

A new era for AI

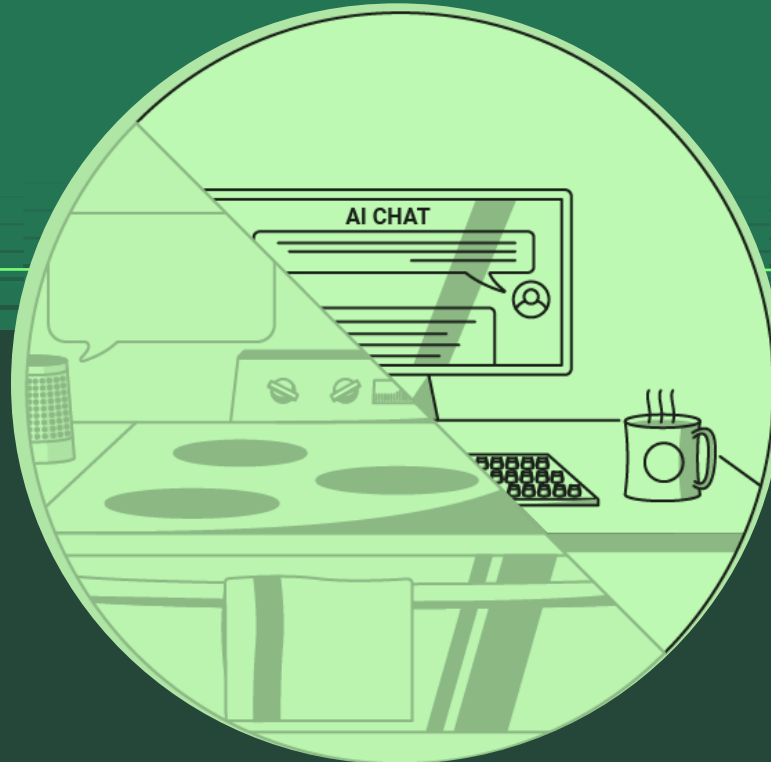
AI is transforming how we work and innovate. Organizations need the right data, strategy, technology and tools to take proof of concept to proof of productivity. They need the path to be simple, have control over their models, and maintain their data sovereignty.

We make this a reality by bringing AI to the data.

What are leaders telling us?

80%

reported using
Generative AI in their
lives in some capacity¹



63%

indicated that they've
used it for work¹

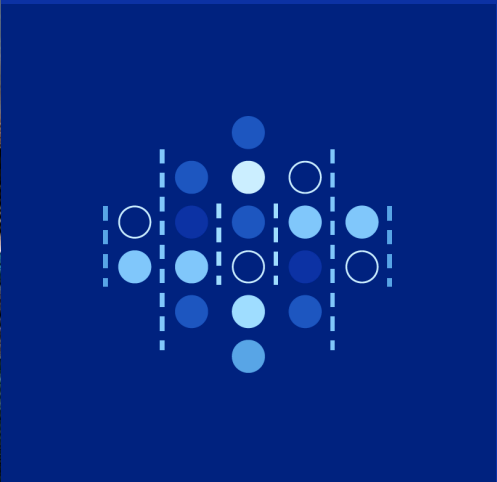
“

*We believe there is a lot of potential with Generative AI
but there are serious risks that need to be considered.
We are using Generative AI but very cautiously.*

”

