

## Accelerate AI Outcomes with Dell Services

# Drive Breakthrough Results with a Proven AI Ecosystem Tailored for Telecom



## Achieve tangible value and breakthrough transformation

Generative AI (GenAI) holds tremendous potential for transforming the telecom industry, particularly in unlocking greater insights and value from the vast amounts of data generated by communications networks. However, like any emerging technology, its true organizational value is realized only by tailoring GenAI solutions to meet the unique demands of telecom operations.

The Dell AI for Telecom program is specifically designed to accelerate AI innovation for Communications Service Providers (CSPs). It offers a comprehensive portfolio of AI-optimized technologies, validated solutions, and expert services that seamlessly integrate with open ecosystems. By leveraging Dell's expertise and best practices, CSPs can achieve faster AI deployment and improved operational outcomes.

## Dell AI experts become your experts

Dell AI experts specialize in helping CSPs succeed. With AI skills in high demand but oftentimes scarce, Dell Professional Services deliver the critical AI building blocks needed for telecom-specific challenges. Whether optimizing network efficiency, enhancing customer experiences, or monetizing at the Edge, Dell supports CSPs at every step of their AI transformation. Through innovation and a robust portfolio, the Dell AI for Telecom program ensures CSPs are equipped to maximize opportunities in an increasingly data-driven and competitive market.

Momentum for GenAI  
continues to grow, don't let  
challenges slow you down

### GenAI opportunities

77%

GenAI will have the largest impact on their organization of all emerging technologies<sup>1</sup>

\$1  
Trillion

In productivity gains by 2026, driven by GenAI powered skills as adoption accelerates<sup>2</sup>

### Top GenAI challenges organizations face<sup>3</sup>

39%

Lack expertise  
and skills

31%

Concerned with  
data quality

<sup>1</sup> KPMG, Generative AI: From Buzz to Business Value, May 2023

<sup>2</sup> IDC, IDC Predicts GenAI-Powered Skills Development Will Drive \$1 Trillion in Productivity Gains by 2026, 12 Dec 2023

<sup>3</sup> ESG, Beyond the Hype: Real-world investments, use cases & concerns, Aug 2023

We work alongside you to build a strategy and roadmap, validate and securely managed data to power AI, implement, train, validate and support GenAI models and simplify operations close skills gaps for maximized ROI of AI solutions for Telecom.



Forbes named Dell  
Technologies among  
best Management  
Consulting Firms



Deep expertise from  
strategy through  
adoption accelerates  
time-to-value



Over 44TB of telemetry  
data per day to help  
you achieve digital  
transformation\*

# Accelerate telecom GenAI outcomes and ensure long-term success with help at every stage from Professional Services



Strategy



Data



Platform



Model/  
Use Case



Operate  
& Scale

## OUTCOMES

Gain consensus on a defined AI strategy & roadmap

Validate and securely manage data to power AI projects

Quickly establish an operational AI platform, primed for innovation

Accelerate time to value of prioritized AI use cases

Simplify operations and close AI skills gaps for maximized ROI

STRATEGY	<ul style="list-style-type: none"> <li>• Rely on proven methodology to assess your current state and define your ideal future state, with prioritized use cases and an actionable roadmap that aligns business stakeholders and objectives.</li> <li>• Streamline business and technical processes through an established process optimization with value stream mapping approach.</li> <li>• Promote individualized adoption of new GenAI tools within your workforce to drive optimal results.</li> </ul>
DATA	<ul style="list-style-type: none"> <li>• Identify data security threats throughout the lifecycle to mitigate risk and improve resiliency.</li> <li>• Prepare enterprise data for Large Language Model integration and ensure data integrity.</li> <li>• Leverage deep expertise with data to accelerate time to value of an optimized Dell Data Lakehouse platform to support modern data analytics and help drive AI value.</li> </ul>
PLATFORM	<ul style="list-style-type: none"> <li>• Experience seamless integration of new AI technology, with expert guidance to assess your environment and deploy solutions to meet unique needs, quickly establishing an operational platform for model inferencing/customization/training aligned to Dell AI for Telecom solutions</li> <li>• Eliminate costly, time-consuming data preparation and model training efforts.</li> <li>• Enhance efficiency, automate outcomes, and integrate GenAI across service management workflows and the ServiceNow platform.</li> </ul>
Model/ Use Case	<ul style="list-style-type: none"> <li>• Accelerate time to value in achieving business outcomes aligned to specific use cases, with configured large language models that meet your business requirements.</li> <li>• Enable rapid GenAI prototyping in a cost-effective, low-risk sandbox environment.</li> <li>• Enhance developer and infrastructure efficiency of validated model containers, capitalizing on the immense benefits of the new Llama 3.1 model.</li> <li>• Maximize the value of your investments by quickly getting GenAI tools into the hands of end users and driving readiness.</li> <li>• Transform self-service and boost operational efficiency with digital assistants, leveraging an end-to-end solution and expert guidance that is tailored to your business.</li> </ul>
Operate & Scale	<ul style="list-style-type: none"> <li>• Realize greater value from GenAI investments by ensuring employee understanding and utilization is optimized from the start.</li> <li>• Simplify operations and drive AI workloads with experts to fully manage your GenAI environment.</li> <li>• Extend capabilities and skills to drive GenAI initiatives forward and keep infrastructure running at peak efficiency.</li> <li>• Up-level internal IT skills through learning courses and certifications to ensure future success.</li> <li>• Benefit from proactive, predictive, and personalized support for your AI infrastructure.</li> </ul>

## Effortless Deployment and World-Class Support for Telecom Edge AI Solutions

Dell's ProDeploy and ProSupport services for Dell AI for Telecom edge solutions are designed to simplify and accelerate your deployment process. Benefit from 24x7 direct access to in-region ProSupport engineers and proactive monitoring, including predictive hardware alerts.

With expert technicians handling rack, stack, cable, and label, plus system software installation and configuration, your Edge AI infrastructure is set up precisely to your needs. Additionally, next business day onsite repairs and comprehensive project management ensure a seamless transition from deployment to ongoing support. From site readiness reviews to packaging disposal, Dell's services handle every detail, enabling CSPs to monetize AI at the edge faster and more efficiently.

## How ready is your organization for AI?

Achieving tangible business value from AI requires a well-defined strategy and actions that need to be taken to achieve objectives. Dell Services experts will help assess your organization's state of readiness across key dimensions of AI.



### Strategy



How well articulated is your AI strategy?



### Data



How will you incorporate & protect data in AI models?



### AI Models



How will you evaluate, select, secure and evolve AI models?



### Platform



How will you build & run your AI platform?



### People



Do your teams have the skills & resources needed for AI success?



### Adoption



Can you efficiently adopt AI into your business?

## Start developing a point of view on how AI will drive business value

Talk to a Dell expert today, whether you're just getting started or looking to accelerate high-value AI use cases, Dell Services will help you wherever you are in your AI journey. Not sure how to get started? **Dell Accelerator Workshop for GenAI** might be a great first step. This half day workshop is a great way to uncover how your business will achieve maximized benefits from AI.

\* Based on Dell analysis, August 2023

\*\* Based on internal Dell Technologies numbers, November 2023.



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[Professional Services for  
Generative AI](#)



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