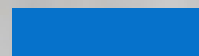


REPORT

Embrace human-machine partnerships in the age of AI

How technology, talent and culture come together
to drive innovation



PAGE 03

People, the heart of progress

78%

agree that, in part, people join their company because they believe they'll be empowered to innovate, yet

59%

also say people leave their organization because they haven't been able to innovate as much as they hoped they would



PAGE 08

The need for the right technology

#3

most likely personal challenge to innovate is not having the tools or technology needed to effectively work and innovate from everywhere

81%

agree that their organization needs to make improvements to ensure employees can access or share data faster



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Embracing human-machine partnerships, together



PAGE 05

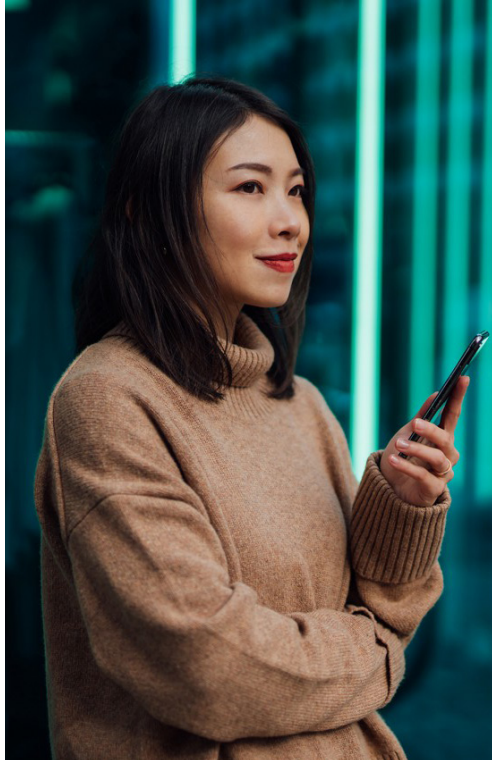
A shortage of talent

67%

agree there is a shortage of talent required for innovation in their industry

#1

challenge preventing both organizations and employees personally from driving innovation successfully is a lack of skills/knowledge



PAGE 11

GenAI, the productivity accelerator

82%

agree that there will be greater human and machine partnership within five years

82%

agree that data is the differentiator and that their GenAI strategy must involve using and protecting that data



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About the research

People, the heart of progress

In today's world, organizations are faced with ever-changing landscapes and frequent disruptions, but to navigate this sea of change unscathed, they must first revolutionize how they operate.

At Dell Technologies, we believe tangible, positive change is achievable through innovation and action. But how is it that some organizations can successfully turn their ideas into meaningful, game-changing innovation while others do not? We believe that organizations that harness the ingenuity and creativity of their people, powered by the right AI and data, will be better positioned for success and reach new productivity heights needed in such a competitive landscape.

Dell Technologies' 2023 [Innovation Index](#) confirmed that innovation leaders acknowledge this and put their people first. Without people, their innovation muscle cannot flex. Our research also highlighted a clear connection between innovation and the attraction and retention of talent, of which organizations need to take note.

Organizations with a strong innovative culture attract potential new recruits, with around 8 in 10 (78%) decision makers agreeing that people join their company because they believe they'll be empowered to innovate.

However, following through on this is important, as 59% also say people leave their organization because they haven't been able to innovate as much as they hoped they would. Therefore, creating and fostering a culture of innovation ensures talent is not only attracted, but is also more likely to remain within your organization and feel empowered to innovate.

And the need for the right talent is real. According to our latest research, Innovation Catalysts, based on responses from 6,600 IT and business decision makers (ITDMs and BDMs) across 40 locations, more than two thirds battle with a current shortage of talent required for innovation in their industry.

In fact, a lack of the right talent with the needed skills or competencies is the top challenge organizations are currently facing in driving innovation successfully.

This is stifling innovative progress and calls for action.

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Humans will remain at the core of progress. We take our cues from human experiences to design technologies that will enable innovation and help forge an enduring culture of innovation. This is especially important as we look to harness the power of AI and strengthen the human-machine partnership.

Sam Burd, President of Client Solutions Group, Dell Technologies

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Organizations recognize that people are and will continue to be integral to any progress. And interestingly, decision makers have practical pieces of advice for their peers to accelerate innovation. The underlying message of which is a clear acknowledgement of the significance of people and fostering culture.

