



Destination AI™ Practice Accelerator Program

AI on the Edge - How to leverage Edge Inferencing with AIPod Mini



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Agenda

- Market Opportunity
- Solution Overview
- Program Overview
- MOU – Partner Commitment
- In-Person Workshop November 17 - 19, 2025

What is the Market

According to Bain & Company, the market for AI products and services could reach between \$780 billion and \$990 billion by 2027. The total addressable market for AI-related hardware and software is expected to grow between 40% and 55% annually for at least the next three years.



“AI-Enabled” Accelerating Technology Segments

Significant Growth Opportunity for Infrastructure and High-Growth

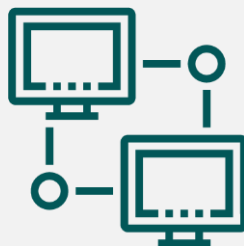


AI PC

\$231B by 2030

5-yr CAGR 28.8%

(Markets & Markets Dec 2024)

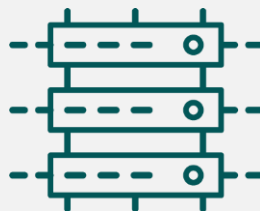


AI-Enabled Networking

\$61B by 2030

5-yr CAGR 32.8%

(Market.us Dec 2024)



AI-Enabled Storage

\$111B by 2030

5-yr CAGR 25.2%

(Fortune Business Insights Dec 2024)



AI Server \$838B by 2030

5-yr CAGR 34.3%

NA 35.98% share

(Markets & Markets Dec 2024) (Market.us)



AI Cloud

\$398B by 2030

5-yr CAGR 30.9%

(Fortune Business Insights 2024)



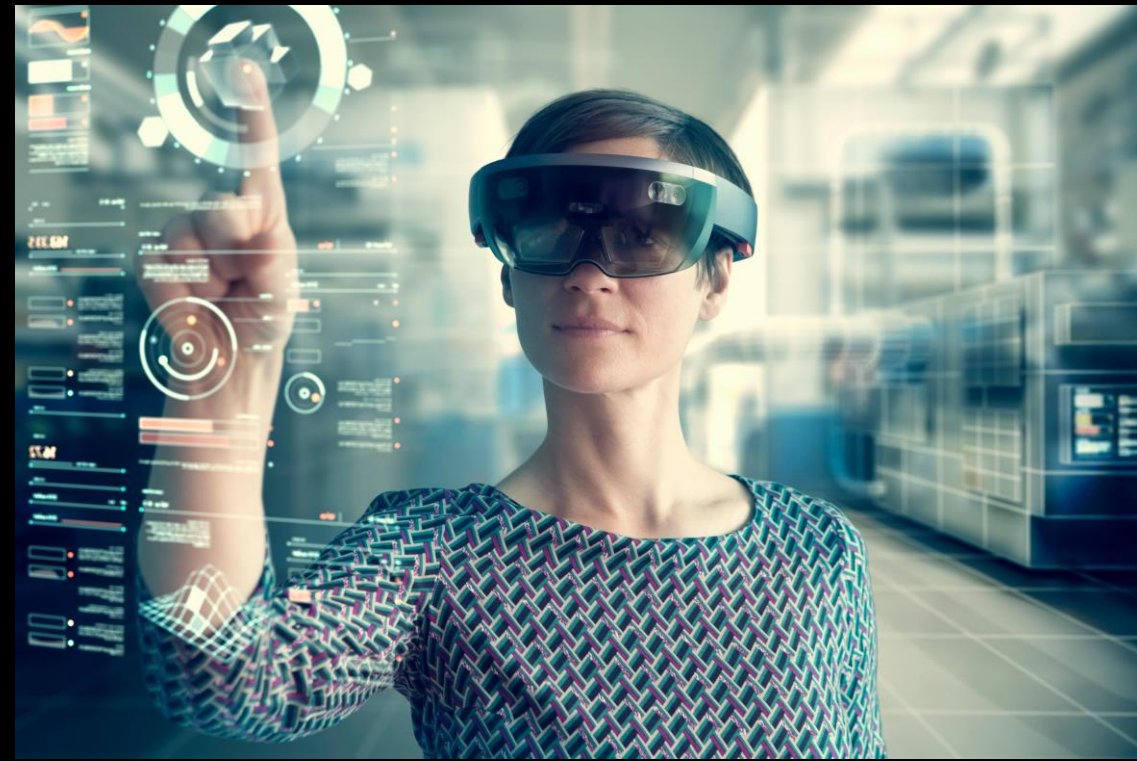
AI in Security

\$134B by 2030

5-yr CAGR 27.8%.

