Experts in Technology integration and AI Strategy

Enter the AI era with confidence

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DELL Technologies

Agenda

- Defining AI Solution
- Prioritizing Use Cases
- What is an AI Factory
- Digital Assistants
- Municipal Use Cases

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AI is changing the world

Before

80 years of talking to computers:
~50 million developers

After

With GenAI
~Anyone can code

Fundamental change

Every Org is an AI company and a data company

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NVIDIA.

Who will use AI?

Knowledge workers in office

Employees in physical store

Road warrior sales teams

Remote developers

Developer in data center

Customer on website

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What we're hearing from companies that are building AI

Organizational maturity

Centralized budgeting

Top-down AI adoption

The IT-LoB partnership

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Organizational maturity will go a long way

90%

of organizations agree that closing skill gaps is critical to GenAI success[1]

Strategy
How well articulated is your GenAI strategy?

Data
How will you incorporate and protect data in GenAI models?

AI Models
How will you evaluate, select, secure and evolve GenAI models?

Platform
How will you build and run your GenAI platform?

People
Do you have the skills and resources needed for GenAI success?

Adoption
Can you efficiently adopt GenAI into your business?

1. Enterprise Strategy Group, “The AI Maturity Playbook: Driving Business Impact and Innovation,” February 2025.

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Centralization of budgeting efforts

70%

of organizations have a centralized AI budget line item that will be funded with incremental budget[1]

1. Enterprise Strategy Group, “The AI Maturity Playbook: Driving Business Impact and Innovation,” February 2025.

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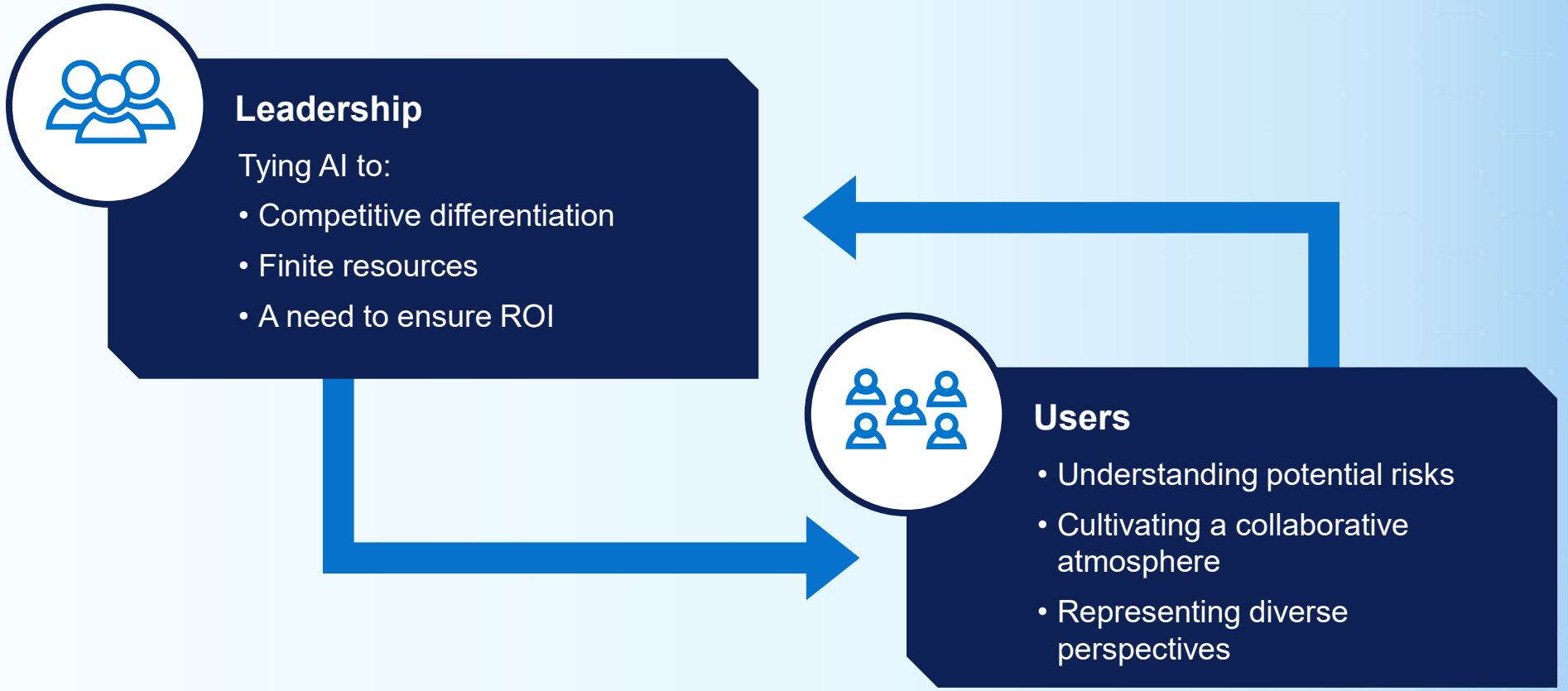
Drive AI adoption from the top down

33%

of leading organizations are more likely to have a top-down GenAI philosophy[1]



1. Enterprise Strategy Group, "The AI Maturity Playbook: Driving Business Impact and Innovation," February 2025.

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The IT – LOB partnership

95%

of leading organizations have started cross-functional collaboration between IT, data science, and business teams[1]

Business units provide

Domain expertise
Identification of the right problems to solve with AI, leveraging deep industry, customer, and market knowledge.

Strategic vision
Visibility into key objectives for AI initiatives to ensure overall business strategy alignment and tangible outcomes.

User insights
Clear vision into audience behavior and preferences allowing organizations to design solutions that meet user expectations.

IT teams offer

Technical expertise
The skills to develop, deploy, and maintain AI systems, including data management, software development, and AI expertise.

Infrastructure management
Right-sized infrastructure, leveraging a combination of cloud services, data center server and storage solutions, and AI PCs.

Security and compliance
Assurance that AI solutions are secure and compliant with regulatory requirements and standards.