Decision makers' advice to their peers would be to:

1. Drive an innovation-based culture, to gain employee buy-in on the company's innovation vision
2. Put policies and technology in place now to support workforce innovation everywhere
3. Encourage leaders to identify use cases for AI/ GenAI

Whatever your organization's current strategy, it appears there's an insatiable demand for innovation. And this demand may be felt both internally from employee appetite and externally from the market, providing opportunities to create innovative cultures and positive change. To drive success in innovation in an ever-dynamic environment, organizations require people who are appropriately skilled and who feel empowered and equipped to effectively handle change, ambiguity and potential failure. And, with the emergence of game-changing technologies like GenAI, effective leverage, alongside responsible usage, will be key to complementing human ingenuity and accelerating this innovation.

So, what is being done right now and where do challenges lie? We examine these questions through the following report, which focuses on the status quo of people, technology and how GenAI can accelerate the human-machine partnership.

This is part of a three-part series in which we explore how organizations are innovating to drive business outcomes, what's blocking them, and how they can take advantage of new technologies like GenAI as an innovation accelerator. Following on from [Maximize your data insights](#), this report is the final in this three-part series.

1. Build your innovation muscle.

Building a reliable innovation muscle is not accomplished in a silo or in one-off initiatives. By building a close, regular and strategic partnership between IT and the business, organizations can better align their people, processes, and technologies to nurture human-machine partnerships and act on high-impact opportunities. Over time, this evolves into the organization's identity. And with GenAI as the biggest technology advance in decades, the potential to accelerate innovation across all aspects of life is huge.

2. Maximize your data insights.

Data is a key differentiator to spot and act on the right opportunities, as well as track their success. In today's distributed landscape, and to realize the potential of GenAI, you need an agile, secure and sustainable infrastructure from edge to core to cloud to properly collect, store, protect and act on data, wherever it resides and whenever you need it.

3. Embrace human-machine partnerships.

Empower your workforce with the skills needed to deal with this fast-paced and increasingly digital world – moreover instil confidence in them to deal with ambiguity, change and failure. With the emergence of GenAI, it's essential to have clear guidelines on how to use it responsibly and keep communication and ongoing training consistent. This is paramount for successful adoption. To support your employees in reaching new levels of productivity, provide them with AI-optimized, intuitive, collaborative, and secure technology.



A shortage of talent

Organizations are facing a considerable gap when it comes to the skills and competencies needed to successfully drive innovation - from the micro to the macro level. As we've seen already, there is a lack of talent with the right skills across industries and organizations. Despite this multi-leveled awareness and challenge, organizations are least likely to consider bridging the skills or talent gap as one of their most important innovation goals

for 2024. This may present an opportunity to apply more innovative thinking towards attracting and retaining talent.

And on an individual level, the top challenge preventing employees from personally driving innovation is a lack of skills or knowledge. Additionally, the fear of failure is flagged as the second most likely challenge preventing employees from innovating.

Top 3 challenges preventing employees from driving innovation



Lack of skills/knowledge to drive innovation



Fear of failure and potential repercussions on role and/or status



Not having the tools/technology needed to effectively work and innovate from anywhere



Thus, organizations need to take action for improved learning and development as well as to nurture an environment where everyone feels empowered to safely experiment, test and learn. AI offers a path to supercharging learning and development but has its own challenges with the skills required to adopt it.

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Organizations need to reframe transformation programs into processes that embrace innovation and experimentation and learn from “good/fail fast” failure. To drive innovation, CxOs need to create psychologically safe environments that recognize the complex and unknown territory that the organization is charting and encourage the team to innovate, speak up, and learn from failures.

Kim Billeter, EY Global and Americas People Consulting Leader

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An awareness of the skills needed will help bridge this gap and, fortunately, decision makers are specific about the skills they deem to be most valuable. The agility and desire to learn – easily learning new things and working with new tools, is considered most important for driving innovation in the next five years. In fact, **84% agree that the ability to gain new knowledge will be valued higher than the knowledge they already have.**

This is in tandem with AI fluency – understanding when, where and how to use AI tools safely and effectively. Considering today’s rapidly evolving landscape, ambiguous future and emergence of game-changing technologies, these skills are critically needed to stay agile to meet such demands. Especially when we consider this against the backdrop of a big unknown where almost two-thirds of decision makers agree that the jobs and skills needed in 2030 haven’t been invented yet.

Other, perhaps innately human assets such as creativity or creative thinking, subject matter expertise, and logic, critical thinking and/or complex decision making are also considered valuable skills or competencies for driving innovation in the next five years.

