Red Hat

AI offering

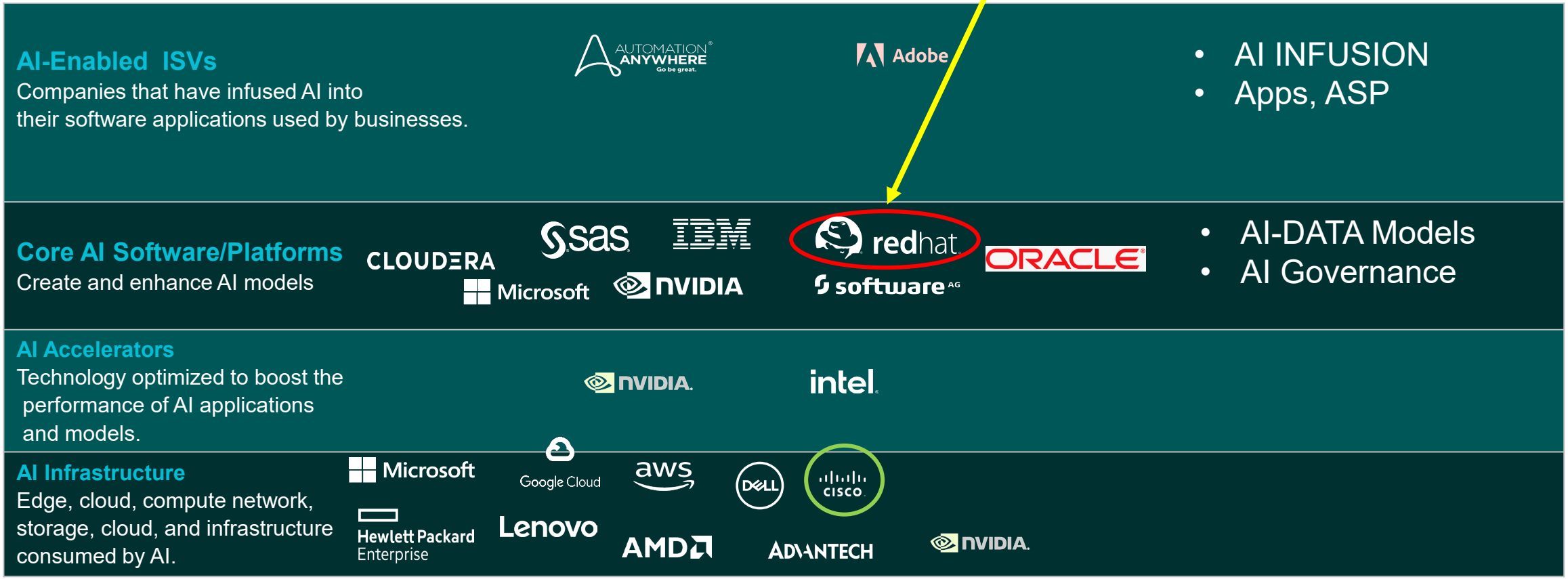
- TD SYNNEX AI POSITIONING
- Red Hat AI STRATEGY
- Red Hat AI SOLUTIONS
- EDUCATION - PROFICIENCY
- LAB & ASSETS
- Red Hat MARKETING INITIATIVES
- USE CASES & REFERENCES

* *Eventuali brand dei vendor citati e riferimenti a scenari e soluzioni Red Hat, possono essere contenuti pubblici condivisi dal vendor*

The TD SYNNEX AI Ecosystem – RED HAT positioning

Vendors that have selected TD SYNNEX to ***amplify*** their position in AI

Current Vendors



** Some Vendors have solutions across multiple segments. ** Not all vendors are available in every region*

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June 11th 2025

Red Hat solutions for AI

Mauro Lavezzari
Hybrid Cloud Architect
TD Synnex Advanced Solutions
mauro.lavezzari@tdsynnex.com

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Red Hat strategy on AI

Open AI solutions on hybrid cloud

Generative AI customer adoption challenges

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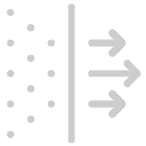
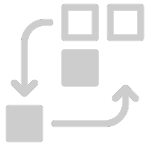
Cost

Generative AI frontier model services are cost prohibitive at scale for most enterprise customer use cases.



Complexity

Tuning models with private enterprise data for customer use cases is too complex for non-data scientists.



