**DELL**Technologies

# Optimizing AI for Business Success

Drive AI value by enhancing productivity, reducing costs, and controlling risks

# Realizing AI's business value

Organizations are eager to harness AI's transformative power to enhance creativity, automate processes, and drive innovation. But what is the best approach to unlocking AI's potential?

**Successful AI deployment requires closing gaps across people, platforms, and processes.**

- **People**: Train employees to prepare them for AI and align projects with business priorities.
- **Platforms**: Ensure accessibility of high-quality data while maintaining security and governance.
- **Processes**: Align business needs with IT deployments and data security. Evaluate legacy systems and align IT infrastructure with prioritized AI use cases.

**In the next few chapters, we will explore best practices to align your AI strategy with business goals while balancing productivity, reducing costs, and mitigating risks.**

## Productivity
Simplify deployment and boost AI productivity while fast-tracking innovation:

- Build a unified data strategy for impactful AI
- Accelerate deployment with flexible solutions and employee alignment
- Leverage an open ecosystem for agility and choice

## Costs
Deploy AI efficiently while reducing the total cost of ownership:

- Align AI Initiatives with business priorities
- Bring AI to where your data resides
- Right-size your investments

## Risks
Reduce business risk by maintaining control over your data:

- Manage data governance and sovereignty with zero trust principles
- Implement sanctioned AI tools
- Develop a proactive cybersecurity posture

# Harness AI to enhance productivity

To leverage AI for improved productivity, organizations need a strategic approach and scalable, flexible infrastructure. The right resources and best practices can help simplify AI deployments, foster innovation, and enhance productivity. Best practices include cultivating a data-driven culture, utilizing the right infrastructure, empowering employees, and employing relevant partners and tailored solutions for tangible results.

## Build a unified data strategy for impactful AI

High-quality data is key to gaining a competitive edge with AI and essential for building reliable models at scale. By using high-quality data, organizations can unlock insights that improve decision-making and drive sustainable growth.

## Accelerate deployment with flexible AI solutions

Scalable and ready-to-deploy infrastructure is crucial for prioritizing AI pilots, because it accelerates deployment and reduces time to value. Additionally, flexible and customizable solutions help organizations avoid lengthy development cycles, ensuring they stay aligned with technological advancements and changing business requirements.

Businesses can achieve **productivity gains of up to 70%** [1] by automating routine tasks, creating actionable intelligence, and empowering employees to work more strategically.

1. Based on Dell Technologies case study "Automating multistep processes and accelerating innovation with Generative AI," 2024. Up to 70% improvement in user efficiency, 75% less time writing meeting minutes and 66% less time creating email drafts and summaries.

## Equip your teams for success

Empowering employees through AI upskilling, training, and essential tools provides valuable skills that drive innovation and align with AI goals. This ensures that your AI initiatives cascade across the entire organization. Meanwhile, user-friendly IT solutions help reduce the complexity of IT tasks, freeing up employees to focus on strategic initiatives that accelerate productivity.

## Leverage an open ecosystem for agility and choice

Rather than starting from scratch, organizations should leverage proven AI models and specialized industry-leading solutions. By leveraging the right hardware and software partners, businesses can ensure interoperability, avoid vendor lock-in, and customize solutions to meet unique needs and stringent specifications. These partnerships facilitate faster AI deployment, deeper integration with existing systems, and the agility to quickly adapt to changing scenarios.

## Uncover productivity breakthroughs

With a strategic approach, organizations can harness AI's potential to drive productivity and growth. Dell's Professional Services and solutions align with high-value business use cases to drive value efficiently. Services experts fast-track AI implementation and adoption of optimized AI solutions and aligned data sets to boost efficiency and productivity across the organization.

Additionally, Dell's partnerships with organizations like Hugging Face and NVIDIA enable rapid on-premises deployment of AI pilots, simplifying model training and deployment. Furthermore, Dell offers validated designs and proof of concepts so developers can build upon existing foundations.

Ultimately, with Dell's solution architecture, organizations can confidently execute AI initiatives that boost productivity significantly and align with broader business transformation goals.

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Our developers can create models in no time because they get consistent high performance, predictable power consumption, and reliability from our Dell Technologies solutions."[2]

Scott Koo, Corporate EVP, Cloud Services Business Division, Samsung SDS

# Maximize your AI investment for the greatest impact

## Tailor AI to meet your needs

While reports of companies investing billions in AI initiatives can make it seem like AI is out of reach, the reality is that AI tools and applications can be tailored to meet the specific needs of any organization, regardless of size or industry.

By developing an organization-wide strategy that aligns with existing data and optimizing infrastructure investments, organizations can safely and cost-effectively accelerate time to value across use cases and user groups.

