



Deliver Engaging And Personalized Experiences With Your Own Digital Assistants

Turbocharge AI adoption with Dell AI Factory with NVIDIA

Generative AI is bringing transformative change. Are you ready?

\$151B

projected spending by 2027.¹

3.5X

For every \$1 invested in GenAI, companies average \$3.5 in return.²



Generative AI (GenAI) has taken the world by storm with its ability to create content, art, music and more. And, with the help of transformers and large language models (LLMs), GenAI enables even greater capabilities.

By wrapping conversational AI on top of GenAI and putting an AI Avatar personality as the front-end, organizations can deliver personalized interactions (available 24/7 and at scale) using natural facial expressions and body language.

Digital assistants can:

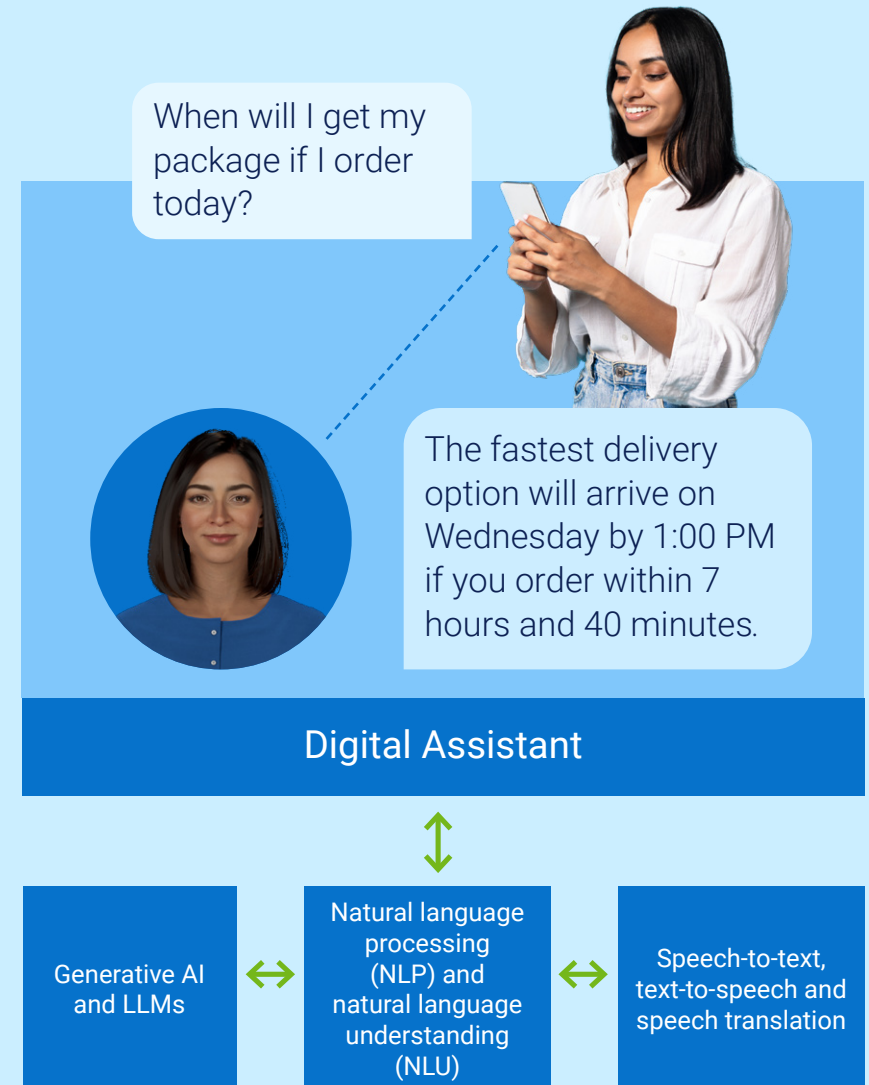
- Interact with humans using speech and text in their own language.
- Support 60+ languages.
- Understand intent and context.
- Respond in a natural language manner.

