



Bring AI to
your customers' data –
wherever it lives.

—
Your AI success pack





Background



We are witnessing the AI revolution. From healthcare to finance, manufacturing to retail, and beyond, this technology enhances efficiency and improves outcomes by automating tasks, analyzing vast datasets for insights and facilitating data-driven decision-making.

The rapid advancement of Generative AI is further propelling these changes, driving innovation and transforming the business landscape as we know it. In this new era, data is the key to unlocking the full potential of these cutting-edge technologies. As a

result, organizations are increasingly adopting a data-centric approach, recognizing that it is crucial for achieving optimal results and staying ahead of the curve in today's fast-paced world.

You can help shape this new era as it unfolds before our eyes, enabling every organization to control its future as new technologies transform our reality. This revolution presents opportunities for you, our partner, to build new revenue streams and to become a more strategic advisor for your customers.



How to use this success pack

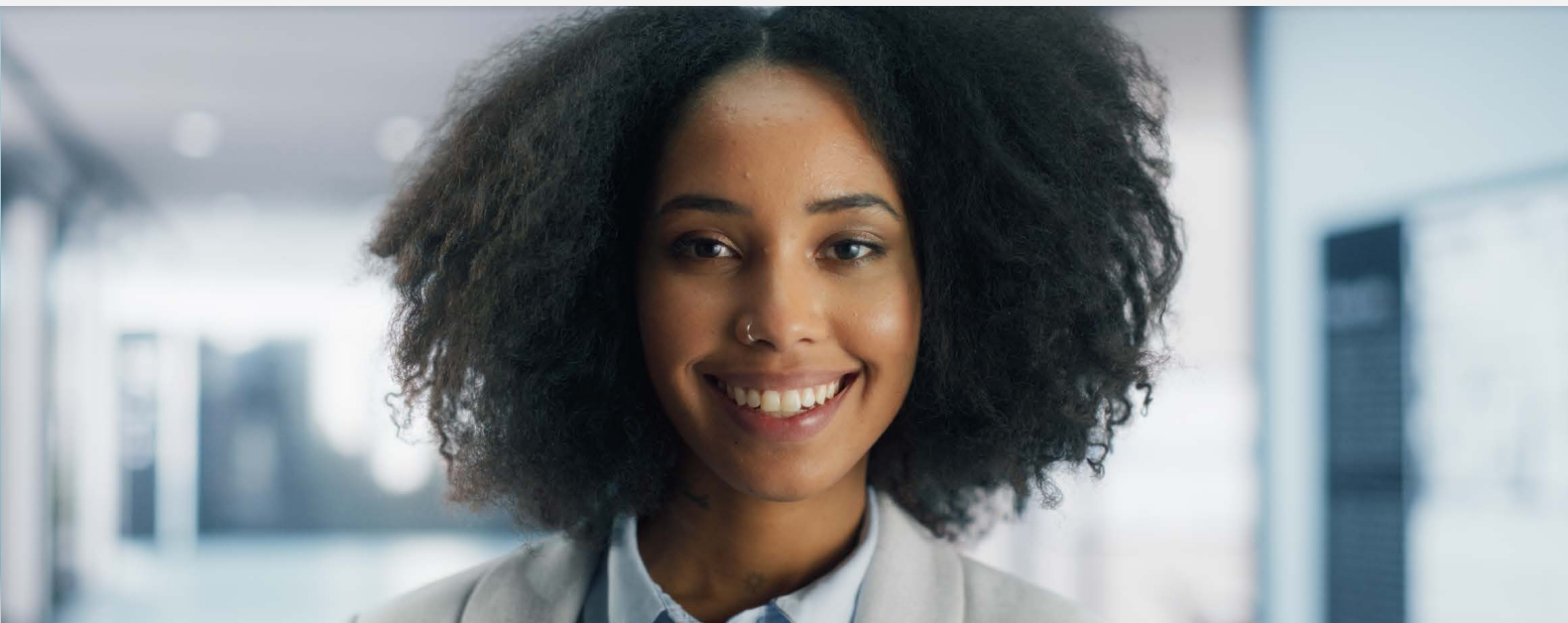


AI and GenAI are top of everybody's minds, so you need a solid foundation to successfully navigate this conversation with your customers.

Treat this AI success pack as your North Star – it will empower you to walk your customers through the challenges and opportunities of this technology and ensure them that together, you and Dell Technologies are their trusted partners to achieve organization-wide success with AI.

We've made it easier for you by linking all persona-based content on the next page.





Personas

Business decision maker

CXO/Vice President/
Functional Business Unit Leader

Focus area

- Partnerships
- Ecosystems
- Innovation

- Know AI Business Landscape
- Understand Dell AI Strategy & Use Cases
- Learn About Your Benefits
- Read Customer Success Stories

Technical decision maker

DC/Cloud manager/Architect/
Data scientist/Data operator, IT

Focus area

- Performance
- Security
- Scalability
- Maintenance
- Data architecture and prep

- Know AI Business Landscape
- Explore AI-Optimized Portfolio
- Dive Into Dell Services

Sales/Marketing

Marketing manager/
Coordinator/ISR/TSR

Focus area

- Awareness
- Demand and pipeline generation
- Campaign activation

- Know AI Business Landscape
- Learn About Your Benefits
- Explore AI-Optimized Portfolio
- Use Sales & Marketing Resources



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Market opportunity



AI revolution

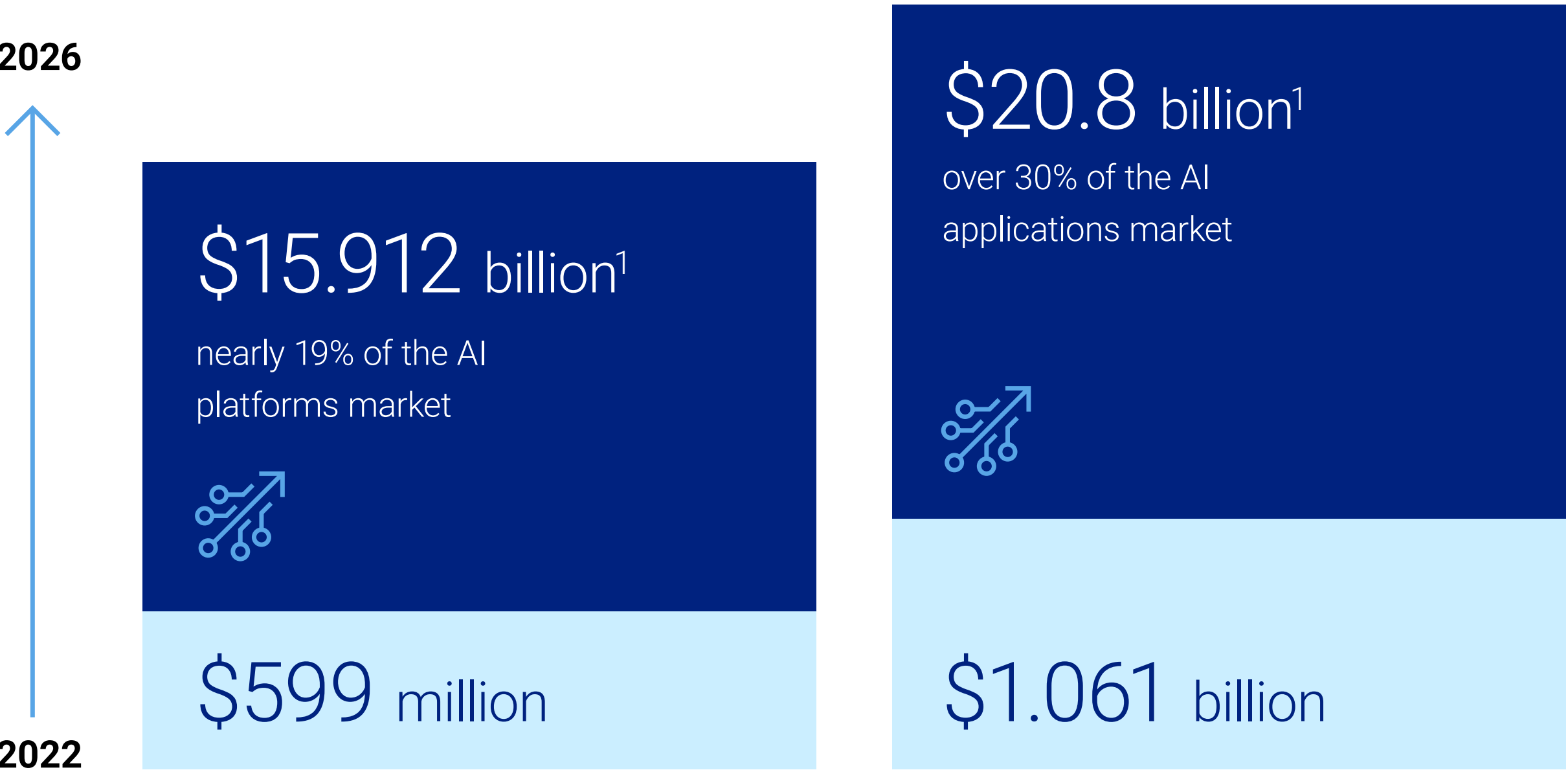
The AI revolution is well underway redefining how we work and innovate. Seize this tremendous opportunity with Dell Technologies and help customers accelerate their ideas into innovation and innovation into action.





Market opportunity

AI advances of the past decade have transformed industries from healthcare to advertising. With the recent momentum of Generative AI, organizations need the right data, strategy, technology and tools to take proof of concept to proof of productivity. Customers need the path to be simple while maintaining control over their models and data sovereignty, so help them maximize the value of their data using Generative AI solutions powered by Dell Technologies.



GenAI has the potential to change the anatomy of work, augmenting the capabilities of individual workers by automating some of their individual activities and increasing productivity.

77%

of business leaders believe Generative AI will have the most significant impact on their business of all technologies.²

60-70%

time gained by an employee thanks to work automation using GenAI and other technologies.³

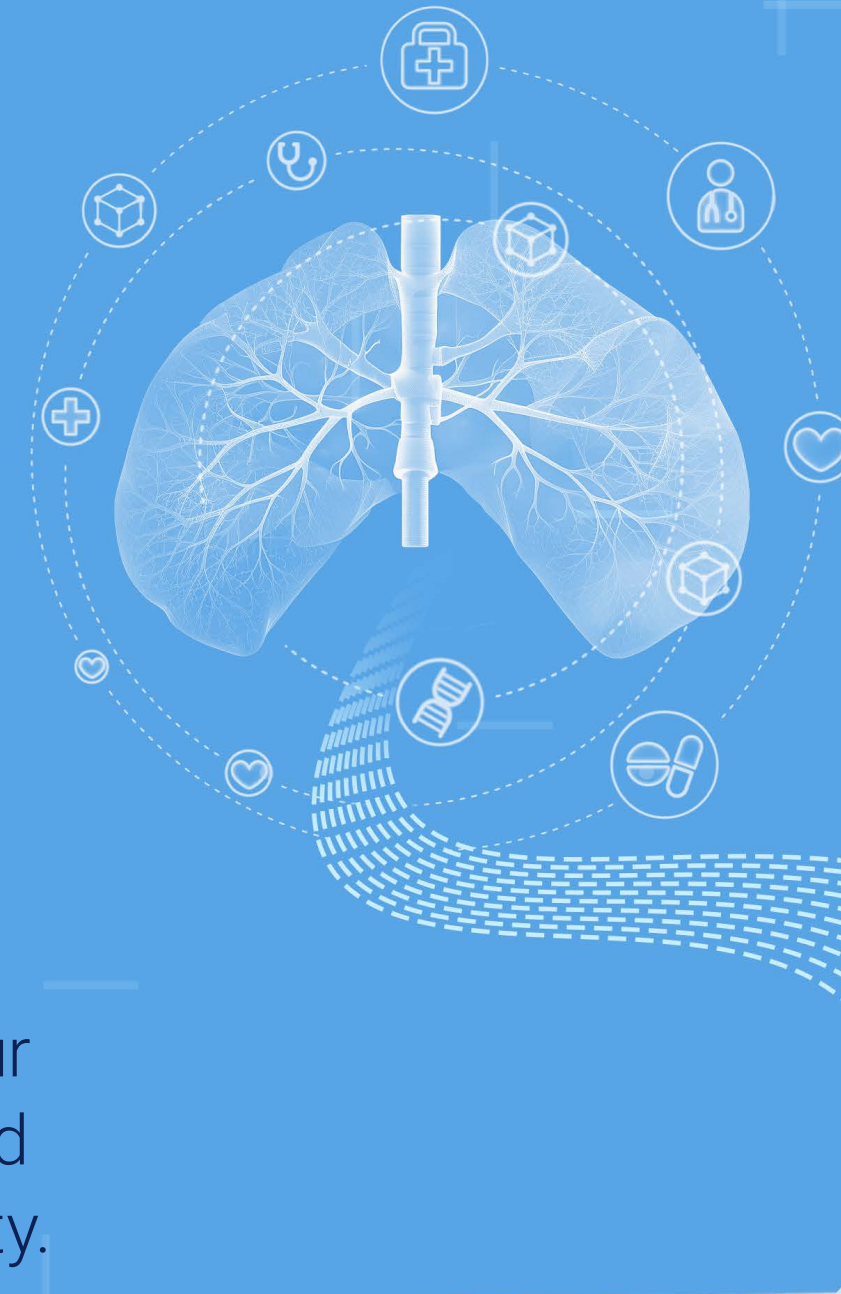
1. The Enterprise's Guide for Generative AI, IDC whitepaper sponsored by Dell Technologies and Intel, September 2023
2. Generative AI: From Buzz to Business Value, KPMG, May 2023
3. The economic potential of generative AI: The next productivity frontier, McKinsey



Your opportunity

Together, we are leading the next generation of digital transformation. Partnering with Dell means leveraging our thought leadership, industry collaboration, and end-to-end portfolio to drive value realization and increase profitability. The tremendous opportunity from AI, including GenAI, is a key priority.