Top 5 skills/competencies most valuable for driving innovation in the next 5 years

1. Learning agility/desire – easily learn new things, work with new tools
2. AI fluency (understand when, where and how to use AI tools safely and responsibly)
3. Creativity/creative thinking
4. Subject matter expertise (specialist, with experience and deep knowledge)
5. Logic, critical thinking and/or complex decision-making

As the field of AI and GenAI evolves and features more heavily in everyday life, developing these skills is key to creating a thriving and productive human-machine partnership. Outsourcing the more mundane, repetitive tasks to AI/GenAI or other tools, and leveraging these outputs provides opportunities for employees to augment their capabilities, liberating them to do more strategic work.

Of course, we don't know what the future holds.

However, given the perceived importance of gaining new knowledge and the challenges currently faced around talent, skills and competencies presents a call for agile action.

Organizations believe that actively nurturing an open-minded culture where any idea can make a difference is one of the top areas for improvement to drive successful innovation. Creating safe environments, actively encouraging learning and iterative improvements, rather than fearing failure, will empower people to innovate more and provide confidence to adapt with the pulse of time and technology.



Riding the rails of innovation: re-imagining transportation efficiency and safety with AI

In human history, trains have been a universally recognized beacon of progress connecting economies, people, and commerce across the world. Today, modern railroads support global efforts towards a more sustainable future. Thanks to low carbon emissions, global demand for passenger and freight trains is expected to more than double by 2050. However, increased demand comes with increased challenges - namely, how to keep the rising volume of trains running efficiently and safely, no matter where they are.

Duos Technologies is at the forefront of that future. Partnering with Dell Technologies, Duos has pioneered an AI-driven Railcar Inspection Portal (rip®) running automated inspection processes at the edge. Combining AI, machine learning, image generation, and advanced analytics in one trackside package, the rip enables safety inspections without human contact and on trains traveling at 125+ miles per hour. Comparatively, traditional inspection processes take an average of eight minutes per railcar, resulting in unscheduled stops that cost rail companies millions of dollars annually. Compared to conventional inspection methods, which are typically time-consuming, Duos' patented AI-driven railcar inspection technology significantly reduces the duration of manual trackside inspections, resulting in fewer unscheduled stops and substantial cost savings for rail companies. Duos' rip technology is also 8x more accurate, and anomalies are identified 120x faster, meaning safer work environments for the technicians maintaining the trains day-to-day and the passengers riding them.

Duos is not stopping there. Pushing AI-powered innovation ever further with Dell as their partner, they are introducing features aimed at performing predictive and preventative maintenance. Built on generative AI and enhanced AI model training, they are enhancing their ability analyze parts lifecycles and predict failures before they occur.

AI-driven innovations are not just about faster trains and reduced costs. They are about creating a safer, more reliable, and sustainable transportation network for generations to come. Duos is at the forefront of this transformation, leveraging intelligent solutions that bring together machine learning, artificial intelligence, and advanced analytics to revolutionize the industry.

Learn more about Duos Technologies' story [here](#).

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Our goal at Duos Technologies is to transform industries through intelligent solutions, bringing machine learning, artificial intelligence and advanced analytics together. This combination allows us to process images for safety issues in near real-time. By freeing up people to be fixers instead of finders, AI is not only making their job easier; it's making them safer.”

Charles (Chuck) Ferry, Chief Executive Officer, Duos Technologies

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The need for the right technology

A modern workplace is defined by a move towards working everywhere, technology advancements such as GenAI and a focus on innovation. Within modern workplaces, PCs are evolving from tools which boost productivity to catalysts for driving human performance. This shift requires us to rethink how we work today.

The right technology is a key factor. After all, a workforce's ability to enhance its efficiency and foster innovation hinges on having the necessary tools for safe collaboration and productivity. Without this, innovative capabilities will be hindered.

The current status on hybrid work

Employees are currently required to spend two thirds (66%) of their time onsite, with the remaining third (33%) spent working remotely, on average. The majority (72%) of employees may be spending the majority of their time onsite, but the ability to work 'everywhere' is pertinent, as is the ability to work efficiently and collaborate across hybrid teams. However, 75% admit that their organization needs to update their office and meeting spaces for improved collaboration and productivity.

