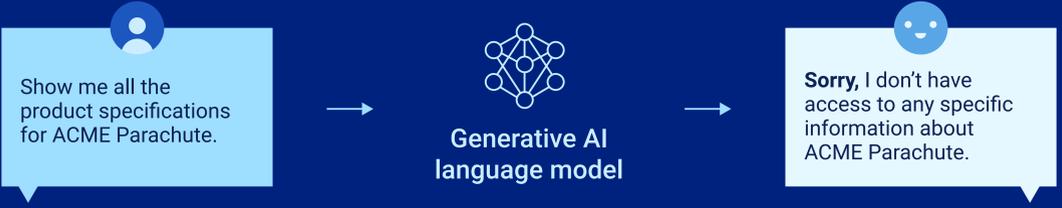


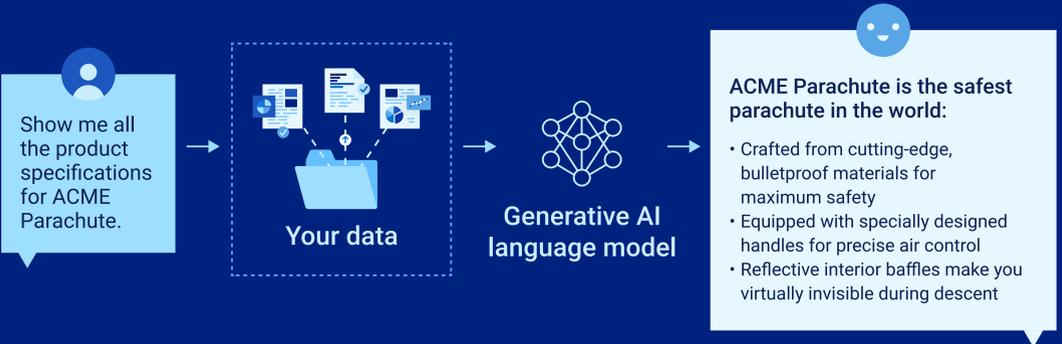
# Getting Started with GenAI Data-Driven Content



Pretrained Generative AI models provide a simple and fast starting point, but are only trained on public data.



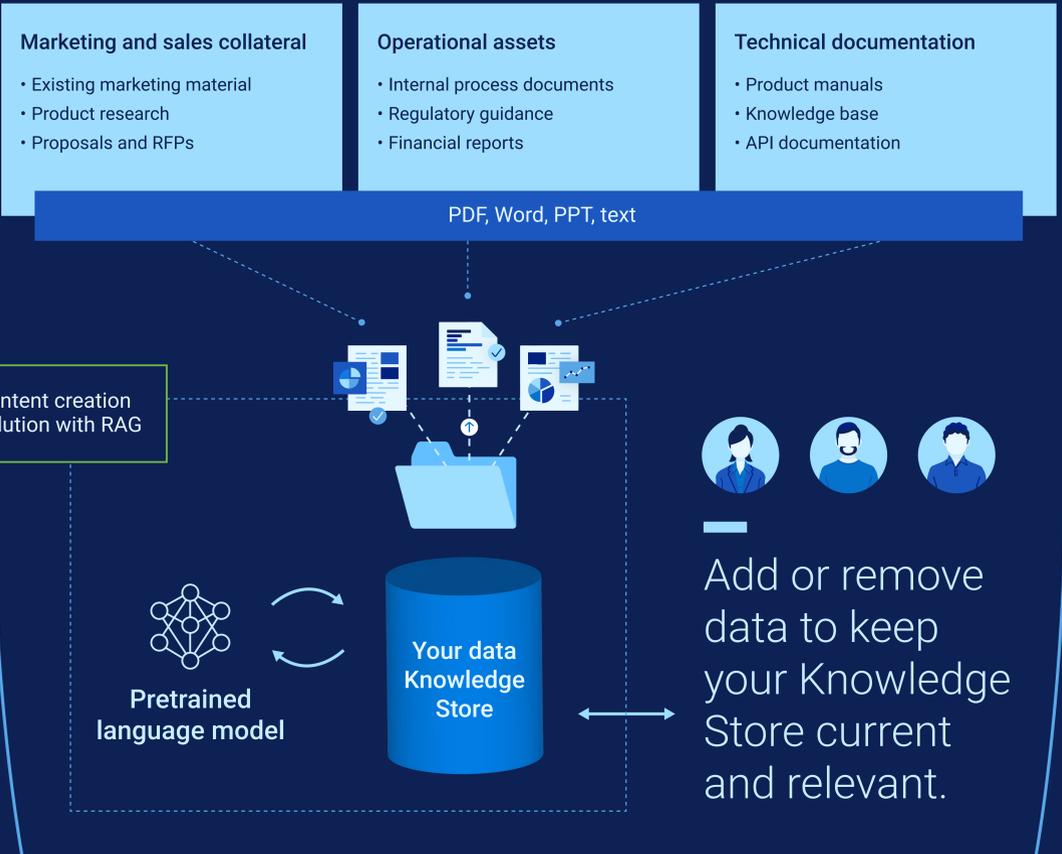
Your data is the differentiator. Retrieval Augmented Generation (RAG) techniques incorporate your authoritative information to drive accurate and reliable content.



## Common Generative AI misconceptions

Misconception	Reality
All data must be clean and perfectly organized before starting data-driven content creation.	Content creation can begin with relatively small amounts of data managed by the teams producing it.
A data scientist is required to process internal documents for AI-driven content creation.	RAG techniques make it easy for organizations to add or remove information in Knowledge Stores.
Organizations must invest in large systems and create their own language models for every department.	Start small using pretrained models and curated tool sets on workstations, expanding to the enterprise when the business is ready.
Businesses must give managed AI services access to data to create content with it, creating risk to data security.	Keep proprietary data secure by bringing AI to your data.
Content creation is just for marketing.	Every role can benefit from content creation – read on!

## Start with your content in multiple common formats.



Leverage data insights and efficiency across your entire organization.

- Marketing and sales
- Product/service development
- IT/HR/BizOps and more

## Create data-driven content



<p><b>Tailored marketing and sales content</b></p> <ul style="list-style-type: none"> <li>• Campaign support</li> <li>• Product descriptions</li> <li>• Social media</li> </ul>	<p><b>Secure product development</b></p> <ul style="list-style-type: none"> <li>• Concept proposal</li> <li>• Roadmap</li> <li>• Prototyping</li> </ul>	<p><b>Simplify BizOps, IT and training</b></p> <ul style="list-style-type: none"> <li>• Reporting</li> <li>• Product descriptions</li> <li>• Training and SOPs</li> </ul>
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Unlock the power of your information. Break down barriers and create shared Knowledge Stores across your organization leading to better, data-driven content that's created more efficiently.

Learn about [acceleration services for AI](#)

Explore the [Dell AI Factory with NVIDIA®](#)

<sup>1</sup>TECHanalysis Research Survey Report, A New Beginning: Generative AI in the Enterprise, May 2023. (N=1000)

<sup>2</sup>ESG report, Beyond the GenAI Hype: Real-world Investments, Use Cases, and Concerns, August 2023. (N=790)