These digital assistants can help you connect with customers, employees, students and citizens on an entirely new level.

We're here to help, no matter where in your AI journey you are, as these technologies are adopted to change the way you do business.

¹ IDC, [Worldwide Core IT Spending for GenAI Forecast, 2023–2027: GenAI Is Triggering Hyper-Expansion of AI Spending](#), December 2023.

² IDC infographic, sponsored by Microsoft, [The Business Opportunity of AI](#), November 2023.



We're making it easy to stand up digital assistants

Simplify the adoption of digital assistants with a tested and proven solution that helps you get up and running faster. Now you can implement with confidence using on-premises infrastructure designed for your business needs, so you can spend less time planning, building and testing.

The Dell AI Factory with NVIDIA® provides a comprehensive suite of AI technologies, a curated experience with ecosystem partners and integrated solutions that can help you achieve AI outcomes faster and more securely.



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



Benefits

- Accelerate deployment and reduce risk by avoiding planning pitfalls.
- Quickly scale personalized self-service experiences.
- Make customer conversations fun and captivating using your own data.
- Engage users 24x7 with natural conversation in their preferred language.



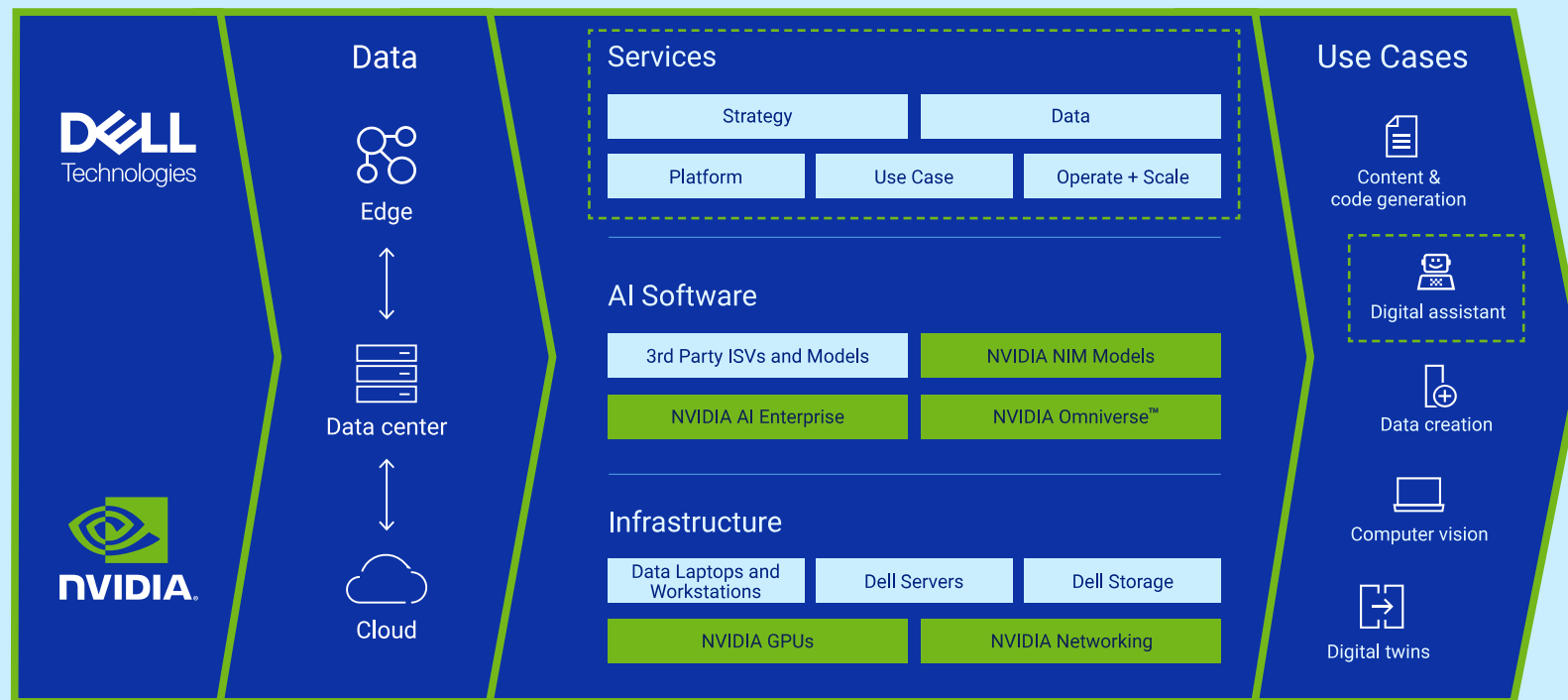
Over 340K

engineering hours spent on design, development and validation of GenAI solutions.³

³ Based on internal Dell Technologies analysis.

The Dell AI Factory with NVIDIA

The industry's first end-to-end enterprise AI solution



Data fuels the AI factory and your use cases

Your most valuable data is on-premises and at the edge. Dell Technologies helps you bring AI to that data and is a leader in storing, protecting and managing it.

Expert services for AI

Dell Technologies has extensive experience guiding customers through their AI journeys, accelerating AI outcomes aligned to business objectives while utilizing the right technical solutions at scale.

Use case to outcomes

The AI factory produces business outcomes powered by your highest priority use cases. Dell Technologies simplifies the deployment of your most important AI use cases with validated solutions and tailored services.

Elevate your self-service experience across the business



Uses

Customer service

- Answer product/service questions and shopping assistance.

Technical support

- Help with common technical requests and basic troubleshooting.

Training and education

- Provide customized and interactive learning experiences.