Average time spent on-site vs remote



A technology paradox

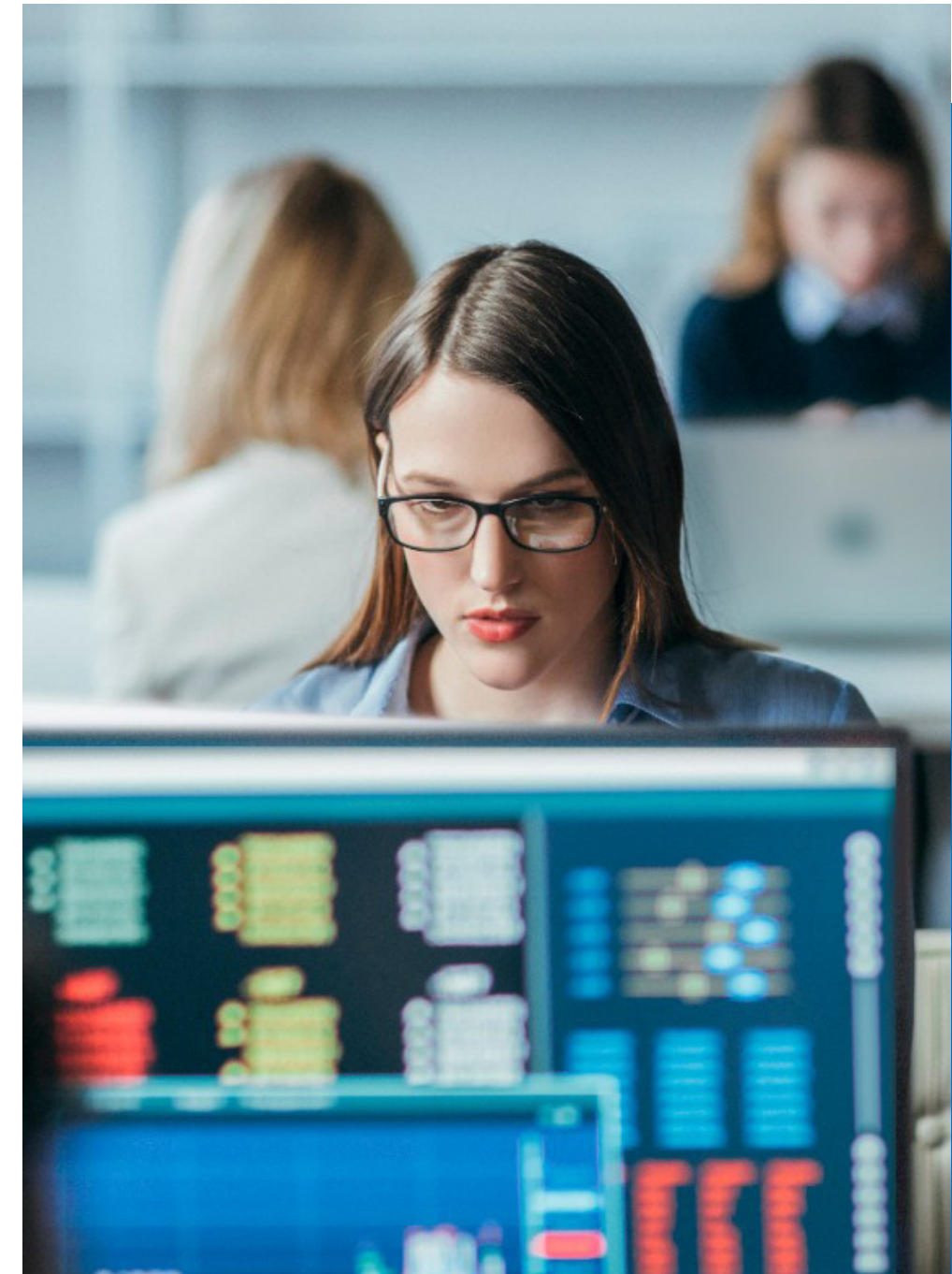
The key to facilitating collaboration, productivity and successful innovation is having access to the right technology, which presents an interesting paradox. The vast majority (81%) of decision makers agree their organizations are providing the necessary technology to their entire workforce based on individual needs, workloads, and preferences. And, in favor of collaboration, a similar proportion are providing collaborative technologies such as monitors, cameras, headsets, or premium subscriptions to collaboration software. Further, almost three quarters are providing intelligent technology (AI optimization software) to improve the work experience. This all paints a positive picture for innovation.

Yet, decision makers believe that improvement is still needed.

