

# Generative AI's Massive Potential for Your Organization

Generative AI has taken the world by storm since the introduction of exciting new tools like Chat GPT—and the technology has powerful and potentially life changing applications.



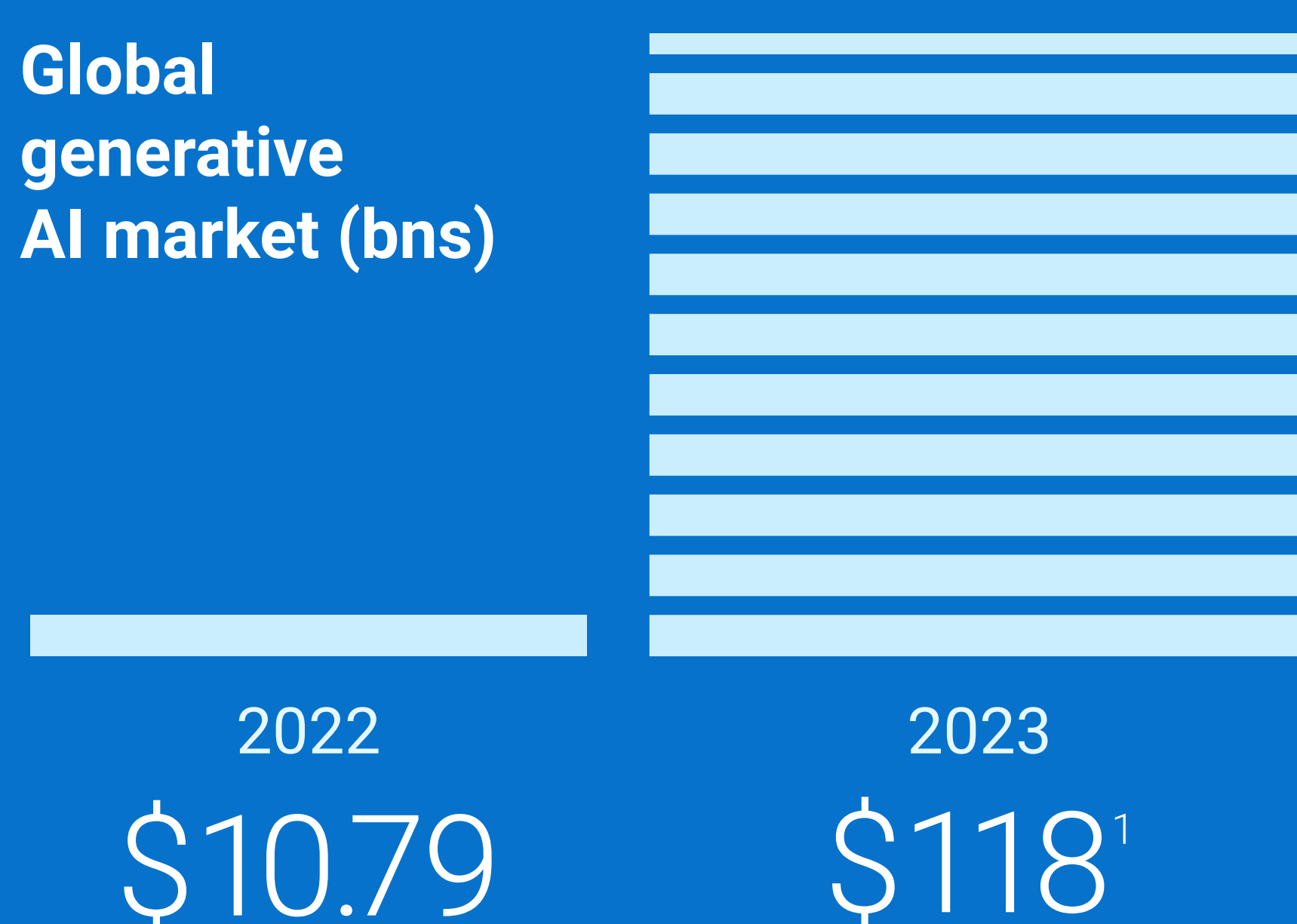
## What Is Generative AI?

GenAI is an artificial intelligence technology that uses machine learning to generate information in simple language.

