

# Top 5 strategy considerations for Generative AI (GenAI)

Accelerate your business objectives and outcomes – with help at every stage – with Dell AI Factory with NVIDIA



# The Transformative Potential of GenAI

GenAI has potential to change the game in ways that visionaries are only beginning to imagine.

76%

of IT and business leaders believe that GenAI will deliver transformative value for their organization.<sup>1</sup>

## AI

Advanced analysis and logic-based techniques that interpret events and support and automate decisions and actions.

## GenAI

Technologies and techniques that leverage large amounts of data to generate new content from natural language prompts or other non-code and non-traditional inputs.

### Simulation

- ▬ Digital twin
- ▬ Synthetic data
- ▬ Design frameworks
- ▬ Prediction

### Content discovery

- ▬ Natural language search
- ▬ Large dataset analysis
- ▬ Knowledge management
- ▬ Personalized education and training

### Content creation

- ▬ Coding
- ▬ Mathematics
- ▬ Writing/speech
- ▬ Image/video
- ▬ Audio

### User experience

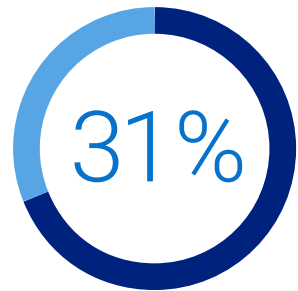
- ▬ Real-time translations for 70+ languages
- ▬ Personalized interactions using natural facial expressions and body language

<sup>1</sup> Dell Technologies Innovation Catalyst Study, February 2024



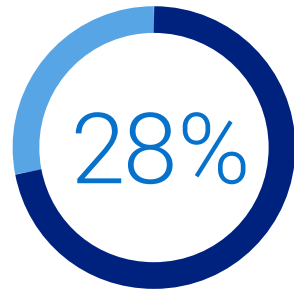
# Challenges can stall GenAI efforts

To put it simply, AI is hard. It's a complex process that requires the right IT environment, technology, process, and people to deliver the right outcomes. These are a few of the most common problems that businesses face with AI: <sup>2</sup>