Flexibility

Enterprise AI use cases span data center, cloud & edge and can't be constrained to a single public cloud service.

Guiding principles: Open Source

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"Meta's LeCun Says Open-Source Is The Key"[1]

"*InstructLab lets anyone contribute skills to models, making AI truly collaborative. It's how open source won in software -- now we're doing it for AI.*"
Chris Wright, Red Hat CTO

Alibaba makes AI model for video, image generation publicly available[2]

"Every AI application requires a database, a Kubernetes cluster, and a model on an AI accelerator,"
Satya Nadella, Microsoft

"A shocking Chinese AI advancement called DeepSeek is sending US stocks plunging"[3]

1 https://www.forbes.com/sites/luisromero/2025/01/27/chatgpt-deepseek-or-llama-metas-lecun-says-open-source-is-the-key/
2 https://www.reuters.com/technology/artificial-intelligence/alibaba-release-open-source-version-video-generating-ai-model-2025-02-25/
3 https://edition.cnn.com/2025/01/27/tech/deepseek-stocks-ai-china/index.html

Guiding principles: high quality models in the client context

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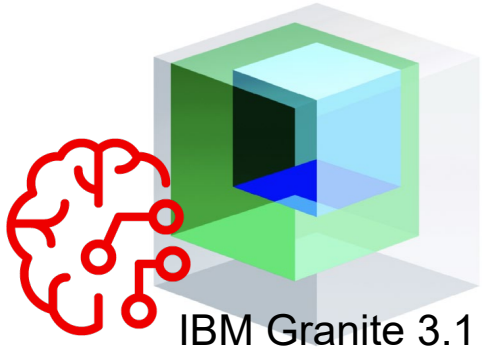

Winning with Models

open source,
small language models

Customizing models

with enterprise,
private data

Deploying across the hybrid cloud

models, code and
intelligent applications

Guiding principles: Partner Ecosystem

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Gather and prepare data | Develop model | Integrate models in app dev | Model monitoring and management

Customer managed ISV software

Customer managed applications

elastic, Starburst, Pachyderm, mongoDB., crunchydata, Intel AI Analytics Toolkit, CLOUDERA, H2O.ai, redislabs, SAS, watsonx, C3.ai, OpenVINO, CognitiveScale, THE TRUSTED AI COMPANY, avanseus, cnvrg.io

ISV managed cloud services

Starburst Galaxy, ANACONDA

Red Hat managed cloud services

Red Hat AMQ — Red Hat OpenShift AI

Red Hat managed cloud platform

Open hybrid cloud platform with self service capabilities: Red Hat OpenShift, Red Hat OpenShift Dedicated, Red Hat OpenShift Service on Amazon Web Services

Accelerators: NVIDIA, intel

Cloud infrastructure: aws, Google Cloud, Azure

Red Hat AI / ML Strategy

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AI workload support

Become the default choice for customers' AI deployments by supporting the **requirements of AI workloads on Red Hat infrastructure.**

e.g., hardware acceleration

Platform for intelligent apps

Provide a consistent, purpose-built application development **platform** for customers **to build and deploy AI-enabled applications.**

e.g., Red Hat OpenShift AI, Red Hat OpenShift Data Science

AI-enabled platforms

Leverage **AI-enabled tools and services to drive adoption of existing Red Hat products and services.**

e.g., Ansible Lightspeed, Developer Hub

What are the challenges impeding progress?

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1. *How do I privately include my own domain expertise in an AI app?*
2. *How do I manage the entire lifecycle of my AI App?*
3. *How do I maximise the efficiency of scarce resources?*

How do I privately include my own domain expertise in an AI app?

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RAG

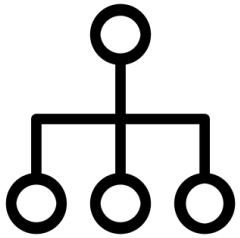
Retrieval Augmented Generation

Enhance Gen AI model-generated text by retrieving relevant information from internal and external sources.