Information concierge

- Give directions and answer FAQs.

Scheduling

- Assist with bookings, rescheduling and more.



Industries

Retail

- Utilize digital assistants on websites to guide customers to sales suggestions, enhancing the online shopping experience.
- Enhance the customer experience by providing personalized recommendations based on customer preferences and purchase history.

Federal and smart cities

- Citizen engagement assistants for accessing government services, paying bills/fines and getting information.
- Public infrastructure assistance with reporting issues like potholes, broken streetlights, etc.

Healthcare and life sciences

- Implement digital assistants for patient check-in or discharge processes to streamline administrative tasks.
- Extend the use of digital assistants to patient rooms, offering companionship and support and acting as an interface between patients and care teams.
- Reshape the clinical trial experience by leveraging digital assistants for patient recruitment, engagement and efficient data collection.

Banking and financial services

- Implement digital assistants as financial advisors to provide personalized advice on credit cards and other financial products.
- Use kiosk-type deployments at every branch to enhance customer service and provide immediate assistance.

Sports teams and stadiums

- Use digital assistants as online versions of mascots to engage fans and create interactive experiences.
- Deliver interactive experiences throughout the sports arena, enhancing the fan experience and creating memorable interactions.

Travel and hospitality

- Concierge assistants at hotels book activities, make reservations and provide local recommendations.
- Airline assistants book flights, update itineraries and get travel information.

Real estate

- Property search assistants help buyers find listings matching their criteria.
- Mortgage assistants explain financing options and calculate estimated costs.

Customize your digital assistant(s) for any audience

Personalize your avatar to represent the identity and tone of voice that resonates with your audience.



Appearance

Customize facial features, hair color, clothing styles and more.



Voice and language

Customize tone, accent, dialect and language for a more inclusive, personalized experience.



Personality

Shape personality traits such as friendliness, confidence, empathy, professionalism and more.



Gestures

Customize actions and movements including hand gestures, head nods and facial expressions.



Interactions

Define specific dialogues and conversations with branching paths based on user input.