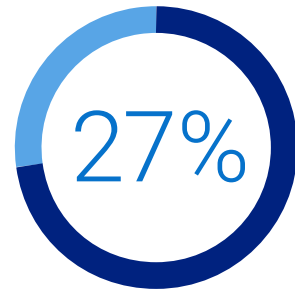
### Data Management

Limited availability of quality data for models



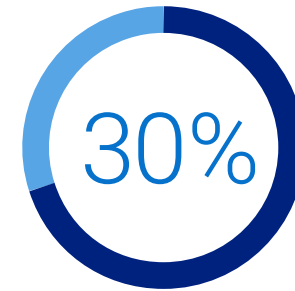
### Security Challenges

Concerns about data privacy and security



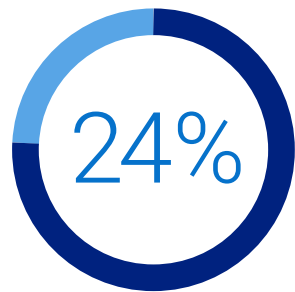
### Streamlining Processes

Difficulty incorporating with existing processes



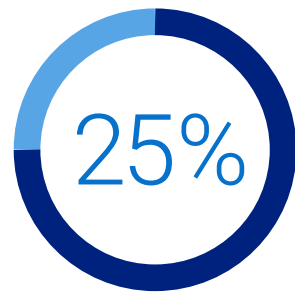
### Integration of Technologies

High costs associated with implementation



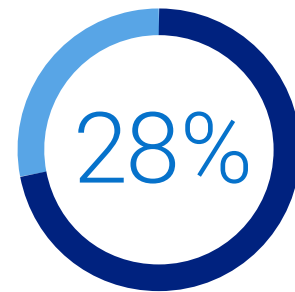
### Stakeholder Alignment

Lack of understanding or buy-in from stakeholders



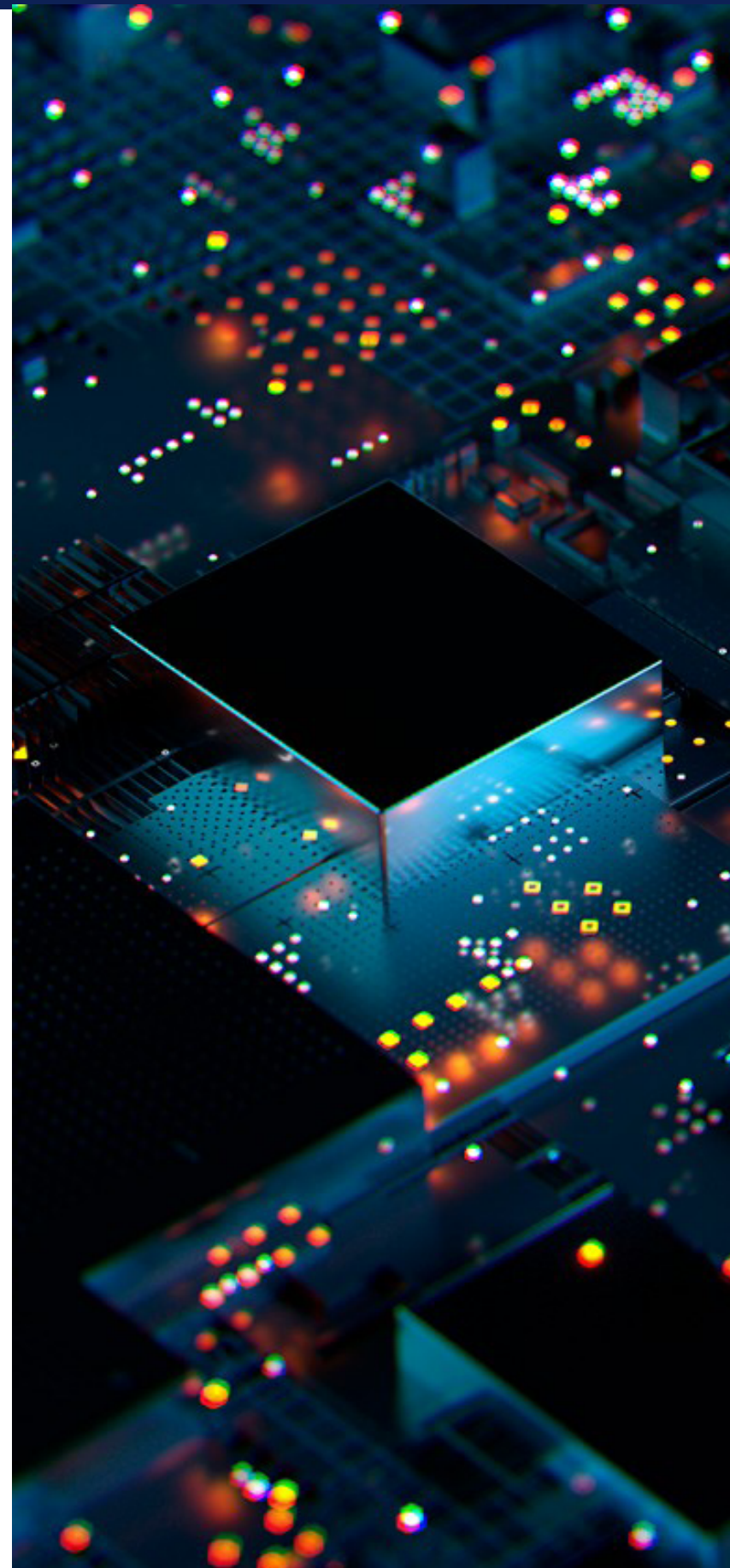
### Skills and Capabilities

Lack of expertise and talent



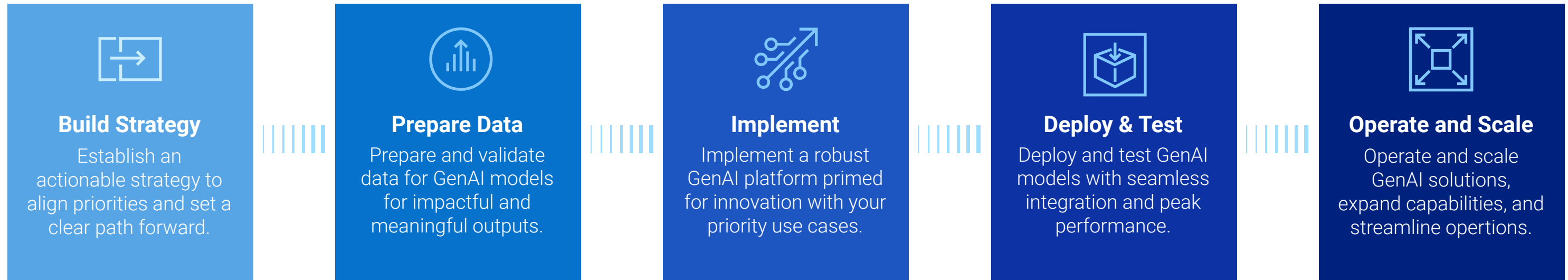
### Use Case Overload

Difficulty measuring ROI or business impact



# How ready is your business for GenAI?

Delivering valuable business outcomes is a journey. There are a number of steps and considerations that must be taken into account.



