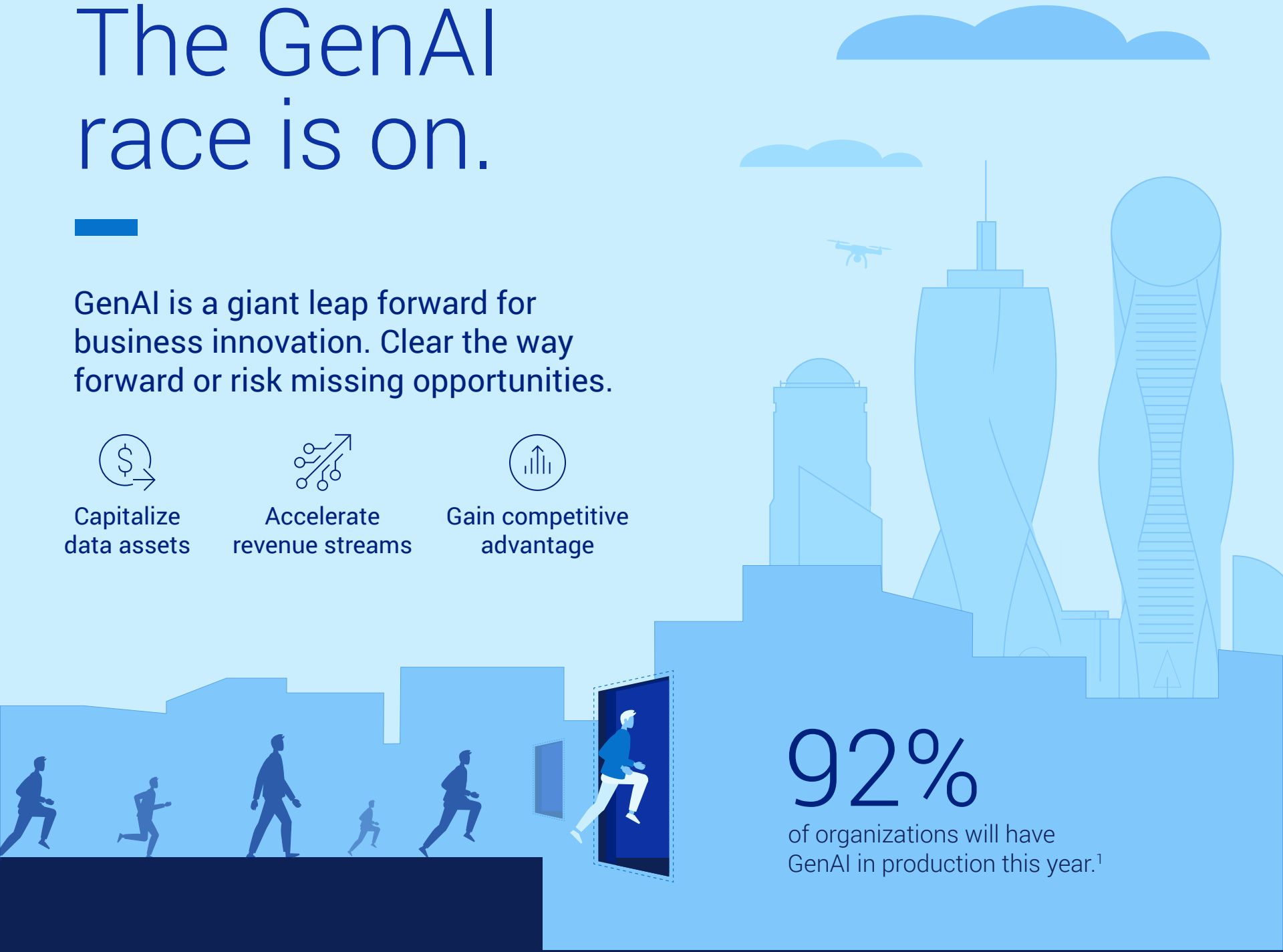
The GenAI race is on.

GenAI is a giant leap forward for business innovation. Clear the way forward or risk missing opportunities.

Capitalize data assets

Accelerate revenue streams

Gain competitive advantage



92%

of organizations will have GenAI in production this year.[1]

The Challenge

GenAI proliferation is disruptive and piecing together complex solutions is difficult.

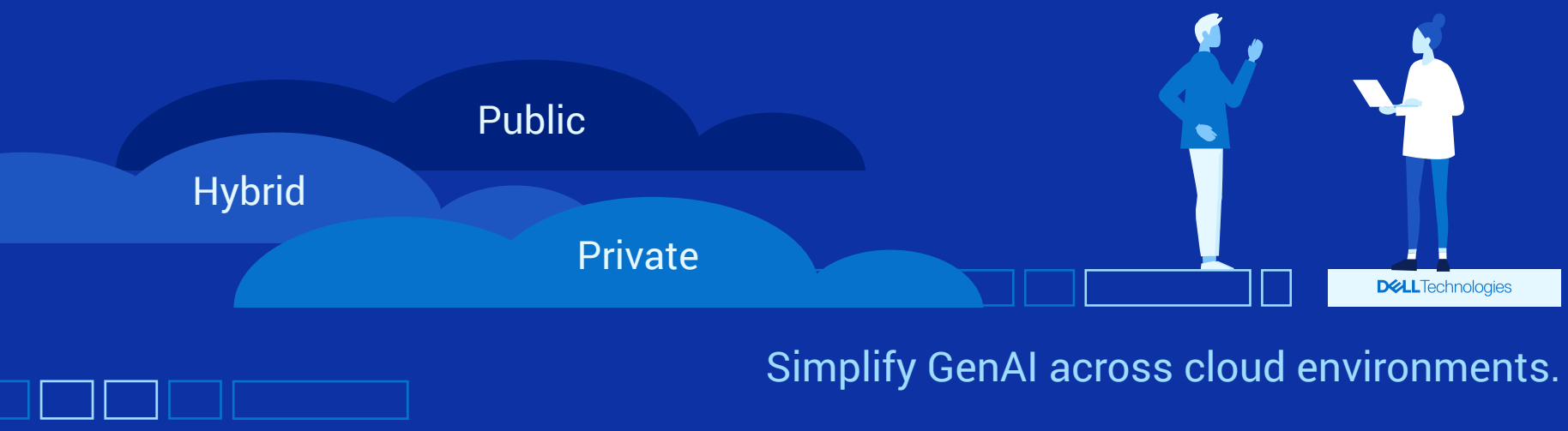
How do you find the right technology and expertise for your goals?

