

DELL GENERATIVE AI SOLUTIONS

# Unlock the full potential of Generative AI at work

## AI and the transformation of work

Artificial intelligence has become so common in everyday life that it's often not given a second thought. It's changed the way people live, work, shop and interrelate. It's transformed the way workers research, innovate and forecast. However, the rise of generative AI has forced organizations to explore the benefits and drawbacks of a new technology. It has also compelled these businesses to consider how best to use it as the pace of innovation, competition, and modern work intensifies.

AI has powered chatbots for decades, but the spread of specific machine learning algorithms, large language models, neural network architectures and simple user interfaces over the past 10 years has enabled anyone with a computer to generate high-quality images, videos, text, and even computer code in just seconds. In benevolent hands, GenAI has been beneficial to those looking for ways to improve their life or simply get things done more efficiently. In not-so-innocent hands, it's sewn chaos through the proliferation of false information or digitally forged deepfakes that entice people to make decisions based on fabricated content or digital hallucinations. And in the grand scheme of things, we're just getting started.

### What is the difference between AI and GenAI?

AI applies advanced analysis and logic-based techniques to interpret events and automate decisions. GenAI, a subset of AI, extracts more value for businesses by leveraging large data sets to generate new content, such as text, images, audio, video, synthetic data and software code.



## WHAT'S HAPPENING NOW

# PCs and workstations infused with GenAI

Personal computers (PCs) are joining the army of everyday products and services already infused with AI applications. They're making their way into the workforce as companies seek ways to inspire performance, streamline workflows, tighten security and speed time to market. They're helping organizations meet the ever-evolving expectations of their customers, investors and business partners. From a practical, behind-the-scenes standpoint, they're running apps faster, blocking background noise and extending PC battery life.

A richer, more nuanced way of working awaits us as the command-and-control PC functionality we're used to moves toward collaboration, co-creation and personalized human/machine interactions. That will be a relief for employees dealing with the pace of modern work. Already, 68 percent of people say they don't have enough uninterrupted focus time in the day, and almost as many say they lack the energy and time for innovation and strategic thinking because they're mired in brain-draining tasks all day.<sup>1</sup> Employees are ready to embrace AI that helps them simplify their day and make a bigger impact.

## What Employees Want from AI<sup>1</sup>

# 80%

would like AI to summarize their meetings and action items and plan their day

# 86%

welcome AI to help them find the right answers and information

# 73%

would be comfortable using AI for creative work

Calling it "the next productivity frontier," McKinsey & Company estimate that generative AI will deliver up to \$4.4 trillion in economic benefits across industries, with 75% of that value coming from customer operations, sales and marketing, software engineering, and research and development.<sup>2</sup>



## The devices powering design, creative and AI applications

Progress is afoot with advanced workstations entering the ordinary world of work, too. Workstations are the entry point into AI development. They enable AI scientists and developers to tap into vast and diverse datasets, robust compute capacity, deep learning techniques and other technological advances to improve business performance and speed innovation. They also allow them to train and test models locally, mitigating the cost (service fees) and risk (outages, security, compliance) of cloud computing once tied so closely to AI development.

### Scalable, AI-ready workstations:

- ✓ Accelerate AI and generative AI workloads
- ✓ Let developers work from anywhere
- ✓ Make AI model experimentation easier
- ✓ Move compute close to data sources
- ✓ Can be configured based on need
- ✓ Are more widely available than accelerated servers
- ✓ Enable AI model deployment at edge locations

1. Microsoft, [Will AI fix work? Work trend index annual report](#), May 9, 2023

2. McKinsey & Company, [The economic potential of generative AI](#), June 2023

# The potential to transform businesses across industries

Business and IT leaders are just starting to take advantage of GenAI's many benefits, including heightened productivity, cost reduction, innovation, and customer satisfaction. GenAI makes PCs and workstations more intelligent, self-aware and user aware, empowering organizations in any economic segment to:

**Boost performance** – Improve customer interactions in areas such as operations, predictive maintenance, logistics and supply chain management, customer service management, retail sales and more

**Enhance productivity with automation** – Automate repetitive tasks to increase productivity and give workers more time to focus on higher-value activities by automating day-to-day operational tasks and empowering them to make data-driven decisions faster

**Develop with agility** – Accelerate AI workloads locally on the device with scalable workstations that give data scientists, researchers and software developers the freedom to experiment, iterate and develop solutions faster within a sandbox before moving it to the server.

