

DELL TECHNOLOGIES AI FACTORY WITH NVIDIA

# Deliver engaging and personalized experiences with your own digital assistant

Quickly get up and running with a proven Generative AI-powered solution and spend less time designing, planning, and testing

Elevate your customer and employee self-service experience to provide **personalized interactions** with natural facial expressions, gestures, and 70+ languages.

Hi, how can I help you today?



**Accelerate deployment and reduce risk by avoiding planning pitfalls**

**Quickly scale personalized self-service experiences**

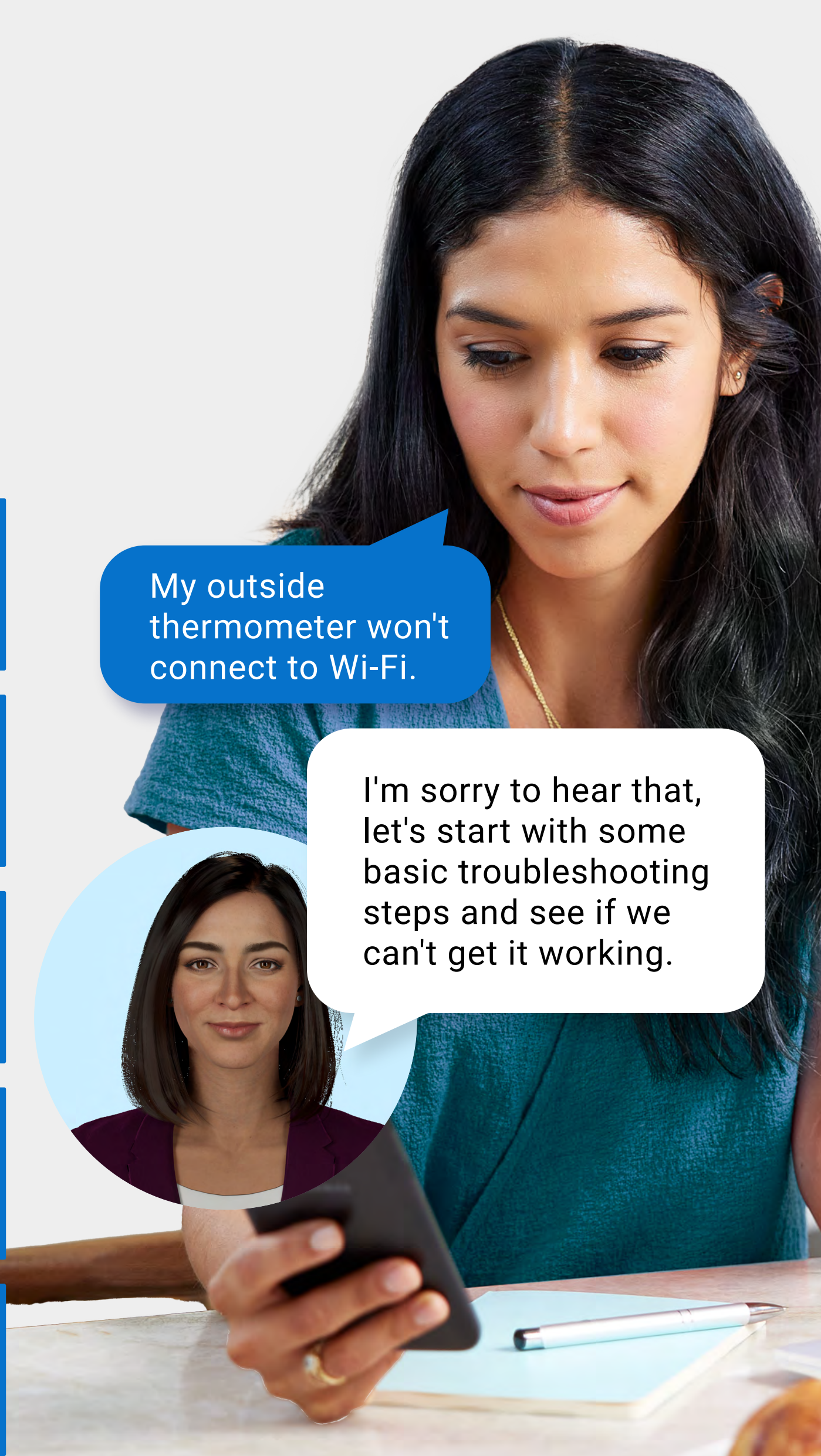
**Make customer conversations fun and captivating, using your own your data**

**Engage users 24/7 with natural conversation in their preferred language**

## Endless possibilities

Drive revenue with new opportunities while delivering productivity gains and cost savings across a range of use cases, including:

- Customer service**  
Answer product questions and provide shopping assistance.
- Technical support**  
Help with common technical requests and basic troubleshooting.
- Training & education**  
Provide customized and interactive learning experiences.
- Information concierge**  
Give directions and answer FAQs.
- Scheduling**  
Assist with guided booking and rescheduling.