Our objective is to help you identify customer-driven use cases and deliver innovative AI solutions that capitalize on these opportunities. Expand your portfolio of offerings and increase profitability through resell opportunities and Partner Program incentives for continued business growth.





Maximize your AI opportunity

Collaboratively, we can achieve remarkable success and drive customer innovation forward with AI.

This campaign is a great starting point to give your customers the confidence to venture into GenAI.

Embrace this opportunity and tap into new revenue streams with our broad portfolio of simplified, tailored and trusted AI solutions enhanced with your value-added services at every stage of the journey to accelerate your business.

To address the benefits of AI effectively, you must first understand customer pain points, identify desired outcomes and assist them in exploring the fast-growing number of use cases across various organizations and industry verticals, like healthcare, retail or manufacturing.

Together, we will enable your customers to innovate, deploy AI workloads quickly and gain greater control over their data, which will ultimately drive your success and business growth.





By SIMPLIFYING AI development, you empower customers to take their first steps confidently and unlock their potential for success through AI. Our broad portfolio offers proven and TAILORED solutions for a wide range of AI and GenAI use cases, enabling you to address customers' evolving needs. As their TRUSTED advisor, you provide a seamless experience focusing on their specific needs while ensuring data security and privacy.



Simplified

Simplify and accelerate the AI journey

Be a trusted advisor and swiftly drive customer innovation from AI-possible to AI-proven:

- Streamline GenAI integration with your expert guidance and services
- Innovate faster with Dell Technologies Validated Designs and solutions for storage and data management
- Reduce time spent developing use cases with Dell hardware and partner AI software including models and AI frameworks
- Augment your own capabilities and leverage Dell Professional Services to extend your portfolio and help your customers create a winning GenAI strategy



Tailored

Create differentiated outcomes

Meet various GenAI use cases with our broad portfolio of solutions:

- Choose our open platform and bring your offerings and services to complete the solutioning for your customers
- Boost productivity and bridge customer skill gaps with your expertise and value-added services
- Accommodate different financial needs with various acquisition and deployment options
- Right-size your customers' AI investment with your own or Dell's Professional Services



Trusted

Ensure data security and privacy

Build GenAI on a foundation where customers can use data intelligently and more securely:

- Help your customers achieve compliance and data sovereignty requirements by bringing GenAI to their data
- Empower your customers to reduce the risk of data leakage with an AI solution controlled by your customers
- Adapt to your customers' evolving needs with solutions and right-sized deployments that better align with their business strategies
- Help accelerate your customer AI/AIOps lifecycle with trustworthy, high-quality infrastructure solutions and root-of-trust secure platforms such as PowerEdge and PowerScale

Grow your business confidently by leveraging Dell Technologies Partner Program benefits and end-to-end portfolio of solutions, trusted technology, supply chain and partner ecosystem.



Partner program benefits

Maximize your profit potential by selling Dell's expansive portfolio.



Base & Multiplier

Base rebates reward sales on eligible lines of business from dollar one with no caps.



Acquisition

Incremental rebates for bringing new customers or lines of business to Dell Technologies.
Eligible for resale and OEM partners with an approved deal registration.



Dell Services

Additional rebates earned by selling 'attached' ProSupport Plus services across Server+ and Client+ Product Categories and by adding Dell Professional Services across all lines of business.



MDF

Build a new pipeline and fuel your future business growth. Based on your feedback, we deliver a rich, robust program that allows you to diversify and optimize the marketing investments in our joint go-to-market initiatives.



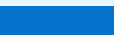
Benefits & Requirements

You can now get a quick overview of all your program benefits and requirements here:

Incentives are for eligible metal tier partners only. Base rebates and multipliers require a corresponding Portfolio Competency.



Advantages of partnering with Dell



- [Ignite AI Interest in Demand Generation Center](#) →
- [Launch AI Campaign in Digital Marketing Tool](#) →
- [Supercharge AI Sales with Knowledge Center](#) →



End-to-end solutions
Deploy cutting-edge GenAI solutions and architecture and give customers secure access and data control.



Broad ecosystem of partners
You, Dell Technologies and our open ecosystem and strong alliances with giants like VMware, Red Hat, NVIDIA and Open Source (Hugging Face and Meta), have the necessary experience and expertise to deliver AI solutions tailored to your customers’ unique needs.



Data science and AI training credentials
Know the ins and outs of our AI offering and earn training credentials to make the most profit in the booming AI market.



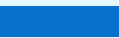
Sustainable, responsible AI
With Dell Technologies as your strategic AI provider, you will be well positioned to be your customers’ trusted partner and advisor, helping them use data-driven insights to meet their business and sustainability goals while mitigating the potential risks and environmental impact associated with AI.



Operationalize complex solutions
GenAI positively affects high-impact areas, but requires a high level of skill and expertise to fully realize. We aim to collaborate with your services to assist customers in accelerating their business growth by providing them with the necessary outcomes through innovative technology solutions. We also guide customers toward the next steps of their business journey through advisory, professional, as well as support & deployment services.



Advantages of partnering with Dell



- Ignite AI Interest in Demand Generation Center

→
- Launch AI Campaign in Digital Marketing Tool

→
- Supercharge AI Sales with Knowledge Center

→



Dell APEX

Dell APEX offers an optimal environment for piloting and running production GenAI workloads in private, hybrid, and public clouds to satisfy use case and model requirements via an as-a-service or subscription model.



Dell Payment Solutions

Unlock the full potential of AI implementation across your customers' organizations by leveraging our lifecycle management solution for AI.

Single payment solution combined with our expertise helps to provide:

- Quick AI adoption without a considerable upfront cost
- Deployment of the latest AI technology at all times, thanks to shorter refresh cycles
- Greater business performance
- Lower costs

Technology Rotation solution supports circular economy through:

- Refurbishment & re-marketing – in 2023, 95% of all systems returned to Dell Financial Services gained a second life by being refurbished and reused.¹
- Responsible recycling – we recycle the remaining hardware in adherence with all applicable international, regional, national and local laws and conventions.²

1. Based on Dell Financial Services global data, February 2023-January 2024. Systems means desktops, notebooks, workstations, servers and storage equipment.
2. Dell Financial Services Global Data, November 2023.



Success across industries

At Dell Technologies, we know that groundbreaking ideas need to be fueled by technology. We partner with bold brands and innovators worldwide to power innovation—saving time and money.

Dive into these selected stories to see how Dell Technologies supports real-life AI and GenAI use cases, helping innovators achieve outcomes beyond imagination.

[Read more success stories](#) 



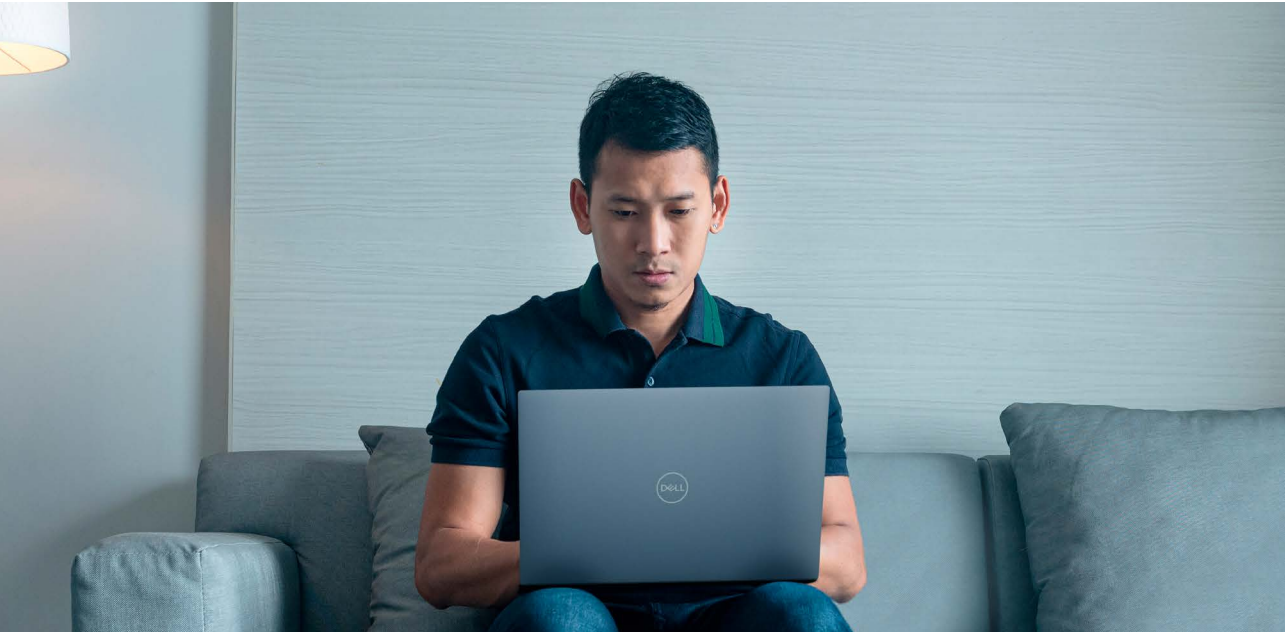
City of Amarillo

SMART CITY

Enhancing the city with new technology

Amarillo’s new digital assistant will address common non-emergency inquiries from citizens and visitors. The assistant has a unique Amarillo identity and tone of voice and can quickly answer questions using the data in the city’s large language models and GenAI applications in multiple languages. The technology is supported by Dell PowerEdge R760xa servers and leveraged Dell Professional Services.

 **Read Story**



CyberAgent

MEDIA AND ENTERTAINMENT

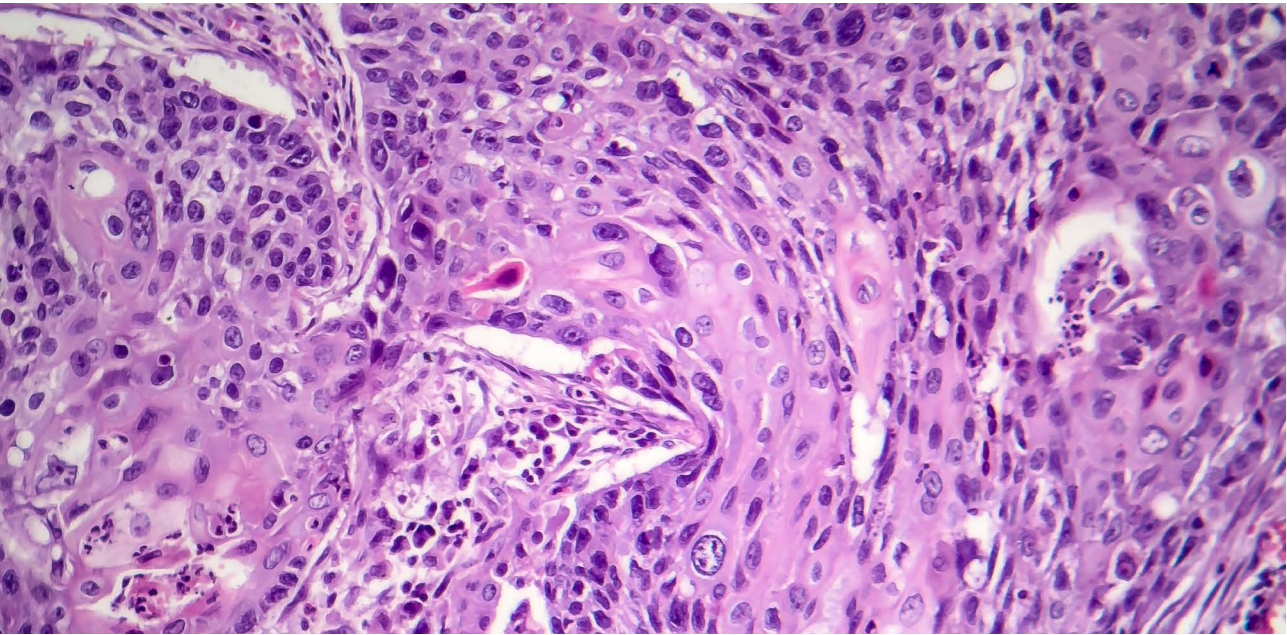
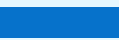
Transforming digital advertising services through Generative AI

CyberAgent Inc. uses Dell PowerEdge XE9680 Servers with eight NVIDIA® H100 Tensor Core GPUs to accelerate GenAI and improve advertising effectiveness. Their in-house researchers can now secure more resources and use them without worrying about the cost.

 **Read Story**



Success across industries



PathAI

CLINICAL RESEARCH

Improving patient outcomes with AI-powered pathology

PathAI provides AI-powered tools to support pathology via HPC technology in a new hybrid cloud platform. This transforms more subjective, heterogeneous analysis into a data-driven approach, helping generate objective patient diagnoses and effective treatments and creating a healthier future for all.



Read Story



KeyGene

RESEARCH AND DEVELOPMENT

Building a brighter future for agriculture with AI

KeyGene contributes to a safer, more sustainable future for agriculture through research that empowers its partners to respond optimally to new technologies such as vertical farming, smart greenhouses, robotics and precision breeding, driving rapid change within the agriculture sector. All that heavy data lifting is done thanks to our PowerEdge servers.