The third most cited personal challenge to innovate is not having the tools or technology needed to effectively work and innovate from everywhere. While 81% agree that their organization needs to make improvements to ensure employees can access or share data faster; begging the question whether the technology provided potentially lacks efficiency or is not what is actually required? Potentially, employees may not even know if they have the ability to access data in their organization, or how to access it if they do know. And even if they can access it, they may not be able to do so in a way that is useful to them.

In the modern workplace, the 'right' technology should also consider sustainability; something that is high on the agenda for many organizations. Eight in ten say their organization is prioritizing the use of sustainable products and solutions. While a similar proportion of IT decision makers say they are experimenting with as-a-Service solutions to manage their IT environment more efficiently to reduce their energy costs and carbon footprint. They also have defined and time-bound plans in place to properly retire or recycle end-of-life IT equipment and are investing in products with extended lifecycles.

Considering the latest technology which is readily available, cheaper, and sustainable appears to be an approach many are taking. Building these priorities into procurement decisions is important both at an employee/department and wider organizational level.



A security paradox

One of the areas where we continue to see the biggest concern is around security. Hybrid and remote work have introduced new attack vectors - supply chain concerns, device and identity-based attacks, lack of perimeter security and corporate firewalls to name a few. Protecting your users, their data, devices and safeguarding against ALL threats are needed and essential for the modern workplace.

However, a paradox around security is evident as 84% organizations say they ensure secure access to all employees wherever they are while mitigating threats. Yet there appears to be a lack of trust, as 67% believe some employees go around IT security guidelines or practices because they delay efficiency or productivity. Additionally, concerns around security are preventing engagement with emerging technology. **Security, specifically data access and/or concerns about data/IP leakage or infringement is the top reason holding organizations back from adopting GenAI.**

To redefine work environments, a modern workplace needs to bring experiences, intelligence, simplification, and sustainability seamlessly together. The focus is on elevating productivity and engagement, creating a space where individuals thrive, and organizations grow.

There is opportunity to empower meaningful work everywhere by implementing IT strategies and investing in technologies that align with your current and future business needs and put your people's passions and ideas at the center.



GenAI, the productivity generator

As we've seen already, AI fluency and knowing when, where and how to use AI tools safely and responsibly is considered a top skill for driving innovation in the next five years. This calls for organizations and leaders to cultivate a culture around AI and to ready your workforce to use GenAI properly. But what does the vision of GenAI mean for employees and their work experience?

