

Dell Servers, Generative AI, and Data Management

Generative AI (GenAI) has dominated headlines. Organizations of all sizes are scrambling to assemble teams and strategies to assess and potentially deploy GenAI technologies and solutions. Dell Technologies' GenAI, traditional data center expertise, and partners can help organizations address new challenges and opportunities. Dell PowerEdge servers and solutions, powered by fourth-generation Intel Xeon scalable processors, are specifically designed and optimized for new workloads, including GenAI.

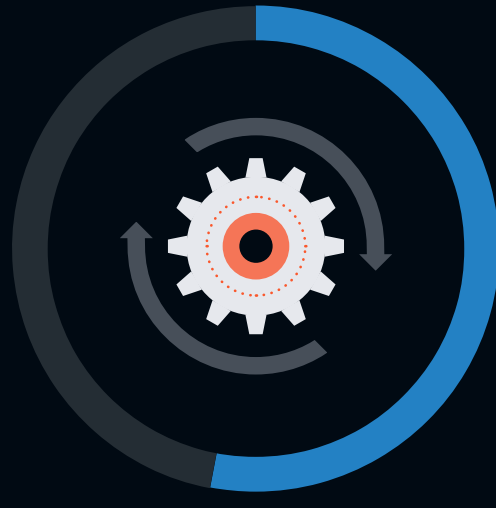
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Organizations and GenAI

To assess the state of GenAI strategies and plans, TechTarget's Enterprise Strategy Group surveyed 670 IT professionals and business decision-makers in North America (65%), EMEA (18%), APAC (16%), and LATAM (2%) involved with GenAI initiatives in their organization. Organizations are expected to increasingly turn to GenAI to accelerate business and IT operations, as GenAI can help improve automation, data analytics, employee productivity, customer experience, content creation, and other crucial everyday tasks and processes.

GenAI Benefits

Enterprise Strategy Group research shows the top three benefits of GenAI below. The depth of responses indicates that organizations are aware of GenAI's potential to transform IT and business operations.



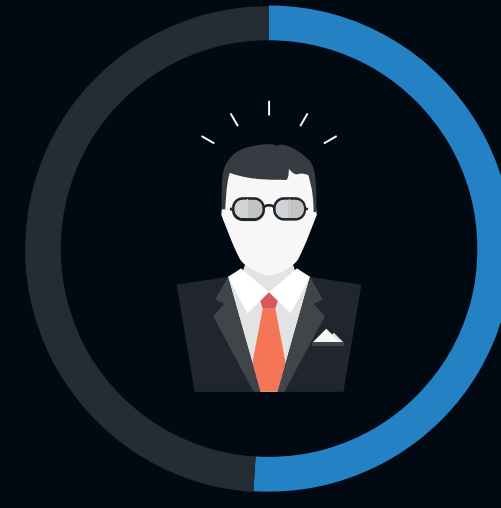
53%

Improving and/or automating processes and workflows.



52%

Supporting data analytics and business intelligence.



51%

Increasing employee productivity.

(PERCENT OF RESPONDENTS, N=670, MULTIPLE RESPONSES ACCEPTED)

GenAI Use Cases

GenAI has the potential to be pervasive across any organization, with multiple use cases, which makes it highly compelling. When it comes to GenAI projects, Enterprise Strategy Group research shows that organizations are prioritizing:



31%

Data insights



24%

Chatbots



23%

Employee productivity and tasks



23%

Content creation

(PERCENT OF RESPONDENTS, N=670, THREE RESPONSES ACCEPTED)

Obtaining timely, accurate data insights has been a challenge for many organizations. If GenAI can improve data insights, chatbots, employee tasks, and content creation for organizations, this could lead organizations to positively transform additional IT and business operations as well.

GenAI Providers

Among organizations that currently work, or plan to work, with a third party to support their GenAI initiatives:



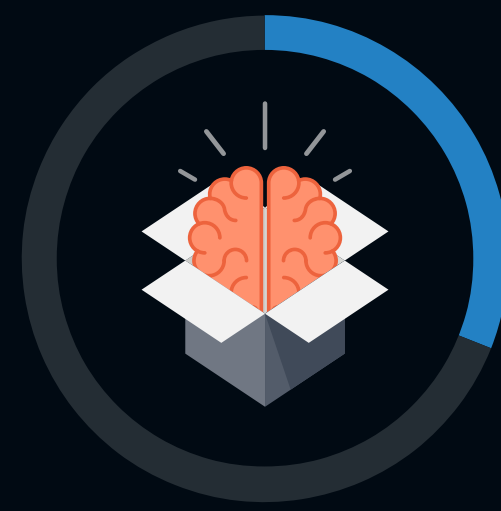
54%

of respondents said they prefer to work with a holistic provider that offers broad services across infrastructure and data ecosystems.



44%

prefer to work with a specialized GenAI vendor.



31%

prefer a vendor that offers prebuilt AI solutions designed for a particular use case or industry.

(PERCENT OF RESPONDENTS, N=278)

Dell and GenAI

Dell is offering a new suite of GenAI products and services to help organizations gain insights and enable faster decision-making. This new suite includes:



- Dell Validated Design for Generative AI with NVIDIA.
- Dell Professional Services for Generative AI.
- Dell Generative AI Advisory Services.
- Dell Generative AI Implementation Services.

- Dell Generative AI Acceleration Services.
- Dell Generative AI Scaling Services.
- Dell Precision workstations with expanded GPU configurations.

Dell and GenAI Data Management

Organizations want to better manage their data and how it's used. Dell Technologies and its partners can help organizations pair data with a GenAI solution designed specifically for their business. Dell Technologies' GenAI services offer the following data management benefits:

- Flexible consumption options.
- Business and data alignment with data optimization services.
- Industry-leading GenAI performance to meet demanding organizational needs.
- Better outcomes with the ability to better define guardrails and training on data.
- The ability to meet real-time needs and avoid data gravity by putting models to work anywhere.
- Secure access to protect data sovereignty.

Conclusion

GenAI has exploded onto the scene in a highly disruptive fashion and is considered largely beneficial by organizations. Time is of the essence, as GenAI laggards will likely face sizeable challenges from competitors that did not wait to integrate GenAI into their ecosystems and reap its benefits.

GenAI is expected to disrupt teams, alter roadmaps, and heavily modify or even eliminate longstanding processes, but the disruption could yield highly lucrative returns. To reap GenAI benefits, organizations need to work with an experienced partner such as Dell Technologies that offers GenAI products and services.

For more information regarding Dell GenAI solutions, please click the link below.

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