## Key questions to address

Where do we invest to generate the greatest value?



How can we accomplish a specific objective?



How do we scale across our organization?



## Key goals

Identify the optimal path forward, aligned to business goals, for maximal results

Move quickly to uncover immediate outcomes while ensuring long-term success

Drive innovation while mitigating risk and effectively leveraging data



**CONSIDERATION 1**

# Where do you begin if you have hundreds of use cases?

Organizations are eager to put GenAI to work in support of their business goals. But many struggle to prioritize which use cases to develop first. Prioritization presents a difficult challenge, as a typical enterprise can identify hundreds of potential use cases across finance, operations, marketing, sales, human resources, and other corporate functions.

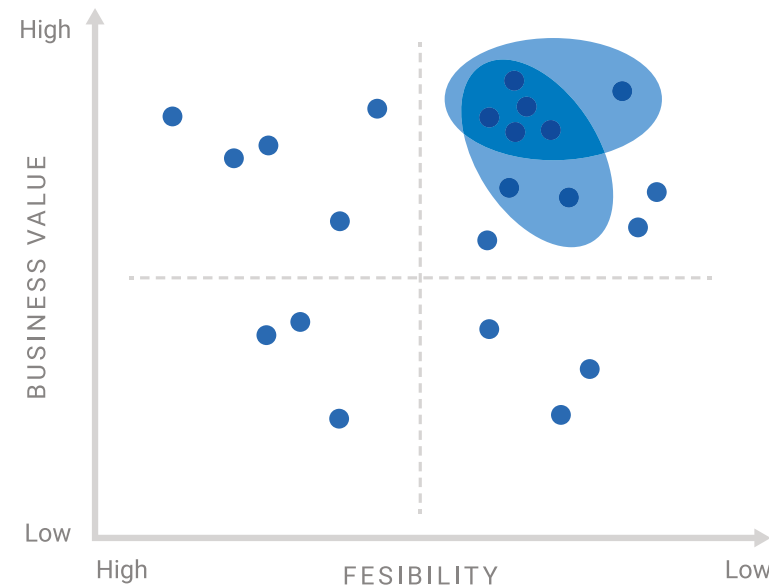


**Takeaway**

Cluster use cases to help prioritize based on a set of criteria aligned to business outcomes. Work with business and technology stakeholders to generate ideas for use cases that support key business initiatives. Gather stakeholder input on business value and implementation feasibility for each use case.

**Business Value Criteria**

+ More    🏆 Better    ⚡ Faster    💰 Cheaper



**Fesibility Criteria**

📊 Data    🧠 AI model    🔄 Process    👤 People    🏗️ Platform

## Sample Use Cases



**Business strategy and operations management**

- Project management scheduling, budgeting, optimization, & alerts
- Resource utilization & sustainability optimization



**Product innovation and R&D**

- Design brainstorming & image generation
- Data & literature search & summarization



**Manufacturing and supply chain**

- Inventory & supply chain logistics,
- Traffic management, optimization, & adaptation