A positive GenAI vision

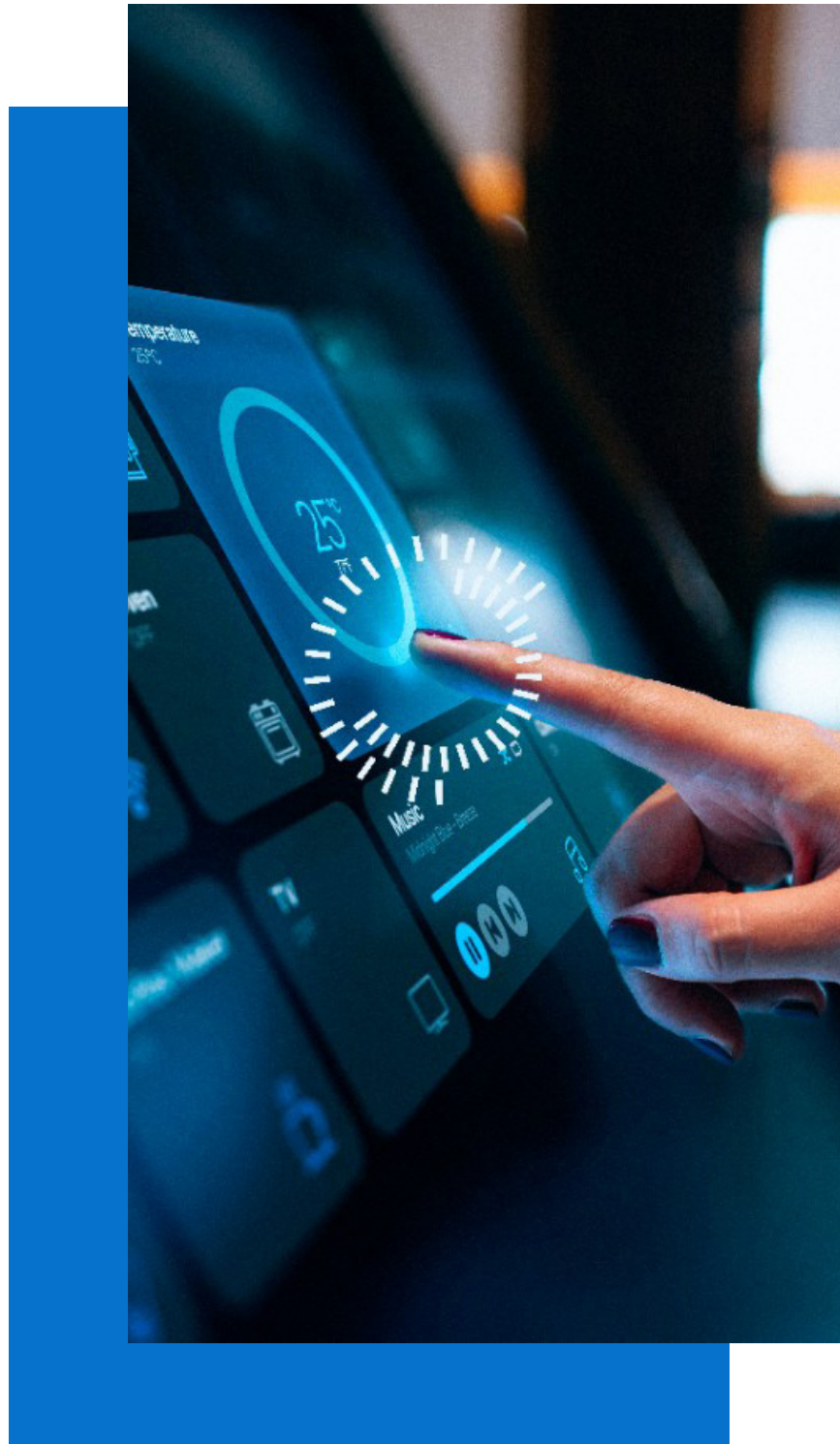
Looking towards the not-to-distant future, 82% agree that there will be greater human and machine partnership within five years. And, overall, decision makers have positive expectations on this prospect. **79% believe that machines won't replace us; they will augment our capabilities and human productivity will reach new heights.** In fact, nearly half believe that the use of GenAI will positively impact them personally in their job by making them more productive, and around 2 in 5 believe it will give them insights they would never have been able to identify and can help them learn faster.

Top 5 ways the use of GenAI positively personally impacts their job

1. Make me more productive
2. Give me insights I would never have been able to identify (e.g., GenAI's ability to analyze large amounts of data and/or provide contextual feedback)
3. Could help me learn faster
4. Remove monotonous tasks
5. Better work/life balance

And while around 7 in 10 are anxious and concerned about the potential GenAI could have on their organization, people are more likely (around 9 in 10) to feel excited, optimistic, and enthusiastic.





Using GenAI responsibly

For those who have concerns, a lack of security and data privacy protections, clarity around legalities or copyrights and inaccuracy of results are the main ones. There is an eagerness to ensure they are engaging with the technology properly, and a desire to fully understand its outputs. In fact, **77% agree that the organization, rather than the machine, the user or the public, is responsible for any AI malfunction or undesired behavior.**

Therefore, responsible use is a top agenda item. Organizations believe this can be achieved by ensuring there is human oversight over AI tools and to intervene as needed to warrant equitable results. Also, technology needs to be regulated appropriately with innovation, safety, and transparency at the core.

While organizations may be aware that these factors are needed to work with GenAI responsibly, these also need to be communicated to employees. Leadership needs to transparently and frequently communicate the processes and change management involved in implementing GenAI tools across the organization so that employees feel confident using them and know what to expect and/or how to give feedback for improvement.

Like innovation, a perceived lack of skills is also present with GenAI. Nearly 1 in 3 say that a lack of skills to build and/or utilize GenAI would hold their organization back from adopting GenAI. However, action is already being taken in this area as 75% say they are training or upskilling their employees to use new technology such as GenAI. In the same vein as fostering an innovation-based culture, organizations need to cultivate an environment and culture around GenAI which provides education, transparency of information and the space allowing people to safely experiment with new tools.

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We believe AI is going to expand human potential, creativity and capability. These findings reinforce organizations wanting to take a balanced approach to AI, pursuing innovation while recognizing the need for guidelines to drive security and mitigate risk. Due to the evolving nature of AI, achieving workable regulations across regions will be challenging. However, if purposefully designed with shared, secure and sustainable principles in mind, it can fulfill its potential and drive human progress in new and exciting ways.