1. Enterprise Strategy Group, “The AI Maturity Playbook: Driving Business Impact and Innovation,” February 2025.

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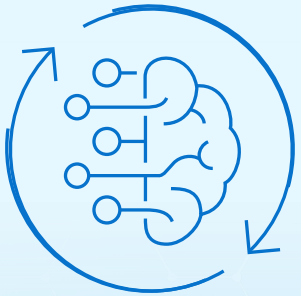
The future of work: human/machine partnerships

GenAI with human in the loop

Faster | New skills | Productivity gains

What are the right types of activities to hand off to the machines?

- **L**ow risk
- **E**merging
- **A**rduous
- **R**emedial
- **N**ot worth it
- **S**peed



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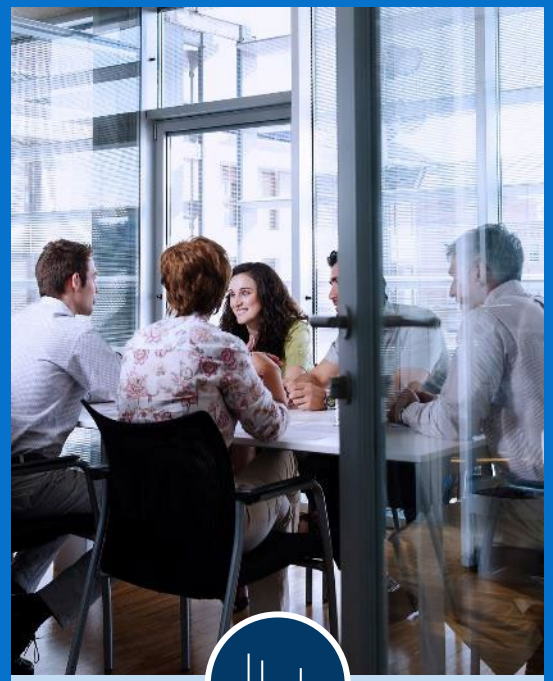
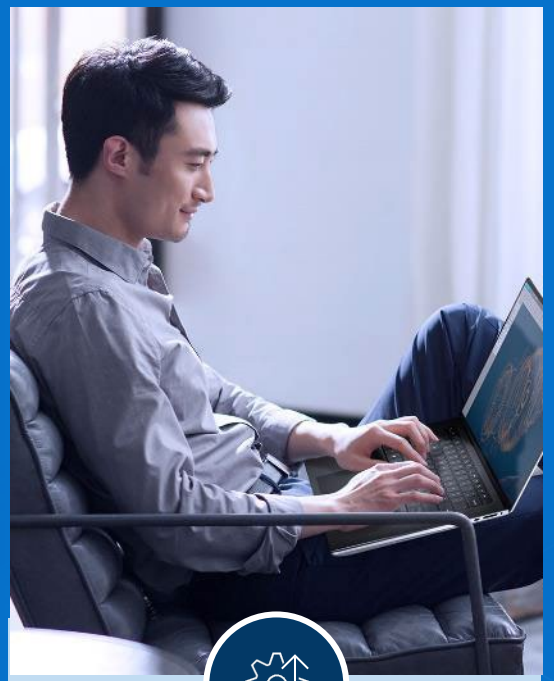
Build a clear understanding of what you want to accomplish

Drive growth



Enhance experiences



Optimize productivity

Accelerate innovation

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Defend your competitive advantage

Data privacy and integrity
Result tampering
Data leakage
Compliance
Credibility and integrity risk
Ethical and bias considerations
IP infringement
Algorithm poisoning

Improved threat detection
Predictive capabilities
Automation and efficiency
Forensic analysis
Personalized focused training
Scaling operations

Reduce the attack surface | Detect and respond to cyber threats | Recover from a cyberattack

89% say that security plays a critical role in the development of new innovations*

*Source Dell Technologies survey across 750 business and IT decision makers across US, UK, DE, FR and JP, all segments, Feb 2025.

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Develop governance frameworks

