

DELLTechnologies

Generative AI for Small and Medium Businesses

Easily get started and rapidly deliver value,
powered by Dell AI Factory with NVIDIA

 **nVIDIA**



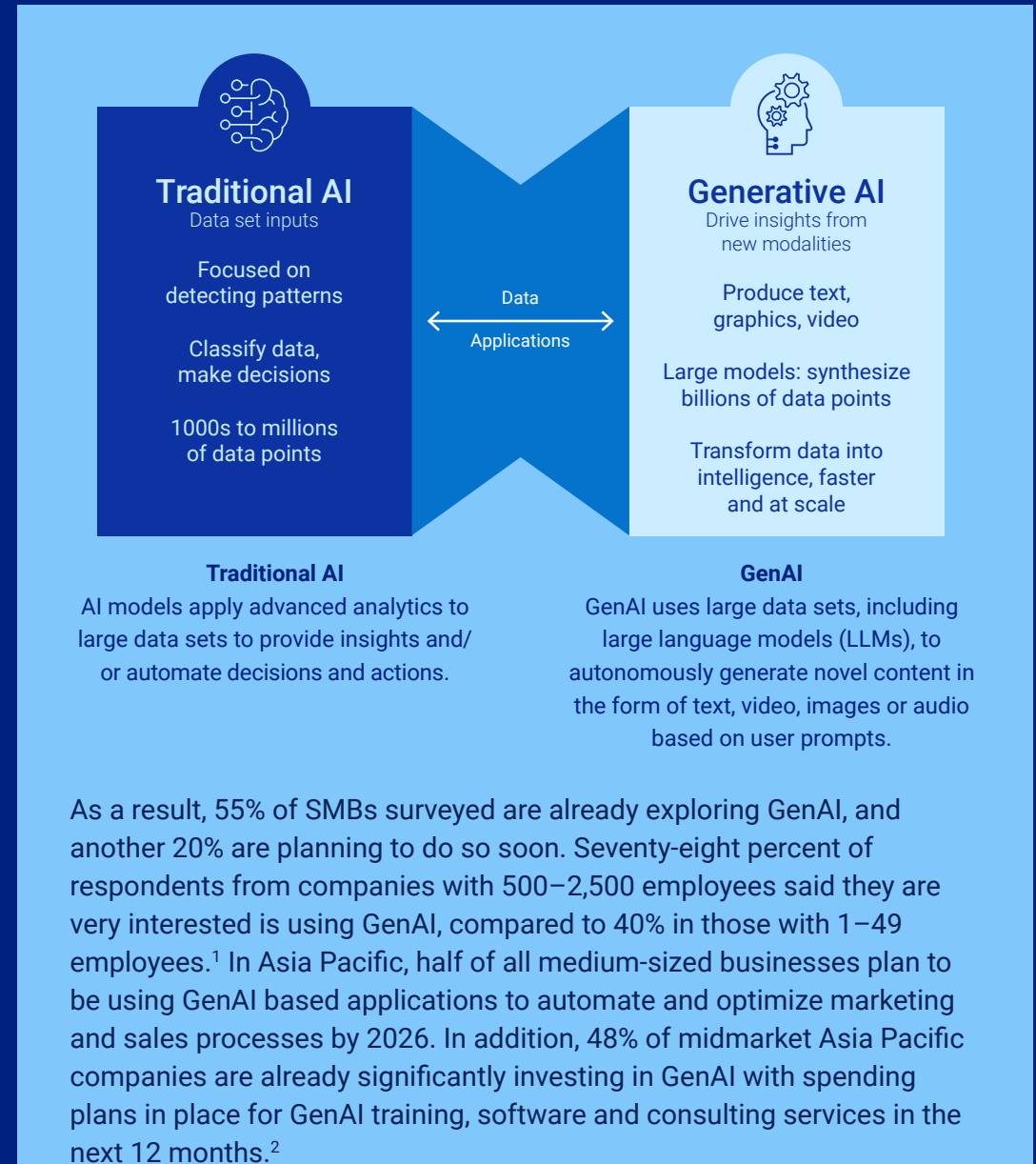
GenAI is revolutionizing operations for small and medium businesses (SMBs)

Artificial intelligence (AI) can process vast amounts of data to provide actionable insights and enable personalized interactions much faster than traditional computing methods. From enhancing customer experiences to predicting market trends and automating routine tasks, AI offers businesses of all sizes transformative potential.