NEW

InstructLab

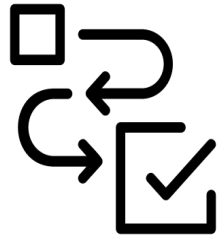
Large-scale Alignment for chatBots



Allow non-experts to contribute their domain expertise to a model

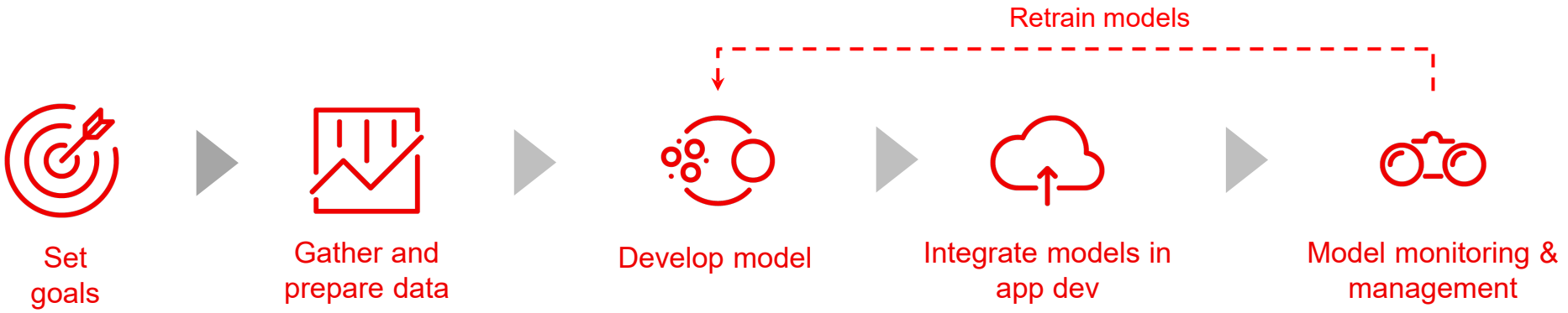
Fine tuning

Fine Tuning



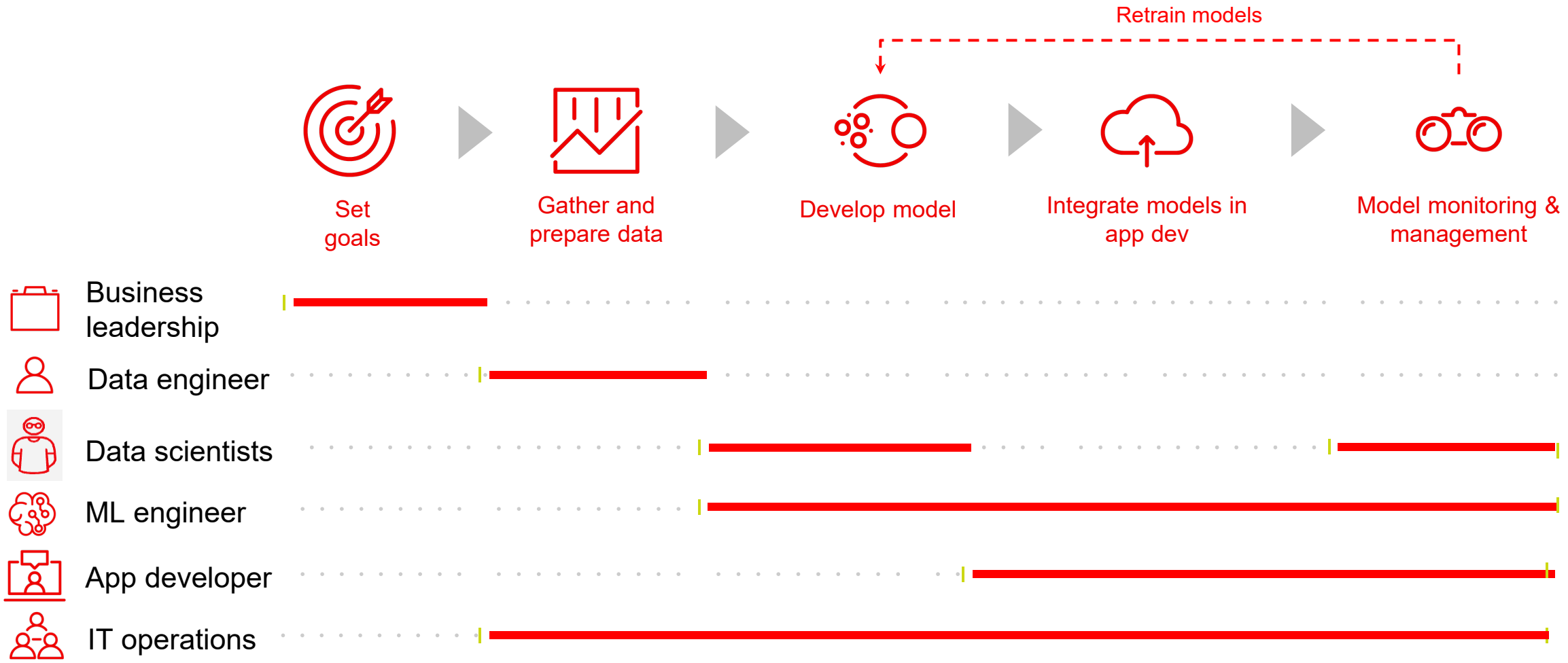
Adjust a pre-trained model on specific tasks or data, improving its performance and accuracy for specialized applications without full retraining.