## Broad industry applications

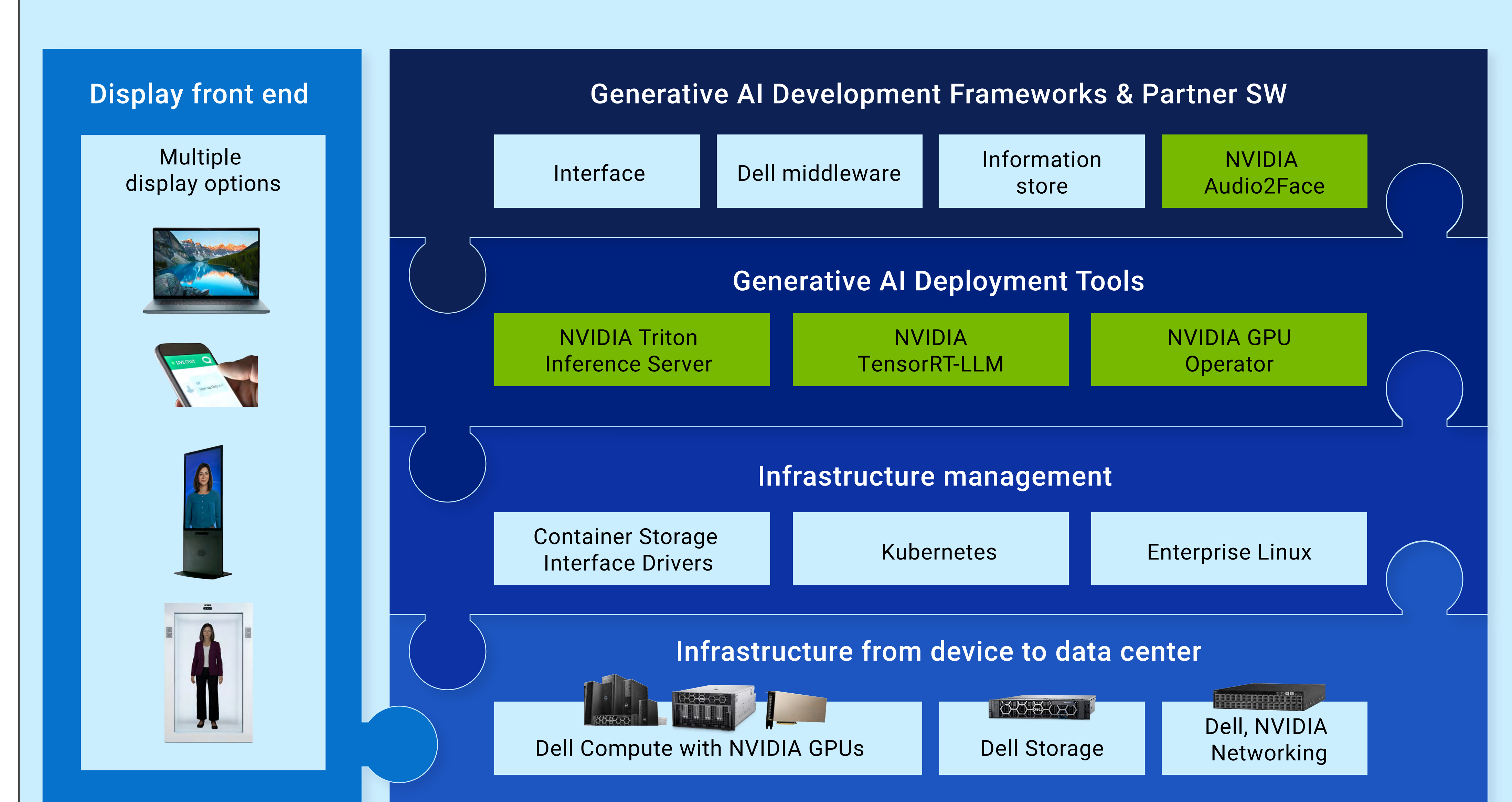
Foster innovation and create new revenue streams through interactive experiences. Some industry examples include:



