



AI Use Case Discovery Tool

Mapping Partner AI Use Cases to Red Hat's Portfolio

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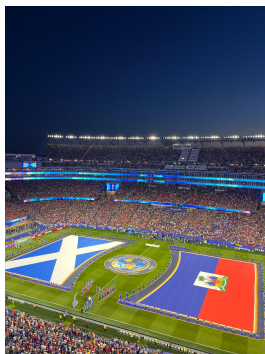


About Me

This summer, I worked as an AI Ecosystem Intern mapping and identifying AI use cases among our partners and aligning them with the Red Hat AI portfolio.

Outside of Red Hat I'm...

- ▶ a Computer Science and Design Major @ Northeastern University
- ▶ originally from Brookline, MA
- ▶ practicing of yoga, ranking new restaurants on Beli, or going to concerts



AI Ecosystem Intern

Global Partner Ecosystem Team



Project Objective

The Problem

There is a **significant discrepancy** between the exhaustive AI capabilities our partners market on their websites and the use cases they are **actively investing** and **selling** in the field.

Investigating and resolving this delivers critical strategic value by:

- ▶ Uncovering True GTM Realities
- ▶ Enabling Actionable Sales
- ▶ Identifying Gaps in Product Development
- ▶ Correcting Outdated Internal Assumptions



Project Phases

The Process



Phase 1: Research Gathering

Conducted interviews with PAMs and partner leaders to identify the AI use cases that have genuine field investment and dedicated sellers behind them.



Phase 2: Use Case Inventory Structuring

Organized validated data into a comprehensive inventory, mapping partner capabilities, hardware, and GTM strategies directly to RHAIE and RHAIFN portfolios.



Phase 3: Building a Valuable Sales Tool

Integrated the inventory along with partner pitch decks and case studies, into a NotebookLM database.



Project Persona

The Workflow



e.g. Red Hat Seller

Uses NotebookLM to prepare for customer meeting questions.

Discovers and inputs new AI use cases directly from the field.



NotebookLM

Acts as an interactive AI knowledge assistant for sellers.

Formats discovered use case data into structured, easily copy-pasted inventory rows.



AI Use Case Inventory

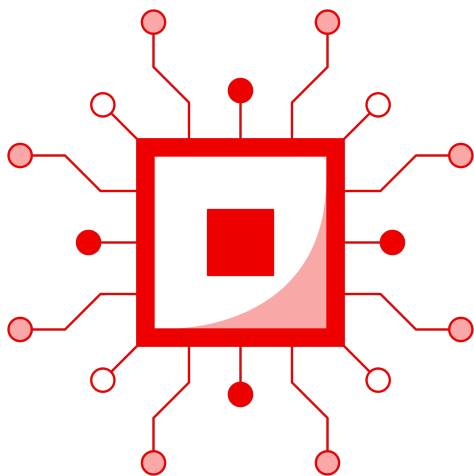
Serves as the central database of updated, shared field knowledge.

Stores use case rows copy-pasted from NotebookLM by a Red Hat Seller.



Financial Services Deep Dive

The Strategic Blueprint



Why FSI?

Financial Services is high-stakes, heavily regulated environment that perfectly highlights Red Hat's unique market value.

The purpose was to utilize **FSI as a blueprint** to trace how a complex solution, such as **Fraud Detection**, flows from partner infrastructure to real-world customer implementation.



The Use Case Discovery Tool in Action

FSI Market Realities

"What is the current state of AI for fraud detection in banking, and what regulatory challenges prevent customers from deploying Gen AI models for it?"

"How are Cisco, Dell, and Lenovo structuring their sales motions to target fraud and financial crime use cases?"

Partner Infrastructure



The Use Case Discovery Tool in Action

Next Best Actions

"Based on these challenges and Cisco's GTM strategy, what is the 'next best action' for a Red Hat seller engaging a banking customer using Cisco hardware?"

"What does a successful, compliant fraud detection deployment look like in production?"

Real-World Implementation

Red Hat Sales Enablement

"What actionable assets must Red Hat build next to seamlessly integrate with these validated FSI use cases?"



Project Learnings & Challenges

The Reflections



Navigating GTM Strategies

Stepped outside my CS & Design comfort zone to learning how enterprise GTM strategy operates



Adaptability & Problem Solving

Navigated emerging AI tools and learning to iterate on prompt structures to turn raw field notes into clean data outputs



Ownership & Executive Presence

Gained confidence in taking full ownership of an intern project and speaking to people in positions much higher than myself



Seller Adoption

Making sure this NotebookLM would be maintainable after leaving this internship



Thank you

A huge thank you to my mentor **Noah Mayes** and my manager **Ryan King** and for all your guidance, leadership and ongoing advocacy this summer.

Question or Comments? Happy to chat!
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