**Secure data and stop threats** – Prevent, detect and respond to threats and out-of-policy behaviors to secure organizational data and intellectual property

**Improve customer interactions** – Transform the customer experience with advanced analytics, hyper-personalized offerings, 24/7 support and chatbots adept at natural-language interactions

**Speed digital transformation** – Innovate faster via AI modeling and exceptional data analysis to illuminate opportunities and find ways to resolve challenges

Workstations are currently underappreciated as the workhorses of AI development and deployment for many use cases. They provide AI scientists and developers with a powerful GPU-accelerated platform that represents lower CAPEX than servers, dramatically lower OPEX than cloud instances, and much greater freedom to experiment with AI models.<sup>3</sup>

## Ushering in a new era of productivity and innovation

Hardware, component and software collaborations, such as the ones between Dell, Microsoft and NVIDIA are making it easier for companies to integrate AI into the business with flexible hardware lifecycle solutions and predictable monthly payments such as those offered via Dell APEX PCaaS. Hardware refresh cycles, cloud contract and software license renewals, and new employee onboarding are prime opportunities for organizations to upgrade their inventory with AI-ready PCs and workstations. Such collaborations unlock AI-level productivity with end-to-end AI solutions that are intelligent, secure and trusted, making them ideal for:

- ✓ GenAI development and inferencing for data scientists, machine learning engineers and developers
- ✓ Content creation and productive automation for knowledge workers using AI-ready PCs
- ✓ Customization and experimentation for ISV developers and creators

### GenAI technology can benefit organizations in innumerable ways.

While enterprises have unearthed hundreds of use cases across every vertical, landing on the right use cases for an organization, based on specific data and unique needs, will help companies achieve success more quickly.

Get Started with GenAI

3. IDC, [Why Developing and Deploying AI Technology on Workstations Makes Sense](#), a white paper sponsored by Dell Technologies and NVIDIA, Peter Rutten and Dave McCarthy, July 2023, ©2023 IDC, #US51017223

76% of IT leaders believe generative AI will be significant, if not transformative, for their business, with the top 3 impact areas being productivity gains, streamlining processes and cost savings.<sup>4</sup>

## When should a company consider workstations for their GenAI solution?

As companies explore how best to utilize the power of GenAI, they're balancing a pair of priorities: security and a hybrid work environment. The employee experience is the key for unlocking smart AI strategy, but protecting proprietary data and personal information still looms large for the IT teams responsible for deploying and managing their organization's technology estate.

Precision Data Science Workstations from Dell are designed to provide the ultimate scalability and performance for analytics and AI initiatives, with comprehensive hardware solutions that are optimized to run the industry's latest AI software.

### Dell AI-ready workstations:

- ✓ Include up to four NVIDIA RTX 6000 ADA generation GPUs in a workstation, which are up to 80% faster than the previous generation
- ✓ Help enterprises balance the cost of AI development and deployment, creating sandbox environments while providing secure, localized control
- ✓ Can be designed and configured depending on your generative AI workload needs
- ✓ Balance data strategy by offloading projects deskside before scaling to the datacenter
- ✓ Free up servers to focus on mission-critical in the datacenter

The market for workstations used for scientific or software engineering purposes, which are increasingly driven by AI development, will increase to close to \$2 billion by 2026.<sup>3</sup>



## BETTER TOGETHER

# Dell Devices and Microsoft Windows 11

When it comes to infusing GenAI into the workplace, there's no better partnership than Dell and Microsoft. Together, Dell and Microsoft drive the modern workforce outcomes companies need, and they offer the services and support of proven industry leaders. Begin your AI journey with Dell PCs and Windows 11 to unlock AI-level productivity that drives meaningful work by automating day-to-day operational tasks through intelligent devices and software that learns and responds to the way people work.

