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Accelerate
from ideas to innovation

Innovation isn't just a buzzword.

Innovation is the magic that turns ideas into results. Whether it's new efficiencies or game-changing discoveries, every breakthrough holds the power to tackle tough challenges, sharpen your competitive edge and unlock new levels of success.

Organizations are mobilizing for this exciting future. And business leaders recognize that the technological wave is still gaining momentum — in fact, 88% anticipate an even faster pace of change in the coming months. Yet, **a recent Accenture report** reveals that more than half (52%) are not fully prepared to channel this momentum.

To help organizations navigate this pivotal moment, Dell Technologies' latest research has identified five key — and interconnected — priorities. Let's dive into each one.

87 %

of business leaders say innovation is a key part of their organization's strategy.

Modernize Your Workplace

With AI promising everything from enhanced productivity to personalized workflows, organizations must act decisively to take advantage of these transformative capabilities.
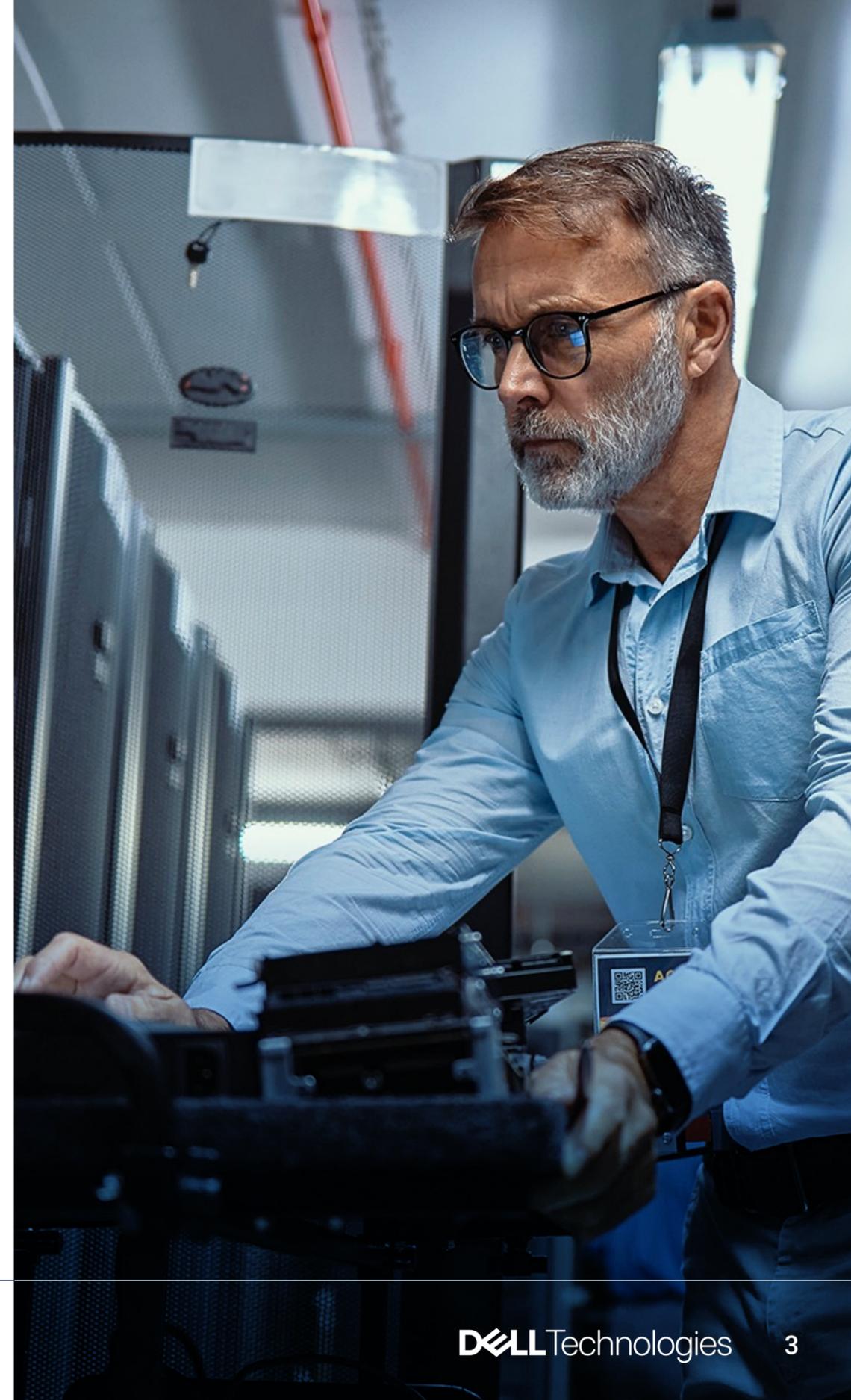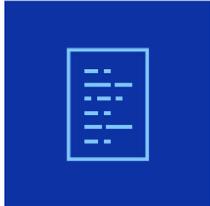
The simple truth is that traditional PCs can't meet the demands of an AI-powered future. To remain competitive, organizations will need to transition to AI PCs — devices specifically engineered to handle AI workloads while delivering superior performance and efficiency. More than three-quarters (76%) of IT decision-makers agree employees with AI PCs will outperform those without access to these next-gen devices.

