

AI BUILDERS

This is the Market Development Plan for the [Ai Builders](#) partner accelerator program. Join the networking community [here](#) to propose updates to this document.

Executive Summary

The global artificial intelligence (AI) market is poised for explosive growth, presenting significant opportunities for channel partners in 2025 and beyond.

Valued at approximately \$371.71 billion in 2025, the AI market is projected to grow at a compound annual growth rate (CAGR) of 30.6% to reach \$2,407.02 billion by 2032.

North America leads with a 41% revenue share, driven by robust infrastructure, significant R&D investments, and widespread enterprise adoption.

For channel partners, the AI market offers diverse opportunities in software, hardware, and services across industries such as healthcare, finance, retail, and marketing. This report explores key trends, opportunities, challenges, and strategic recommendations for channel partners to capitalize on this dynamic market.

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Market Strategy

Analysis and Growth Projections

The global AI Data Centers market is projected to experience significant growth in the coming years. According to research reports, the market size is expected to reach billions of dollars by 2025, driven by the increasing adoption of AI technologies in data centers.

- **Market Segmentation:** The AI Data Centers market can be segmented based on deployment type (cloud-based, on-premises), application (IT & telecom, healthcare, BFSI, retail, others), and region (North America, Europe, Asia Pacific, Latin America, Middle East & Africa).
- **Key Players:** Leading companies in the AI Data Centers market include IBM, NVIDIA, Intel, Google, and Microsoft. These players are investing heavily in AI research and development to stay ahead in the competitive landscape.
- **Market Drivers:** The increasing adoption of cloud computing, the proliferation of IoT devices, and the need for real-time data processing are key drivers fueling the growth of AI Data Centers.
- **Challenges:** Despite the promising growth prospects, challenges such as data privacy concerns, regulatory compliance, and high initial investment costs pose hurdles for the widespread adoption of AI Data Centers.

Opportunity for Channel Partners

Channel partners—such as global systems integrators (GSIs), independent software vendors (ISVs), resellers, and niche consulting firms—stand to benefit significantly from this market's growth, with opportunities estimated to reach \$158.6 billion by 2028, growing from \$15.4 billion in 2023.

Key opportunities include:

- **AI Services and Software Development:** Partners can offer specialized AI services, such as consulting, implementation, and custom software development, particularly for enterprises adopting AI inferencing (real-time AI application)

beyond hyperscale training environments. This is a multi-billion-dollar revenue stream, especially for GSIs and ISVs with expertise in AI integration.

- **Advanced Data Services:** The need for data management, analytics, and optimization in AI data centers creates opportunities for partners to provide advanced data services that enable or enhance AI capabilities.
- **Reselling and Upselling Hardware/Software:** Partners can resell, co-sell, or upsell AI-specific hardware (e.g., Nvidia GPUs, cooling systems from Schneider Electric) and software solutions, bundling them with value-added services like installation and maintenance. The premiumization of AI-capable equipment (e.g., a 10-15% price premium on AI-capable PCs) boosts potential margins.
- **Infrastructure Solutions:** With power and cooling challenges intensifying, partners can collaborate with vendors like Schneider Electric or HPE to deliver turnkey solutions—such as liquid cooling systems or private cloud setups—tailored to AI workloads. The acquisition of MotivAir by Schneider Electric in 2025 exemplifies this trend.
- **Internal Productivity Gains:** Beyond external revenue, channel partners can leverage generative AI internally to automate processes, enhance client services, and improve operational efficiency, creating a competitive edge.

To capitalize on these opportunities, channel partners must act swiftly, invest in AI expertise, and form strategic partnerships with leading tech vendors (e.g., Nvidia, Microsoft, Google). The market's rapid evolution favors those who can adapt to its scale, complexity, and sustainability demands, while the enterprise shift toward mainstream AI inferencing offers a particularly ripe domain for channel growth in the coming years.

Solutions Catalogue

Ai Chatbots

Development of chatbots for web site customer service, integrated with enterprise applications and LLM knowledge bases.

Ai Data Center Hosting

Data centers are evolving to meet AI-specific requirements, creating significant opportunities for industry channel partners and new venture entrepreneurs. Key opportunities include infrastructure development, advanced cooling solutions, energy-efficient technologies, GPU cloud services, and AI-driven data center management tools.

Training and Education Services

The market for AI training services tailored to large and small organizations is experiencing significant growth, driven by the increasing need for continuous skill development in a rapidly evolving technological landscape. The global AI in education and training market was valued at approximately USD 5.88 billion, with projections indicating robust expansion through 2033.