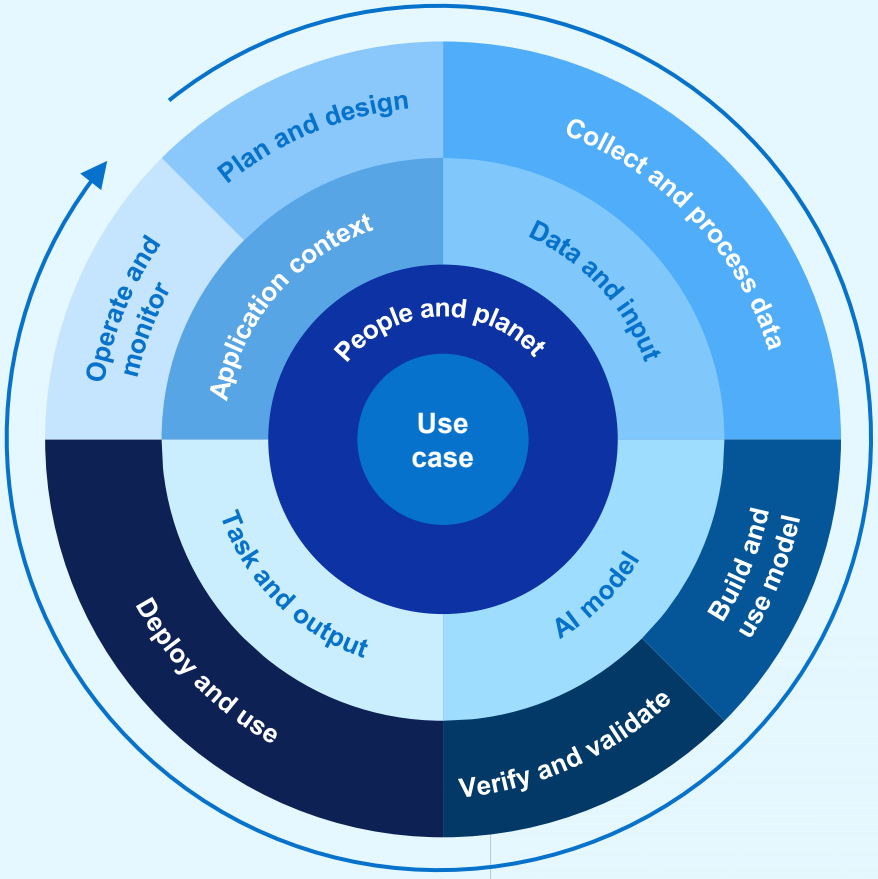

Fig. 1. Lifecycle and key dimensions of an AI system

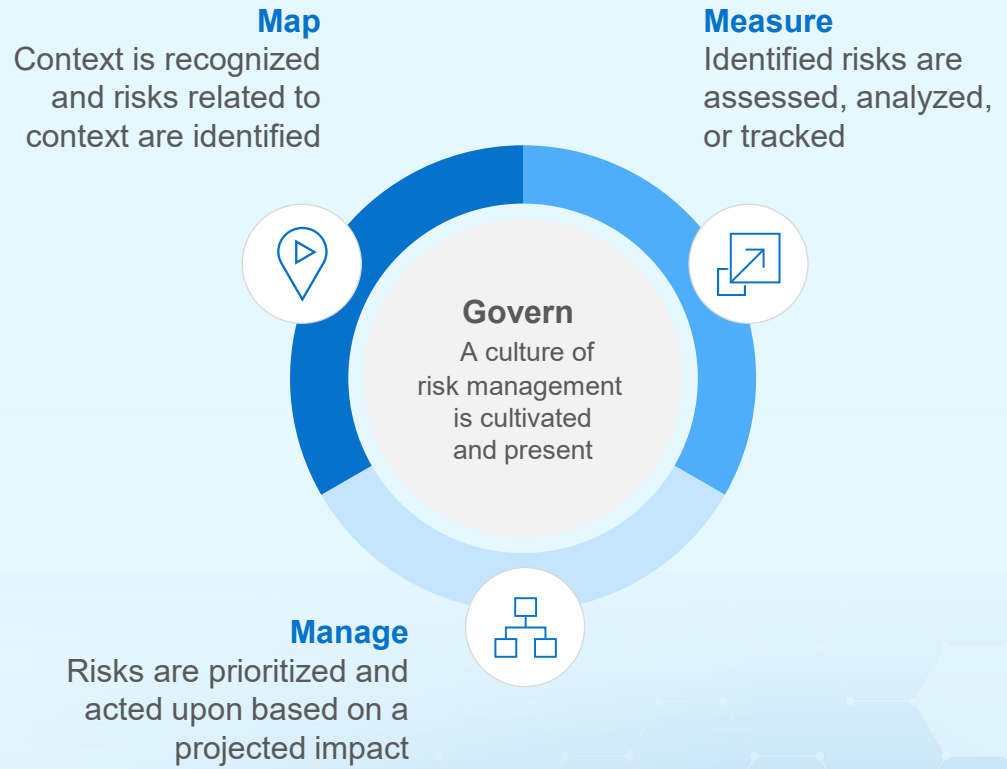

Fig. 2. NIST AI risk management framework core

Tabassi, E. (2023), Artificial Intelligence Risk Management Framework (AI RMF 1.0), NIST Trustworthy and Responsible AI, National Institute of Standards and Technology, Gaithersburg, MD, [online], https://doi.org/10.6028/NIST.AI.100-1, https://tsapps.nist.gov/publication/get_pdf.cfm?pub_id=936225 (Accessed September 30, 2024)

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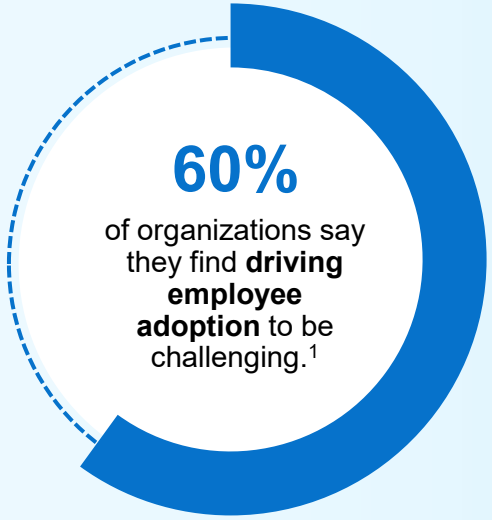
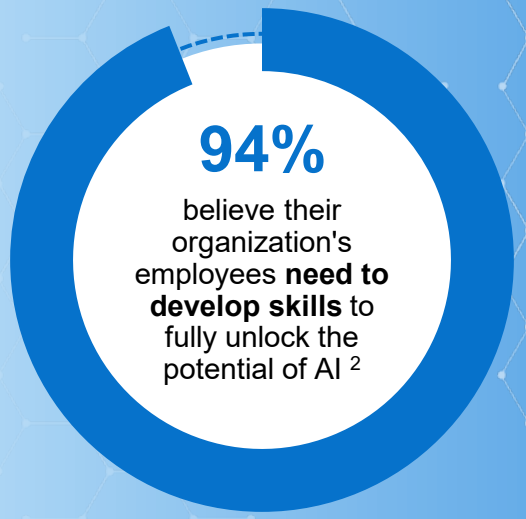
Anticipate and address common points of failure

Organizations are facing common roadblocks when adopting GenAI





1. Enterprise Strategy Group, “The AI Maturity Playbook: Driving Business Impact and Innovation,” February 2025.
2. Dell Technologies survey across 750 business and IT decision makers across US, UK, DE, FR and JP, all segments, February 2025.