— IT Director

¹Based on Dell Technologies Primary Research 2024 n=356



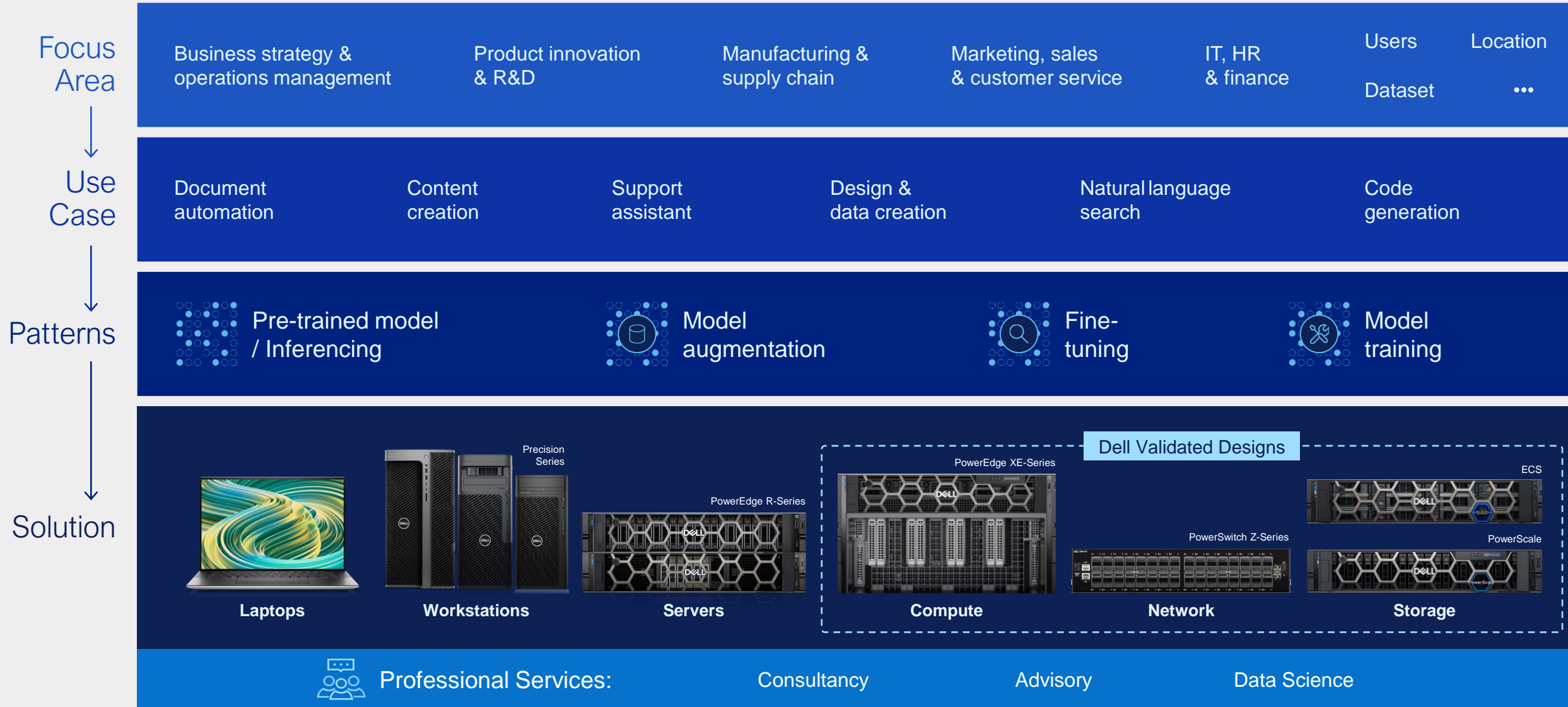
Unlocking new possibilities

Generative AI will be an unprecedented engine for growth and your data makes the difference.