A popular new subset of AI, generative AI (GenAI), refers to AI models trained to create original content — such as text, audio, video, images and code — in response to plain language user prompts. GenAI plays a pivotal role in democratizing access to AI capabilities so that individuals with little technical experience can now use AI to innovate.

¹SMB Group report sponsored by Dell Technologies and Sage, [Impact of AI on SMBs Part One: SMBs Embrace the Future](#), August 2023.

²IDC, [IDC Predicts Half of Asia/Pacific* Medium-Sized Businesses to Adopt GenAI Apps For Enhanced Marketing and Sales Automation by 2026](#), January 2024.





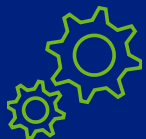
GenAI benefits for organizations

With interest in GenAI high among SMBs, many are exploring the options and laying the groundwork for GenAI strategies. Targeting the top SMB GenAI use cases can help you achieve lasting business benefits.



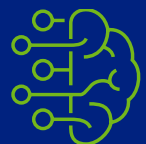
Unparalleled productivity and efficiency

GenAI is extending the boundaries of human productivity. It operates around the clock without breaks or downtime. It can effortlessly scale up or down in response to workload fluctuations, offering SMBs an unparalleled level of flexibility and efficiency. This constant, unwavering productivity is set to redefine efficiency across industries. The ability to automate certain functions and augment human work for others can streamline your labor needs and make employees more efficient and productive.



Enriched work experiences for humans

GenAI frees employees from routine tasks, giving them the freedom to work on higher-value activities that foster intellectual development and innovation. This not only enriches the work experience but also equips your workforce with new skills and competencies, maintaining their relevance in an ever-evolving job market.



Faster, better innovation

Perhaps the most exciting aspect of GenAI is its capacity to catalyze innovation. It serves as an empowering platform for anyone with a vision and enables businesses of every size and structure to revolutionize their industries. The ability to increase innovation and speed development helps you get to market faster with new products and services.

Roadblocks to GenAI

Lack of IT infrastructure, expertise and budget

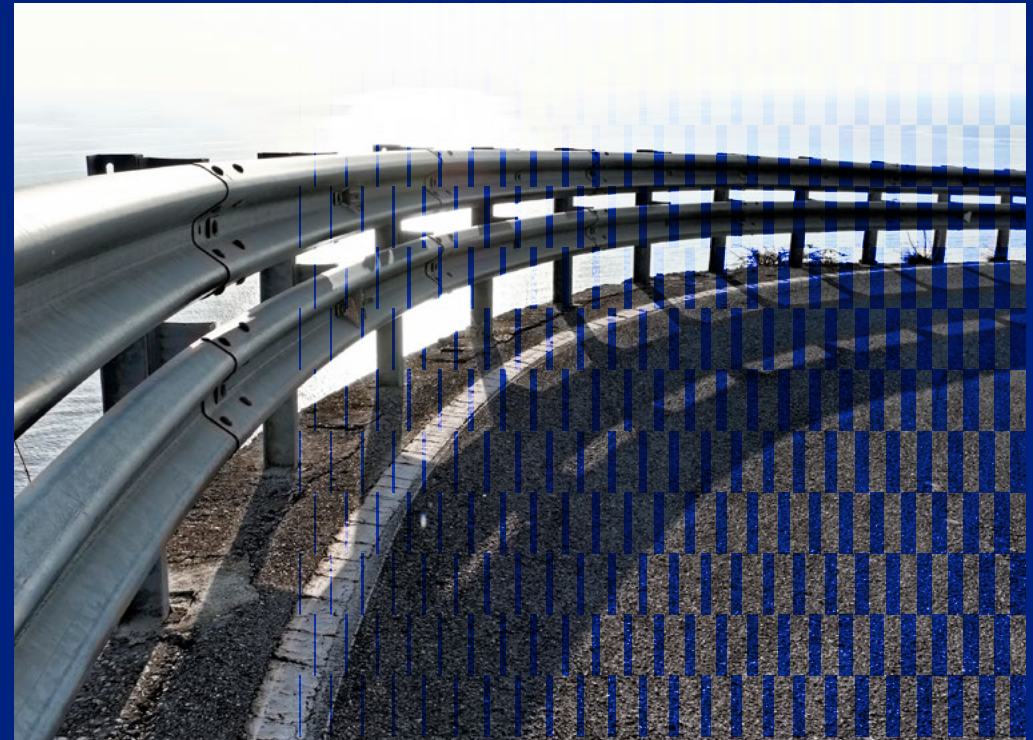
Adopting GenAI can require significant technical investments that are beyond the budgets of SMBs. Designing, deploying and managing infrastructure can be a significant barrier, particularly for SMBs with limited IT resources. It may also be necessary to hire additional staff for ongoing management, maintenance and support. The return on investment (ROI) of GenAI use cases must be carefully considered but may be uncertain or hard to quantify.