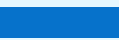
Read Story

Read more success stories





Success across industries



Cambridge University

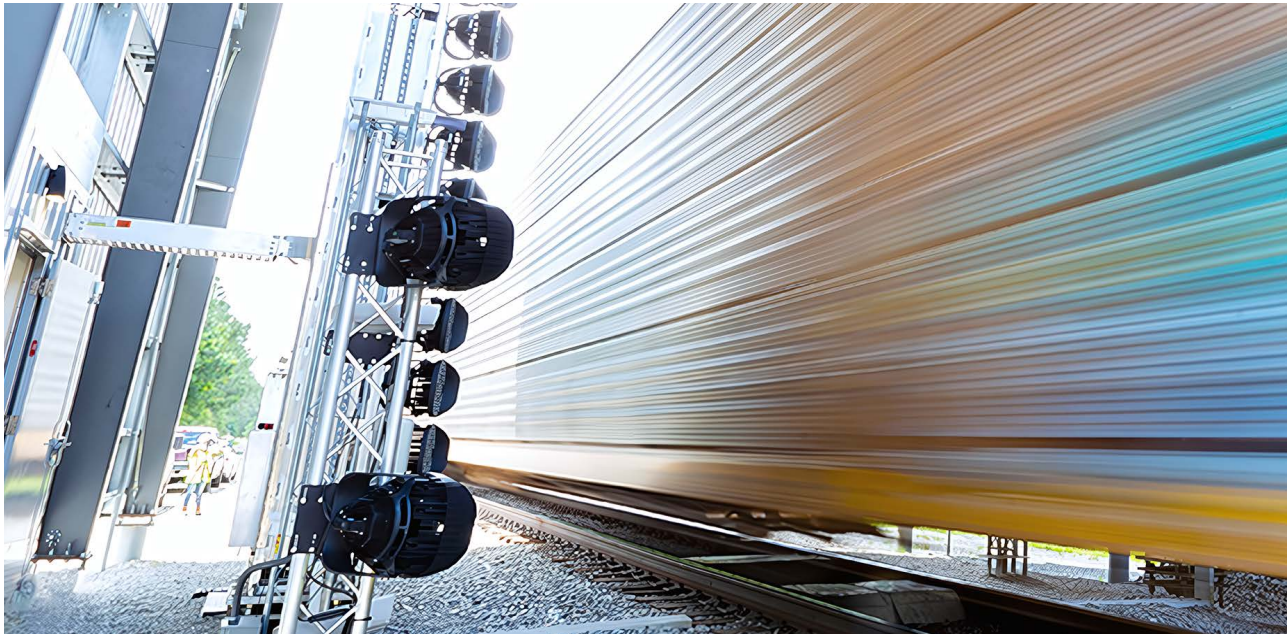
HIGHER EDUCATION

Boosting scientific research with a supercomputer

Mohammed VI Polytechnic University in Morocco, in collaboration with the University of Cambridge, has developed Africa’s first top one hundred supercomputer – Toubkal. It is made with 1,300 Dell PowerEdge servers and powers research in genomics, food security and agriculture across Africa.



Read Story



Duos Technologies

TRANSPORTATION

Increasing railroad safety with AI at the edge

Duos Technologies partnered with Dell Technologies to develop the Railcar Inspection Portal (rip®) powered by AI. By leveraging predictive AI analytics on Dell PowerEdge servers, Duos saw an 8x increase in train inspection accuracy, improved railroad and worker safety, as well as a major reduction in time spent on IT maintenance.



Read Story

Read more success stories 



Business landscape

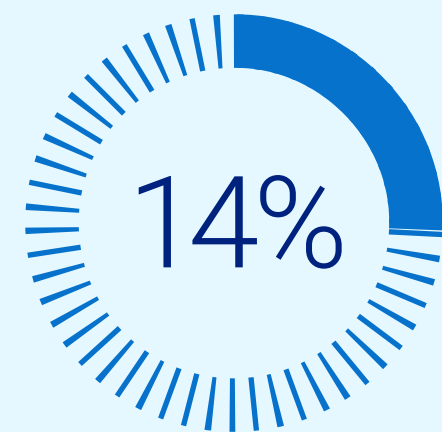
From facts and figures to risk management, we gathered all our GenAI insights here. Use them to maximize your value as you guide customers on their AI journey.



GenAI in numbers

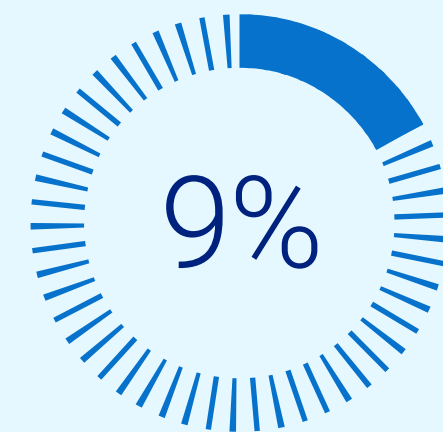
Thanks to GenAI, knowledge workers can enhance their capabilities and productivity with just a single prompt. No wonder it is currently the most discussed technology. Experts predict GenAI has the potential to be an unprecedented engine for growth, helping organizations across the world unlock new possibilities and customer data is the greatest differentiator.

More efficiency¹

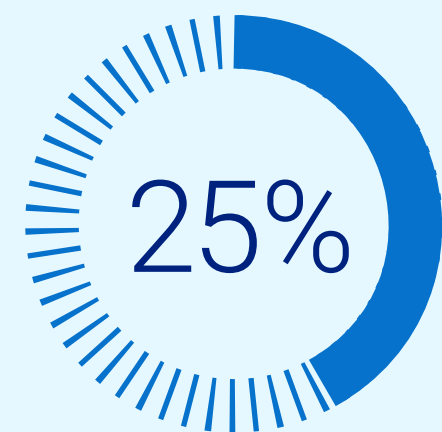


more issues resolved per hour in customer service

More time¹



less time spent handling an issue in customer service



fewer requests to speak to a manager

More productivity¹

30-45%

of current function costs saved in customer care

5-15%

of total marketing spending saved

20-45%

of annual function spending saved in software engineering

More profit¹

\$2.6 trillion to \$4.4 trillion

in economic benefits annually thanks to 63 Generative AI use cases spanning 16 business functions when applied across industries.¹

+15-40%

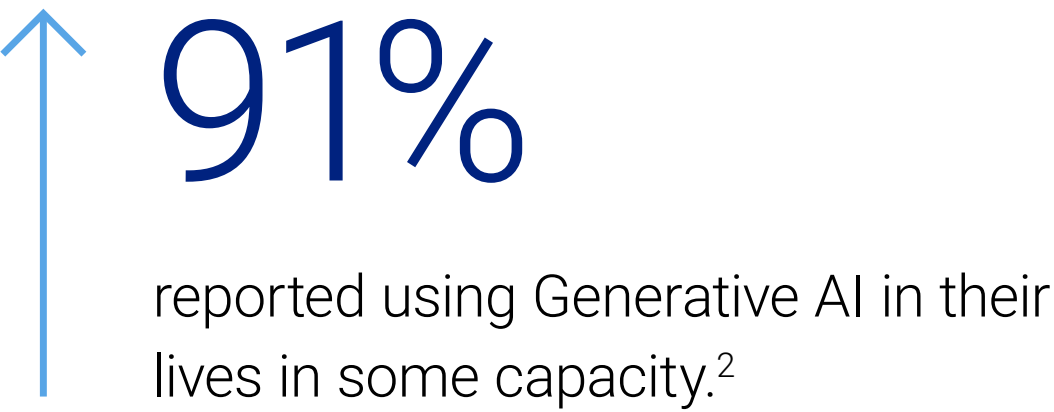
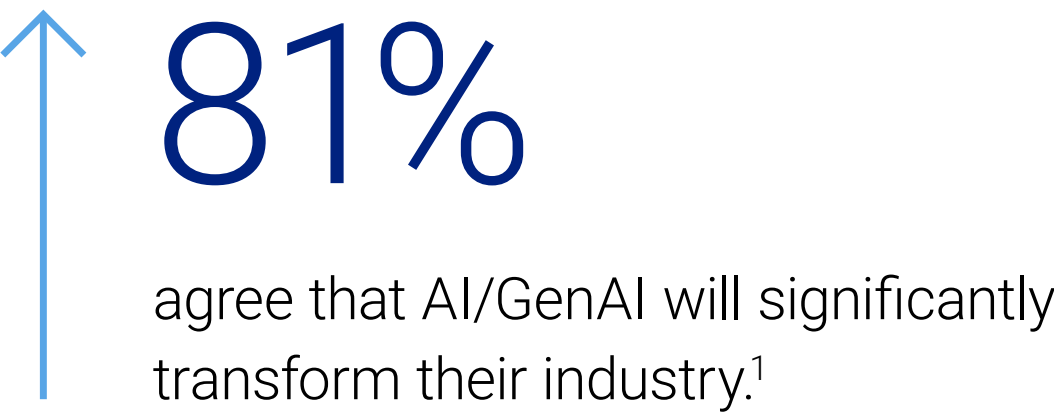
added to \$11T-\$17.7T of economic value now estimated that AI and analytics could unlock.¹

1. The economic potential of generative AI: The next productivity frontier, McKinsey



Data is the differentiator

Generative AI is driving demand for new computational power and data management while enabling innovation, tailored solutions and expanded market presence.



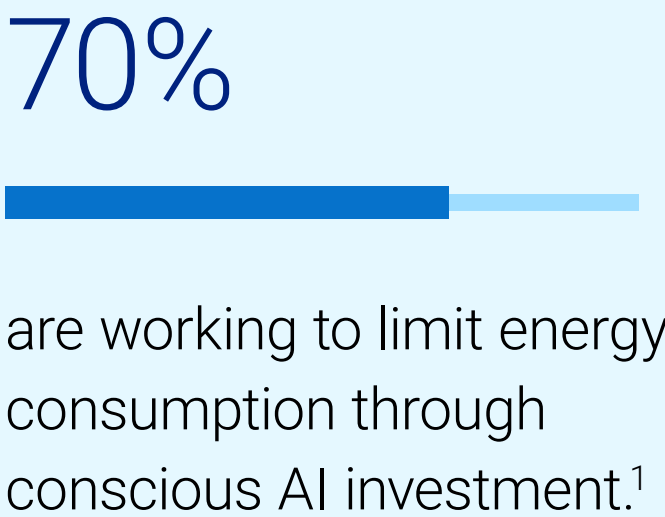
And this is just the beginning.

We see the most excitement brewing in the ability to use an organization’s data to power GenAI. However, as with any emerging technology, tangible business value is gained only by leveraging it the right way for the unique demands of customers. Data quality and fit is key – will your customers be able to effectively leverage data?

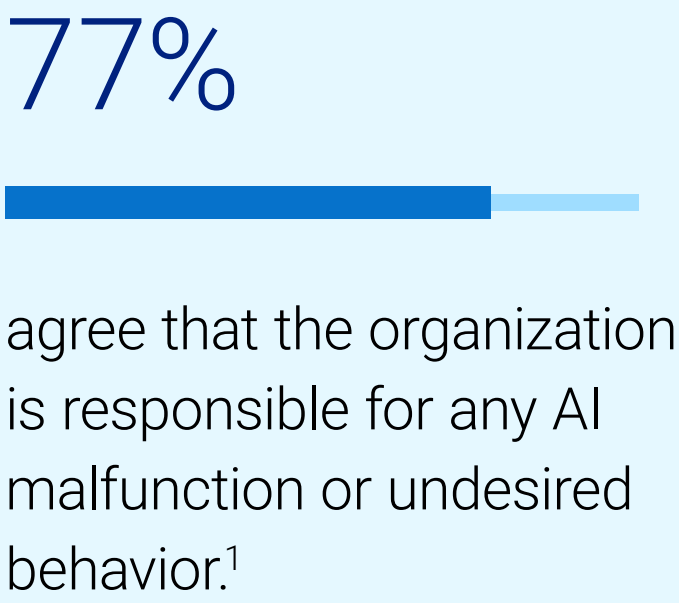
Where organizations stand



Hot take: Help them stay in control of their data and outcomes by bringing AI on premises.



Hot take: With us, your customers can right-size their GenAI model.

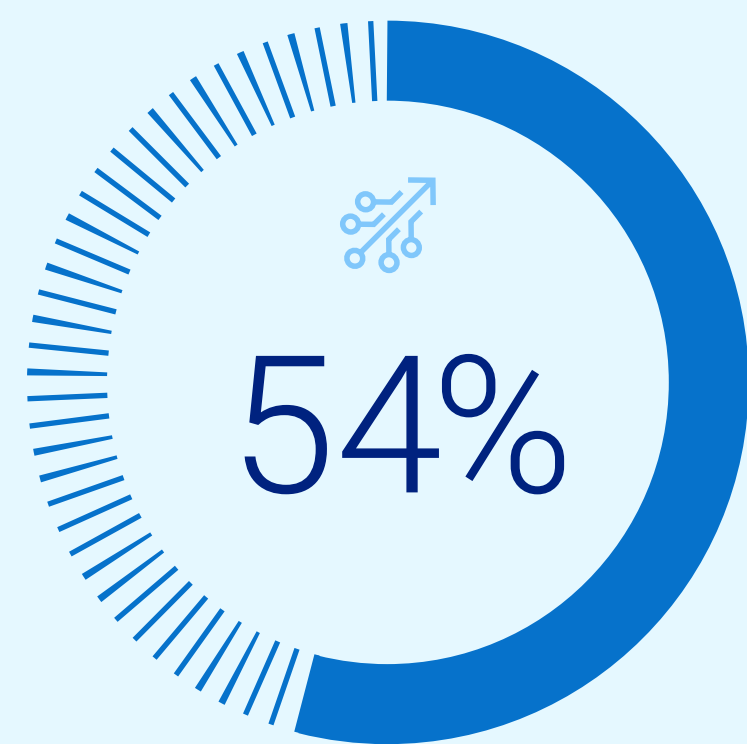


Hot take: By training models on premises, your customers stay in control of their data and AI workloads.