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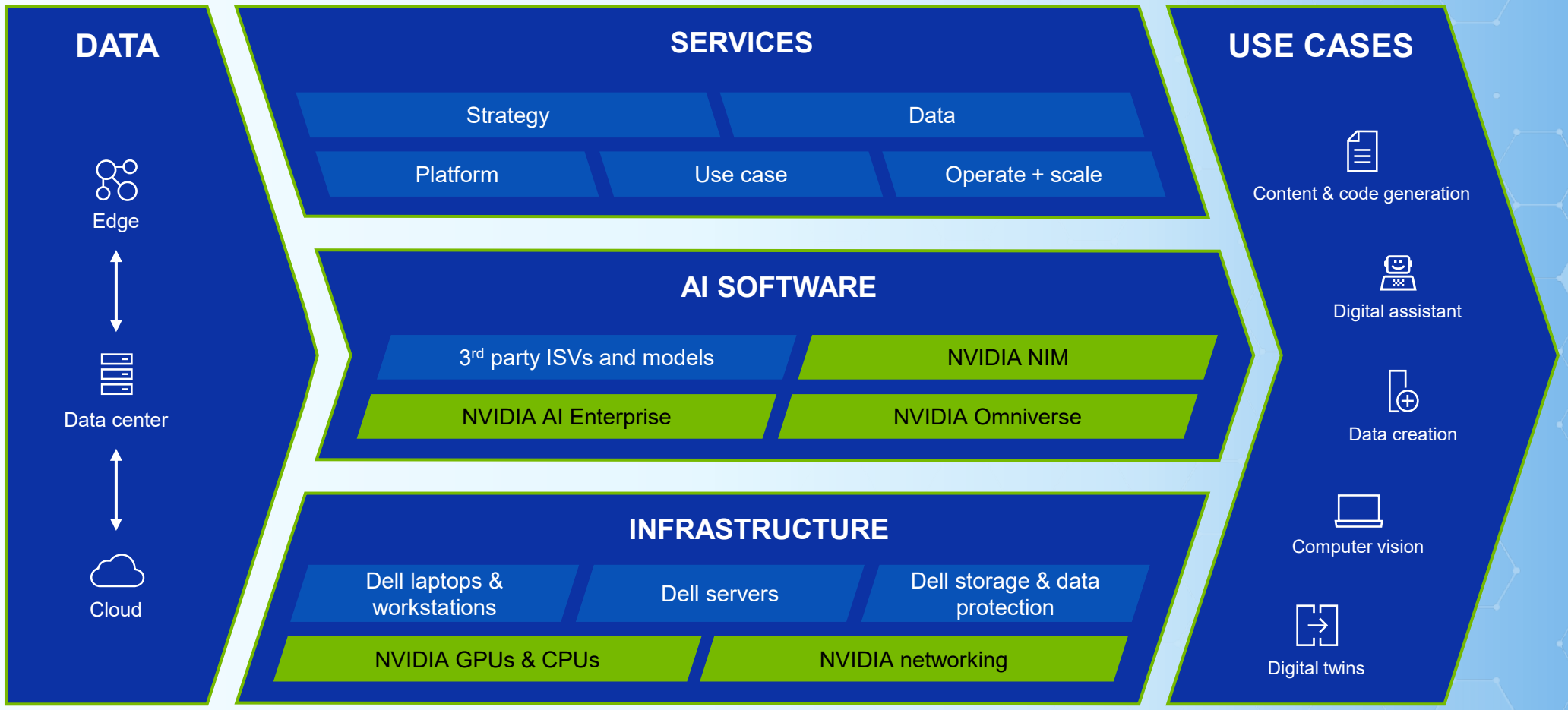
The Dell AI Factory with NVIDIA

Industry's first end-to-end enterprise AI solution



Sustainability | Security

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Right-sizing your AI investment

Focus area

- Business strategy and operations management
- Product innovation and R&D
- Manufacturing and supply chain
- Marketing, sales, and customer service
- IT, HR, and finance
- Users
- Location
- Dataset
- •••

Use case

- Content creation
- Digital assistant
- Digital twins
- Design and data creation
- Code generation
- Computer vision

Patterns

- Pre-trained model/ inferencing
- Model augmentation
- Fine-tuning
- Model training

NVIDIA AI Enterprise

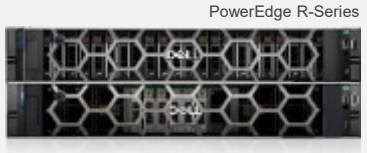
Includes AI Workflows, NIM and AI microservices, AI and data science development and deployment tools, cloud-native management and orchestration, and infrastructure optimization and management

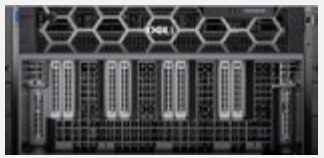
Infrastructure

Powered by NVIDIA GPUs

Laptops

Workstations





Compute

Networking and data protection

Storage

Professional Services

- Consultancy
- Advisory
- Data science

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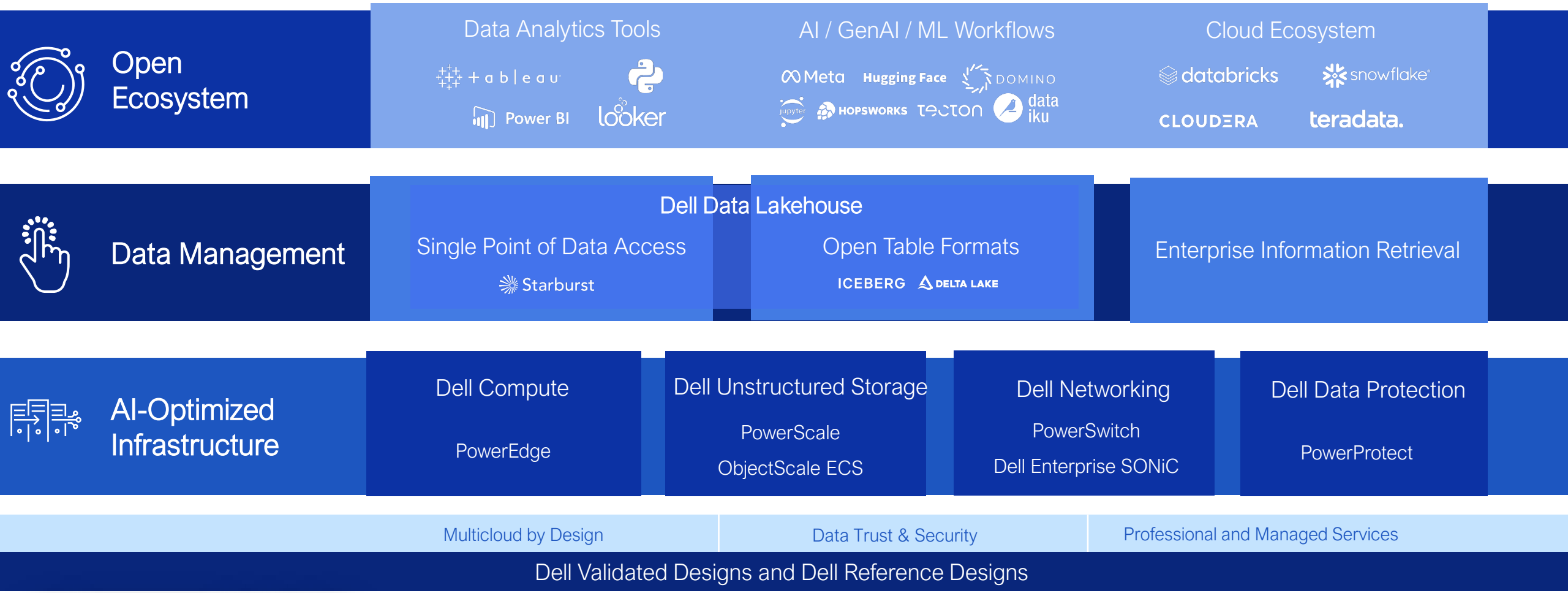
AI starts with better data management and preparation