(Statista 2024)

Why Optimize IT Systems for AI



1

Enhanced
Business Agility

2

More
Efficient
Compute to
Decrease
Costs

3

Maximize
Benefits of AI
Applications

4

Innovation
and
Competitive
Advantage

5

Improve IT
Operations

Destination AI™ Practice Accelerator Program

NetApp AI Pod Mini with Intel

The Solution

Inferencing Market Overview

Gain the first-mover advantage

NetApp AI Pod Mini with Intel is the only AI solution optimized for where it's needed most, bringing new opportunities to departments and teams ready to unlock its potential.

75%

By 2028, a majority of enterprise AI workloads will be deployed on fit-for-purpose hybrid infrastructure to turbocharge time to value while optimizing performance, cost, and compliance.¹

\$256B

Projected AI inferencing market value by 2030 (19.2% CAGR)²

\$394B

Projected AI infrastructure market value by 2030 (19.4% CAGR)³

NetApp AI Pod with Intel Solution

Meet NetApp AI Pod Mini with Intel: Easy AI. Fast ROI.

Purpose-built for departmental AI workloads

Fully integrated solution combining high-performance servers powered by Intel Xeon 6 processors, NetApp AFF A-Series storage, and the Open Platform for Enterprise AI (OPEA) framework.

Scalable and flexible

Supports departmental needs, with the ability to customize and scale for diverse use cases and concurrent users.



Optimized for departmental and team AI workloads

Ideal for applications like Retrieval-Augmented Generation (RAG), predictive analytics, and advanced inferencing models.

Built-in security

Features NetApp ONTAP™, providing robust data governance with FIPS 140-3 and NSA CSfC certifications, and ensuring your sensitive data stays protected.

Key components:

- **Intel Xeon 6 processors** with Intel Advanced Matrix Extensions (AMX) for accelerating inferencing.
- NetApp AFF A-Series flash storage (A20, A30, A50) using ONTAP software for unified storage (block, file, object) and data management.
- Open Platform for Enterprise AI (OPEA) software stack + Intel AI for Enterprise RAG, supporting modular, pre-trained LLM models, workflows, prompt engines, etc.

Use Cases

Texas Sherriff's Department:

- Citizen to Police Non-Emergency.
- Quickly create report
- Reducing from 4 to 1 Deputy and reassigning to critical manpower needs.

GENERAL USE CASES



Customer service optimization

Deploy chatbots and intelligent call routing to handle queries efficiently while escalating complex issues to human agents.



Predictive maintenance

Monitor equipment health and predict failures before they occur, minimizing downtime and maintenance.



Inventory management & demand forecasting

Analyze historical sales data, seasonal trends, promotions, and external factors such as weather or events to improve demand prediction.

VERTICAL USE CASES *(more coming soon)*



Legal

Increase accuracy, context, and efficiency in legal workflows, including automated document drafting, legal research, and eDiscovery.



Manufacturing

Streamline supply chains, simplify predictive maintenance, and improve quality control across the entire manufacturing process.



Retail

Apply trained models to store-level operations to enable real-time decisions that enhance efficiency and customer experience while addressing challenges like data standardization and legacy infrastructure integration.

TD SYNEX and Partners



Hardware Bundles

Now: Supermicro

Soon: Lenovo / Cisco / ASUS

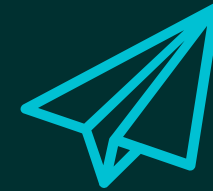


Demo System

End of October

Virtual demos

Insight Booth 307/308



Email:

AIPodMini@TDSYNEX.com

Destination AI™ Practice Accelerator Program

NetApp AI Pod Mini with Intel

Program Overview

AI Practice Accelerator sponsored by NetApp

Invitation Only

- 15 partners with an AI practice focus in FY25
- 2 individuals per partner will attend the in-person workshop
- Executive Sponsor - C-level/Senior executive
- Designate 3 Team Leads to attend Sales, Technical, and Marketing Enablement webinars
- Program expectations governed by non-binding Memorandum of Understanding