**Marketing, sales, and customer service**

- Copy drafting
- Sentiment analysis, customer scoring, & next best offer



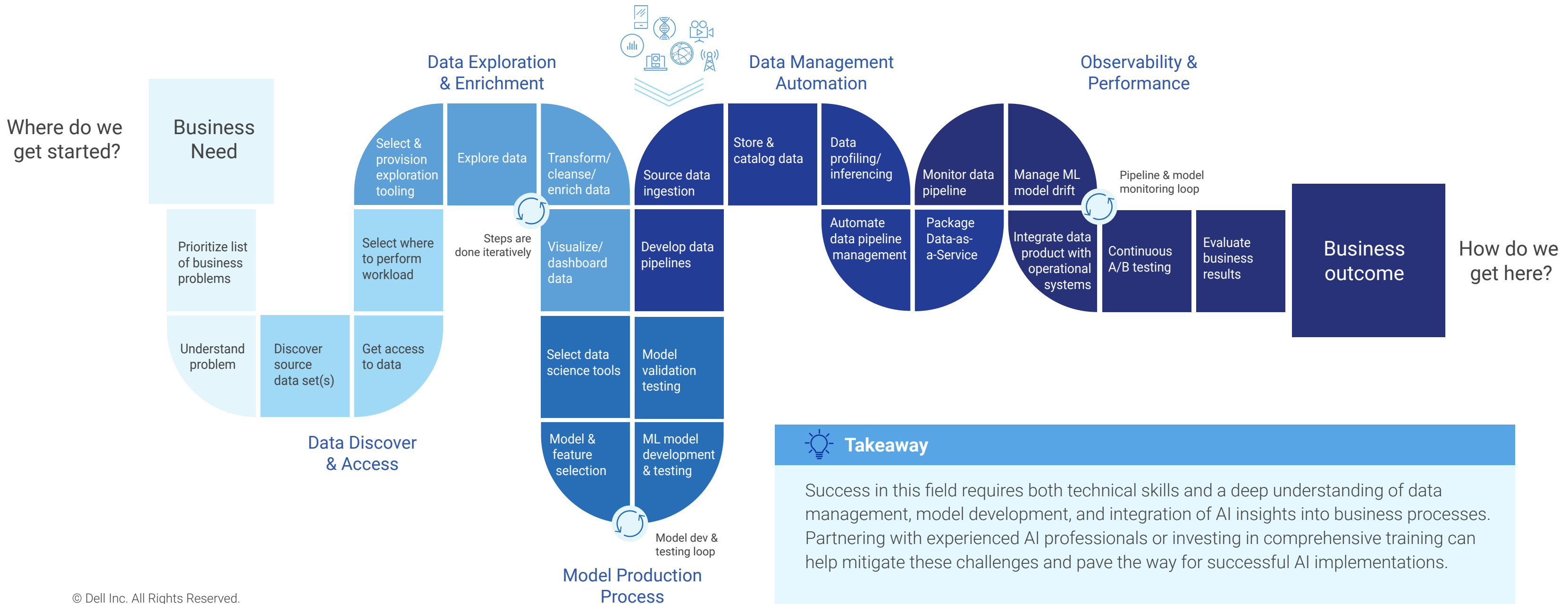
**IT, HR, and finance**

- AI coding & documentation assistance
- Code QA & testing, synthetic data creation

CONSIDERATION 2

# How do you prepare your data to fuel GenAI use cases?

Data is your differentiator and also the lifeblood of AI. Your GenAI initiatives are only as good as the data you feed into them. That means you must have a very strong data foundation.



**Takeaway**

Success in this field requires both technical skills and a deep understanding of data management, model development, and integration of AI insights into business processes. Partnering with experienced AI professionals or investing in comprehensive training can help mitigate these challenges and pave the way for successful AI implementations.



### CONSIDERATION 3

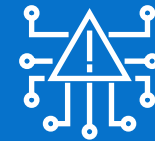
# What are the deployment and implementation risks?

Organizations that want to capitalize on the potential benefits of GenAI need large amounts of high-quality data – inputs that models can use to produce the best outcomes. But data and risk go hand-in-hand.



#### Takeaway

Before leveraging any information, companies must carefully evaluate and account for their unique requirements, inputs, and risks



#### Large language model (LLM) vulnerabilities

GenAI services are vulnerable to prompt injection attacks, whereby attackers manipulate outputs to bypass security guardrails or gain unauthorized access to files that may have been used in refining the model.



#### Data poisoning

Attackers can deliberately feed altered data to an LLM during the training phase. This can lead to the model being vulnerable to attacks through backdoors embedded in the data. A real-world example is attacking and exploiting spam filters by training them on spam emails.



#### Regulatory complexity

Regulators worldwide are racing to understand, control, and guarantee the safety of GenAI. While GenAI models are subject to current data sovereignty rules that dictate how data is stored, processed, and used, governing bodies are still defining oversight of IP and copyrighted information. Adherence to regulations can be costly, but failure to comply with established and emerging regulations could result in fines and other penalties.



## CONSIDERATION 4

# How will you build & run your GenAI platform?

Getting to the right outcome is about applying the right technology. Once you know the use cases to prioritize and the data you need to achieve your business objectives, you will know how to better scope and optimize the infrastructure footprint you'll need to build. Some models can be deployed on laptops, but some will require 8 x GPUs.