Dell AI-Ready Data Platform



Data

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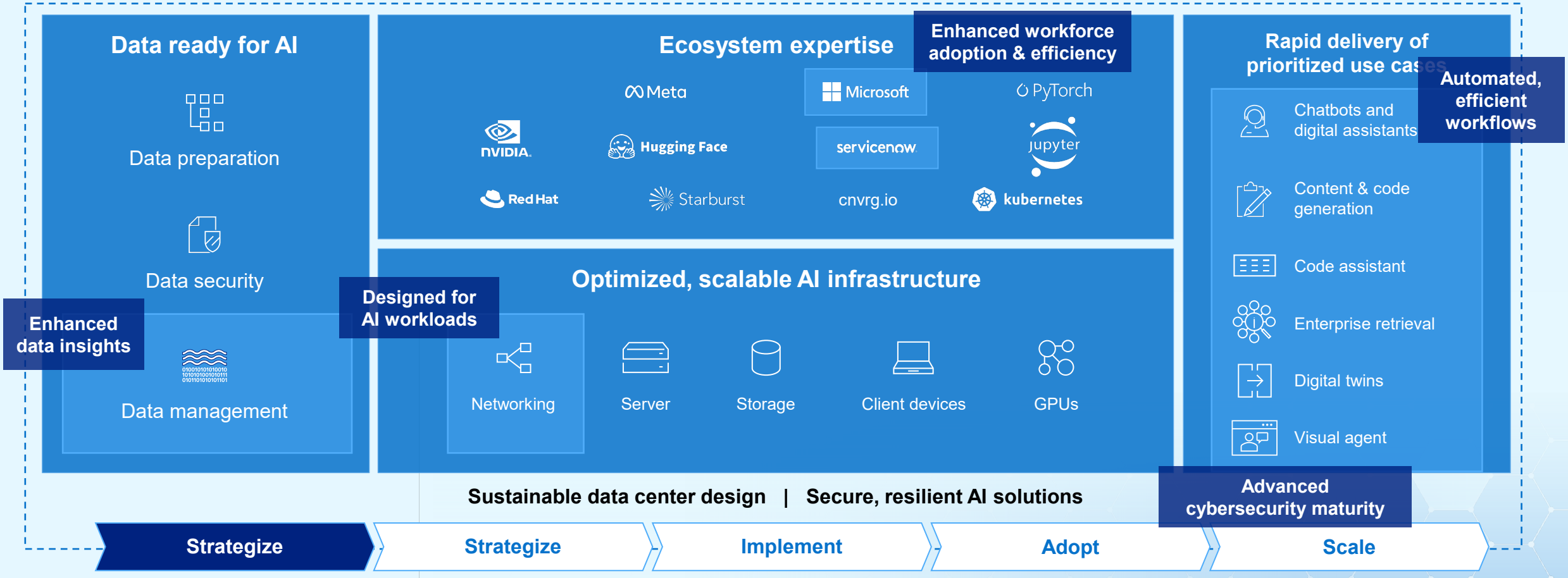
Services accelerate high-value AI outcomes



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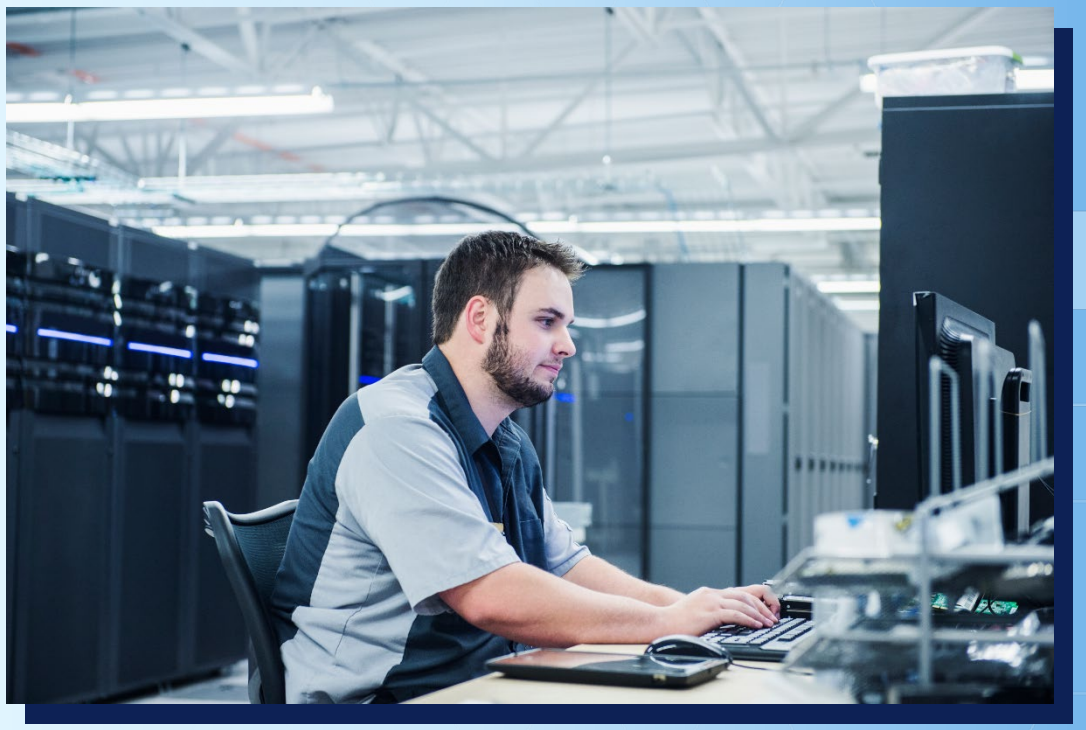
Checklist: Building your AI factory