Dell has been at the forefront of PC innovation for more than 40 years. Our blueprint for forging a modern workplace consists of three pillars:

- Delivering exceptional, personalized user experiences with Dell's thoughtfully designed AI PCs and ecosystem of desk solutions
- Simplifying IT with Dell's comprehensive management solutions and endpoint security portfolio
- Advancing sustainability with Dell's innovative circular IT practices and solutions

82%

of business leaders plan to leverage GenAI to increase productivity and enhance employee experience within the next 12 months.

Design a Modern Data Center and Multicloud Strategy

Our survey found that 89% of organizations agree that data is key to driving innovation, and that their GenAI strategy must prioritize its use and protection. To unlock the real value of data, designing and implementing a data center and multicloud strategy is a non-negotiable.

Dell pioneers modern data center solutions that are dynamic and flexible, designed to support rapid technological advances and expanding data needs. Our approach optimizes multicloud and edge computing while strengthening cyber resilience — ensuring your organization can innovate freely with peace of mind.
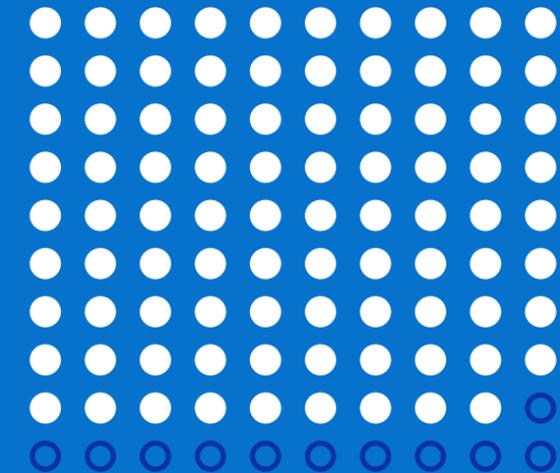
Our data modernization strategy focuses on five key concepts:

- Accelerating AI adoption across your infrastructure
- Modernizing application platforms through flexible virtualization
- Optimizing multicloud and edge computing for unified experiences
- Improving data center efficiency
- Strengthening cyber resilience

89%

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Accelerate Innovation with the Dell AI Factory

AI isn't just on the horizon — it's transforming the landscape. In fact, 75% of organizations are already reporting substantial ROI and productivity gains from AI implementations. Successfully deploying AI across an organization demands a holistic approach that aligns infrastructure, data strategy and operational capabilities.