- Boost employee productivity
- Adapt to growing needs
- Align with strategic objectives
- Harness the value of data
- Develop skills and talent
- Work with a proven partner
- Protect confidential data
- Improve operating efficiency
- Optimize operating costs

The Solution

Bring GenAI to your data, wherever it resides.

Choose multicloud by design with Dell APEX.



Simplify GenAI across cloud environments.

Optimize Environments

AI environment choices are mainly influenced by cost.

Deploy GenAI workloads and data where they create the most value.

AI infrastructure locations

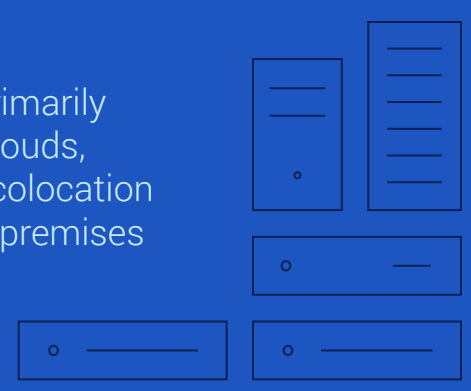
29%

of enterprises primarily choose public clouds.[2]

Drive consistency and cost efficiency everywhere with a unified cloud experience.

71%

of enterprises primarily choose hybrid clouds, edge locations, colocation facilities and on-premises data centers.[2]



Secure Data

Enjoy data protection and security without compromising performance.

Host your GenAI apps and data in private clouds.

- Isolate confidential data
- Reinforce compliance
- Mitigate data leak risks
- Ensure data quality

55%

of enterprises feel preventing exposure of sensitive and critical data is a top concern.[3]

Conserve Resources

Predicting growth is tough.

GenAI use cases may require significant computing power and unstructured storage.

How can you simplify deployment and scale resources dynamically?

Right-size GenAI to maximize value.

Place GenAI workflow elements where they're best suited for the task.

Deploy flexible consumption subscriptions to align cost with use and achieve a more sustainable path to GenAI.

Bridge Skill Gaps

Overcome more obstacles with Dell professional services and an as-a-Service model.

Speed time-to-value using Dell validated designs and managed services.

Enhance skillsets with education, data preparation and implementation services.

Only 9%

of organizations plan to develop GenAI language models in-house.[4]

The vast majority will leverage off-the-shelf or open-source models.

As many as 51%

of organizations plan to bridge skill and technology gaps with a 3rd party.[4]

Simplify and accelerate your GenAI journey with a trusted partner.

Optimize Environments

Secure Data

Conserve Resources

Bridge Skill Gaps

DELL Technologies

Deep expertise
in AI and multicloud

Broad portfolio
for ultimate flexibility

Strong partnerships
for tailored solutions

Simplify and accelerate your GenAI journey by choosing a trusted partner with deep knowledge of AI technologies and multicloud environments.

Our complete GenAI portfolio is available through Dell APEX, providing tailored solutions via an as-a-Service subscription model to enhance and streamline your GenAI experience.

The world's broadest GenAI infrastructure portfolio[5] + The world's most comprehensive multicloud portfolio[6]

Our broad ecosystem of AI and cloud partners enables us to deliver complete solutions across the GenAI value chain.

Innovate and win with GenAI.

Experience the power of multicloud by design and the ease of Dell APEX.

Visit our website to learn more about:

Dell APEX

Dell AI Solutions

1 Enterprise Strategy Group research report, "Beyond the GenAI Hype: Real-world Investments, Use Cases, and Concerns." Full report: ESG Research Report-Beyond the GenAI Hype [research.esg-global.com]

2 Enterprise Strategy Group research report, "Navigating the Evolving AI Infrastructure Landscape." Full report: ESG Research Report-Navigating the Evolving AI Infrastructure Landscape [research.esg-global.com]

3 TECHnalysis Research "Generative AI in the Enterprise" Survey Report. Full report: TECHnalysis Research-Generative AI in the Enterprise Survey Report [technalysisresearch.com]

4 Enterprise Strategy Group research report, "Beyond the GenAI Hype: Real-world Investments, Use Cases, and Concerns." Full report: ESG Research Report-Beyond the GenAI Hype [research.esg-global.com]

5 Based on Dell Analysis, August 2023. Dell Technologies offers solutions engineered to support AI workloads from Workstations PCs (mobile and fixed) to Servers for High-performance Computing, Data Storage, Cloud Native Software-Defined Infrastructure, Networking Switches, Data Protection, HCI and Services

6 Based on Dell Analysis 2023

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