How do I manage the entire lifecycle of my AI App?

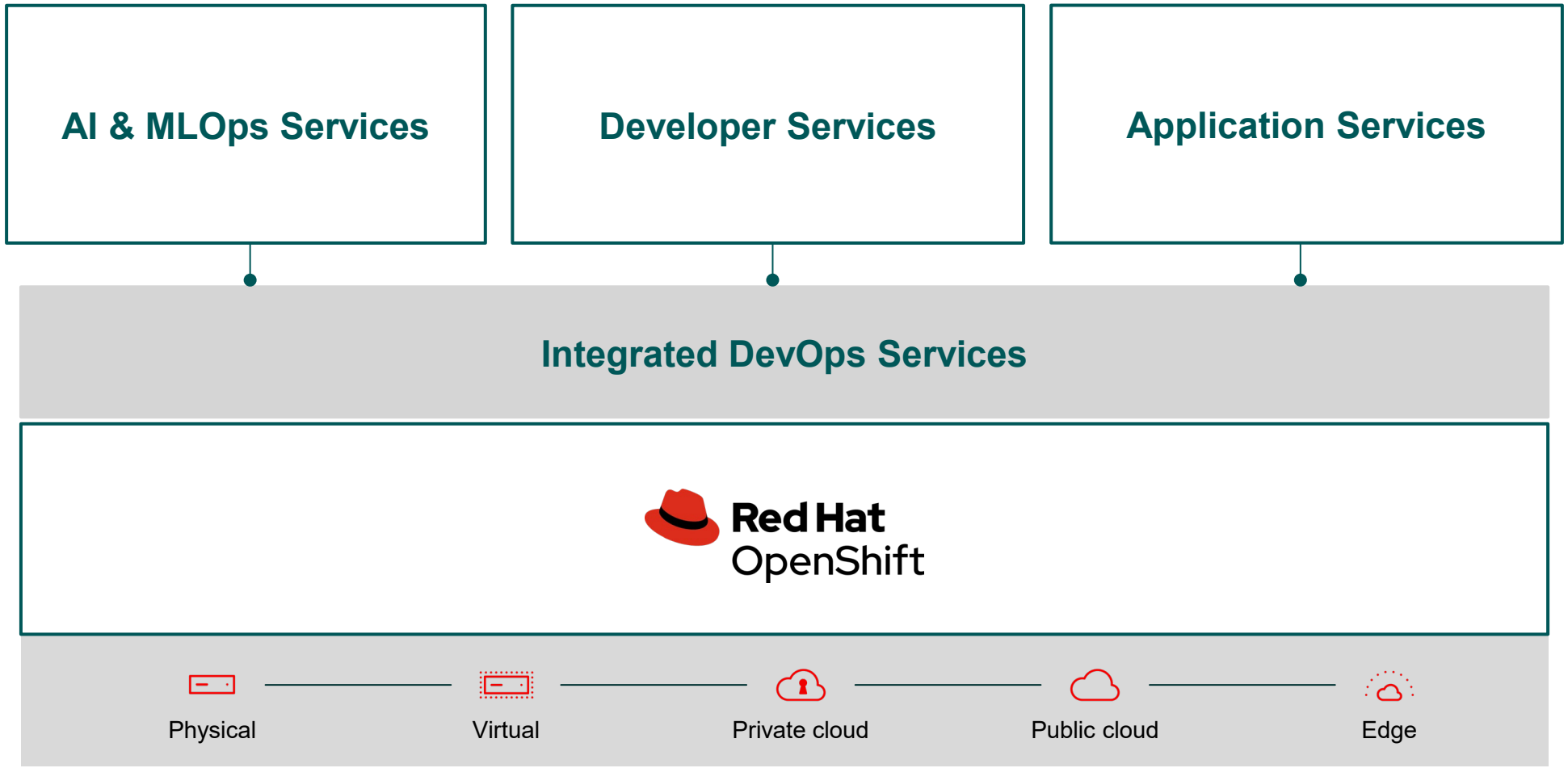


- Business leadership
- Data engineer
- Data scientists
- ML engineer
- App developer
- IT operations

How do I manage the entire lifecycle of my AI App?