## Develop an organization-wide strategy

To maximize return on investment, business leaders should align AI initiatives with broader organizational objectives. Many organizations prioritize establishing a centralized AI council to ensure proper planning, strategy development, and governance. AI councils typically represent the voices of business and IT leaders, executive sponsors, and end users.

Start small with proof-of-concepts to achieve quick wins that align with overarching goals. By building a holistic strategy based on specific needs, organizations can optimize costs and scale efficiently.

## Bring AI to your data

Organizations can deploy AI solutions using best practices such as co-locating data and workloads to reduce data ingress/egress fees and the total cost of ownership. Investing in infrastructure that processes data where it resides—whether at the edge, on AI PCs, in the cloud, in hybrid environments, or on premises—can also reduce data duplication and migration costs.

## Right-size your investments

Right-sizing, or matching resources to actual usage rather than a "one-size-fits-all" approach, can prevent costs associated with over-provisioning or underutilization. When evaluating infrastructure, it is critical to assess usage patterns, use cases, and the number of users to find the right balance between performance and cost. This helps align AI allocation with actual needs while taking budget and energy efficiency into consideration.

Make safer, more intentional AI investments by right-sizing infrastructure according to workload needs. Inferencing and Fine-tuning on premises with the Dell AI Factory can be **up to 63% more cost-effective** than public clouds.[3]

# Drive impactful AI investment

Organizations rely on Dell Professional Services' proven methodology to deliver a well-defined, actionable AI strategy and roadmap that aligns to business goals for maximized results.

Dell's AI solutions include scalable infrastructure for on-premises and hybrid environments, which can be more cost-effective than public cloud or token-based APIs. Using Dell AI PCs and workstations can also provide employees with a cost-effective approach to leveraging AI.

Moreover, Dell APEX Subscriptions offer pay-per-use pricing, making it easier to manage costs. Likewise, the Dell Data Analytics Engine can maximize value from your proprietary data by connecting data platforms to drive high-quality, data-driven decision-making, enabling 3x-5x faster time to insight at half the cost of other technologies.[4]

> " The great thing about Verne and our Dell-equipped, low-cost, sustainably powered data center locations is that it is actually much less expensive to do the right thing! Cutting carbon emissions helps the environment and reduces financial costs."[5]
>
> Alex Picchietti, Vice President Alliances & Partnerships, Verne

4. Based on Dell Solution Brief "Accelerate AI with an open, modern data lakehouse", 2024. Cloud Data Warehouse vs. Cloud Data Lakehouse: A Snowflake vs. Starburst TCO and Performance Comparison, published by GigaOm.

5. From Dell Technologies case study "Data centers built for AI workloads and sustainable, efficient energy," 2024.

# Protect your business by staying in control of your data

## Mitigate business risks

When implementing AI, mitigating business risks and maintaining control over data is crucial. Essential steps include effective data management, the use of sanctioned AI tools, addressing emerging security challenges, and implementing zero trust security protocols. These measures enable organizations to drive innovation and growth without compromising safety or regulatory standards.

## Proactively manage data governance and data sovereignty

As AI becomes increasingly regulated, managing data governance, data sovereignty, and safeguarding IP are critical for businesses operating across regions.

To protect data and comply with data privacy regulations, organizations should set user permissions, limit access to critical data, and monitor which geographic regions are connected to specific data.

Adopting a zero trust framework ensures that only authorized individuals and devices can access sensitive data and IP, safeguarding information across distributed environments.

## Leverage sanctioned AI

Organizations that do not provide sanctioned AI solutions risk employees using unsanctioned tools, known as shadow AI, which can jeopardize data, IP, and the business. Sanctioned, vetted, and compliant AI solutions help maintain organizational oversight and ensure that all work remains within the company's control.

Maintain cyber resiliency and prevent IP leakage while maximizing business uptime with zero trust security principles and backup and recovery solutions. You can tap Dell PowerProtect solutions to **reduce downtime by up to 75%**.[6]