Your checklist to help define AI solutions:

- ❑ Prioritize use cases
- ❑ Build a strong, right-sized infrastructure for AI models
- ❑ Lean into your IT partnership for strategic alignment
- ❑ Implement solutions to augment your organization's expertise
- ❑ Set clear and reasonable onboarding expectations



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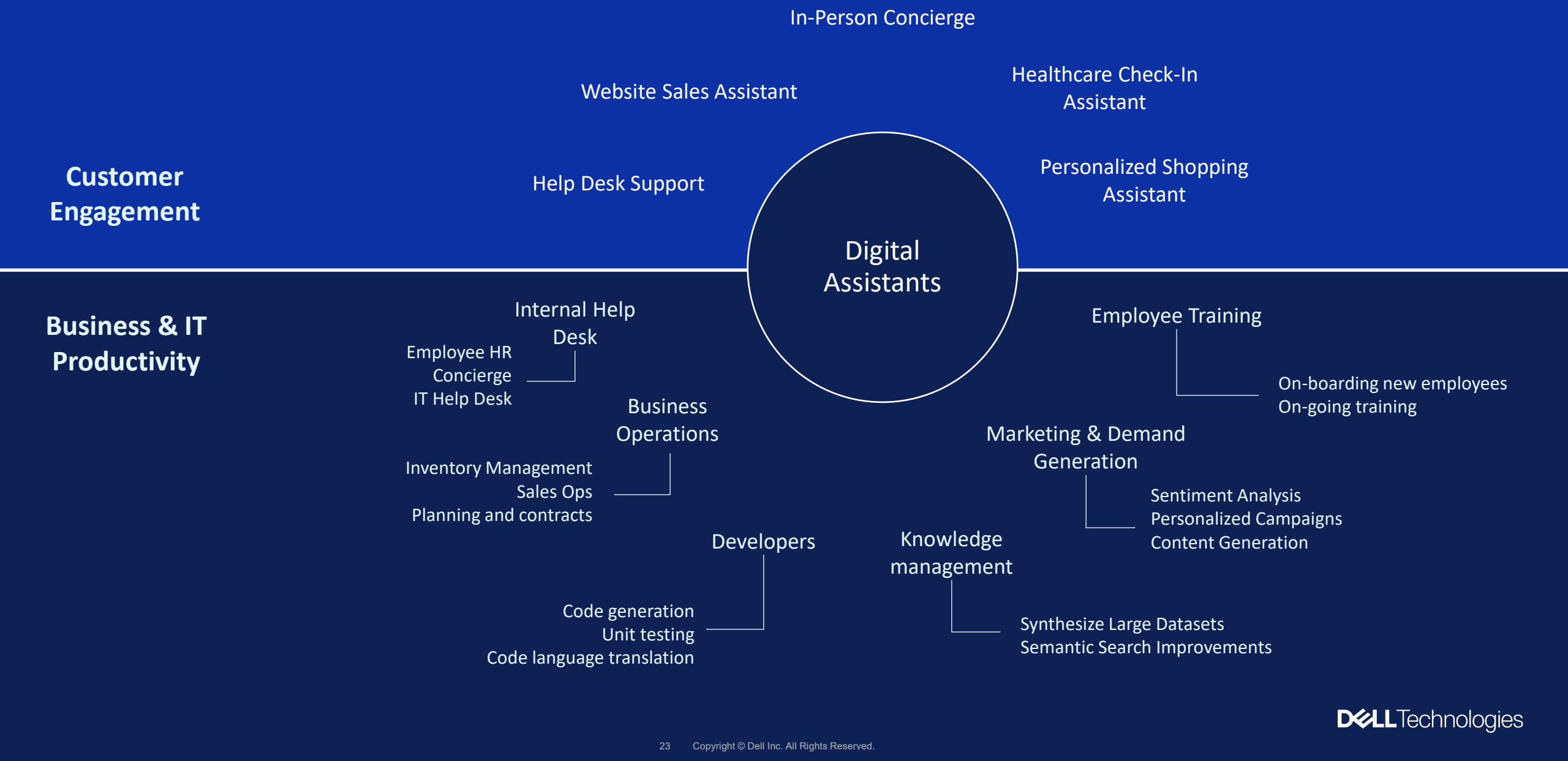
Transform your business with GenAI digital assistants

Streamline your IT operations and reduce risk and costs with Dell Managed Services for Digital Assistants

Example use cases for digital assistants



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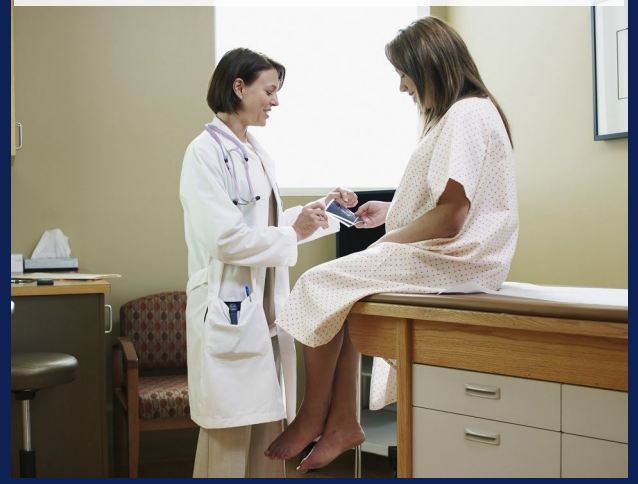
Delivering value across industries

