Innovate with data anywhere

The Dell Technologies Advantage gives you the partnerships, technologies and end-to-end simplicity you need to serve all your customers, wherever they are.

Innovate with Data, a key component of Dell Technologies Advantage, will enable you to engage in strategic conversations with your customers to help them act on data, build new breakthrough value and drive innovation at the edge.

Putting this conversation in context

Your customers are more reliant than ever on data to understand their operations and end-users. But they now have to do it across a hyper-distributed environment – including at the edge.

Dell Technologies can help you to build this approach by unifying data across locations, enabling you to deliver transformational innovation for your customers.

How we can deliver value, together

Help your customers to make sense of their data with the power of Dell Technologies and Intel®. Together, we will enable real breakthroughs in innovation and real-time insights to help them – and you – grow faster.

By migrating compute power from the cloud closer to where data is generated at the edge, you customers can achieve greater efficiency, automation, and on-the-spot analysis and decision-making – powered by artificial intelligence (AI) and machine learning (ML).

1 Create breakthroughs at the edge

Nearly three quarters of ITDMs say they can’t meet IT demands using only internal resources. This is an opportunity for you to be the partner they need. Help them manage data near its point of creation to generate immediate, essential value, drive competitive advantages and deploy new, flexible infrastructures to maximize their data value.

By helping your customers deploy to a hyper-distributed data model with the broad Dell Technologies edge portfolio, you can put their organizational data at their fingertips. Help them to simplify their edge experience, generate insights when they need them, consolidate as they expand and bring intrinsic security to the edge.

2 Turn data into decisions

75% of venture capital investment decisions are predicted to be driven by AI and analytics by 2025.

Businesses that use AI and ML platforms to process data are better placed to drive operational efficiency and improve leadership decisions. Dell Technologies Edge Solutions, with built-in innovation from Intel® enable insights to be generated where they’re needed, so organizations can analyze and react immediately to increase agility and learning in their IT operations.

Supported by Dell Technologies AI portfolio, and in partnership with Intel®, your customers can create a self-service AI platform ready to empower business intelligence, data analytics and ML operations while providing data scientists the tools they need to innovate securely with data.

3 Produce actionable intelligence

90% of new enterprise apps will embed artificial intelligence by 2025.

It’s up to you to help your customers drive engagement and bring these intelligent experiences to life for their users. Show them how to adopt AI and ML technologies to support their efforts by introducing them to the value of edge infrastructure and automation.

71% of leaders expect data insights will help them spot commercial opportunities better.
Your breakthrough conversation benefits

Unlock natural cross-sell opportunities
As more data operates outside data centers and the cloud, there is an increased need to provide customers with immediate and secure access to their data, opening up wider security conversations and the opportunity to cross-sell different lines of business. As well as simplifying the edge, Dell Technologies’ deep portfolio of products and solutions can help create insights and deliver breakthrough value.

Redefine your infrastructure offerings
With Dell APEX, you can deliver a complete solution for your customers’ growing data and workload volumes. Combine powerful data center infrastructure with the flexibility of as-a-Service models that help you retain revenue – and help your customers innovate with data while managing their costs.

Get DevOps ready for accelerated deployment
Take full advantage of the broad range of DevOps platforms from Dell Technologies and Intel to enable your customers to innovate with their data faster, from anywhere. Quickly provision and scale new services and applications on our strongest and most reliable infrastructure yet.

Capitalize on the appetite for innovation
Build on modernized infrastructure to deliver optimized applications to help your customers use their data to the highest level. Get rid of silos and make data accessible and usable by introducing AI and ML solutions that help your customers get and use the information they need, fast.

Demonstrate your commitment to progressive partnerships
Partnering with Dell Technologies to deliver simplified, data-led experiences is a truly progressive choice. By aligning your business with ours, you’re showing your customers you mean business when it comes to environmental, social and ethical responsibility.

Drive innovation across verticals
Innovation at the edge is allowing industries to thrive. Dell Technologies supports a broad ecosystem of partners to help customers meet their unique industry requirements with vertical-specific solutions. Demonstrate your cross-vertical expertise and engage customers with industries that are collecting data in challenging edge locations and help them drive new value in ways that were not previously possible.

Support innovation with OEM solutions
Your customers need powerful solutions that support intelligence and innovation – especially when using data collected at the edge. With a long history of operating at the edge, the Dell Technologies OEM solutions team can design and deploy breakthrough solutions tailored to your customers’ unique edge requirements.

Benefit from a world-class partner experience
The power of Dell Technologies provides a bedrock of innovation to fuel your growth and help you benefit from world-class partner experiences. Enjoy consistent partner programs that reward your effort with profit and find all the tools you need to accelerate your business.

Why this conversation matters to your customers

Using data effectively is essential for modern businesses – if they want to be competitive and understand their own customers. Help your customers simplify their data infrastructure to give them better understanding of their users and discover new ways to deliver through innovative, data-led platforms and solutions.

There’s a massive opportunity for you to capitalize on:

- **63%** of leaders worry the opportunity to become a data-driven business could pass them by.¹
- **72%** of CIOs are leading digitization efforts, with 53% focusing on ML as part of that.²
- **74%** of organizations plan to increase their edge spending over the next two years with an average increase of 37%.³
- **83%** of senior leaders also say that a hyper-distributed model would allow them to scale to any opportunity.⁴

¹ Dell Technologies, Breakthrough Study, 2021.
² Forrester Consulting on behalf of Dell Technologies, March 2021.
⁵ Dell Technologies, Breakthrough Study, 2021.
⁷ IDC Press Release, Edge Solutions Will Continue to Receive Strong Investment Support. Over the Next Two Years, According to the IDC EdgeView Survey, April 2022.

Explore dedicated marketing content and help your customers build breakthroughs with unique data and innovation technologies that deliver the insight and infrastructure they need to grow.

Discover how AI can help you innovate with data to accelerate intelligent outcomes everywhere

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