Need help identifying and executing the right use cases

Without a strategic approach to GenAI, one-off projects run the risk of exhausting budgets and enthusiasm without returning the necessary returns. For example, a GenAI customer service chatbot that isn't trained on adequate data could provide answers that are incorrect, off-brand or biased, turning off customers and resulting in more work for human agents. Identifying use cases with adequate, high-quality data sets that will also demonstrate a clear ROI is a critical first step on a GenAI journey.

Security, compliance and ethics concerns

GenAI presents security, compliance and ethics risks that need to be clearly understood and mitigated. For example, the training data may contain sensitive or proprietary information that needs to be protected against unauthorized access, breaches and misuse. The data may also be biased or incomplete, leading to unethical or erroneous responses. In addition, limited budgets may make it challenging to remain compliant with new laws, regulations and industry standards.



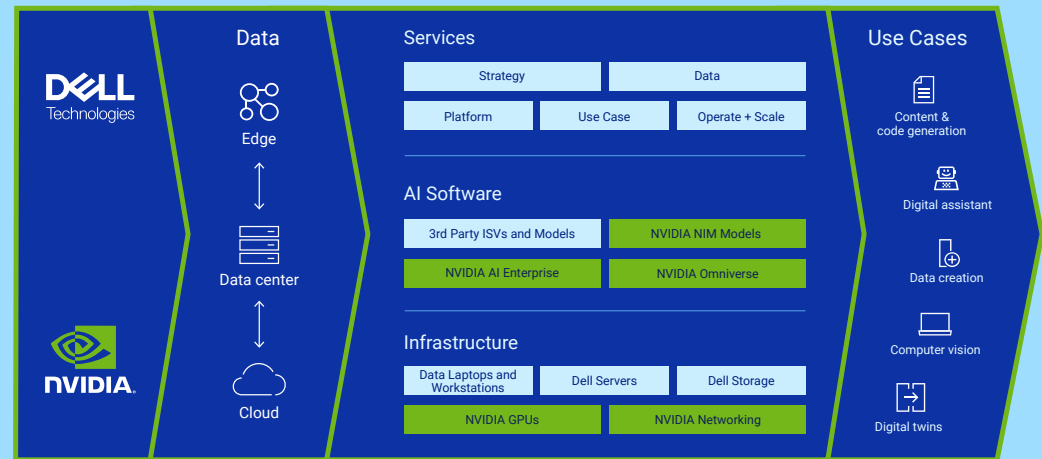
Turbocharge AI adoption and transform insights into value

Bring AI to your data with Dell AI Factory with NVIDIA

Accelerate your AI journey and securely transform your data into insights with the industry's first comprehensive, turnkey AI solution. The Dell AI Factory with NVIDIA® addresses the complex needs of enterprises seeking to leverage AI and GenAI. With leading infrastructure and services together with AI software and scalable workflow automation deployed across your organization, you can increase time to value for your projects by simplifying development and deployment.

- Transform your data into insights that scale.
- Securely deliver outcomes while safeguarding your data.
- More than 340k engineering hours spent on design, development and validation on GenAI solutions³
- Up to 86% reduced time to value compared to doing it yourself⁴
- The world's broadest GenAI solutions portfolio from desktop to data center to cloud, all in one place⁵

Dell AI Factory with NVIDIA Industry's first end-to-end enterprise AI solution



- Data is the raw material that powers the AI factory.
- Most valuable data is on-premises and at the edge.
- Dell Technologies helps you bring AI to your most valuable data and is a leader in storing, protecting and managing that data.
- AI-optimized infrastructure is the foundation of the AI factory.
- AI use cases are diverse, and AI technologies are rapidly evolving.
- Dell Technologies has the broadest AI portfolio from client to cloud, allowing you to right-size your AI investment and giving you the flexibility to run AI anywhere.
- Accelerate your ideas to outcomes with tested, proven and right-sized solutions designed for your business use cases at scale.
- Quickly get up and running with full-stack solutions based on joint engineering from Dell Technologies and NVIDIA, while reducing risk and spending less time designing, planning and testing.