### Seamless collaboration & improved productivity

Help employees get the job done faster and easier and turn their attention to high-value activities, with the world's most intelligent business PCs.\*

- Simpler, more intuitive Windows 11 Pro
- Our Dell PCs are made to be intelligent and intuitive with our AI-based optimization software — Dell Optimizer. It connects to the best network, ensures apps open faster and maximizes battery life

## 46%

Better overall office productivity performance with newer Dell Latitude laptops and Windows 11.<sup>5</sup>

### Trusted security

Protect data and personal information with the industry's most secure commercial PCs\*\* and the most secure Windows ever.

- Powerful built-in hardware and firmware protections enabled by default
- Built-on software protections
- Security out-of-the-box including TPM 2.0

## 58%

Drop in security incidents reported by surveyed businesses.<sup>6</sup>

### Integrated solutions for the modern workplace

Make life easier for IT with device management that lets them customize, provision and control end-user devices faster and with less effort.

- Secure, simple BIOS configuration via the cloud
- Zero-touch deployment
- Modern management with Dell Connected Provisioning + Windows Autopilot

## 99.7%

App compatibility rate means your business applications run as expected.<sup>7</sup>

## The AI Assistant at work: Copilot in Windows\*\*\*

Copilot in Windows works across corporate data while keeping information and data sources private and protected. Using their own words, people can ask Copilot to perform tasks, find information and create without needing to open multiple apps.

- ✓ Get relevant answers to complex questions
- ✓ Tailor settings to workstyles
- ✓ Jumpstart, refine and clarify content
- ✓ Fuel creativity and problem solving
- ✓ Increase insights and efficiency

\*Based on Dell analysis, October 2022. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices.

\*\*Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features.

\*\*\*Copilot availability and rollout timing varies by market. Copilot is NOT available to market in European Economic Area and China.

Copilot with commercial data protection is turned on by default for eligible M365 users. It is available to any organization using Microsoft Entra ID at no additional cost.

5. Up to 46% better overall Office Productivity performance with newer Dell Latitude laptops and Windows 11. Based on Procyon Office Productivity Benchmark. Source: PT Study - Boosting productivity and security with modern devices: A comparative study, April 2023. Full study <https://facts.pt/Wg2xkg6> [facts.pt] Testing was conducted before Microsoft Copilot integration.

6. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.

7. App Assure program data

# Planning the transition to GenAI

Dell and Microsoft accelerate an organization's journey from possible to proven with innovative technologies, a comprehensive suite of professional services, and an extensive network of partners. Together, Dell and Microsoft enable companies to leverage exclusive, co-engineered solutions for high-impact modernization from the desktop to the datacenter to the cloud.

With **Windows 10 reaching end of support on October 14, 2025**, it's time for organizations to start planning the migration to a powerful suite of AI-ready devices.

**Devices** – Plan for new Dell Windows 11 devices for the latest security, performance and management benefits.

**Management** – Adopt cloud-based modern device management using Dell Connected Provisioning and by combining Windows 11 Pro with Microsoft 365 Business Premium.

**Endpoint security** – Implement a security-by-default strategy and use a common security baseline across devices and the cloud.

**Operating systems** – Upgrade eligible PCs to Windows 11 and stay current on Windows 10 in a mixed environment.

**Growth path** – Upgrade to Windows 11 Enterprise, part of Microsoft 365 Enterprise for advanced security and management, including Windows Autopatch.

**Productivity and collaboration** – Leverage our award-winning Microsoft expertise to strategically implement and maximize the value of Microsoft Copilot solutions.

## Windows 11 reported results<sup>8</sup>

20%

reduced risk of a successful security attack

20%

increased productivity for security and IT teams

80%

reduced number of incoming help desk tickets

25%

reduced time for deployment of devices

15%

increase in end-user productivity

4%

reduction in legacy technology support costs



## Bring generative AI to your organization

Discover how your business can leverage the potential of GenAI through Dell insights, solutions, and strategies for harnessing its transformative capabilities.

[Learn More](#)

8. Source: Commissioned study delivered by Forrester Consulting "The Total Economic Impact™ of Windows 11 Pro Devices", December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.