

Turn account execs into AI closers.

Equip partner account executives with the plays, demos, and confidence to find, qualify, and close AI deals — and move them past the pilot.

150+ [VERIFY]

VARs enabled
Across the ecosystem

500+ [VERIFY]

SEs trained
Hands-on enablement

400+ [VERIFY]

Opportunities
Uncovered with partners

Faster [VERIFY]

Deal cycles
Shorter time to close

The Problem

AI conversations everywhere. AE confidence nowhere.

AEs struggle to demo multi-domain AI, tell an integrated story and move deals past the pilot. Hesitation, not lack of demand, is what loses the deal.

What It Does

- **Master the portfolio**
Positioning, use cases, objection handling, and competitive edge.
- **Sell with a playbook**
A step-by-step AI sales motion from discovery to proposal.
- **Demo with confidence**
Live, AI-powered demos built around real customer scenarios.
- **Close with support**
Architecture validation through SOW, with guided deal execution.

PAE Empowerment · the program in full

FROM CURRENT STATE TO GOALS

Current-state challenges

- Hard to demo real-world, multi-domain AI.
- Limited cross-domain integration story.
- Customers stuck in isolated pilots.
- Data silos block deployment.

What the program delivers

- Hands-on use cases & demos that build confidence.
- Unified, cross-portfolio solution storytelling.
- Plays to scale AI beyond the pilot.
- Articulate compute, storage & automation value.

CISCO AI PRODUCT PORTFOLIO FOCUS

Infrastructure

- AI-PODs — purpose-built AI infrastructure
- Unified Edge / Avatar — intelligent edge AI
- Vast Storage — AI data lakes & training

Network & security

- Hyperfabric AI — high-performance AI/ML networking
- AI Defense — AI-driven threat detection.

Platform

- AI Canvas — build, train & manage AI apps across hybrid environments

ENGAGEMENT JOURNEY & DELIVERABLES

4-phase journey

- Inspire & align — the AI vision
- Unlock AI impact — industry use cases
- Master the AI sales play — the playbook
- DemoSphere — live, guided demos

Key tools provided

- Executive briefing & unified value prop
- AI sales playbook; readiness framework
- Live demos; customer case studies
- Competitive cheat sheets; Q&A

Program metrics shown on page 1 are marked [VERIFY] pending referenceable sign-off.