Matt Baker, Senior Vice President, AI Enablement, Dell Technologies

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Shadow AI and the need for its centralized management

In the past, IT departments were slow to provide resources that aligned with business requirements, leading to the emergence of Shadow IT, i.e., any software, hardware, or information technology (IT) resource used on an enterprise network without the IT department's approval, knowledge, or oversight. Today, as AI adoption speeds up, organizations face a similar juncture, where they now have the opportunity to learn from their past mistakes. Through collaboration, IT departments and business stakeholders can control the use of this technology, thereby mitigating the risks posed by Shadow AI.

Organizations will need to approach Shadow AI similar to that of Shadow IT, aiming to guide employees in practices that mitigate unintentional risks to the organization. It is of course an exciting time from a technological standpoint, and inevitably employees will want to learn what's possible with AI. The responsibility therefore falls to IT leaders, who will need to share guidelines with employees early and often – but this will also need to extend to the resources and tools available. Ultimately, if organizations give employees guidelines that they understand, plus tools that are well-built and useful, they will want to use them safely and responsibly, which circumvents a lot of the challenges.

However, it's critical that IT leaders are clear and consistent in these guidelines and communicate updates around them on a regular basis. After all, adopting a consistent and transparent approach is the most effective way to prevent issues.

But IT departments should still hold a degree of control over AI use in their organization. According to our Innovation Catalyst study, **73% of respondents say data and intellectual property are too valuable to be placed in a GenAI tool where a 3rd party may have access**. While internal AI tools aren't immune to problems like hallucinations or bias, they can reduce the greater risks of IP loss (trade secrets), data leakage, and privacy issues. There is also a risk that employees may be tempted to use GenAI in a way that endangers their organizations (knowingly or unknowingly).

It's easy to imagine an employee asking a generative AI chatbot to summarize an email chain or meeting notes, thereby breaching regulations. IT leaders therefore need to think very carefully about the day-to-day risks their employees unknowingly take. By maintaining some control, IT departments can monitor this type of usage and reduce the risk associated with Shadow AI.



Technology and the working experience

GenAI offers the potential to augment the employee work experience and the technology employees interact with. And organizations' expectations of this are high: **81% believe that GenAI tools will help deploy more intuitive, personalized applications to their workforce.** While a similar proportion agree that AI and/or GenAI can help them prevent, detect, and respond to out-of-policy threats and behavior from their workforce. And organizations are already laying the foundations and making gains in this with 74% reporting they provide intelligent technology (AI optimization software) to improve the work experience.

And we're only at the beginning as AI and GenAI will further transform our work habits and supercharge productivity. For the end-user, AI will simplify the workday – allowing them to spend less time in meetings, less time chasing information, and more time getting their job done. As technology evolves, so will how people interact with their devices. Organizations need modernized hardware to take full advantage of these advancements and meet the growing demands of AI.

Top 5 requirements from a technology partner in the context of GenAI

1. Services that will help advise, implement, train and scale AI into my data for better efficiency and operations
2. The right infrastructure that can enable GenAI technologies no matter where we are in our AI journey
3. GenAI-ready devices with the compute, memory and storage to handle heavy AI development and deployment
4. Effective data governance and secure access controls
5. The latest hardware and software that enables the automation needed within everyday processes

As organizations look to third parties for assistance, they have a wish list from their technology partners. Around 4 in 10 anticipate requiring them to provide GenAI-ready devices with the compute, memory and storage to handle heavy AI development and deployment, and the latest hardware and software that enables the automation needed within everyday processes. Given the high hopes and visions for GenAI, this level of support could help address some of the challenges organizations are experiencing around innovation.



The revolutionized PC: making tomorrow's AI innovations accessible today

In the AI era, the personal computer (PC) is driving yet another leap forward in productivity, experience and innovation. New AI PCs aren't just an upgrade, they are a gateway to new possibilities putting massive computer powering and the potential of AI and machine learning (ML) at immediate reach.

Powered by AI PCs, things like personal assistants and smaller AI models running directly on system will yield more personal, private and secure enhancements to traditional tasks: taking notes, organizing data on spreadsheets, photo enhancements, improving conference call quality and video features, writing correspondence or finding things on your computer. Yet on the immediate horizon – much like the emergence of the smartphone and endless new app-driven experiences - AI applications are poised to proliferate rapidly, transforming how we learn, work and live.