³ Based on internal analysis, October 2023.

⁴ Estimate based on Dell analysis in May 2024 comparing time to set up a 2-node Kubernetes® cluster for a general-purpose large language model (LLM) using automated scripts vs deploying a common design manually. Setup time includes base installation only. Actual setup time will vary depending on solution configuration.

⁵ Based on Dell analysis, August 2023. Dell Technologies offers solutions engineered to support AI workloads from workstations, PCs (mobile and fixed) and servers for high-performance computing, data storage, cloud-native software-defined infrastructure, networking switches, data protection, HCI and services.

Real-world results

[Read the full story](#)



Developing Japanese Generative AI and transforming digital advertising services

CyberAgent, Inc. uses Dell PowerEdge XE9680 Servers with eight NVIDIA H100 Tensor Core GPUs to accelerate Generative AI and improve advertising effectiveness.

5.14X LLM performance acceleration

10X+ expected performance improvement in the future

Saves data center space and delivers more efficient cooling

[Read the full story](#)



Northwestern Medicine

Dell Technologies and NVIDIA collaborate with Northwestern Medicine on a GenAI solution that can greatly improve patient outcomes and boost the efficiency of healthcare delivery.

Up to 40% improvement in radiology productivity

More time for caregivers to focus on patients

Blueprint for GenAI adoption across the healthcare industry

[Read the full story](#)



Taboola®

The content recommendation platform uses AI to deliver relevant and precisely targeted content.

40B content recommendations served to 1.5 billion users each month

15K advertisers precisely target prospects in a brand-safe environment

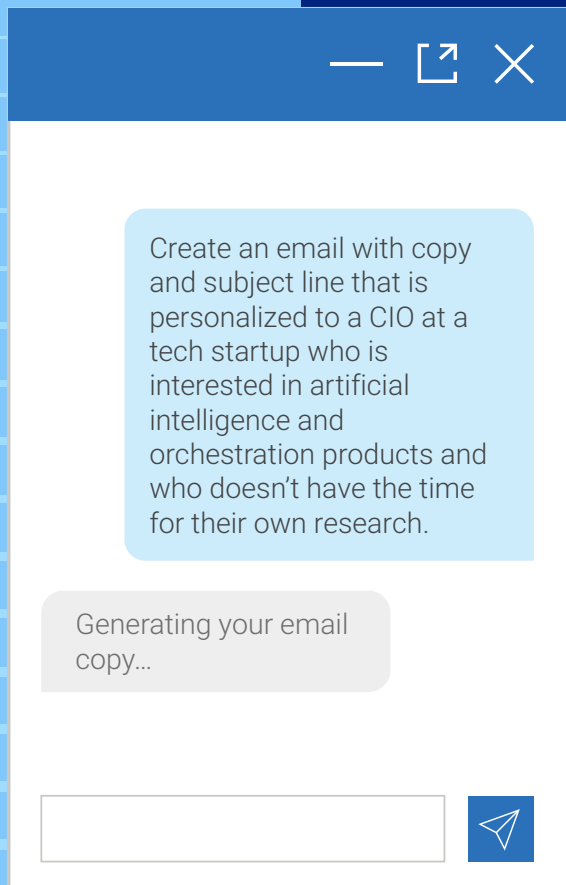
76% performance improvement with every new generation of Dell PowerEdge servers

3 ways your business can leverage GenAI

With just a click or a query, GenAI can help your teams to tap into transformative capabilities to accomplish more with existing resources. GenAI can be used in a wide variety of workstreams, across teams and departments. For SMBs, the largest impact of GenAI in the near term will likely be in content creation, product design and document automation.

The Dell AI Factory with NVIDIA speeds AI adoption by delivering integrated Dell and NVIDIA capabilities to accelerate your AI-powered use cases, integrate your data and workflows, and enable you to design your own AI journey for repeatable, scalable outcomes.





Chat

Optimize sales and marketing

GenAI for content creation

According to IDC, 43% of midmarket Asia Pacific companies expect the biggest GenAI impact to be in automating tasks and generating creative solutions for marketing, sales and customer experience.⁶ Empowering your organization with a conversational tool for rapid content creation allows employees become experts in minutes, hone their storytelling skills, summarize lengthy articles and create personalized multi-channel marketing campaigns at scale.

