



# Trading Firm Overcomes Cost Barrier to AI

Accelerate AI Adoption and Growth With Dell Payment Solutions

## Challenge

A leading high-frequency trading firm faced a critical decision: upgrade to advanced AI-enabled servers to support ambitious growth initiatives for the next three years or risk falling behind competitors.

While the benefits of adopting AI infrastructure were undeniable, the firm found the high upfront investment cost to be an obstacle. Cash flow being paramount to their operations, they needed a solution that balanced investment in cutting-edge technology with financial prudence.

## Solution

The firm partnered with Dell Technologies to carry out a tailored payment solution designed to address both their budget constraints and long-term strategic goals. This included:

**A refresh strategy:** Low, predictable payments over 36 months with full warranty coverage. Post-term, the firm would collaborate with Dell to plan and execute an upgrade while ensuring operational continuity.

**An ownership option:** Two additional 12-month extensions delivering reduced payments across years 4 & 5 should the firm opt for full ownership.

## Impact

With this unique, flexible approach they achieved:

**Cost Efficiency:** Mitigated initial high investment, enabling immediate deployment of essential AI infrastructure while maintaining healthy cash flow.

**Future-Ready Scalability:** The ability to plan and upgrade their AI capabilities without operational disruptions.

**Sustainability and Planning:** A technology refresh strategy that fosters long-term environmental responsibility with effective lifecycle management.

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Dell Technologies helped us overcome the initial cost hurdles of implementing our AI solution. Their custom payment solutions allowed us to synchronize investments with our anticipated business growth. With this partnership we remain on track to pursue our growth plans.

IT Decision Maker

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