Multi-Stage AI Practice Acceleration with Measurable Results & Ongoing GTM Support

Twelve-week partner training commitment governed by MOU



Step 1

Oct 1

Cohort 25-2
Welcome
Webinar



Step 2

Nov 17-19

In-Person
Workshop
Gilbert, AZ



Step 3

Dec 1

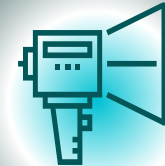
Sales
Enablement
Webinar



Step 4

Dec 3

Technical
Enablement
Webinar



Step 5

Dec 5

Marketing
Enablement
Webinar



Step 6

Dec 19

Graduation
Ceremony &
Press Release

Partner Commitment



1) **October 1** Confirmed participation in NetApp Accelerator (executed, non-binding MOU)

2) **October 1** Attend Welcome to Accelerator Webinar

3) **Nov 7** Complete pre-work modules prior to workshop

4) **November 17-19 >> Attend In-person AI Accelerator Workshop <<**

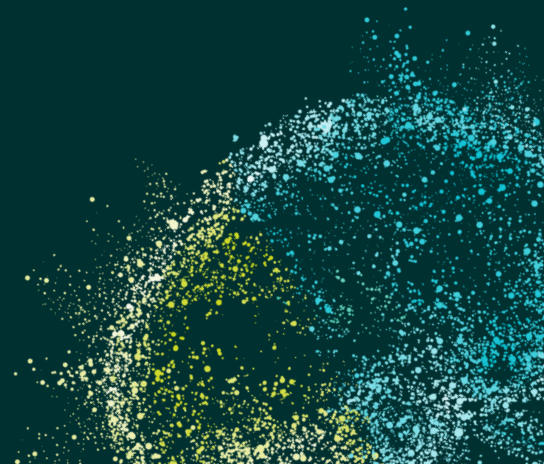
5) **December 1** Attend Sales Enablement Webinar

6) **December 3** Attend Technical Enablement Webinar

7) **December 5** Attend Marketing Enablement Webinar

8) **December 17** Complete GTM Business Plan with NetApp BDE

9) **December 19** Participate in Graduation Ceremony/Press Release



Pework Assignments



Maximizing Your AI Accelerator Journey

Pre-Workshop Timeframes

- Phase 1 - Strategy - 1 hr
- Phase 2 - Differentiation - 2.5 hrs
- Phase 3 - Market Testing - 20 min
- Phase 4 - Launch - 30 min

Phase 1

STRATEGY

In the **Strategy phase of Practice Builder**, you'll examine external competitive factors and learn to use the **Strategy Canvas**. You'll also apply the **five cascading questions** to build a complete strategy that informs your work throughout the program.

DIFFERENTIATION

In the **Differentiation phase**, you'll learn how to build winning solutions, shape your GTM strategy, and use key metrics and modern marketing and modern selling tactics to drive scalable growth and conversions.

Phase 2

Phase 3

MARKET TESTING

In the **Market Testing phase**, you'll learn how to identify and engage lighthouse customers to validate your GTM strategy. You'll also discover how to use their feedback to refine your solutions and strengthen your market approach.

LAUNCH

In the **Launch phase**, you'll define your Lightning Strike event, set a launch date, and align your team. You'll also plan supporting marketing campaigns to drive impact and momentum.

Phase 4

Please bring the following to the in-person workshop on November 17th

- Your completed worksheet: Strategy is the Answer to Five Cascading Questions
- Your completed Strategy Canvas
- Your completed GTM Checklist

Got questions? Contact PracticeBuilder@tdsynnex.com for answers.

