AI READY ENTERPRISE PLATFORM CALL GUIDE

1. Find the gap or pain point

- Companies of all sizes in all industries are adding AI to improve decision making, fraud detection, demand forecasting, and predictive maintenance among many other business processes.

- Despite AI being a top priority, only 53% of AI projects actually go into production. (Gartner)

- IT teams are challenged to modernize apps to add AI capability and to support data science teams with the data they need in a timely fashion.

- It's difficult for companies to pull together an end-to-end AI platform, integrate it with existing infrastructure, manage data flows across clouds, and keep it all secure.

- Sufficient trained staff and complexity and cost management is a barrier to AI.

2. Create curiosity with what-if ideas

- What if you could accelerate the speed at which your developers could build out AI and high-performance data analytics and scale AI-enabled workloads?

- What if you could ease the expense, both OPEX and CAPEX, of running AI/ML workloads?

- What if you could run AI/ML on-premises with a trusted platform that provides the necessary IT governance and security for sensitive data and delivers the necessary performance?

- What if you could overcome the difficulty of taking AI/ML projects from development to production?

3. Confirm interest in outcomes

- Would you be interested in a solution that makes it easy to quickly deploy AI for your environment and reduces the risk of developing new models?

- Would you be interested in a solution that gives you the opportunity to create an intrinsically secure infrastructure that supports existing workloads and next-gen AI applications?

- Would you be interested in a solution that provides the computing power required to run AI workloads with both performance and cost in mind?

- Would you be interested in a solution that makes it possible to scale AI at the edge and deploy the environment you need in hours rather than months?

4. Give the elevator pitch

- **Lenovo and VMware** enterprise AI solutions are based on VMware vSphere+ and NVIDIA AI Enterprise Suite and GPUs, running on Lenovo high performance systems.

- **We deliver** improved performance for AI modeling and a scalable platform that supports load balancing and live migration.

- **Our solution** is an AI-ready enterprise platform for all deployments and has the smallest footprint for enterprise GPU.

5. Validate the opportunity

- Have you considered implementing an enterprise AI solution that allows you to start at any size deployment and scale with business needs?

6. Ask for the meeting

- Based on what we discussed today, I'd like to connect you with one of our enterprise AI experts to further explore how we can support your organization's goals. What date and time work best for you? Thanks, and have a great day.

🔗 Additional Resources

Please download additional sales tools, including call guides for the other joint solution areas, as well as a sales messaging playbook and a customer presentation.

They can be found at:

Lenovo—Go download at the Lenovo Partner Hub
VMware—Go download at the Partner Connect Portal