Retail

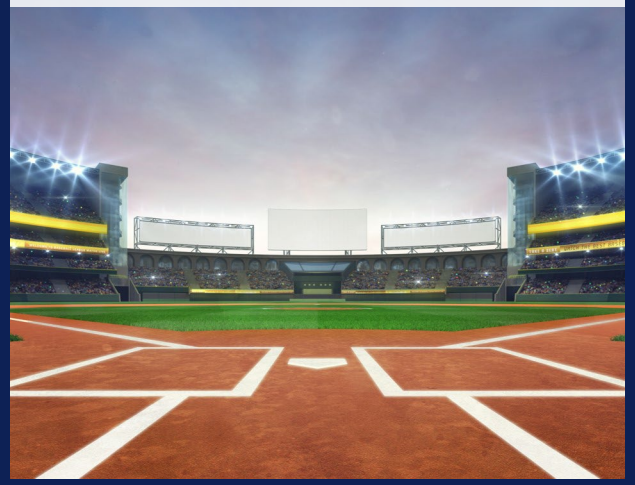
Federal & Smart Cities

Health & Life Sciences

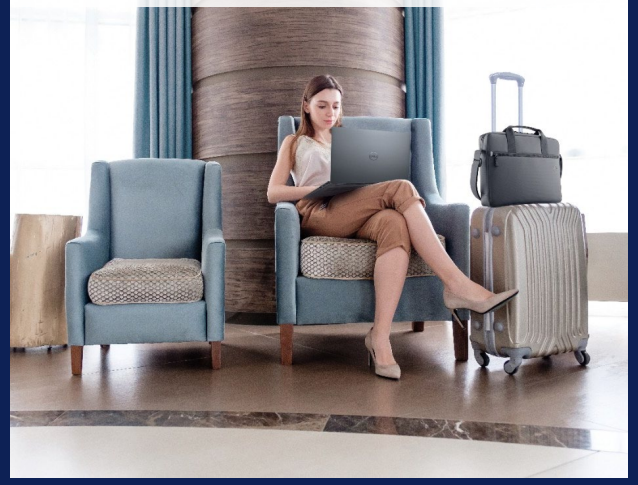


Banking & Financial

Sports Teams & Stadiums



Travel & Hospitality



Real Estate

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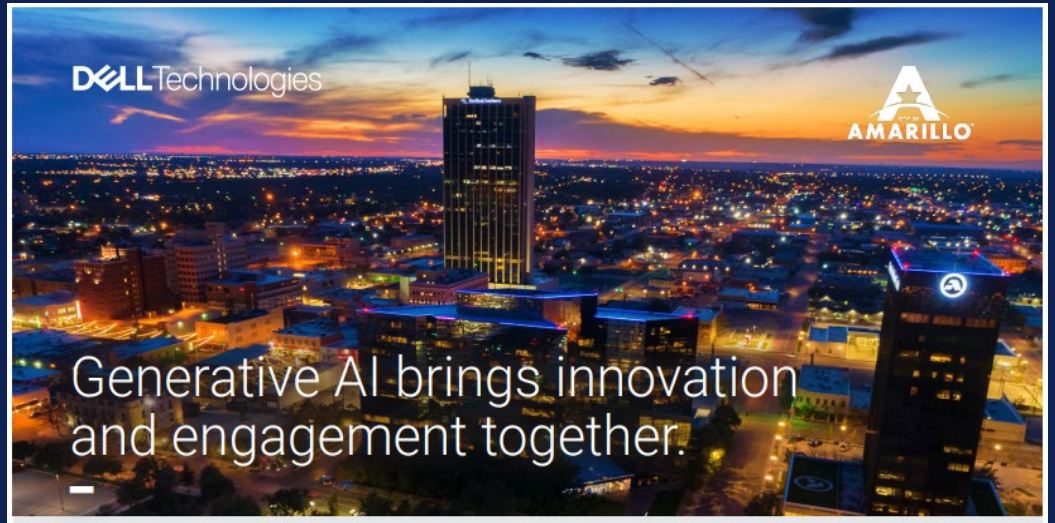
Digital Assistant Customer Story



Together with Dell Technologies, the City of Amarillo is using Generative AI to allow residents access to information in their native languages.

Taking on the challenges in Amarillo.

24% of the Amarillo population does not speak English.

One middle school has 62 languages and dialects spoken.

Prior to 2020, half of the community did not have access to high-speed broadband.

> Dell is often adding to our road map things that we haven't thought about yet because they're seeing things that we just haven't seen yet.

RICH GAGNON
ASSISTANT CITY MANAGER AND CHIEF INFORMATION OFFICER, CITY OF AMARILLO

The Importance of Partnership.

Generative AI consultants from Dell Professional Services helped Gagnon take his vision to the next level.

The implementation of a digital assistant with the ability to interact in several languages will be transformational in a city with a large population of non native-speaking residents.