How do I manage the entire lifecycle of my AI App?



"Every AI application requires a database, a Kubernetes cluster, and a model on an AI accelerator,"
Satya Nadella, Microsoft

Summary: Why Red Hat?

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1. *How do I privately include my own domain expertise in an AI app?*

   InstructLab allows non -experts to contribute their domain expertise

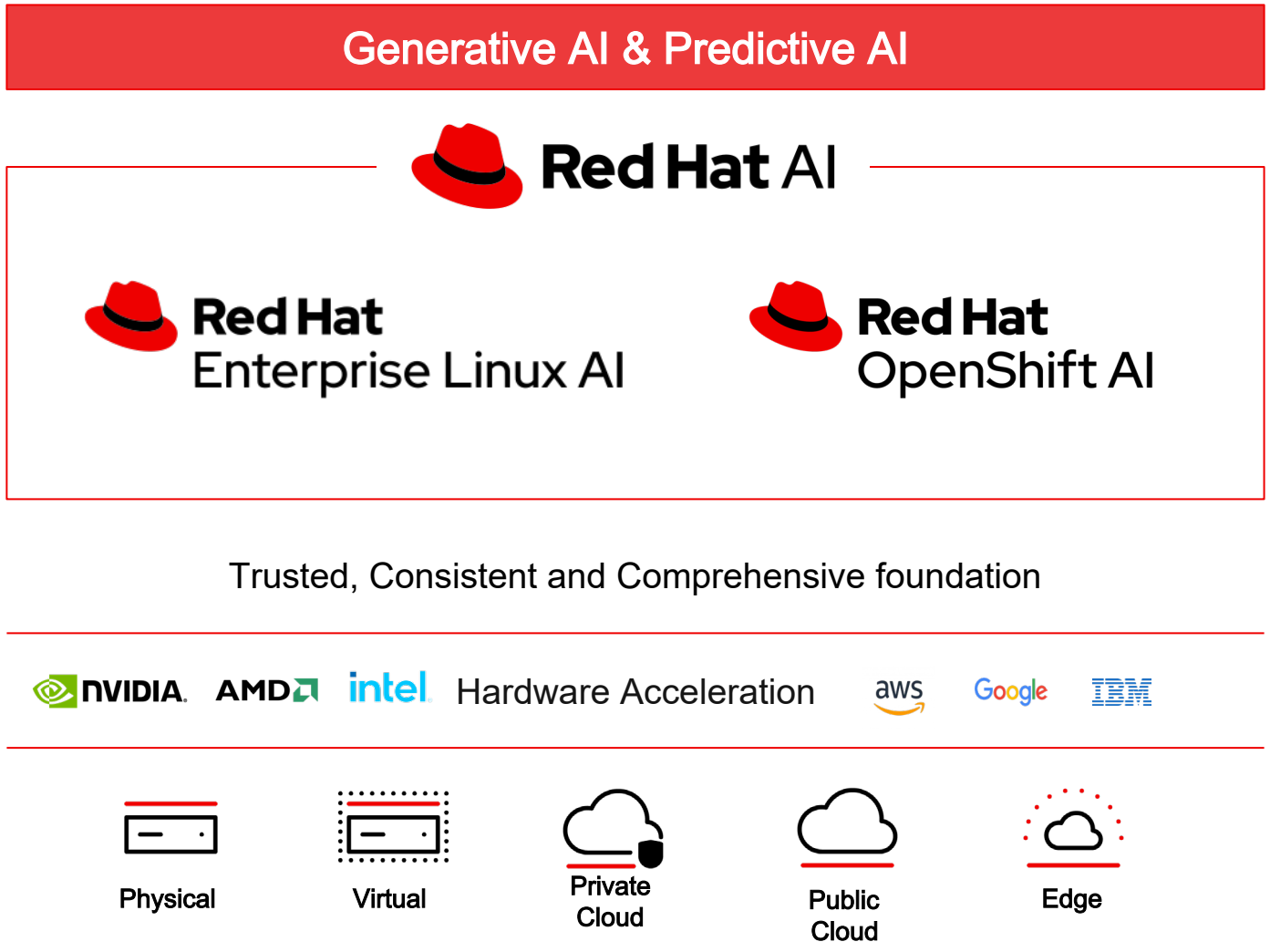
1. *How do I manage the entire lifecycle of my AI App?*