1. Innovation Catalysts study, Dell Technologies, February 2024, [Dell.com/InnovationCatalyst](https://www.dell.com/InnovationCatalyst).
2. Dell Technologies polled 200 business and technical leaders on their GenAI experiences.

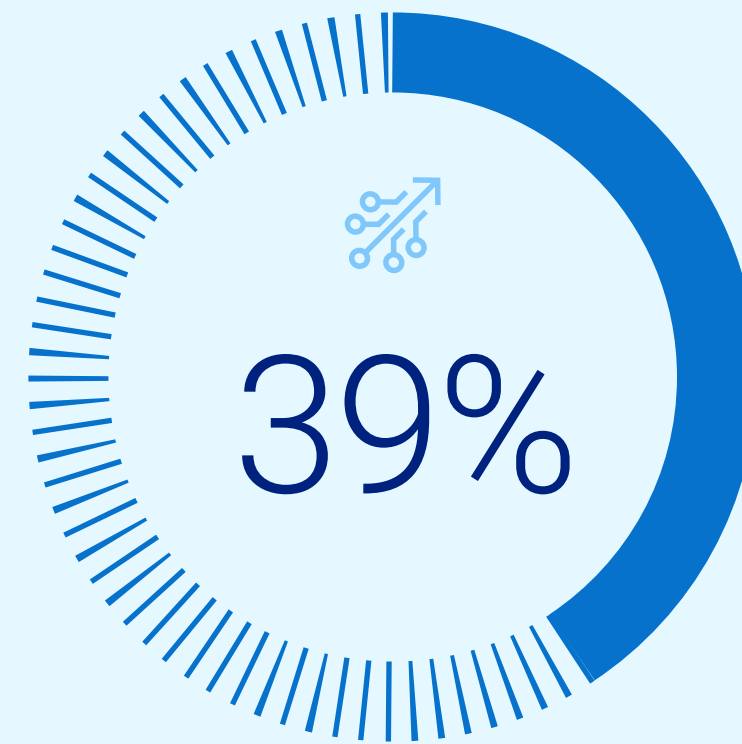


Endless possibilities



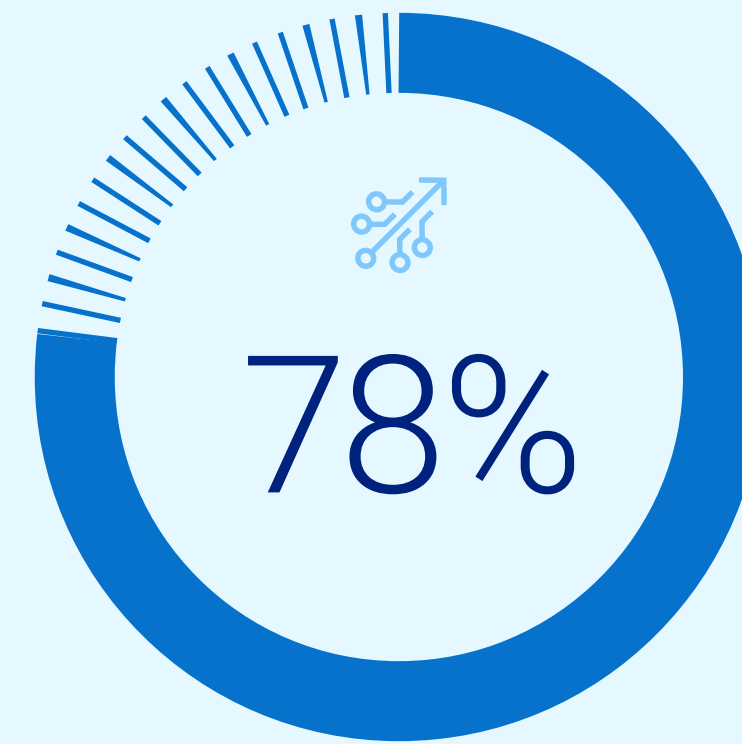
are either already using GenAI or planning to in the next 12 months.¹

Hot take: The time for IT to drive effective change and support organizations is now.



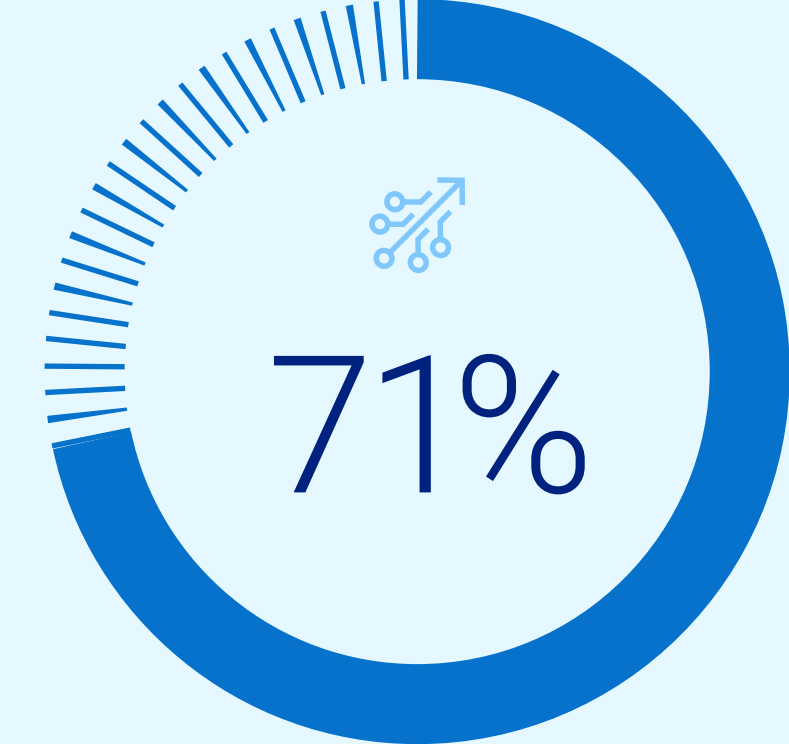
say the employee skills gap is one of their biggest challenges to embracing Generative AI.¹

Hot take: GenAI education services and our open partner ecosystem help customers bridge the expertise gap.



say training on enterprise data is essential and that finding a way to integrate Generative AI and make data available for use with these systems will be critical.¹

Hot take: Introducing Dell Validated Designs is faster with our data preparation and GenAI platform implementation.



of IT leaders want IT service providers to advise and guide them toward desired business outcomes.²

Hot take: Capitalize on GenAI momentum by leveraging Dell Professional Services to extend your portfolio.

1. Dell Technologies polled 200 business and technical leaders on their GenAI experiences.

2. A commissioned study conducted by Forrester Consulting on behalf of Dell, March 2023



GenAI placement considerations

Consider the following factors to determine the environment that makes the most sense given your customers' business requirements and technical needs, to deliver better outcomes.

Your customers have the most control when they maintain ownership of data and the service. Identifying company data before training and inferencing on it enables the workforce to receive higher-quality results from their own data.

Secure access

Your customers can benefit from the size and volume of synthetic data in the public cloud when deploying broad, general-purpose large language models.

General purpose/ Breadth of use cases

Private cloud enables leveraging business data while maintaining its safety, sovereignty and security.

Accuracy, control, and customization



Private Cloud



Public Cloud

Fastest time-to-value

Our approach is to bring AI to your customers' data closest to the locality of its creation - from edge to core to multicloud. This provides the quickest, real-time, accurate response that can run at inference regardless of cloud-based connectivity (or even entirely disconnected scenarios).

Cost

Where the data resides

AI projects can cause cloud costs to increase rapidly, especially when using GPU-based compute offerings. Successful AI projects with more users can lead to significant usage-based charges. Private cloud provides better security, data governance and cost control through traditional CAPEX or APEX-based as a service models.

Cloud has always had this advantage over data centers, but it's becoming less pronounced. Thanks to our open partner ecosystem and approach, the on-premises models can now compete with the most popular commercial ones.

Dell Professional Services for Generative AI help your customers build a roadmap, implement, tune, validate and support Generative AI models.



Risks

Data and risk go hand-in-hand. Data will drive your customers' GenAI projects forward, but customers also need to assess the potential risks of hosting GenAI models in public clouds, despite the wealth of data it offers.

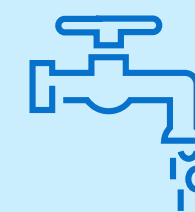
While cloud vendors are taking steps to reduce some of these risks, your customers' data remains readable and can be accessed by authorized employees for at least 30 days.

Your customers can generate more business value from GenAI with the most business-critical data and applications inside their firewall. By bringing models on premises and choosing our enterprise-ready GenAI, they avoid vendor lock-in, stay in control and set themselves up for AI success.

Risks of getting it wrong include:



Intellectual property loss



Data leakage



Privacy issues



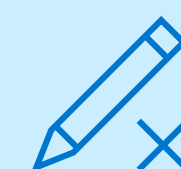
Compliance violations



Credibility and integrity risks



Bias



IP infringement



Data gravity



Dell AI Strategy

Know our approach and focus areas to understand how you can meet your customers' business needs by partnering with Dell Technologies.





AI innovation framework

At Dell Technologies, AI is central to our thinking and we have embraced its potential through embedding AI capabilities in our offers, building the best infrastructure for our customers and partners to run AI on, leveraging AI for Dell's internal processes, and collaborating with strategic partners to create an open AI ecosystem. We aren't just participating in the AI revolution; we are helping accelerate ideas into innovation and innovation into action.

As a Dell Partner, you can leverage our experience and innovative products to add your own expertise, services and solutions to help your customers in their transformation journey.

Ignite AI Interest in Demand Generation Center



Launch AI Campaign in Digital Marketing Tool



Supercharge AI Sales with Knowledge Center



Technology & go-to-market partnerships

Technology partnerships

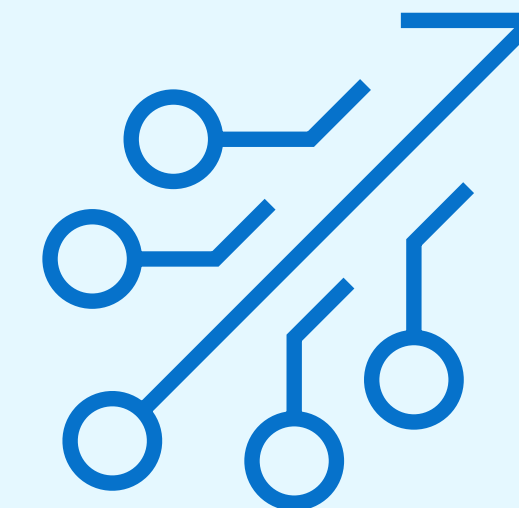
NVIDIA / IBM / META / Hugging Face / Red Hat / H2O / RunAI / VMWare / cnvrg.io / AMD / Intel

Go-to-market partnerships

Solution providers / Value-added resellers / Distributors / OEMs / Data center providers / Cloud service providers / System integrators / ISVs

Products and solutions

PowerEdge / PowerMax / PowerStore / PowerSwitch / Dell Optimizer for Precision / Dell AI ready PCs and Workstations / APEX AIOps / Open Manage Enterprise



End-to-end portfolio

Validated solutions for GenAI / Advanced Computer Architecture / SmartEdge / AI Factory

Processes and operations

Customer sales agent / Technical support advisor / Digital assistant / Supply chain optimization / Sales optimization / Financial forecasting



The Dell AI Factory

The data center is being reinvented. Current data centers and IT operating models are likely not equipped to harness the speed and scale of GenAI. What's needed is **a new type of data center** that is purpose-built to meet the specific demands of AI.

This is the AI factory.

Just as physical factories fueled the Industrial Revolution, AI factories will power the AI revolution, but instead of physical goods, the AI factory produces intelligence. AI factories are purpose-built to meet the specific demands of AI and can operate anywhere—across clouds, within data centers, on workstations, knowledge workers' AI PCs and at edge locations.

The Dell AI Factory is Dell's approach to helping customers embrace and implement AI. It brings together the necessary building blocks—a focus on data, AI-optimized technologies, open ecosystems, expert services and best practices—and delivers the one-stop shop to accelerate AI innovations.





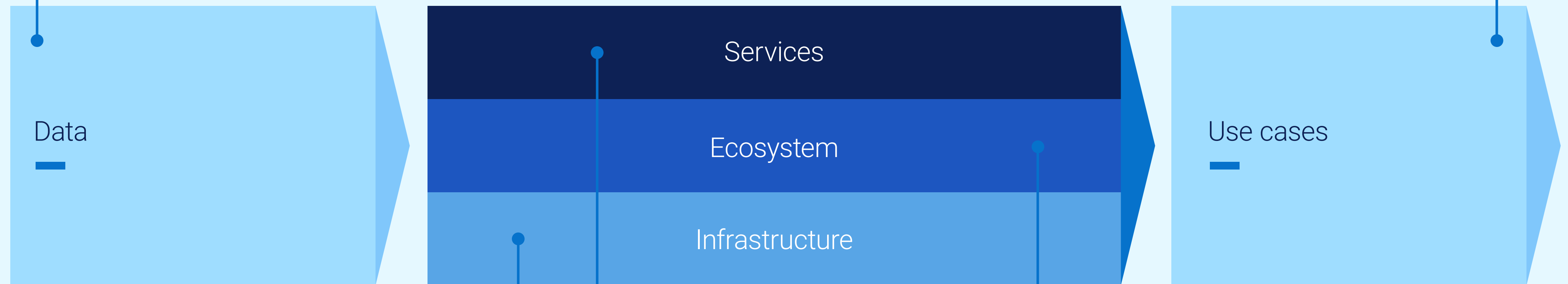
The Dell AI Factory

DATA: FUELING THE AI FACTORY

- Data is the raw material that powers the AI Factory.
- Most valuable data is on-premises and at the edge.
- Dell helps you bring AI to your customers' most valuable data and is a leader in storing, protecting and managing that data.