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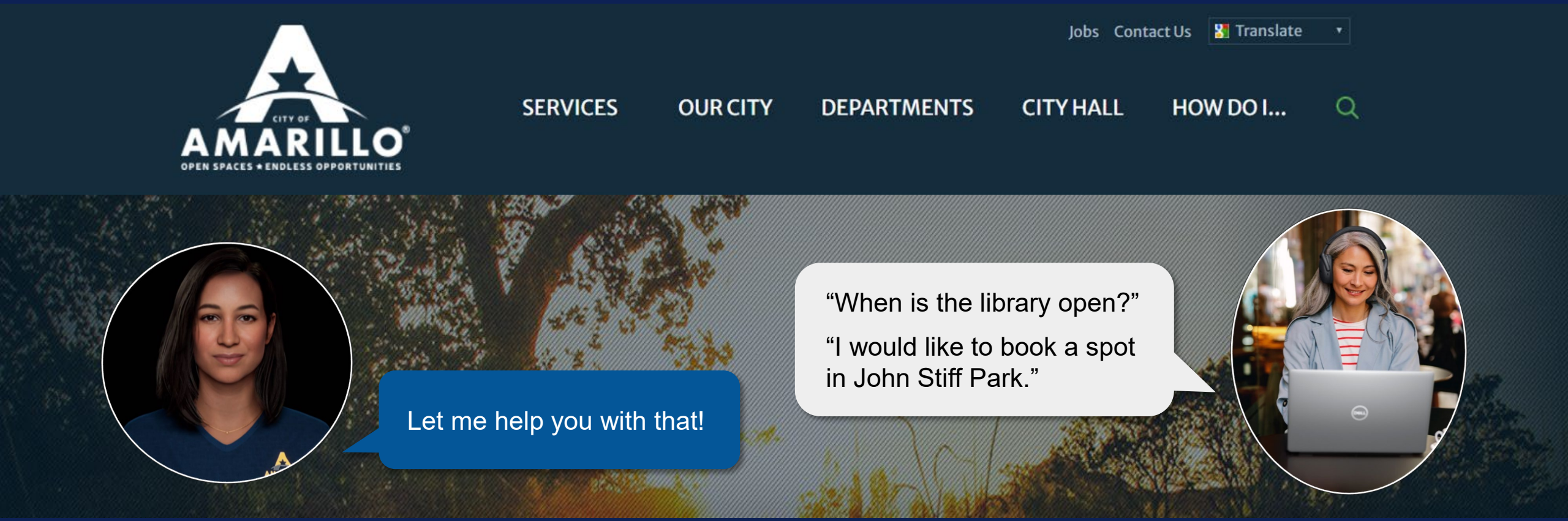
A new way to interact with residents

Designed with the city's identity and tone of voice

Answer queries and help people request gov. services

Delivering services in 62+ languages



Customer Story on Dell.com

Play video

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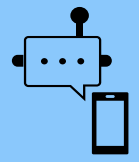
Digital assistant ecosystem

Example Data Sources

- Databases & APIs
- Web content, knowledge bases & FAQs
- Enterprise systems (CRM, HR, IT)
- IoT device data
- Sentiment analysis systems

Interface Configurations



Text-based assistants (chatbots)

Voice-based assistants

AI avatar assistants (humanistic or illustrated)

Presentation Options

Websites

Mobile applications

Dell 4K Interactive Touch Monitor

In-person kiosks and displays

Usage

- Human Interaction
- Application Interaction

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Rapidly deliver digital assistants with a validated solution

Over 340k engineering hours spent on design, development and validation of GenAI solutions*

GenAI Development Frameworks & Partner Software

- Interface
- Dell Middleware
- Information Store
- NVIDIA Audio2Face

GenAI Deployment Tools

- NVIDIA Triton Inference Server
- NVIDIA TensorRT-LLM
- NVIDIA GPU Operator

Infrastructure management

- Container Storage Interface Drivers
- Kubernetes
- Enterprise Linux

Infrastructure from device to data center

Dell Compute with NVIDIA GPUs

Dell Storage

Dell, NVIDIA Networking

Smart City Example

How long will my building permit take to process?

The initial review of simple permit applications is typically 2-3 weeks. Complex permits take around 8 weeks

Example life-size holographic display

Multiple Display Options

Professional & Managed Services: Strategize → Implement → Adopt → Scale

* Based on internal Dell analysis

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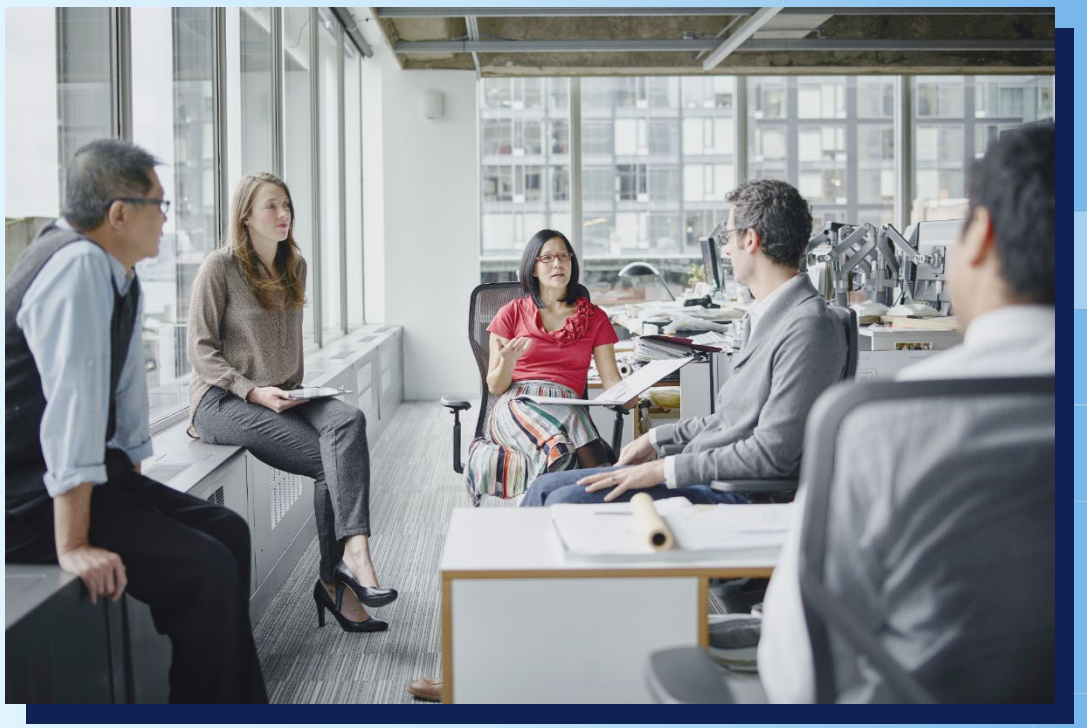
Checklist: Ensuring successful adoption

Your checklist to pursue successful AI training and education:

- ❑ Assess the current skill level in your organization
- ❑ Create and deliver a comprehensive internal marketing plan
- ❑ Invest in training programs to build competency
- ❑ Encourage participation with educational resources
- ❑ Provide personalized training sessions
- ❑ Encourage continuous learning



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Successful AI adoption

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THANK YOU

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