   OpenShift's DevOps and MLOps capabilities allows all stakeholders to effectively contribute to the lifecycle of an application

1. *How do I maximise the efficiency of scarce resources?*

   Model -as-a-Service simplifies Development, Management and the efficiency of AI Applications

Red Hat AI portfolio



* NVIDIA GPUs fully supported in Red Hat AI. AMD Instruct $ Intel Gaudi in Preview, AWS Inferentia/Neuron, Google TPU, IBM AIU are on our roadmap

Red Hat AI portfolio (II)

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Red Hat Enterprise Linux AI

Foundation model platform for developing, testing and running Granite family LLMs

- Provides a simplified approach to get started with generative AI that includes open-source models
- Makes AI accessible to developers and domain experts with little data science expertise
- Provides the ability to do training & inference on individual production server deployments

Red Hat OpenShift AI

Integrated MLOps platform for model lifecycle management at scale anywhere

- Provides support for both generative and predictive AI models with *bring-your-own-model* (BYOM) approach
- Includes distributed compute, collaborative workflows, model serving and monitoring
- Offers enterprise MLOps capabilities and the ability to scale across hybrid-clouds
- Includes Red Hat Enterprise Linux AI, including the Granite family models

From RHEL AI to Openshift AI

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InstructLab

Open Source

Learn and experiment via limited desktop-scale training method (qlora) on small datasets.

Laptop/Desktop

Red Hat Enterprise Linux AI

Small Scale

Production-grade model training using full synthetic data generation, teacher and citric models.
CLI tooling with building blocks.

Server/VM

Red Hat OpenShift AI

Large Scale

Production-grade model training, serving and monitoring using full power of hybrid cloud app platform for scaling, automation and MLOps services.

Cluster

AI/ML 100% open source

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Red Hat OpenShift AI platform

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Generative AI and MLOps capabilities for building flexible, trusted AI solutions at scale

Red Hat OpenShift AI

Model development
- Workbenches
- Distributed workloads
- Data and model pipelines
- ISV images |Custom images
- GPU support

Model Serving
- Serving engines: Kserve, ModelMesh
- Serving runtimes : Custom, vLLM, TGIS, OVMS

Data & model pipeline
- Visual editor
- Automated data science pipeline

Model Monitoring
- Performance metrics
- Operations metrics
- Quality metrics

Red Hat OpenShift

Red Hat Enterprise Linux AI

InstructLab
Taxonomy | Alignment tuning | Command-line interface (CLI) | Model training infrastructure

Granite family models

Red Hat Enterprise Linux

Pytorch| Runtime libraries | GPU support | vLLM | Deepspeed

Physical — Virtual — Private cloud — Public cloud — Edge

AI Enablement & Trainings

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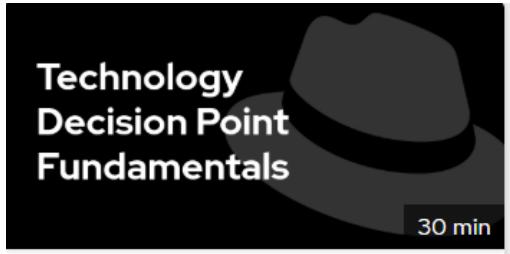