In order to take advantage of AI's potential, you need a pragmatic approach, applying the technology to the most critical processes of your business to drive productivity where it matters most.
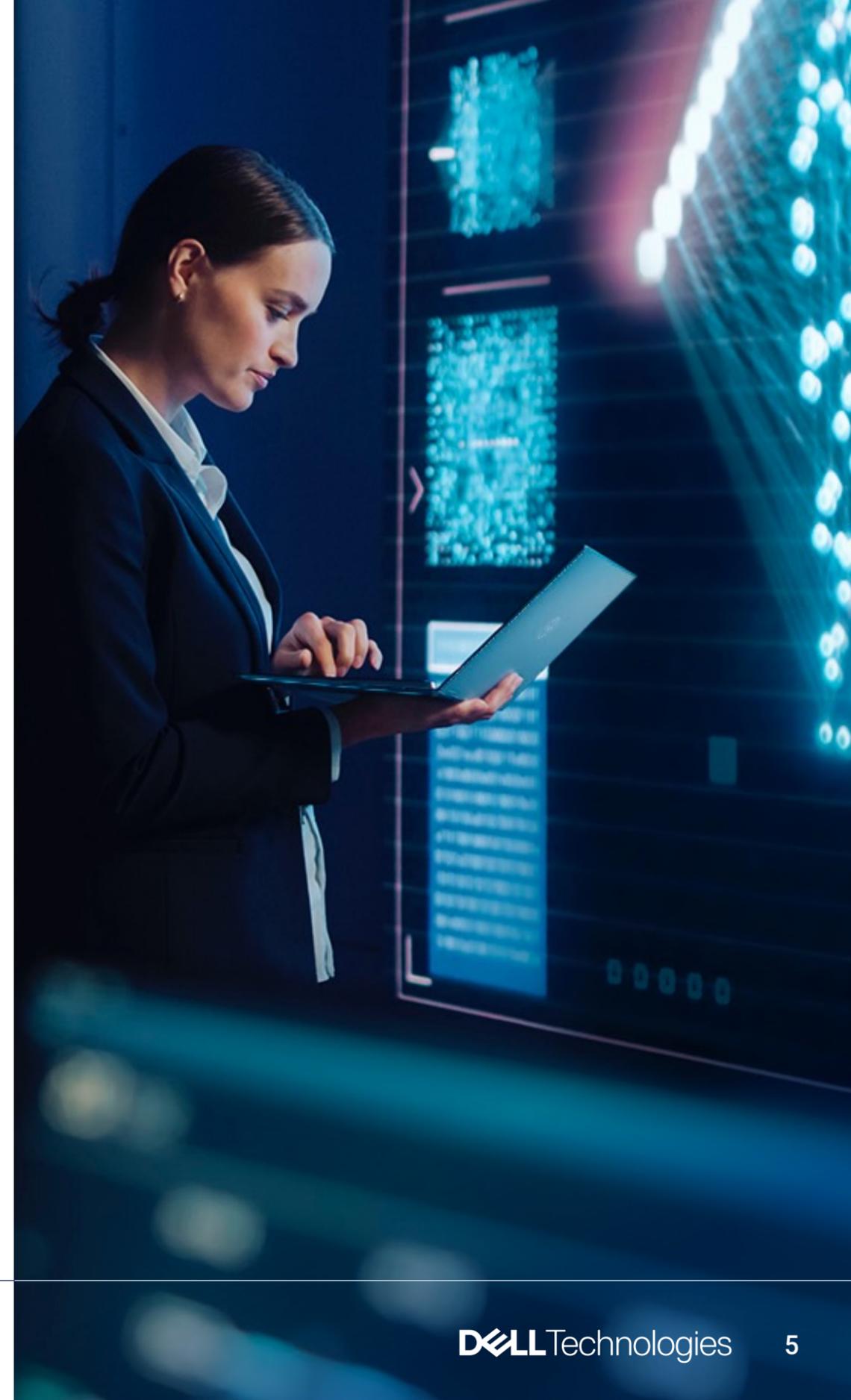
Just as physical factories powered the industrial revolution, AI factories are driving the AI revolution — producing actionable intelligence, fresh content and new insights.

The Dell AI Factory is our approach to accelerating AI innovation in organizations of all sizes. It combines and optimizes all the elements of a successful AI initiative. We start by identifying the priority use cases that will drive the greatest business impact and are most technically feasible.

Of course, the success of any AI initiative depends on the quality of your data. The Dell AI Factory brings AI to your data to ensure that it's accessible, accurate and secure. We build all of this on the foundation of the world's broadest AI solutions portfolio from desktop to data center to cloud. This ensures you can deploy powerful, energy-efficient and right-sized infrastructure and gain the flexibility to run AI anywhere.