This technological evolution is moving at a rapid pace, and now is not the time to sit on the sidelines making decisions. The benefits of utilizing GenAI are gigantic and the cost of doing nothing could be equally huge.

Here's how to get started.

Global generative AI market (bns)



Only **38%** of ITDMs say they have GenAI in place for predictive analytics and forecasting.<sup>2</sup>

## Select your Strategy

As GenAI races forward at an ever-increasing pace, time is important when setting out your strategy. It's best to take a centralized approach with a clear vision from the top of the organization down, to avoid a handful of grassroots efforts emerging.

While AI is still in the exploratory phase, organizations can use that time to prepare data and get infrastructure in order.



## Choose Your Data

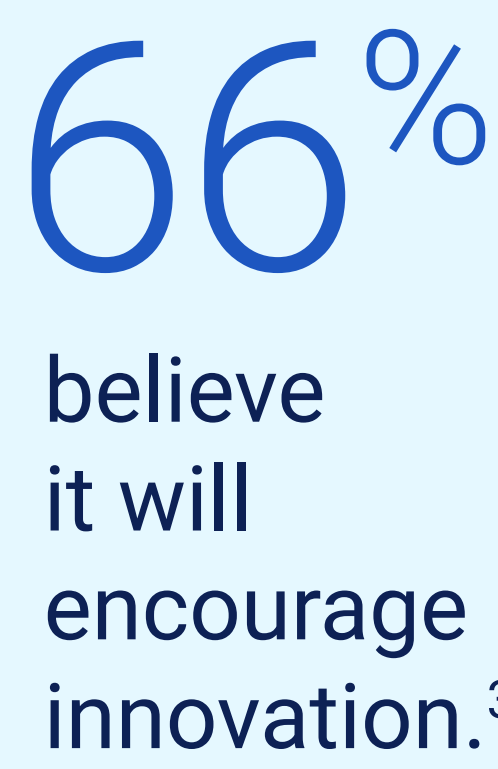
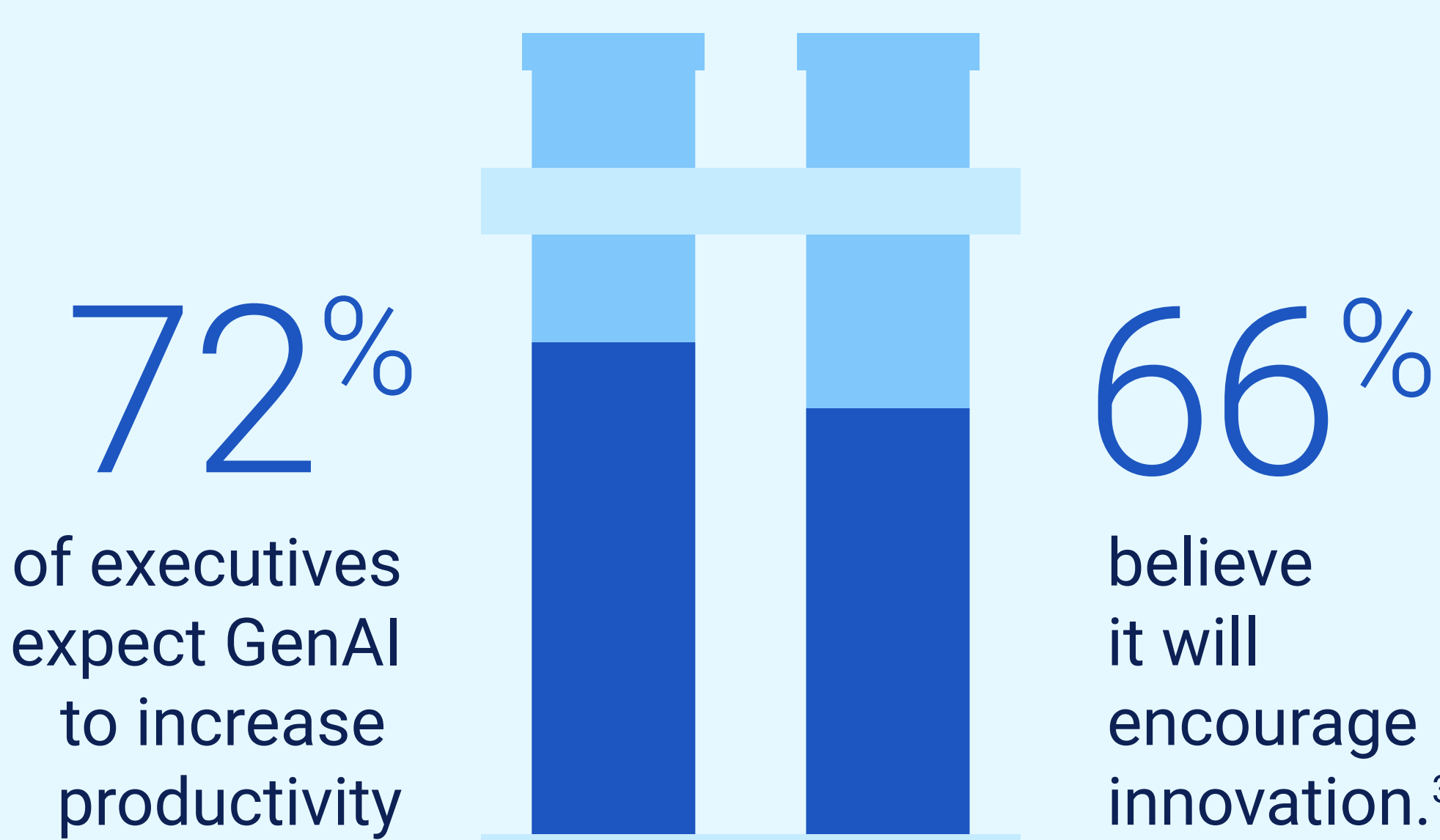
To run a successful GenAI model, you need to train it, and training requires data.