Innovate endlessly

GenAI for generative design

GenAI can analyze market trends, customer preferences and existing product data to quickly generate novel ideas for new or existing products. It can also generate virtual prototypes, allowing SMBs to quickly evaluate design concepts without the time and cost of physical prototypes. GenAI models can then explore numerous design permutations swiftly, optimizing products for performance, aesthetics and cost effectiveness. This accelerates development cycles, lowers costs and enables SMBs to innovate rapidly to respond to market demands and trends to stay ahead of competition.

Offload tedious, time-consuming tasks

GenAI for document automation

GenAI can quickly and intelligently research and summarize key information from thousands of documents, records, emails, recordings and other data points. This information can be used to automate and streamline repetitive tasks to eliminate data entry and reconciliation and accelerate creation of business reports, financial summaries, market analyses and more, saving time and ensuring accuracy and consistency across the organization.

⁶ IDC, IDC Predicts Half of Asia/Pacific* Medium-Sized Businesses to Adopt GenAI Apps For Enhanced Marketing and Sales Automation by 2026, January 2024.

Deliver outcomes faster with Dell Professional Services

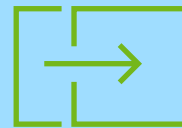
Dell experts are here to assist you at every stage of your GenAI journey

Not sure where to begin in achieving your GenAI objectives? Delivering successful GenAI projects starts with some basic questions:

- How will you incorporate and protect data in GenAI models?
- Have you identified priority use cases?
- Do you have the skills and resources needed for GenAI success?

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

AI needs a skilled team to succeed, but AI-ready skills are in short supply. Our extensive experience deploying AI at scale allows us to guide you through the AI journey, from strategy to implementation to management and scaling, empowering your teams to achieve impactful outcomes.



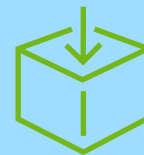
Establish an actionable strategy with Dell Advisory Services to align and prioritize your high-priority use cases.



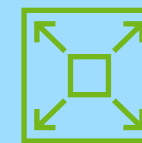
Prepare data for GenAI models seamlessly with the help of Dell Data Preparation Services, ensuring valid and impactful data outputs.



Utilize Dell Implementation Services to adopt the necessary software and hardware to implement a GenAI platform.

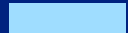


Deploy and test GenAI models and ensure seamless integration and peak performance with the assistance of Dell Implementation Services.



Operate and scale GenAI processes, expand capabilities and streamline operations by engaging with our Managed Services, training or resident experts.

Accelerate discovery and innovation



GenAI is already changing the way enterprises operate, transforming the world in ways that we are only beginning to imagine. Business and IT leaders need to move now to take advantage of its many benefits.

Dell Technologies and NVIDIA work together to accelerate your journey from possible to proven with a complete portfolio of innovative technologies, a comprehensive suite of professional services, and an extensive network of partners.

[Learn more](#)



Copyright © 2024 Dell Inc. or its subsidiaries. All Rights Reserved. Dell and other trademarks are trademarks of Dell Inc. or its subsidiaries. NVIDIA® and NVIDIA-Certified Systems™ are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. Kubernetes® is a registered trademark of The Linux Foundation. Taboola® is a registered trademark of Taboola, Inc. Other trademarks may be the property of their respective owners. Published in the USA 07/24 eBook

Dell Technologies believes the information in this document is accurate as of its publication date. The information is subject to change without notice.

Dell AI Factory with NVIDIA: Better together

Dell Technologies and NVIDIA work together to enable and accelerate GenAI workloads, while delivering engineering-validated hardware and software meeting customer needs across all business sizes and verticals. With Dell Technologies and NVIDIA, you can deploy GenAI solutions optimized to NVIDIA-Certified Systems™ and built on Dell PowerEdge servers.

Unprecedented performance

NVIDIA offers the world's most powerful accelerators, optimized for training and deploying LLMs.

In your control

Confidently deploy accelerated infrastructure that securely and optimally runs generative AI workloads.

[Explore our partnership](#)

"Our enterprise customers are looking for an easy way to implement AI solutions—that is exactly what Dell Technologies and NVIDIA are delivering. Through our combined efforts, organizations can seamlessly integrate data with their own use cases and streamline the development of customized GenAI models."

-Michael Dell
Founder and CEO, Dell Technologies

"AI factories are central to creating intelligence on an industrial scale. Together, NVIDIA and Dell are helping enterprises create AI factories to turn their proprietary data into powerful insights."

-Jensen Huang
Founder and CEO, NVIDIA