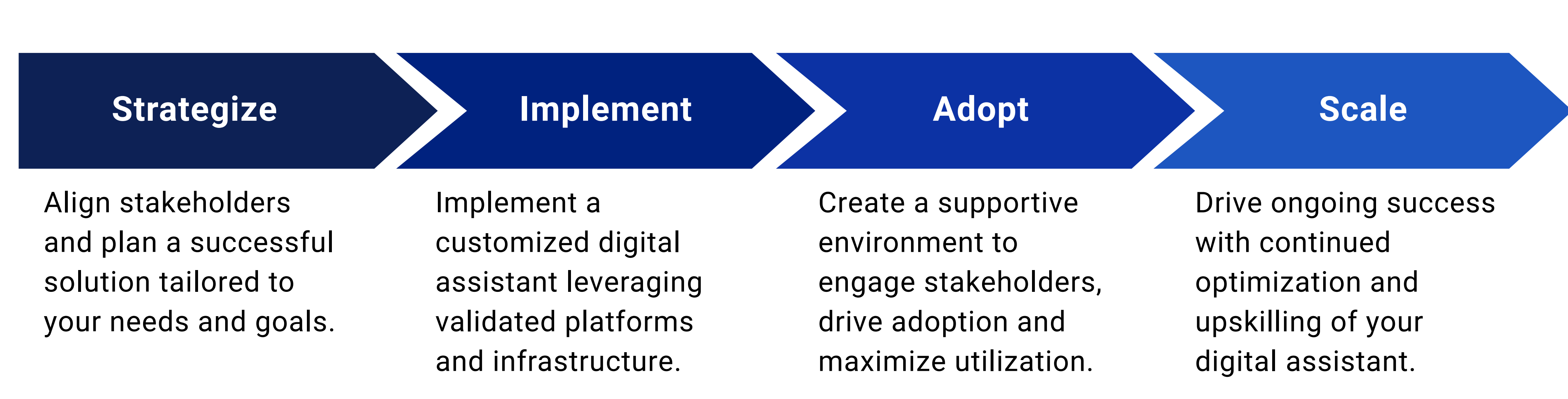
## We're making it easy to stand up digital assistants

You can simplify the adoption of Generative AI digital assistants and reduce risk with the deployment of pre-tested solutions on a scalable and modular infrastructure.

Dell has spent **340,000+ engineering hours** on design, development, and validation of Generative AI solutions<sup>1</sup>



**Rapidly deliver outcomes with Professional Services**  
Dell experts can help you get started with every stage of your Generative AI journey.



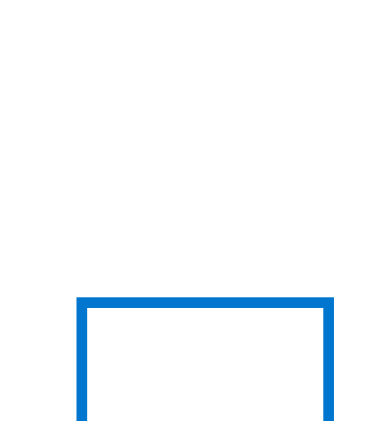
### DIGITAL ASSISTANT CUSTOMER SUCCESS STORY

## City of Amarillo's digital assistant

The city of Amarillo delivers its tone in 62 languages, answering common citizen questions in their tone of voice and turning resident interactions into conversations.

"Our goal is to build a connected and engaged community that can foster a more prosperous future for the citizens of Amarillo. The AI tools we develop with Dell help create more effective government in the digital age and give us new tools to improve civic engagement and outcomes."

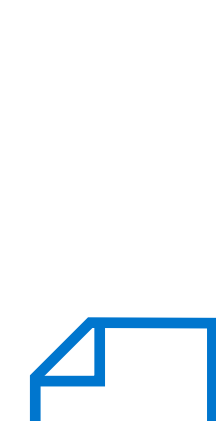
Richard Gagnon, Chief Information Officer, City of Amarillo



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Sources:  
1. Based on internal analysis, October 2023