OUTCOMES POWERED BY USE CASES

- The AI Factory produces business outcomes powered by the highest priority customer use cases.
- Dell accelerates time to value and simplifies the deployment of your customers' most important AI use cases with validated solutions and tailored services.



AI OPTIMIZED INFRASTRUCTURE

- Infrastructure is the foundation of the AI Factory.
- AI use cases are diverse and AI technologies are rapidly evolving.
- Dell has the broadest AI portfolio from client to cloud, allowing you to support and right-size your customers' AI use cases and investments, giving them the flexibility to run AI anywhere.

EXPERT AI SERVICES

- AI needs a skilled team to succeed but AI-ready skills are in short supply.
- Dell has extensive experience guiding our mutual customers through their AI journeys, which can be leveraged to complement your expertise, value-added services and verticalized skills.

AI ECOSYSTEM

- No single vendor can meet all your customers' AI needs.
- Dell has a proven history of nurturing open ecosystems and is committed to building a broad AI ecosystem, giving customers greater access to innovation and flexibility.



Use cases

Generative AI boosts our productivity and transforms how we create everything from content to code across industries. By investing in an in-house model, your customers will likely generate the most value for their early efforts as they leverage the right data to achieve successful outcomes.

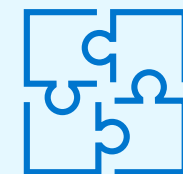
Here are the top six use cases we strongly focus on:



Content creation

For product descriptions, social media posts, technical documentation or news articles, to save businesses time and money by automating the content creation process.

[→ Solution Brief](#)



Digital twins

To gain valuable insights by creating a digital replica of a segment of a product or process for testing, analytics, or predictive analytics.

[→ Case Study](#)



Code generation

For faster software development using NLP to automate code development, issue detection, erroneous code correction and to assist coders.

[→ Solution Brief](#)



Computer vision

To automate the analysis of image data captured from video and still cameras.

[→ Solution Brief](#)



Digital assistants

For improved call- or self-service experience with more efficient chatbot intent identification to summarize conversations, answer customer questions and direct customers to appropriate resources.

[→ Solution Brief](#)



Design and data creation

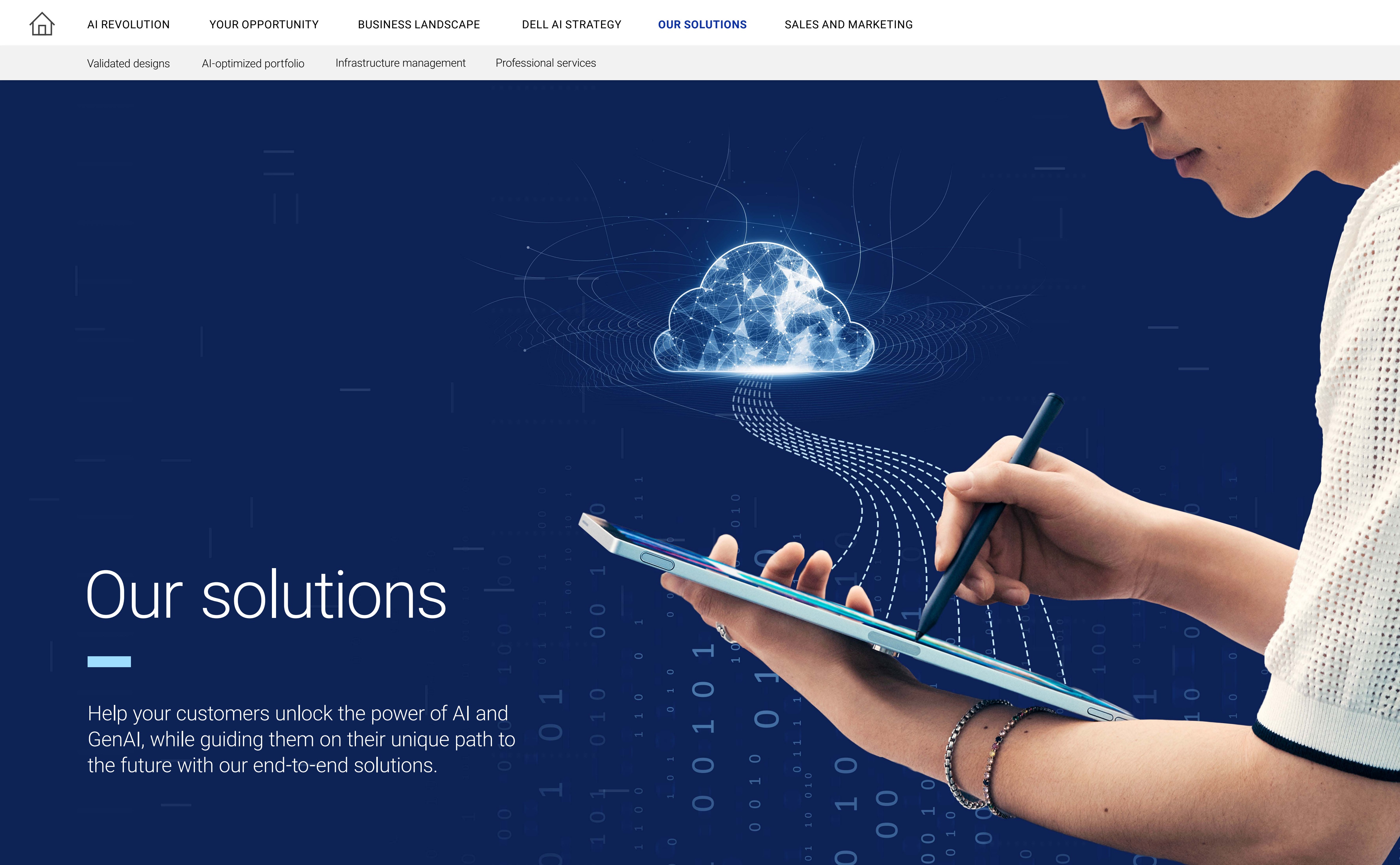
For empowering research with the ability to create synthetic data or creative imagery, helpful in developing and evaluating machine learning pipelines while mitigating disclosure risks.

[→ Solution Brief](#)

[AI REVOLUTION](#)[YOUR OPPORTUNITY](#)[BUSINESS LANDSCAPE](#)[DELL AI STRATEGY](#)[OUR SOLUTIONS](#)[SALES AND MARKETING](#)[Validated designs](#)[AI-optimized portfolio](#)[Infrastructure management](#)[Professional services](#)

Our solutions

Help your customers unlock the power of AI and GenAI, while guiding them on their unique path to the future with our end-to-end solutions.

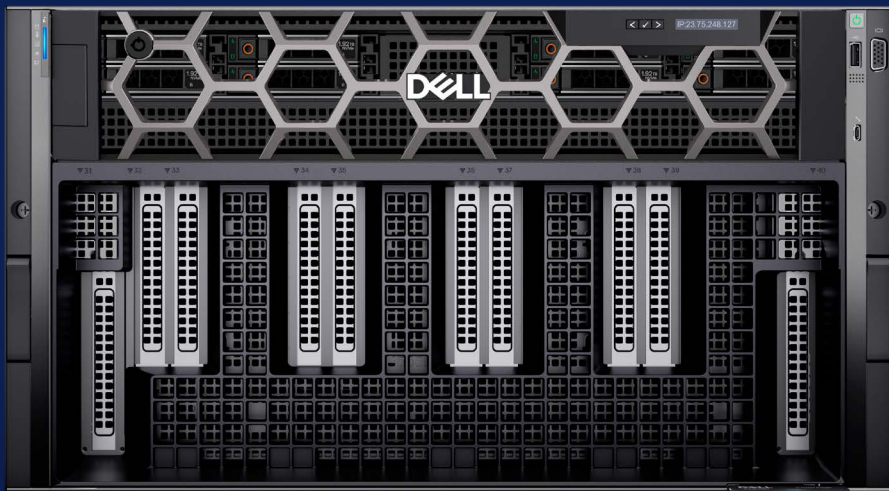




Dell Validated Designs for AI

Take the guesswork out of deploying workloads for your customers, accelerating deployment and reducing risk with a documented approach—while speeding up your customers' time to value.

PowerEdge XE-Series



PowerEdge R-Series & VxRail



Compute

PowerSwitch



Networking

PowerScale



PowerStore



PowerFlex



Storage

NVIDIA AI Enterprise

VMWare Tanzu

APEX AIOps

H2O.ai

cnvrg.io

Software



AI for virtual and containerized private cloud environments

Help unlock the power of AI in virtualized environments

- + NVIDIA AI Enterprise software
- + VMware vSphere® with Tanzu™
- + Dell infrastructure

Give AI researchers, data scientists, and developers what they need to deliver the next generation of AI-powered applications while helping IT professionals support AI with the tools they are most familiar with.

[→](#) **Learn More**

[→](#) **See Validated Design**

Red Hat OpenShift AI on Dell APEX Cloud Platform

Implement a digital assistant using an LLM and the RAG framework

- + Red Hat® OpenShift® AI
- + Dell APEX Cloud Platform for Red Hat OpenShift

Empower organizations to seamlessly process, store and deploy large-scale AI models efficiently and cost effectively. With Dell Validated Designs, customers can see how easy it is to implement a digital assistant on this architecture by leveraging a Large Language Model (LLM) and the Retrieval Augmented Generation (RAG) framework. Similar digital assistants are prevalent across various verticals and use cases.

[→](#) **Learn More**

[→](#) **See Validated Design**

AI MLOps with cnvrg.io

Harness MLOps to improve AI results

- + VMware vSphere® with Tanzu™
- + Dell HCI

Provide a reliable and repeatable foundation for MLOps based on cnvrg.io standardizing ML pipelines to minimize friction for data science and engineering teams from research to production.

[→](#) **Learn More**

[→](#) **See Validated Design**



AutoML

Empower data scientists to focus on innovation

- + H2O.ai driverless AI
- + NVIDIA AI Enterprise Suite™
- + VMware vSphere® with Tanzu™

Make it easier and faster for data scientists to train the best model with Automatic Machine Learning (AutoML) that automates algorithm selection, feature generation, hyperparameter tuning, iterative modeling and model assessment.

[→ Learn More](#)[→ See Validated Design](#)

Conversational AI

Help deliver extraordinary AI-enabled customer conversations

- + Kore.ai XO Platform
- + Dell PowerEdge servers / Dell VxRail
- + Dell PowerSwitch

Empower organizations to deliver more effective and efficient internal and external customer experiences on voice and digital channels, harnessing the power of NLP, speech to text, text to speech and ML.

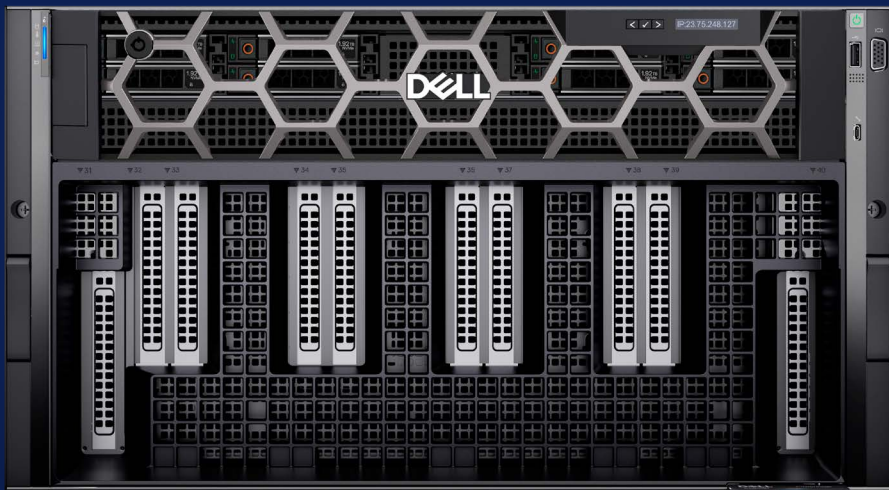
[→ Learn More](#)[→ See Validated Design](#)[Ignite AI Interest in Demand Generation Center →](#)[Launch AI Campaign in Digital Marketing Tool →](#)[Supercharge AI Sales with Knowledge Center →](#)



Dell Validated Designs for GenAI

Accelerate GenAI adoption with tested, proven, and right-sized solutions covering a wide range of use cases, including digital assistants and content generation. With a documented approach, you can reduce risk and spend less time designing, planning, and testing.

PowerEdge XE-Series & R760xa



Compute

PowerSwitch Z-Series



Networking

ECS



PowerScale



Storage

GenAI Development Frameworks

NVIDIA AI Enterprise

Kubernetes

OpenManage

APEX AIOps

Software

Supported GPUs:



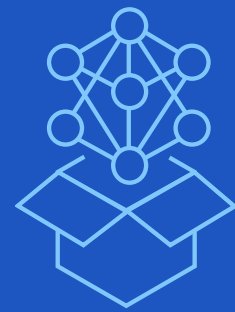
Explore GenAI eBook



Generative AI with NVIDIA – delivering value across the application lifecycle

Customers face many ways to implement language models. With joint architectures from Dell Technologies and NVIDIA, customers can quickly deploy GenAI models while service a variety of use cases.

