

KEY PARTNERS

- **Foundry / packaging / assembly partners** — outsourced manufacturing (10-K).
- **Hyperscalers** — AWS, Azure, Google Cloud, OCI as buyers and DGX Cloud hosts.
- **NVIDIA Cloud Partners** — e.g. CoreWeave, Nebius on Vera Rubin racks (Q2 FY2027).
- **Server OEMs + NVIDIA-Certified Systems** — enterprise on-prem AI factories.
- **NVIDIA Partner Network** — channel for AI Enterprise and systems.
- **ISVs / model ecosystems** — NIM, NeMo, Omniverse, open models deepen CUDA.

KEY ACTIVITIES

- Architect GPUs, CPUs, DPUs, and rack-scale AI factory systems.
- Co-design networking (NVLink, Spectrum, InfiniBand) with compute.
- Ship CUDA-X, NIM, NeMo, Omniverse, and AI Enterprise releases.
- Ramp manufacturing and allocation across generations (Blackwell → Rubin).
- Sell multi-year CSP / OEM platform deals and AI Enterprise licenses.
- Run DGX Cloud with CSP partners and enable Partner Network GTM.

KEY RESOURCES

- CUDA / CUDA-X software platform and developer mindshare.
- GPU, CPU, DPU, and NVLink interconnect architecture IP.
- Rack-scale designs (HGX, GB200/GB300 NVL72, Vera Rubin).
- NVIDIA AI Enterprise / NIM / NeMo / Omniverse software IP.
- **Partner network** — CSPs, OEMs, NPN, Certified Systems catalog.
- **Public brand** — NASDAQ NVDA; Q2 FY2027 \$89.0B Data Center franchise.

VALUE PROPOSITIONS

- **CUDA ecosystem** — models and talent already target NVIDIA GPUs.
- **Rack-scale AI factories** — GB200/GB300 / Vera Rubin with NVLink.
- **Networking co-designed with compute** — fabric for giga-scale clusters.
- **NVIDIA AI Enterprise** — production NIM, NeMo, Blueprints, support.
- **DGX Cloud** — managed training without owning the full factory.
- **Run anywhere** — on-prem Certified Systems + major cloud marketplaces.

CUSTOMER RELATIONSHIPS

- Free CUDA Toolkit + NVIDIA Developer Program.
- build.nvidia.com hosted NIM APIs for prototyping.
- 90-day NVIDIA AI Enterprise evaluation license.
- NPN / OEM partners for on-prem deployment help.
- Direct CSP and enterprise account teams for platform deals.
- Business Standard support included; Business Critical upgrade.

CHANNELS

- **Primary doors** — nvidia.com Data Center, developer.nvidia.com, build.nvidia.com.
- CUDA Toolkit and NGC catalogs as self-serve software channels.
- AWS / Azure / Google Cloud / OCI marketplaces for AI Enterprise + DGX Cloud.
- OEM servers and NVIDIA-Certified Systems for on-prem.
- NVIDIA Partner Network co-sell and fulfillment.
- Direct CSP / enterprise sales + GTC and content GTM.

CUSTOMER SEGMENTS

- AI research labs and model startups (CUDA, NIM, DGX Cloud).
- Hyperscalers and NVIDIA Cloud Partners (rack-scale Data Center).
- Enterprises building on-prem AI factories (Certified Systems + AI Ent.).
- ISVs and MLOps teams packaging NIM/NeMo into products.
- **Gamers and creators** — GeForce / RTX (Edge Computing \$7.2B Q2 FY27).
- **Auto / robotics** — DRIVE, Jetson, physical AI stacks.

COST STRUCTURE

- Foundry, packaging, assembly, and related product COGS.
- Networking and system BOM for rack-scale AI factories.
- **R&D talent** — GPUs, NVLink, CUDA-X, NIM/NeMo, Omniverse.
- Sales, solutions architecture, and CSP/OEM account coverage.
- Partner programs, Certified Systems qualification, support.
- Inventory and geo/export compliance (SKU-specific margin risk).

REVENUE STREAMS

- **Data Center compute** — GPUs and rack-scale systems (primary cash register).
- **Data Center networking** — NVLink fabric, InfiniBand, Spectrum Ethernet.
- **NVIDIA AI Enterprise** — \$4,500/GPU/yr list or ~\$1/GPU-hr CSP PAYG.
- **DGX Cloud** — managed training private offers with major CSPs.
- **Gaming / Pro Viz / Automotive** — Edge Computing \$7.2B in Q2 FY2027.
- **Q2 FY2027** — \$96.2B revenue; \$89.0B Data Center; 75% GAAP GM; Q3 outlook \$108B ±2%.
- **Q2 FY2026 mix context** — DC Compute \$33.8B + Networking \$7.3B.