Using your own data is the most optimal option for an organization. First, you need to classify your data: understand it, how much protection it requires, and its value.

Then you need to choose one of two paths: using a public large language model or a private one.

If you're choosing a local LLM, pick data that is either public, already released, or subject to few or no regulatory hurdles.

If you head down the private LLM route, where you control security, you can pick data that's essential to the organization and potentially more transformative.



## Start Experimenting

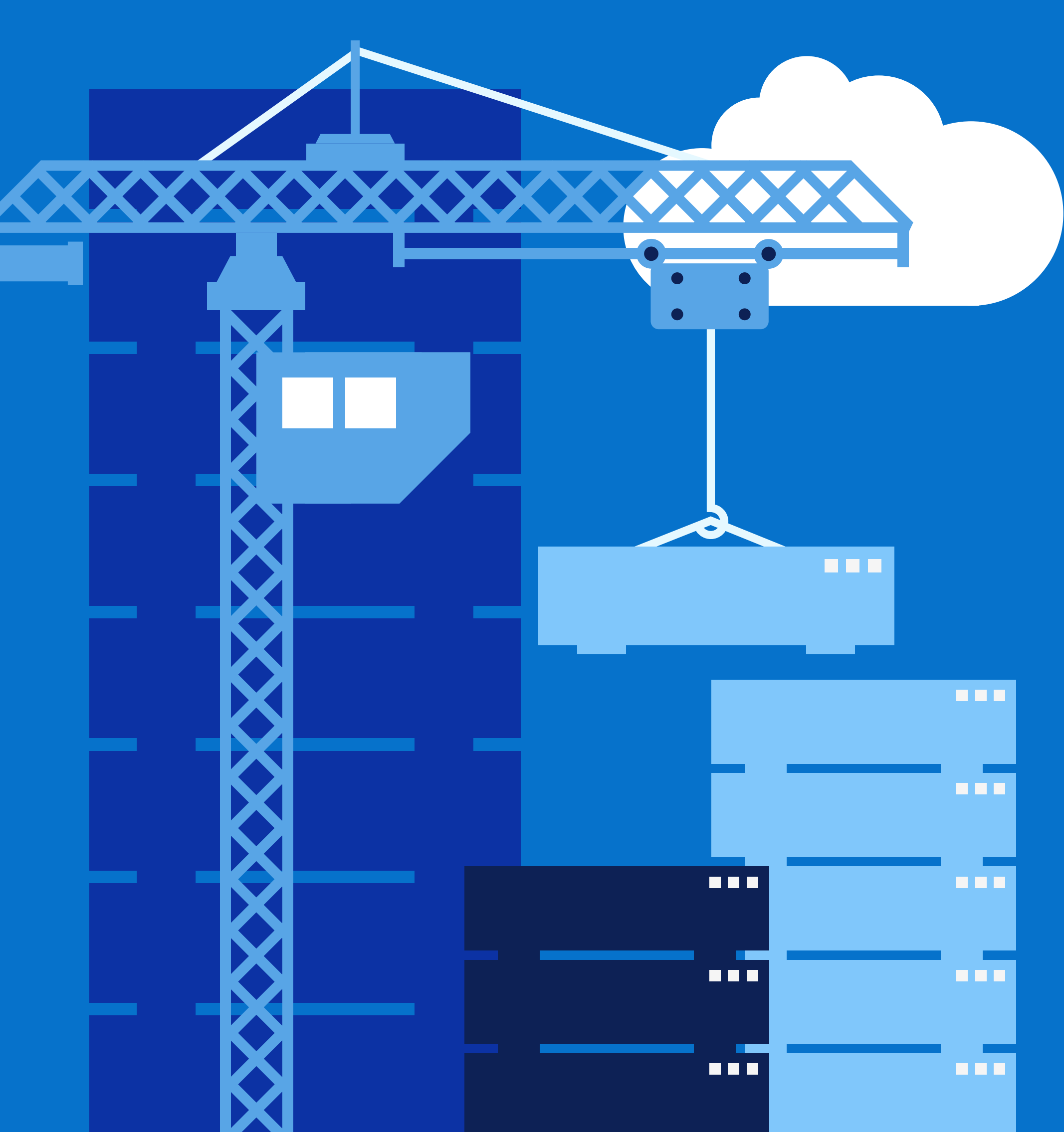
Now, experiment!