Inferencing with a Pre-Trained Model

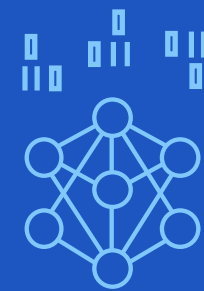


- Use a pre-trained model out of the box
- A simple and fast starting point, but limited value

→ Download Validated Design

→ View Infographic

Model augmentation

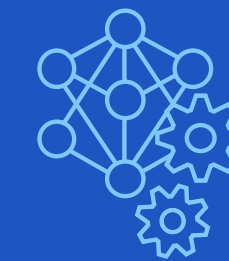


- Use a pre-trained model together with your own data
- Simpler and more cost-effective starting point than model customization

→ Get the Design

→ View Infographic

Model Customization

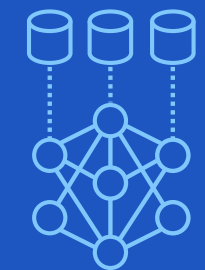


- Use a pre-trained model and fine-tune the model for specific tasks and applications
- Can be used together with model augmentation

→ Download Validated Design

→ View Infographic

Model Training



- Building a model from scratch
- Best choice if the industry is highly specialized with a large and unique vocabulary (legal, medical, scientific, etc.)

→ Get the Design

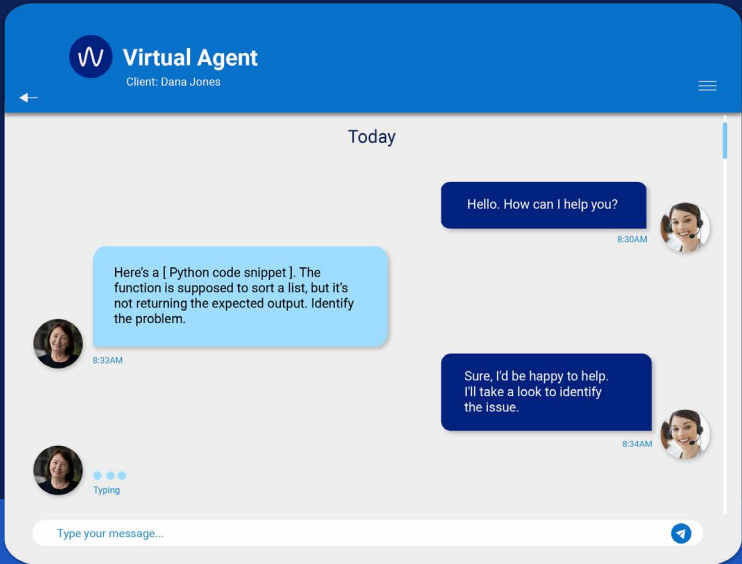
→ View Infographic



Enhance consumer and workforce experiences with Digital Assistants

GenAI is used to generate natural language responses based on user queries or instructions, through different outputs such as conversational text, voice, and AI Avatars.

As a Dell Technologies partner, you gain access to our latest portfolio with Digital Assistant solutions, empowering you to enhance the consumer and workforce experience across various industries. Dell Technologies' Digital Assistants enable a human-like interface with familiar facial expressions, body language, and the choice of 70+ languages.



Use cases for consumers:

Streamlines navigation of product offerings and shopping assistance.

Offers technical support and personalized self-service using natural expressions and body language.

Use cases for workforces:

Equip modern workforces with tools for success, from developers to sales and marketing teams.

Enable interactive on-boarding, training, and ongoing support.



Deliver more value with Digital Assistants

With Dell Technologies, you can tailor Digital Assistant solutions to practically any business need. Here are some common scenarios that span most industries:



End-user interactions:

- Customer service, order status, product info, shopping assistance and sales/marketing support
- Digital Assistants can also guide exchanges, such as leading users through exercises, physical therapy and empathetic conversations



Technical support:

- Assistance with common customer requests, basic troubleshooting and guided tutorials



Training and education:

- Customized and interactive learning experiences and automated assessments



Information concierge:

- FAQs, directions and simplification of complex topics



Scheduling:

- Guided booking, rescheduling, availability inquiries and pre-appointment information

Empower these industries with Digital Assistants

Retail & Online Shopping

Healthcare

Travel & Insurance

Telco

Financial Services

 [Read Infographic](#)

Pharmaceutical Services

 [Read Infographic](#)

Hospitality

and many more



Other validated designs:

- **GenAI with AMD** – inferencing, customization, fine tuning and RAG
- **Finding NEMO** – machine learning models for language translation
- **Llama 2** – inferencing on a single GPU
- **Azure AI on APEX Cloud Platform** – transcription and translation services

Ignite AI Interest in
Demand Generation Center



Launch AI Campaign
in Digital Marketing Tool



Supercharge AI Sales
with Knowledge Center

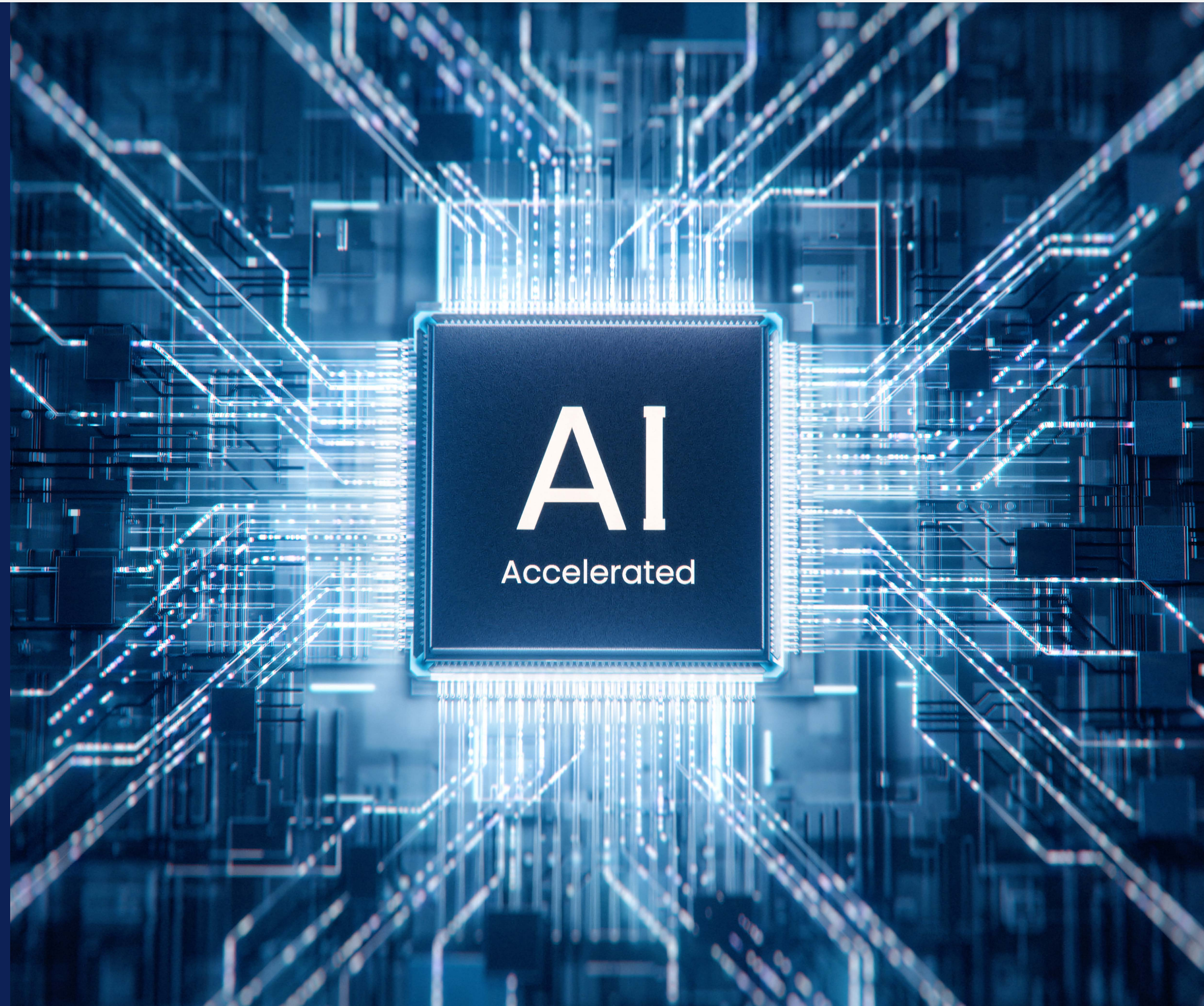




AI-optimized portfolio

Our game-changing portfolio features industry-leading technology designed to achieve successful AI outcomes and protect your customers' data.

Help them choose the right solution for their model.



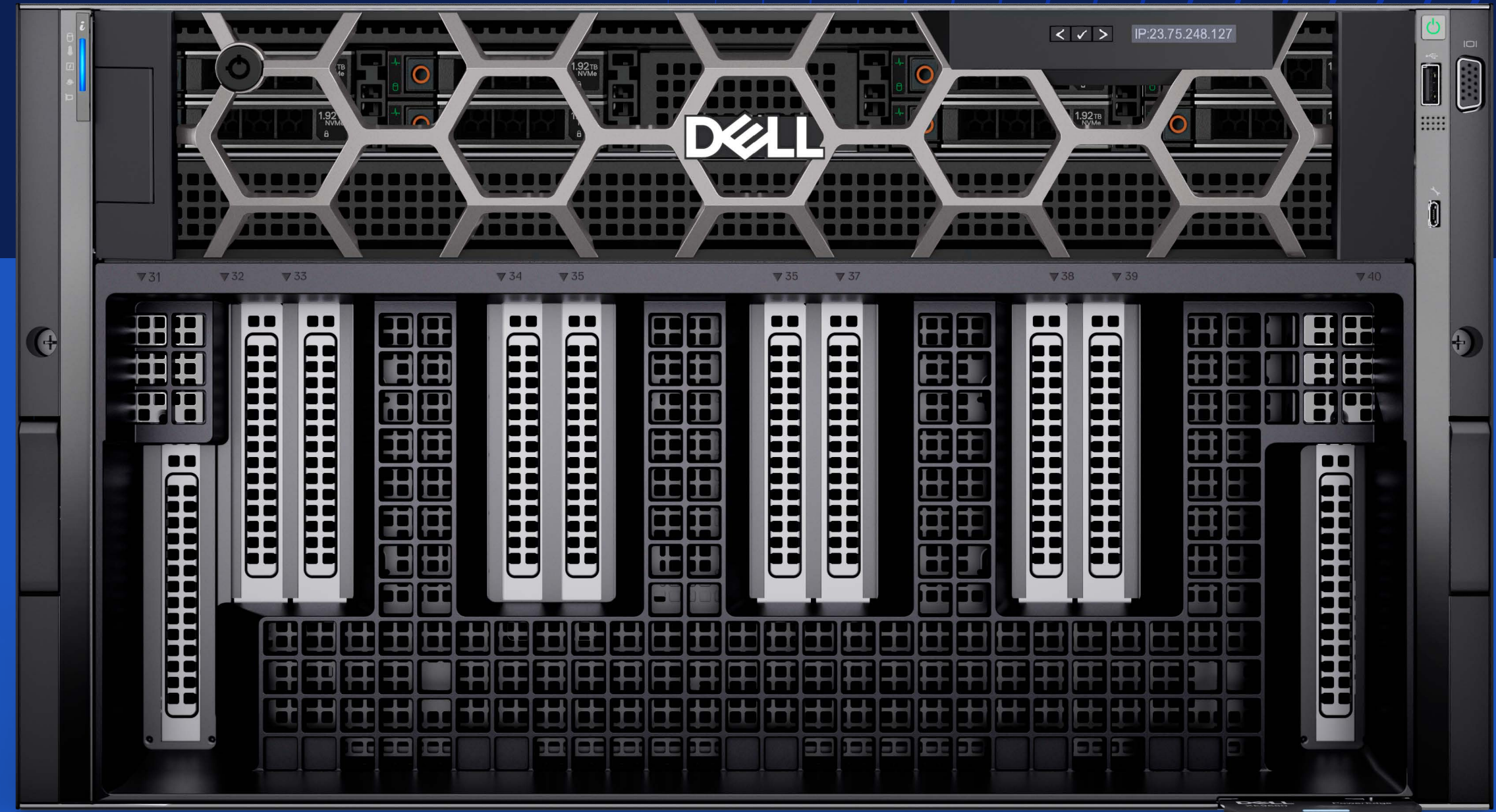


PowerEdge servers

Purpose-built for data-driven digital business.

Transform possibilities into insights for more significant, innovative outcomes, accelerated by purpose-driven PowerEdge servers for AI, enhancing data-driven digital business, delivering efficient visual outcomes, and expediting business-wide AI operations.

