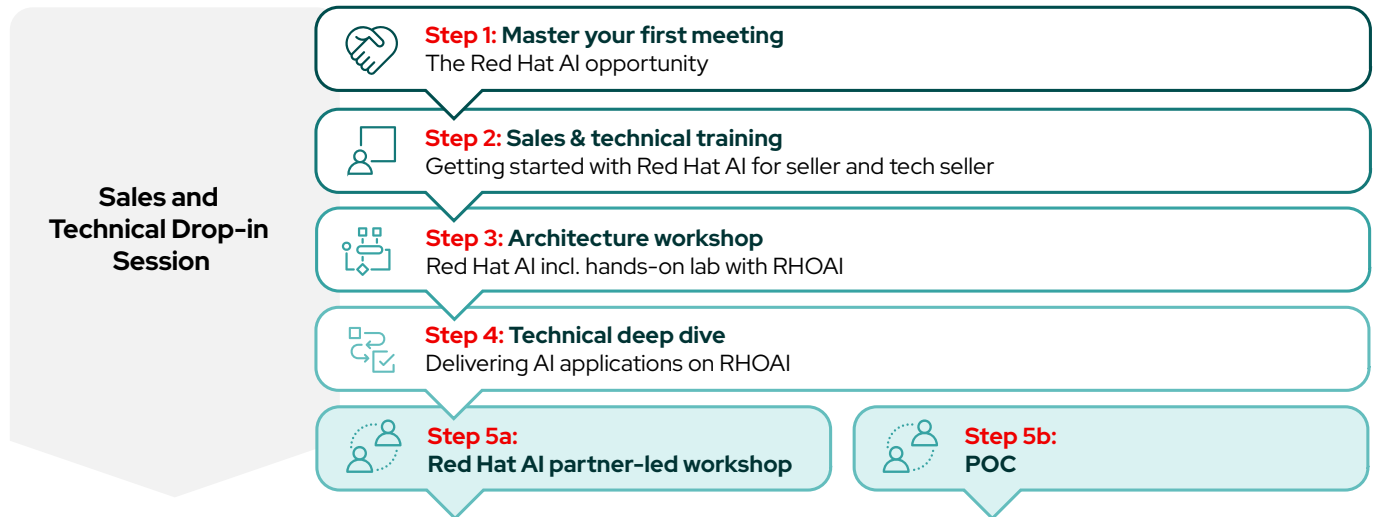
<sup>1</sup> IDC - Worldwide AI Software Forecast, 2023-2027

<sup>2</sup> IDC Market Analysis Perspective: Worldwide Artificial Intelligence Software, 2023

<sup>3</sup> IDC's AI Strategies View 2022, CY22

## The new initiative: Unlocking AI with Red Hat for Partners

To help you guide customers through one of the most transformative periods in the history of technology, we've designed a new initiative that equips your sales and technical teams with the confidence and skills to position Red Hat's AI messaging.



### Step 1: Master your first meeting - the Red Hat AI opportunity

**Audience:** Sales and Technical Sales

**Duration:** 1 hour

**Description:** How to have a constructive, non-technical, initial conversation with a customer or prospect about Red Hat AI

Topics include:

- What problems are we solving for our customers?
- Why Red Hat for AI?
- Engaging with the customer: Questions to ask, objection handling & customer case studies

This training will give you the confidence to have a first meeting with a customer and qualify AI opportunities

[> Discover the available dates and sign up](#)



### Step 2: Sales & Technical Training - skill up on Red Hat AI

**Audience:** Sales and Technical Sales (recommended for technology-interested salespeople)

**Duration:** 3 hours

**Description:** The training will outline the following topics

Topics include:

- AI fundamentals
- Red Hat AI products overview
- Positioning Red Hat AI to win
- Engaging with AI prospects
- Red Hat OpenShift® AI (RHOAI) technical overview
- Red Hat Enterprise Linux® AI (RHEL AI) introduction
- Demoing Red Hat AI in episodes
- Red Hat AI: Solving technical challenges
- Technical qualifications and discovery
- Red Hat solutions for generative AI (gen AI) and large language models (LLMs)

After this training, attendees will be able to describe the features and components of RHEL AI and RHOAI and the benefits they provide to customers. They will also know how to negotiate and structure a POC, preempt objections, and showcase Red Hat AI's benefits compared to competing technologies.

[> Discover the available dates and sign up](#)



### Step 3: Architecture workshop – Red Hat AI

**Audience:** Technical

**Duration:** 4 hours

**Description:** This training offers a technical deep dive into the components and frameworks of RHOAI, giving attendees hands-on experience to work through an industry-specific use case. It will cover how generative and predictive AI can increase efficiency and reduce human error within organizations.

Topics include:

- Hands-on lab with RHOAI
- Build, train, and serve gen AI and predictive AI models
- Using data science pipelines
- Integrating models and smart application
- RAG enhancement of LLMs



### Step 4: Technical deep dive – Red Hat AI

**Audience:** Technical

**Duration:** 4 hours

**Description:** This deep dive will provide attendees with fundamental knowledge about using Red Hat OpenShift for developing and deploying AI/ML applications. This workshop helps students build core skills for using Red Hat OpenShift AI (based on AI267) to train, develop, and deploy machine learning models through hands-on experience.

The following topics will be covered:

- Install, upgrade, and maintain Red Hat OpenShift AI
- Create custom notebook images
- Use RHOAI to implement model training workflows
- Describe concepts and components to automate AI/ML workflows



### Step 5a: Red Hat AI partner-led workshop

**The Red Hat AI partner-led workshop can be used in two different ways:**

#### 1. One-to-many approach

- Technical marketing event.
- One-to-many: A single partner invites and delivers the workshop to a mixed group of attendees/customers.
- Mostly focused on providing a technical audience with hands on experience of technologies.

#### 2. One-to-one approach

- A workshop designed to win technical influencers.
- One-to-one: A single partner runs the workshop for a single customer.
- To help closing a concrete customer opportunity or as a tool in the decision making process with a potential new customer.



### Step 5b: AI POC

**Stay tuned for more information!**



#### About Red Hat

Red Hat helps customers standardize across environments, develop cloud-native applications, and integrate, automate, secure, and manage complex environments with [award-winning](#) support, training, and consulting services.

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