### Preparing Your Data Center for a GenAI World

The deployment of GenAI infrastructure presents significant challenges;

- the physical size and weight
- cabling and networking
- power and cooling characteristics of GPU-powered GenAI servers are several times the corresponding specifications for standard servers.



### Takeaway

Careful planning is needed for organizations to get GenAI infrastructure up and running in their data centers. **Partnering with experienced AI professionals** can help your organization successfully navigate the journey to a GenAI-ready data center with expert planning and support.



Where does your data reside?  
Where should workloads be placed?

AI works best when it's paired with your data, wherever it lives. With complete control over infrastructure and LLMs, there's no risk of IP loss or source code data leakage.



### Costs

Leveraging on-prem implementations can lower TCO by up to 75% over 3 years.<sup>3</sup>



### Security & privacy

Create secure AI / GenAI environments across the organization with on-premises workflows and operations. Exercise strict control over data security and adherence to compliance regulations, particularly for industries that handle sensitive data.

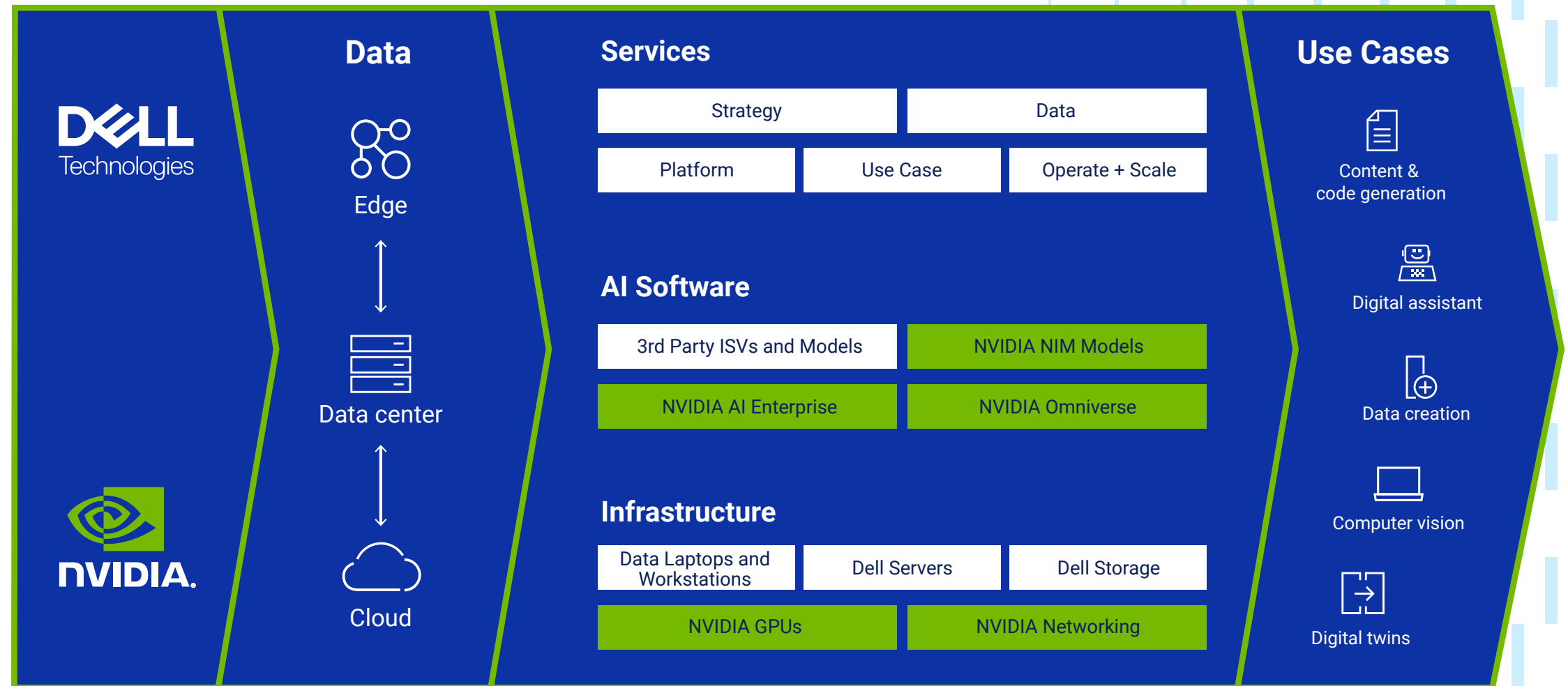
<sup>3</sup> Based on Enterprise Strategy Group research commissioned by Dell, comparing on-premises Dell infrastructure versus native public cloud infrastructure as a service, April, 2024. Analyzed models show a 7B parameter LLM leveraging RAG for an organization of 5k users being up to 38% more cost effective while a 70B parameter LLM leveraging RAG for an organization of 50k users being up to 75% more cost effective. Actual results may vary. [Economic Summary](#)