So, how are AI PCs different? An AI PC helps give you control of your privacy and AI experiences, even without an internet connection. At the heart of an AI PC you'll find an Intel® Core™ Ultra processor, which is specifically designed to optimize the efficiency and performance of AI software by splitting tasks between a CPU, ideal for quick, lightweight tasks, a GPU that makes easy work of heavy AI workloads, and an NPU, a purpose-built AI accelerator that efficiently runs sustained workloads. Fast RAM and ample storage are also critical components of an AI PC.

Intel and Dell, together with the world's best software developers, are key partners re-imagining this new future, the AI PC evolution, and driving the innovations that fuel business and the world.



Entering the AI era requires different thinking. All PCs past and present can access AI tools and apps, but unless it's built with specific AI accelerators and optimizations—an AI PC—they may run 5-10x slower or consume twice as much battery life.

Robert Hallock, Vice President/GM - Client AI and Technical Marketing, Client Computing Group, Intel

A Word from our CTO

As technology continues to advance at a rapid pace, our relationship with artificial intelligence is evolving like never before. Whether it's improving personalized healthcare, enhancing cybersecurity measures or revolutionizing transportation, AI is already shaping the way we live, work, and interact with the world around us. The human-AI partnership is not just a concept - it's a reality that is shaping our future. The boundaries between human intelligence and artificial intelligence blur, giving rise to unprecedented possibilities.

Amidst all the incredible advancements, one thing remains clear - the human element is essential in guiding and shaping the ways we use AI in the most responsible and effective ways. As we continue to collaborate with artificial intelligence, we must always remember the importance of ethics, empathy, and human creativity in this partnership.

Equally as important is the need to establish a shared responsibility model. If you don't understand data, you can't do AI. If you don't understand people, you can't do AI. If you don't understand how the processes work in your industry, you can't

do AI. These are all related to each other and thus we need to establish an entire ecosystem to support its potential.

At Dell Technologies, we are at the forefront of reimagining the human-AI partnership, revolutionizing how businesses operate and thrive in an increasingly complex landscape. Imagine a world where human potential is amplified by the power of artificial intelligence, where efficiency and creativity converge to unlock new levels of productivity.

We can reimagine the human-AI partnership and create a future where technology enhances our lives, empowers us to achieve our goals, and brings us closer together as a global community.

What's next starts now. Together, we can shape a future where innovation knows no bounds.



Embracing human-machine partnerships, together

Ultimately, people remain at the core of innovation and progress.

When they are supported by the right technology, leveraged to augment their capabilities and liberating them to allow for higher-value thinking, a deep human-machine partnership is created.

Empower your workforce with the skills needed to deal with this fast-paced and increasingly digital world and moreover instill confidence in them to deal with ambiguity, change and failure. Especially with the emergence of GenAI, providing clear guidelines on how to use it responsibly and consistent communication that will enhance their capabilities is paramount for successful adoption.

And integrating this within an innovation-based culture has the power to attract and help retain much-needed talent, help overcome existing challenges and create impactful innovation.

The move toward working everywhere has created new opportunities for innovation. As more areas of work transform with emerging technologies, like GenAI, employees must be empowered and equipped with the right technology to optimize efficiency, inspire creativity, and unlock their ingenuity with confidence.

And you don't need to do it alone.

With Dell Technologies as your catalyst to accelerate from ideas to innovation, you'll seize the power of AI-ready solutions and empower everywhere work to accelerate new levels of productivity, simplify IT and advance sustainability.

Together, we will embrace human-machine partnerships to transform work and advance innovation faster.

Learn more at Dell.com/InnovationCatalyst



Research methodology

Dell Technologies commissioned independent market research specialist Vanson Bourne to conduct this research, called Innovation Catalysts. It is a continuation of last year's Innovation Index. Instead of benchmarking the status of innovation across organizations, it dives deeper into organizations developing their own innovator DNA, leveraging the right data and insights, and putting people first.

The study surveyed 6,600 respondents from organizations with 100+ employees from across the following regions: North America, LATAM, EMEA, APJ and Greater China. These organizations are from a range of public and private sectors.

All respondents either drive or influence innovation in their organization. Of the total number of respondents, 3,330 are IT decision-makers (ITDMs) and 3,330 are business decision-makers (BDMs).

The interviews were conducted online and via telephone in September, October and November 2023 and were undertaken using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.

Dell Technologies

Dell Technologies 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 data era. [Dell.com](https://www.dell.com)



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