DESTINATION AI™ PRACTICE ACCELERATOR



STEP 2 In-Person Workshop

NOVEMBER 17-19

The Commons at
Rivulon Business Park,
Gilbert, AZ

Day 1

NOVEMBER 17
6:00 pm – 9:00 pm

- Arrival, Welcome, Opening Remarks
- Welcome Dinner

Day 2

NOVEMBER 18
8:30 am – 4:00 pm

- Arrival, Breakfast, Opening Remarks
- Morning Session
- Lunch
- Afternoon Session
- Return to Hotel/Free Time
- Activity and Dinner

Day 3

NOVEMBER 19
8:30 am – 12:00 pm

- Breakfast
- Morning Session with Break-outs
- Departures



STEPS 3 - 5 Virtual GTM Enablement Training

Sales

NOVEMBER 24
90 min training

- Workplace Use cases
- T-shirt size modeling, Scenario Builder
- End User Personas and Customer Key pain points
- Story-telling, Role play exercise

Technical

DECEMBER 2
90 min training

- Technical Presales Discussion
- AI on the Edge - How to leverage Edge Inferencing with AIPod Mini

Marketing

DECEMBER 4
90 min training

- Activate the Play
- Build Pipeline to Support Sales Targets
- Marketing Assets and Resources / Templates
- Customize Value Prop to Target Audience
- How to GTM
- Audience: Marketing + Sales Personas

AI Practice Accelerator Alumni

Chris McDaniel MBA
VP of Sales
vTECHio



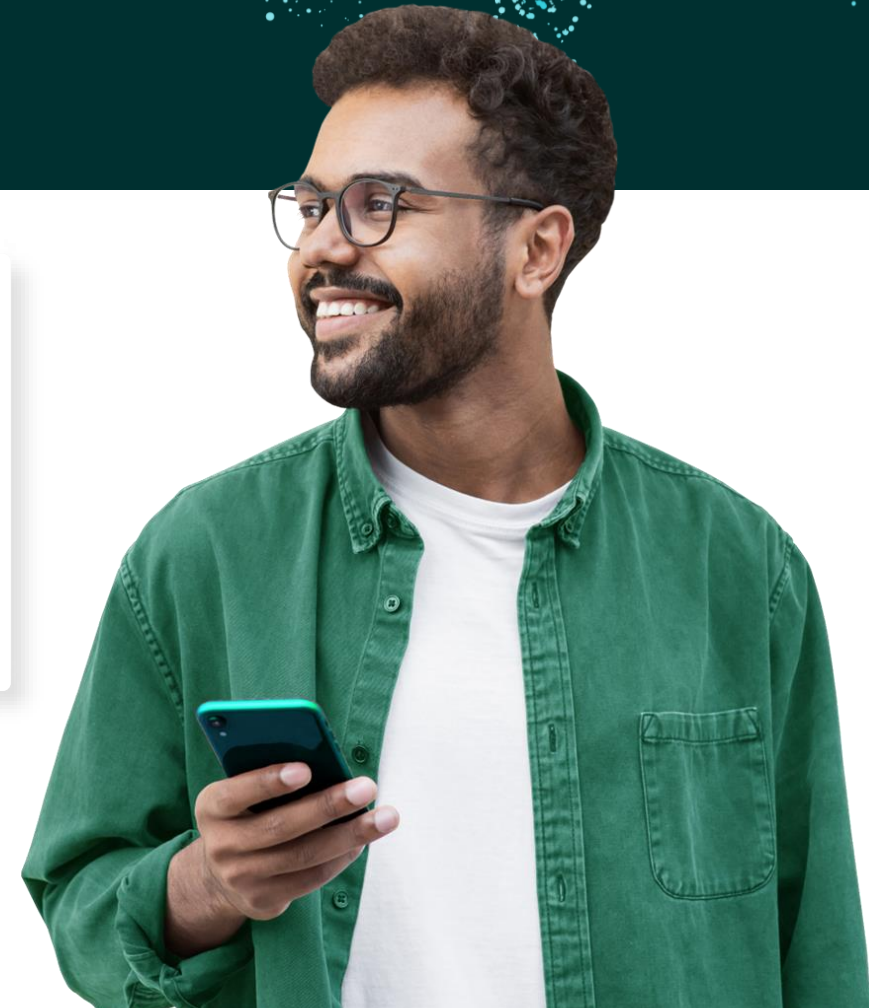
Partner Next Steps



To accept and reserve your spot in NetApp Accelerator **Review and Execute** Memorandum of Understanding electronically



First 15 partners will be invited to attend the In-person Workshop November 17–19





Making IT Personal™





Are you A.I. ready?

NetApp Accelerator

**AI on the Edge - How to leverage Edge Inferencing
with AIPod Mini**

Currently reviewing partner applications...