- **Help simplify and streamline AI operations** with acceleration-optimized compute
- **Leverage deployment services** to deploy and configure tailored, scalable GenAI infrastructure for all your customer's needs
- **Empower developing trusted AI** with cyber-resilient and secure platforms



PowerEdge XE9680
delivers the industry's
best AI performance¹

Accelerate Smarter Outcomes



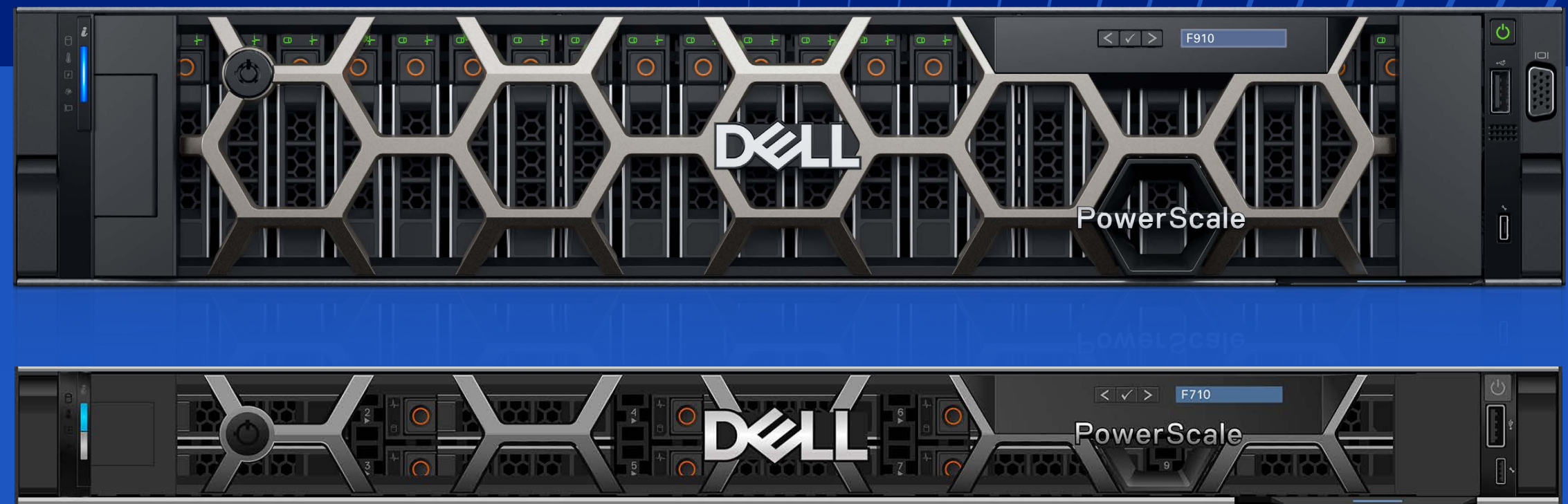
1. Based on Dell analysis of publicly available performance results and specifications of comparable OEM Servers as of 17 May 2023. It is especially important to work with your Services Sales Teams when discussing GenAI XE Servers (e.g., PowerEdge XE9680) to ensure proper end customer installation, configuration and support levels.



PowerScale storage

Drive AI innovation faster with PowerScale OneFS – an AI-ready data platform designed to store, manage, and protect customer data easily. Accelerate AI workloads wherever your customers' unstructured data lives with the latest generation all-flash nodes and continued software optimization, bringing new levels of performance, flexibility, security, and efficiency.

- **Unmatched performance and scale** to unlock GPU potential for large-scale model training
- **Multicloud enabled** to power AI anywhere on data everywhere with a consistent on-prem and cloud experience
- **Secure by design** to guard against data poisoning and AI model inversion
- **Exceptional efficiency** to maximize AI output with superior ROI



#1

World's most flexible¹,
secure², and efficient³
scale-out NAS

Explore AI-Ready Storage



1. Based on Dell analysis, August 2023.

2. Based on Dell analysis comparing cybersecurity software capabilities offered for Dell PowerScale vs competitive products, Feb. 2024.

3. Based on Dell analysis comparing efficiency-related features: data reduction, storage capacity, data protection, hardware, space, lifecycle management efficiency, and ENERGY STAR certified configurations, Feb. 2024.



ObjectScale storage

Fast. Flexible. Secure.

This high-performance containerized object storage is built for the most demanding applications and workloads—Generative AI, analytics and more.

Help your customers innovate faster, at any scale, with a global namespace, strong S3 compatibility and enterprise-class security ready on day one.



#1

World's most powerful
object storage
appliance purpose-built
for Kubernetes¹

Explore GenAI-Optimized
Object Storage



1. Based on available published specifications compared to Dell's ObjectScale XF960 when configured with dual Intel processors with 32 cores each and 256GB memory, September 2023.



ECS storage

Exabyte-scale. Top security. Extreme performance.

Offer unmatched scalability, performance, resilience and economics. ECS delivers rich S3-compatibility on a globally distributed architecture, empowering organizations to support enterprise workloads such as AI, analytics and archiving at scale. ECS customers are reducing TCO by up to 76% over the public cloud.¹



#1

World's most cyber-secure object storage²

Explore ECS Storage



1. ESG Economic Validation sponsored by Dell Technologies, "Analyzing the Economic Benefits of Dell ECS: Economic Benefit Analysis of On-premises Object Storage versus Public Cloud," Tony Palmer, July 2022. Cost savings based on ESG comparison of ECS to a leading public cloud in active storage scenarios. Actual results may vary.
2. Based on Dell analysis comparing cyber-security software capabilities offered for Dell ECS vs. competitive products, October 2023.

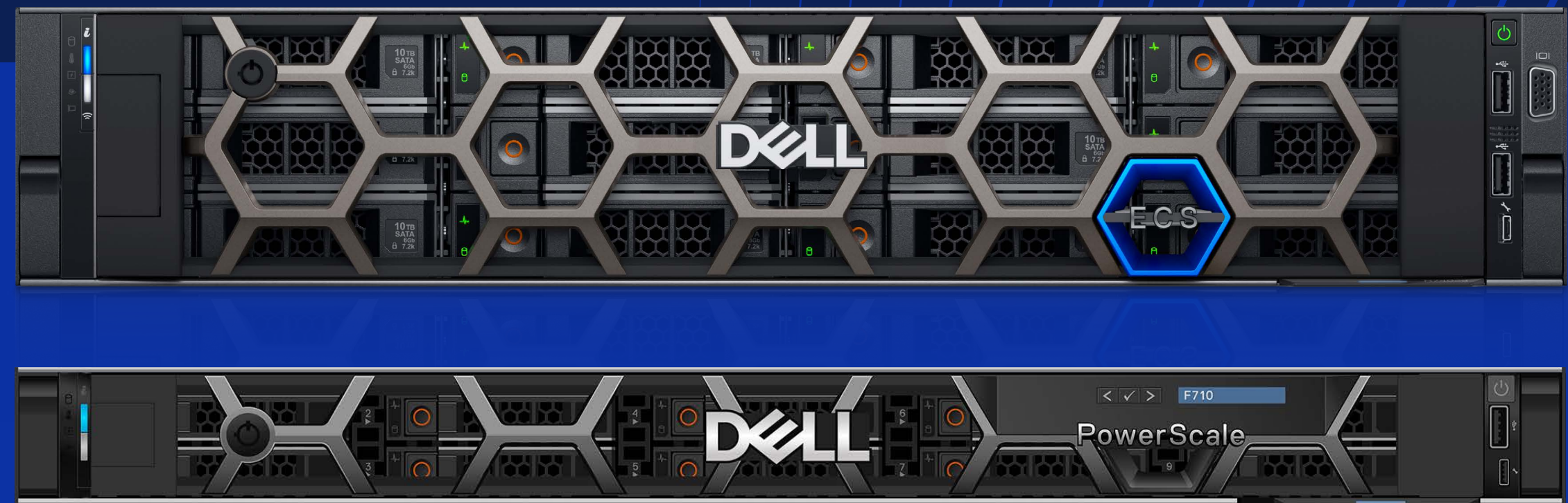


Dell Data Lakehouse

All data operations. One place.

Modernizing data operations across hybrid and multi-cloud architectures

- **Accelerate time to value** by reducing data movement and consolidating data smartly
- **Maximize performance** with a secure, single point of access to all data across the enterprise
- **Optimize resources** with a turnkey experience that simplifies deployment and lifecycle management
- **90%** faster time-to-insight¹
- **55%** TCO savings¹



72%

savings on
migration efforts¹

Explore Dell Data
Management Solutions



¹. ESG Economic Validation. McAfee, Nathan. Apr 2022. "Analyzing the Economic Benefits of Starburst Enterprise"



PowerFlex storage

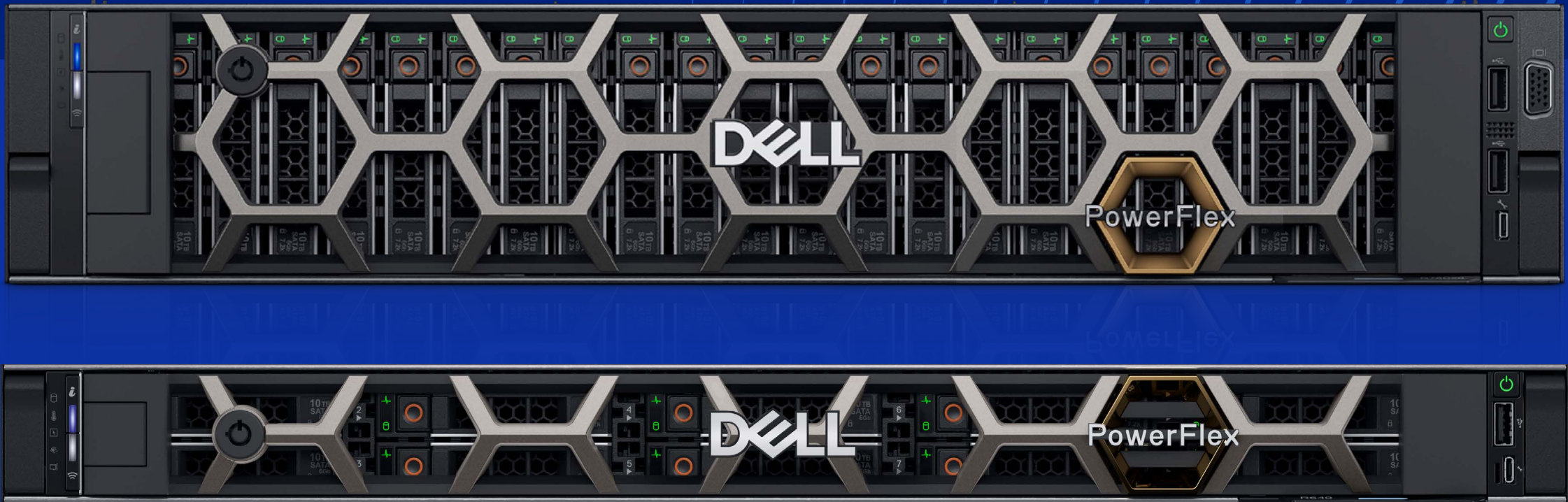
A single platform. A world of opportunities.

Revolutionize data analytics with PowerFlex & NVIDIA AI Enterprise

With application landscapes in flux, the innovative software-defined infrastructure of Dell PowerFlex can consolidate demands on a single platform, delivering extreme performance, reliability and endurance for the most demanding AI/ML and data analytics applications.

[→ Learn More on Our Blog](#)

[→ Read about Dell Validated Designs for Virtual GPU](#)



Up to 276% ROI within three years.¹

Explore PowerFlex [→](#)

1. Based on IDC white paper commissioned by Dell Technologies and Intel. "The Business Value of Dell PowerFlex", 2023. Results derived from interviews with 7 companies worldwide. Estimates and savings calculated over 3-years, in U.S. Dollars. Actual results will vary. Full report found here: <https://www.delltechnologies.com/asset/en-us/products/storage/industry-market/idc-the-business-value-of-dell-powerflex.pdf>



PowerSwitch networking

High speed. High capacity. Anywhere.

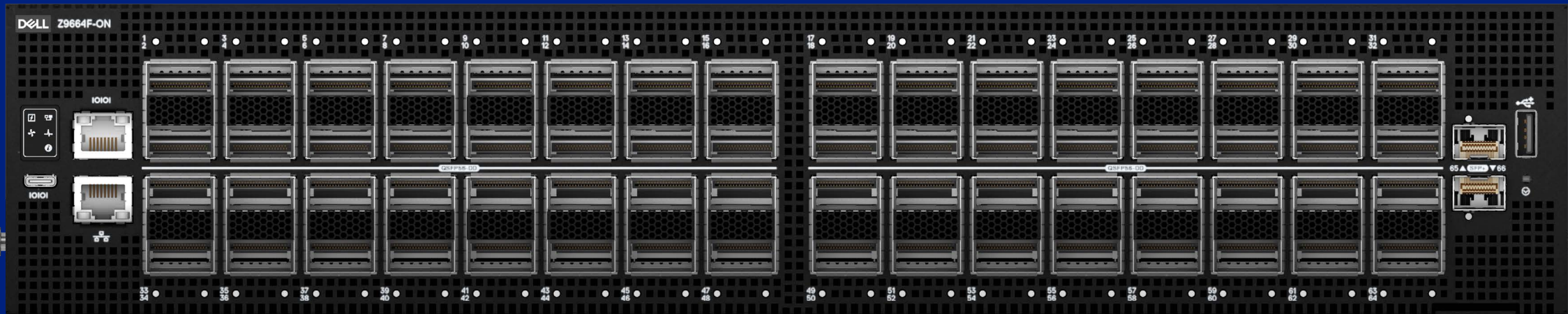
PowerSwitch Z-series

These core/aggregation switches provide optimal flexibility, performance, density and power efficiency for Ethernet-based AI fabrics. Offering a range of fixed-form-factor switches, the Z-series is designed to deliver high performance and low latency for today's demanding workloads while providing headroom for future data center demands.