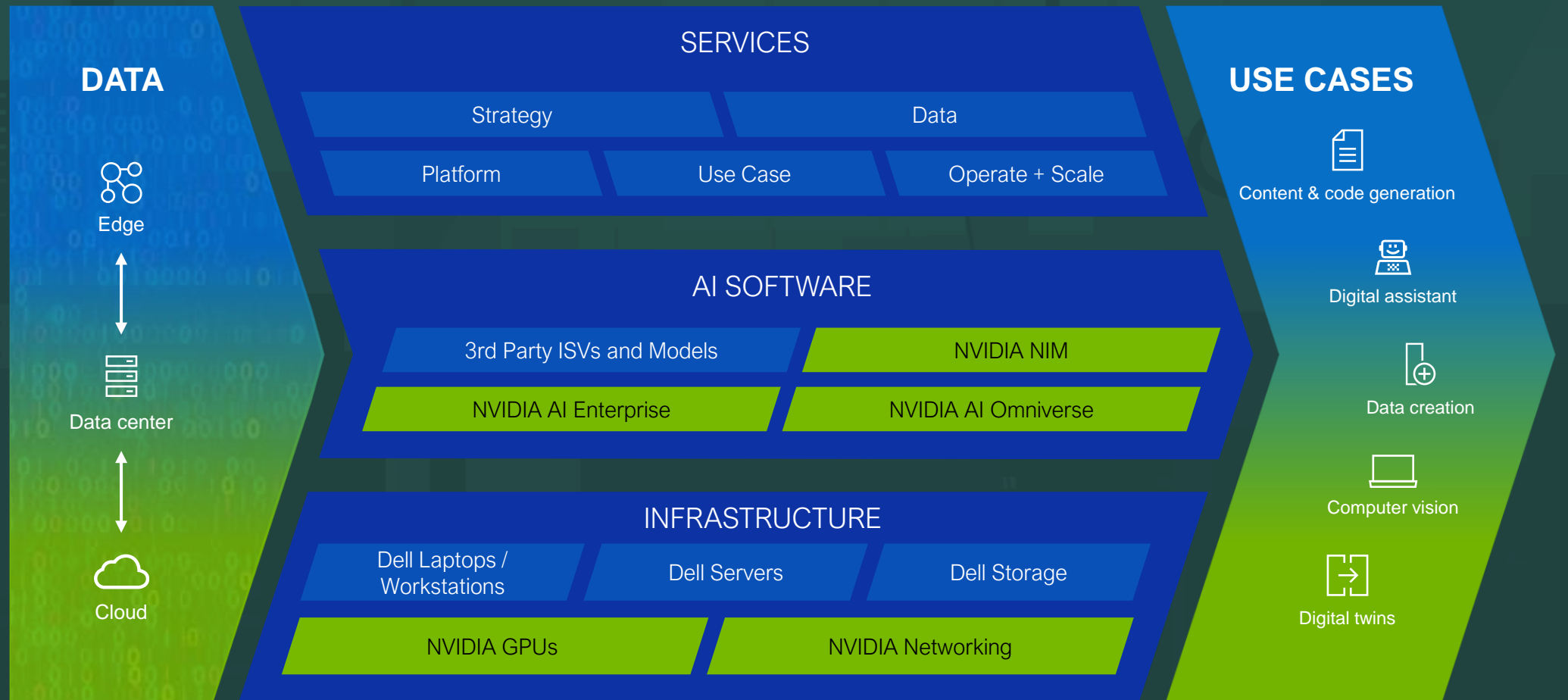
*Source: Innovation Catalyst study (EMEA), Dell Technologies, February 2024

Delivering GenAI innovation end-to-end



The Dell AI Factory with NVIDIA

INDUSTRY'S FIRST END-TO-END ENTERPRISE AI SOLUTION



The Dell AI Factory is Accelerating Customer Outcomes...



“ With the Dell AI Factory, we're working on AI tools deployed directly on our on-prem PowerEdge servers, which we find much easier, faster, cheaper, and better to deploy than in the cloud.”

— **Dr. Mozziyar Etemadi**
Medical Director of Advanced Technologies & Anesthesiologist, Northwestern Medicine



“ The AI Factory from Dell is helping to create a more effective government in the digital age and give us new tools to improve civic engagement and outcomes.”

— **Rich Gagnon**
Assistant City Manager and Chief Information Officer, City of Amarillo

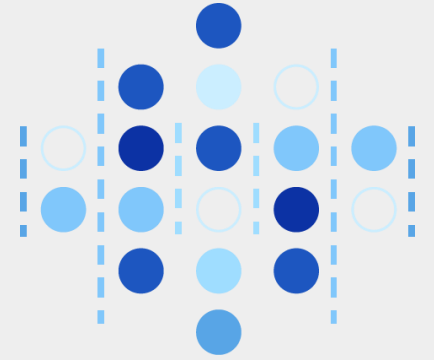


“ Our in-house researchers can secure a larger amount of resources and use them without worrying about the cost, whereas previously they could not secure GPUs in the public cloud or were charged more for long-term use.”

— **Daisuke Takahashi**
Solution Architect, CIU, Group IT Department, CyberAgent, Inc.



Next steps



Explore



Dell architects work with you to establish a baseline approach.

Plan



Half-day Services strategy engagement on use cases, requirements, skills and processes (fee waived).

Learn



Deep dive into the infrastructure and planning required to make AI real.

Accelerate



A comprehensive approach to your AI journey.