We're also proud to team with our open ecosystem of AI partners to offer validated, optimized solutions that make AI simpler and more trustworthy. By leveraging our partner ecosystem, you gain access to the leading AI models and accelerators.

Finally, an effective AI factory needs a skilled team to succeed, which is why Professional Services is a critical layer of the Dell AI Factory. We provide expert assistance to customers at any stage of their AI journey to align their business and technology needs, address AI skills gaps and simplify operations.

Advance Cybersecurity Maturity

Today's cybersecurity landscape transcends traditional boundaries — spanning locations, devices and user identities. As threats grow more sophisticated, organizations need a security approach that bridges these gaps seamlessly. Dell can help you secure every layer of your technology ecosystem, from supply chain to silicon, with the world's most secure commercial PCs and infrastructure solutions designed to advance your cybersecurity maturity and resilience.

Our track record speaks for itself: We've been named to the Security 100 for three consecutive years and have deployed over 2,300 CyberRecovery vaults, managed half a million MDR devices and resolved 500+ security incidents. To deliver robust protection that evolves with emerging threats, we partner with leading security providers like CrowdStrike MDR, Microsoft security and Index Engines CyberSense.

The three practice areas every organization must achieve to advance their cybersecurity and resilience posture include:

- Reducing attack surfaces through multi-layered defenses, especially as new technologies like GenAI create potential security gaps

- Detecting and responding to threats to actively identify and address potential security incidents

- Recovering quickly with minimal disruption from a cyber attack to restore the organization to a previous, known secure and operational state

Dell Technologies empowers you to advance your organization's cybersecurity and resilience posture by excelling in these critical practice areas.

89% of business leaders agree that security is a vital part of their strategy.

93% of organizations acknowledge their security strategies need improvement.

79% struggle to balance security with innovation.

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Achieve Your Goals with End-to-End Sustainability

As energy costs rise and climate concerns intensify, organizations face mounting pressure to reduce their environmental impact — particularly as AI technologies place new strains on IT infrastructure and energy resources. Our research shows that 95% of organizations now have sustainability strategies in place, with energy efficiency and emissions reduction as top priorities.

Our strategy begins at the design stage, using sustainable materials in both products and packaging. We engineer our devices for longevity, and our Asset Recovery Services ensure materials return to the supply chain rather than landfills. Through flexible solutions like APEX and PC-as-a-Service, we're making it easier for businesses to adopt circular economy models.

Dell helps organizations tackle sustainability challenges through three core approaches:

- Sustainable AI implementation that optimizes resource consumption while maintaining performance
- Climate action initiatives centered on energy-efficient hardware and advanced cooling technologies
- Circular innovation practices that extend product lifecycles and minimize waste

87%

of leaders agree that sustainable design and energy efficiency are key factors when selecting technology solutions.

The Dell Technologies Advantage

To enable the highest expressions of human innovation, every part of your IT ecosystem — from your technology partners to your service and solution providers, advisories and industry-focused partners — must work together cohesively. This can be a significant challenge when companies are juggling multiple vendors, each with its own unique processes and capabilities.

But laying out the groundwork for innovation doesn't need to be a painful, piecemeal process. Dell offers an integrated approach and brings together best-in-class technologies across all categories. Backed by a resilient supply chain, a dedicated services team and an extensive partner ecosystem, we maximize your IT investments through secure, sustainable and intelligent solutions. We call this the Dell Technologies Advantage – it's the unique edge we offer you.

Together, we'll transform your workplace, create a modern data center and multicloud strategy, accelerate innovation through the Dell AI Factory, strengthen your cybersecurity, and drive sustainability from start to finish.

With Dell Technologies, you can turn bold ideas into innovation outcomes faster.

Learn more about how Dell can help you accelerate your goals.

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About Dell Technologies

Dell Technologies (NYSE: DELL) helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the AI era. Learn more at Dell.com

All data points in this eBook come from a Dell Technologies survey of 750 business and IT decision makers across US, UK, DE, FR and JP, all segments, Feb 2025. Full findings here.