- 100% line-rate L2/L3 throughput at 512-byte and higher frame sizes with 64x 400GbE ports¹
- 25.6Tbps of aggregate throughput at 100% line rate¹
- FIBv4 and IPv4 routing table capacity of 368,640 BGP routes without loss¹

[→ Learn more in this brief by ESG](#)

[→ Learn About Networking Innovation for GenAI](#)



Unlocking high-performance GenAI-ready Ethernet fabrics

Explore PowerSwitch Z-series for AI fabrics



1. Tolly Test Report "Dell Networking Data Center Switches," May 2023.



Precision workstations

Powerful. Efficient. Scalable.

Unlock the power of AI with AI-ready workstations

Dell Precision Workstations have powerful CPUs, GPUs and NPUs that provide the computational horsepower needed for complex AI tasks.

- **Enable developing, training and testing GenAI models** locally before taking them to scale
- **Elevate productivity** through efficient content creation

#1

Workstation brand
in the world¹



Explore AI-Ready Workstations





Client PCs

Innovative. Intelligent. Ingenious.

Help transform your customers' workforce with Latitude AI PCs and Copilot+ PCs.

Expand your customer conversation to client devices and become your customers' GenAI technology partner.

- **Help integrate AI into everyday business** with Windows 11 and Dell Latitude laptops and 2-in-1s
- **Ensure a seamless user experience** with Dell Optimizer and Copilot in Windows¹ – AI assistant with end-user personalization
- **Game-changing performance** with Latitude Copilot+ PCs that transform the AI experience in productivity and creativity²



PCs with built-in NPU
to run AI workloads

Explore AI Client PCs



1. Copilot in Windows (in preview) is available in select global markets and will roll out starting in summer 2024 to Windows 11 PCs in the European Economic Area.
2. Available on Latitude 7455 and 5455.



Infrastructure management

Empower better AI outcomes

Offer best-in-class infrastructure management to improve efficiency, accuracy and predictability. With Dell Technologies, customers gain access to tools that help deliver AI-powered initiatives on schedule and on your customers' terms.

Dell APEX AIOps is our cloud-based application for core, edge and cloud that delivers intelligent infrastructure insights that simplify IT operations. Its AI-based proactive monitoring, predictive analytics and recommendations enable your customers to pre-emptively resolve on-premises and multi-cloud Dell infrastructure health, cybersecurity and sustainability issues. Partners can also use infrastructure observability to offer added-value services and support.

- Resolve issues up to 10X faster¹
- Save 1 workday per week on average¹

[Learn More About
Infrastructure Observability](#)



1. Based on a Dell Technologies survey of CloudIQ users conducted May-June 2021. Actual results may vary.





Dell Professional Services for GenAI

Achieve breakthrough transformation with your customers.

Transforming a business can be a complicated journey, but with Dell Services for GenAI, we can create better GenAI opportunities for customers.

Our structured approach, based on industry standards and proven processes, helps accelerate deployments. By offering our services, you can increase sales, gain valuable insights into your customers' environment and business needs and provide the best infrastructure solutions to aid them in their transformational journey.

Combine your skills and competencies with the rich portfolio and expertise from Dell Services.

Explore Dell Services for GenAI



Advisory Services

Assist your customers in creating a strategy and roadmap to achieve their Generative AI vision.



Implementation Services

Help them set up their Generative AI platform, primed for innovation.



Adoption Services

Empower them to accelerate time-to-value for their use cases.



Scaling Services

Support customers in optimizing processes and advancing a Generative AI mindset throughout their organization. Address critical IT skill gaps with education services for Generative AI. Dell Residency Services extend internal capabilities and skills to drive Generative AI initiatives forward.

Support and deployment services complement our and your professional services to ensure accelerated tangible time-to-value.



Sales and marketing

Drive demand and expand sales pipelines for proven AI-ready solutions with dedicated tools and specially developed resources gathered for you in one place.



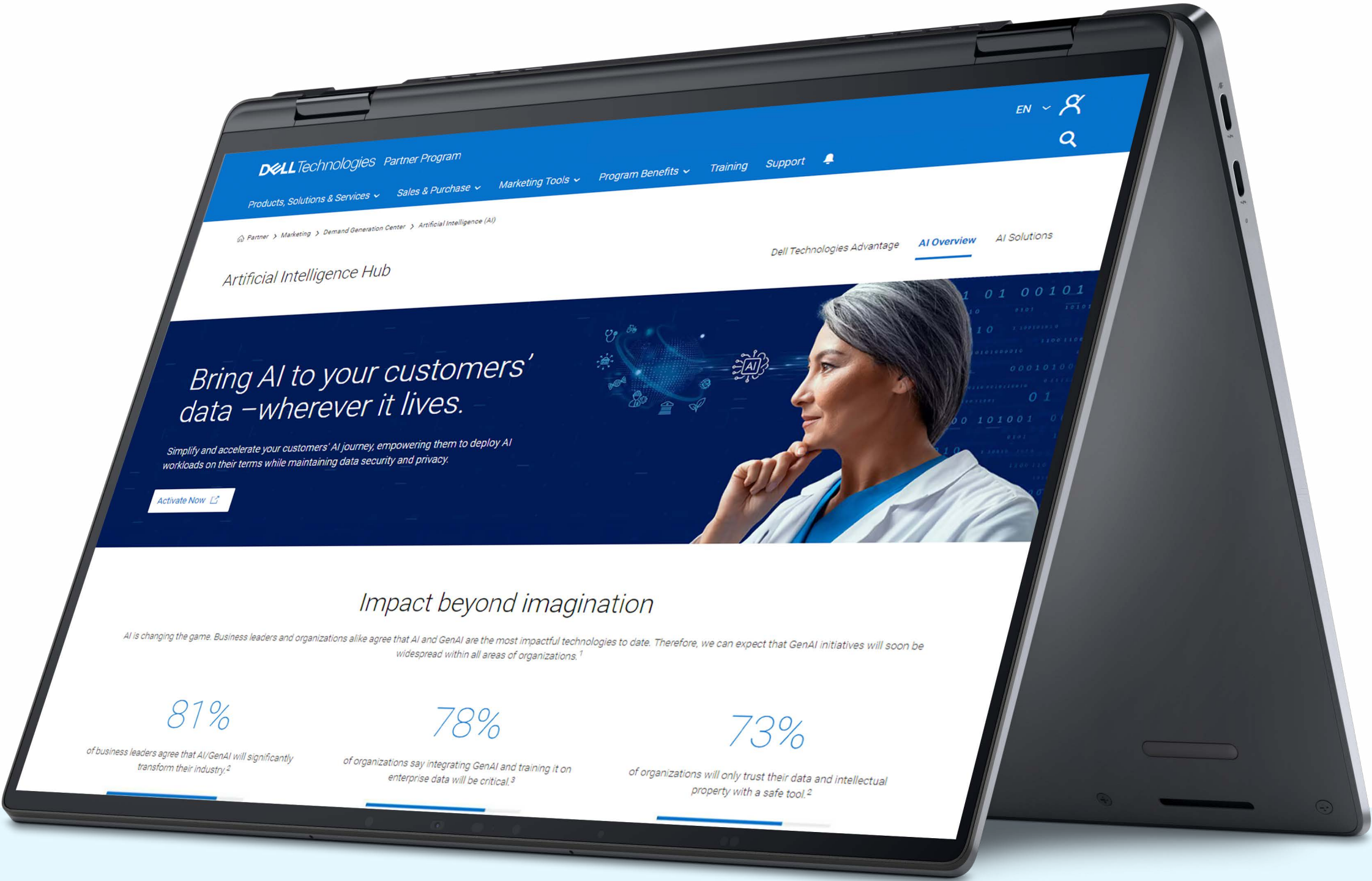


Build knowledge

Get up to speed quickly on all things GenAI with an overview of our newest AI campaign and resources available in our Demand Generation Center.

Ignite AI Interest in
Demand Generation Center

→



Reports & eBooks

- AI eBook
- GenAI eBook
- GenAI for Organizations

Videos

- AI Video
- GenAI Video

Infographics & Solutions Briefs

- AI Research Infographic
- Spotlight
- Solution Brief
- Success Pack 1-pager



Enhance sales

Expand your knowledge about Dell Technologies offerings, strengthen your campaign and, ultimately, boost sales with an array of resources available in our Knowledge Center.

Supercharge AI Sales
with Knowledge Center

→



Presentation

→

Link

Competency

- Go to Data Science and AI Credential for Sales
- Go to Data Science and AI Credential for Sales Engineers

Success Packs

- Server
- Storage
- Networking
- Client PCs & Workstations

- Dell Validated Designs
- APEX AIOps
- Dell Services

Tools

- AI Innovation Lab
- AI Info Hub
- Customer Solution Centers
- NVIDIA LaunchPad

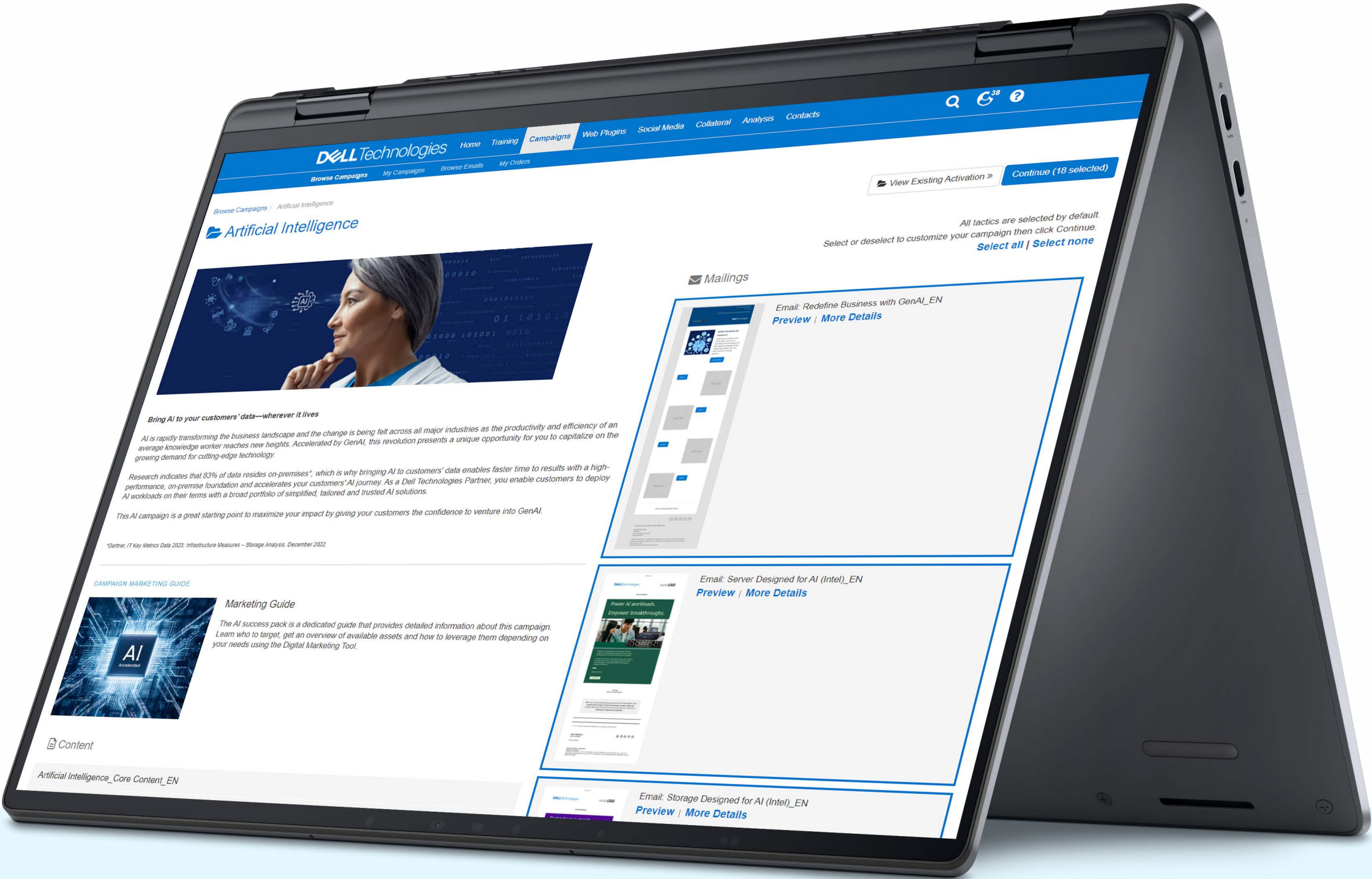


Spark marketing activation

Now that you’re familiar with our newest campaign, you can dive headfirst into a comprehensive pool of resources in our Digital Marketing Tool and start your marketing activation today.

Launch AI Campaign
in Digital Marketing Tool

→



Core content

→

View Core Content

Reference Materials

→

Read References

Direct links

→

Validated Designs for GenAI

→

AI Servers (Intel)

→

AI Servers (AMD & NVIDIA)

→

AI Storage

→

Data Lakehouse

→

GenAI Precision Workstations

→

GenAI Client Solutions



Translations

Communicating with your customers in their local language not only increases sales but also bolsters your relationship and lays a solid foundation for the future. Find our latest AI campaign in the language of their preference.

- English
- German
- LATAM – Portuguese
- Japanese
- LATAM – Spanish
- Italian
- French
- Korean
- Chinese



The logo for the Dell Technologies Partner Program. It features the Dell logo (a stylized 'DELL' with a diagonal line through the 'E') followed by the word 'Technologies' in a sans-serif font. Below this, the words 'PARTNER PROGRAM' are written in a smaller, all-caps sans-serif font. The entire logo is enclosed in a thin white rectangular border.

DELLTechnologies
PARTNER PROGRAM