Learn how to ask questions to get the results you want, and try new techniques and data sets on your GenAI journey.



## Assemble Your Architecture

Dell Technologies is the world leader in AI servers plus storage infrastructure<sup>4</sup> and has a long history with GenAI, including its current work with NVIDIA. Dell can help your organization reimagine what's possible with the power of GenAI, with solutions uniquely built for your organization.



- Computing**  
 Machine learning models use huge data sets. Dell's PowerEdge Servers are scalable as your GenAI focus grows.
- Acceleration**  
 Simplify training for your GenAI with optimized solutions built by Dell and NVIDIA.
- Networking**  
 Dell PowerSwitch and NVIDIA networking enable high bandwidth and GenAI data communications across the organization.
- Storage**  
 Leverage resilient and scalable unstructured data storage including Dell PowerScale and Dell ECS enterprise object storage.
- Software**  
 Pre-tested and proven Dell software and services to power transformative business outcomes.
- Professional Services**  
 Giving you the expertise to make the most out of the enormous GenAI opportunity.

From idea to innovation, reimagine what's possible with the power of GenAI solutions from Dell Technologies.

Learn more at [Dell.com/AI](https://Dell.com/AI)

Sources: 1. Presence Research. "Generative AI Market (By Component: Software, Services; By Technology: Generative Adversarial Networks (GANs), Transformers, Variational Auto-encoders, Diffusion Networks; By End-Use: Automotive & Transportation, BFSI, Media & Entertainment, IT & Telecommunication, Healthcare, Others) - Global Industry Analysis, Size, Share, Growth, Trends, Regional Outlook, and Forecast 2023-2032". Available at: <https://www.precedenceresearch.com/generative-ai-market> (Accessed 12 June 2023). 2. The Innovation Index, Dell Technologies, February 2023, [www.dell.com/innovationindex](http://www.dell.com/innovationindex) 3. KPMG. "KPMG U.S. survey: Executives expect generative AI to have enormous impact on business, but unprepared for immediate adoption" Available at: <https://info.kpmg.us/news-perspectives/technologyinnovation/kpmg-generative-ai-2023.html> (Accessed: 12 June 2023). 4. Disclosure: IDC Semiannual AI Tracker: Worldwide Server and Storage Revenue, 2021 and 2022 H1.