Course

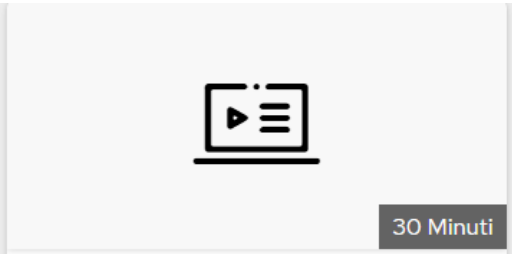
Technology Decision Point Fundamentals

Giocare

Course

Deploying RHEL AI on AWS

Giocare



Course

Red Hat AI: Solving Technical Challenges

Giocare

Course

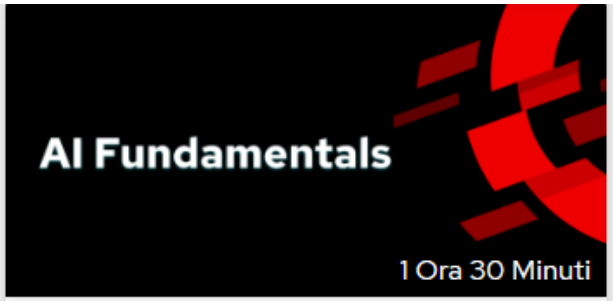
InstructLab: Training Merlinite for Parasol Insurance

Giocare

Course

Red Hat Solutions for Generative AI and LLMs

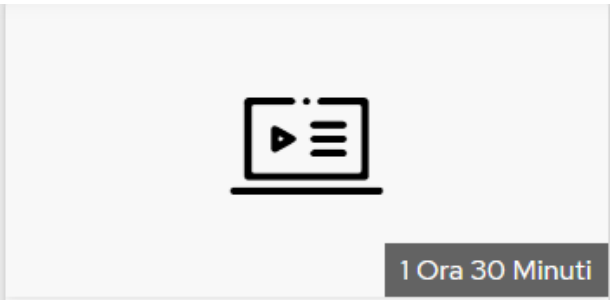
Giocare



Course

AI Fundamentals

Giocare



Course

Serving an LLM using OpenShift AI

Giocare

OpenShift AI Certification

TD SYNNEX

Red Hat

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EX267

Red Hat Certified Specialist in OpenShift AI (EX267)

Overview	Objectives	What you need to know	Recommended Training Tab

Related offer

This exam is part of the Developing and Deploying AI/ML Applications on Red Hat OpenShift AI with Exam (AI268) bundle. This bundle is available at 15% off local MSRP, now through September 30, 2024. Click get started to checkout from the bundle page and select a course plus the exam to receive this offer. Discount will be applied to the local MSRP of eligible offerings at checkout. This offer may not be combined with other offers or discounts.

Assets from Red Hat

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***"Understanding AI" page* in Red Hat public site**

- *Root access to AI products documentation*
- *Documents, videos, blogs and e-books on AI concepts*
- *Client references*

***Red Hat Developer site* provides interesting material on AI**

- Documentation
- Articles
- Demos
- Labs

Assets from TD SYNNEX

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TD Synnex Europe Center of Exellece (CoE) on Red Hat provides skill and assets

Technical sessions dedicated to Red Hat AI products and technologies. 2 examples:

- Red Hat Enterprise Linux AI general overview
- Red Hat Enterprise Linux AI installation and usage for enhancing an existing llm with local knowledge

Technical workshops on general AI techniques. For example:

- Using RAG (Retrieval Augmented Generation) in combination with AWS Bedrock running on Red Hat.

Workshops and demos are available on TD Synnex owned infrastructures or on cloud, where many Red Hat products are already installed and configured

Some Red Hat use cases / references

Banco Galicia onboards new corporate customers in minutes with intelligent NLP platform

Boston University sees success with new educational tools built with Red Hat OpenShift AI

The Basque Government through EJIE promotes linguistic diversity with high-speed translation tool

OpenShift AI at Banco Galicia

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Banco Galicia onboards new corporate customers in minutes with intelligent NLP platform

Building an open source intelligent NLP platform

Banco Galicia worked closely with Red Hat Consulting to build an AI-based intelligent NLP platform. Red Hat OpenShift provides the on-premise platform with a reliable and highly available foundation, with the AI workloads deployed in containers to optimize inference processing.

To develop and train the AI models, Banco Galicia's data scientists use a comprehensive set of open source AI tools from the Open Data Hub (ODH) open source project. This includes Jupyter Notebooks (for development) and TensorFlow and scikit-learn (for training), which all run on Red Hat OpenShift.

Continuous re-training the API-based models allows the bank to improve processes, and then make the models available for other projects and areas.

Banco Galicia also takes advantage of Red Hat Integration and Red Hat Single Sign-on (SSO) to further streamline the platform. Red Hat Integration technologies expose models to any internal workloads not running on the cloud, while Red Hat SSO simplifies and secures access across the Red Hat technologies.

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Thank you!

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