# The Dell AI Factory with NVIDIA

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

Accelerate your AI journey and securely transform your data into insights with the industry's first comprehensive, turnkey AI solution. With leading infrastructure and services, together with NVIDIA AI software, you can increase time to value for your projects by simplifying development and deployment.



### Data fuels the AI factory and your use cases

Your most valuable data is on-premises and at the edge. Dell Technologies helps you bring AI to that valuable data and is a leader in storing, protecting and managing it.

### Expert services for AI

Dell Technologies has extensive experience guiding customers through their AI journeys, accelerating AI outcomes aligned to business objectives while utilizing the right technical solutions at scale.

### Use case to outcomes

The AI factory produces business outcomes powered by your highest priority use cases. Dell Technologies simplifies the deployment of your most important AI use cases with validated solutions and tailored services.



## CONSIDERATION 5

# How are you scaling your AI operations?

Companies must have a plan to operate at scale and continuously deliver business value. Do your teams have the skills and resources needed for GenAI success? Can you efficiently adopt GenAI into your business?

### Areas to consider

#### — Digital Employee Experience

Understand the needs of GenAI users and empower them to make the most of your investments.

#### — Training and Certifications

U-level your GenAI skills with learning offers aligned to your journey.

#### — Managed Services for GenAI

Drive Generative AI workloads with a fully managed solution.



### Takeaway

Scaling business outcomes using GenAI requires both operational expertise and team buy-in. Consider leveraging your experts to manage services, support change, and drive workforce adoption.



# Delivering outcomes every day

Dell Technologies' unique approach leverages simplified, tailored, and trusted solutions that combine customer data with the power of GenAI to drive innovation and tangible business value.

## Dell Services recognized among:



Named among Forbes 2023 World's Best Management Consulting Firms<sup>4</sup>



The world's broadest portfolio, offering full-stack scalable GenAI solutions together with leading partners



Deep expertise from strategy through adoption that accelerates tangible time-to-value



Decades of AI experience using over 36TB of telemetry data per day to help customers with digital transformations<sup>5</sup>

<sup>4</sup> Source: Forbes 2023 Management Consultant Firms ranking  
<sup>5</sup> Based on internal Dell Technologies numbers, November 2023



# Drive alignment on high-value AI use cases in a Dell Accelerator Workshop

## Leverage our expertise!

Dell Technologies has performed more than 200 GenAI Accelerator Workshop engagements with our customers globally over the past year.

Customer Challenge	Where can we generate the greatest value with AI?	How can we accomplish a specific objective?	How do we scale GenAI across our organization?
Workshop Theme	<b>Business Alignment</b>	<b>As-Is / To-Be</b>	<b>Readiness Assessment</b>
Workshop Objectives	Collaborate with key stakeholders to identify key business initiatives and aligned use cases	Discover current state, identify desired outcomes, and formulate target state	Assess customer readiness across 6 key dimensions
Workshop Outcomes	Customer-identified use cases aligned with higher-level business objectives	Target state requirements, logical architecture, and high-level roadmap	Target state capabilities across 6 dimensions and high-level capability development roadmap





## Workshop Case Study

Dell held a workshop with a major healthcare facility that chose “Optimize operational effectiveness” as the strategic business initiative they wanted to impact with AI.

Four groups assessed associated outcomes, KPIs, benefits, impediments and stakeholders, and the consequences of not fulfilling the initiative. After discussion, the groups produced a consolidated list of 13 use cases, including “attract top talent,” “increase patient encounters,” “increase and automate reports” and “improve resident retention and satisfaction.” Each group then positioned each of the 13 use cases on a prioritization matrix.

The group reached consensus on the most relevant use cases, but struggled to identify which should be positioned in the desirable upper right (high business value / high implementation feasibility) quadrant.

**Does a Dell Technologies GenAI Accelerator Workshop make sense for your organization?**

If your stakeholders and executives would find value in a collaborative workshop, contact your Dell account representative today.

**GET STARTED TODAY**