6. Forrester Consulting "The Total Economic ImpactTM of Dell PowerProtect Cyber Recovery," August 2023.

7

## Address new security challenges

As AI expands an organization's digital reach, it also increases exposure to cybersecurity risks, potentially expanding the attack surface. Therefore, it is crucial to defend AI models, data pipelines, and IP from external threats and unwanted outputs. Protecting the live environment and having a secure, efficient backup and recovery solution is vital for maintaining business continuity for both AI models and data.
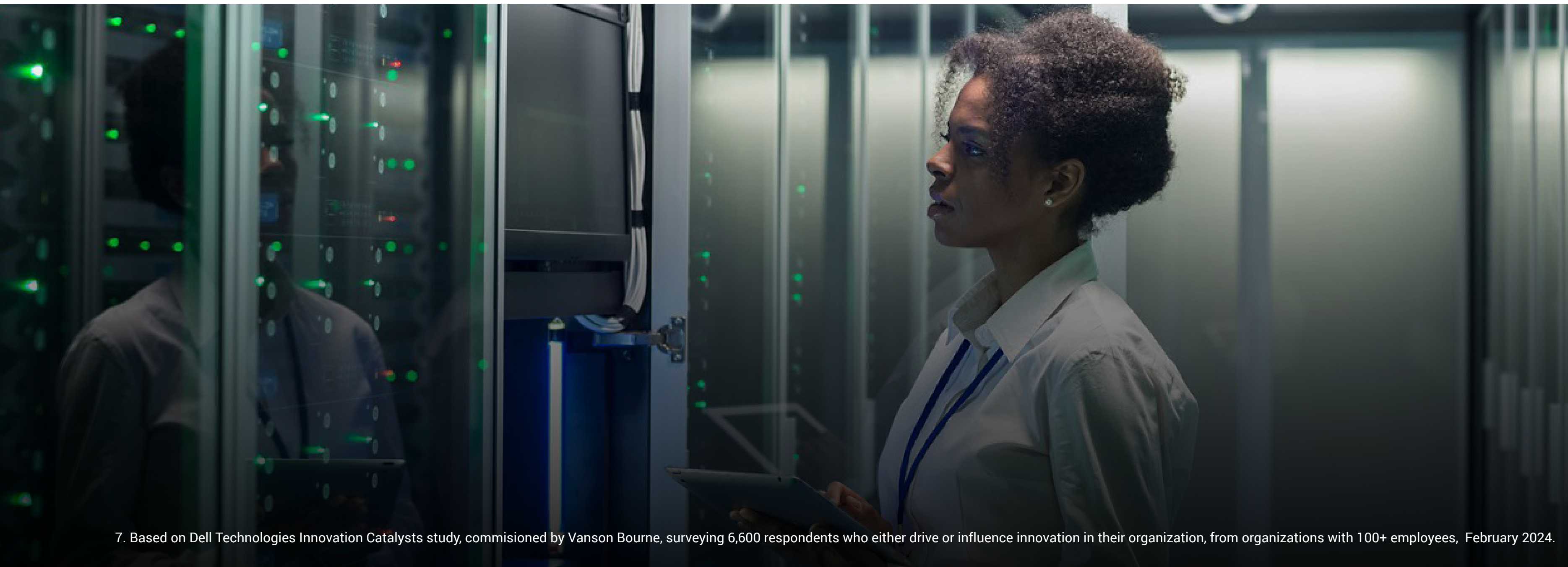
## Protect your sensitive data

Dell offers expertise and solutions to help businesses reduce risk by maintaining control over their data.

By implementing robust data management practices, organizations can proactively safeguard sensitive IP, prioritize regulatory compliance, and enhance security.

Dell also provides AI-based threat monitoring, on-device security, and comprehensive backup and recovery solutions, adopting a zero trust approach to cybersecurity to help organizations protect data and reduce risks.

**73%** of organizations are **concerned about exposing valuable data to GenAI tools** where third parties may have access.[7]

# The Dell AI Factory

AI can be game-changing, but aligning AI initiatives with broader business transformation efforts and priorities can be daunting. No organization should embark on this journey alone. Business leaders need strategic partners with proven expertise in allocating people, platforms, and processes to achieve AI success.

By adopting the Dell AI Factory, your organization can build a foundation that enables you to address the issues raised in this eBook and tailor AI workloads to your exact specifications and needs. The Dell AI Factory helps organizations of all sizes accelerate innovation, control costs, and protect data with the industry's broadest AI portfolio.[8] It comprises Dell's leading infrastructure, an open ecosystem of partners, and professional services to deliver faster AI outcomes. Our flexible solutions cover public cloud, data center, edge, and client environments, allowing you to precisely tailor them to your application and data needs.

**DATA**

Edge

Data center

Cloud

**SERVICES**

Strategy | Data | Platform | Use case | Operate & scale

**OPEN ECOSYSTEM**

Applications | Models | Solutions | Frameworks & tools

**INFRASTRUCTURE**

Client devices | Compute | Storage | Data Protection | Networking | Software

**USE CASES**

Content & code generation

Digital assistant

Data creation

Computer vision

Digital Twins

SUSTAINABILITY | SECURITY

# Accelerate growth with the Dell AI Factory

Unlock your organization's full AI potential with the Dell AI Factory. Our comprehensive portfolio of AI-optimized products, solutions, and services, combined with an open ecosystem of partners and validated solutions, delivers expert support and best practices for organizations of all sizes to achieve faster AI outcomes.

Take your first step with a half-day workshop focused on identifying and prioritizing high-value AI use cases aligned with your business goals. Our experts can guide your business from strategy formation through deployment and user adoption.

**Get started with AI**

**Explore the Accelerator Workshop for GenAI**