Customer highlight: Community services become more accessible with GenAI



Multicultural challenges

- **24%** of Amarillo's population doesn't speak English.
- One middle school has **62 languages and dialects**.
- For more than a decade, Amarillo has had the **highest number of refugees** (per capita) of any city in the United States.

The city of Amarillo, Texas

The city of Amarillo is building a more connected and engaged community that fosters a prosperous future for its diverse citizens.

Residents access information through **Emma**, the GenAI digital assistant that lives on the city's website. The aim is to turn the interaction between resident and government into an engaging conversation.



Designed with the city's identity and tone of voice



Answers queries and helps people request government services

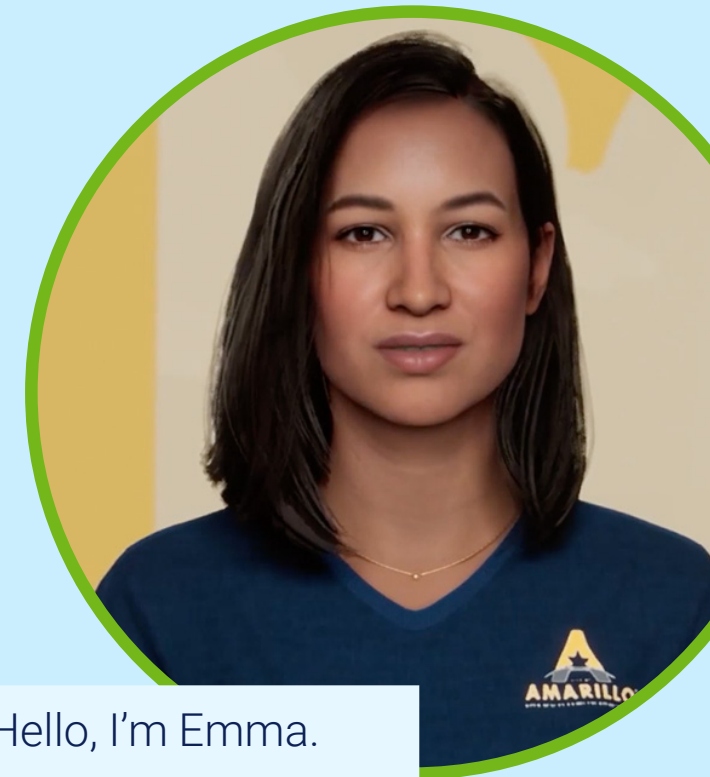


Delivers services in 62+ languages

"We're not afraid of the future. We're embracing this wholeheartedly."

— Rich Gagnon, Assistant City Manager and Chief Information Officer

[Read the case study.](#)



Hello, I'm Emma.

What can I help you with today?

A new way to interact with residents

By bridging the language gap for residents, the city of Amarillo delivers important information more efficiently and effectively to its citizens, regardless of native language.



Deploying a digital assistant that delivers accurate answers for users at scale requires testing and then testing some more. The city of Amarillo uses anonymous logs during testing to get real-time feedback on what end users are asking about.

Collecting early feedback

- Using thumbs up or down reviews to get immediate reviews/feedback on conversations — and if Emma got the answers right or wrong
- Helping the team build business processes that address the back-end data and getting the right team to give the right information

Capturing questions

- Getting real-time input on what residents are asking about

Understanding sentiment

- Using more traditional AI tools that can analyze sentiment and build dashboards and metrics
- Measuring the goal of happy citizens

“The AI tools we develop with Dell’s help create more effective government in the digital age and give us new tools to improve civic engagement and outcomes.”

— Rich Gagnon, Assistant City Manager and Chief Information Officer

Looking to the future

Deploying Emma on the city’s website serves as a blueprint for other uses within the community, including:

- Extending English as a second language assistance to help new students integrate more easily with others and bridge student/teacher communication
- Improving services in support of remote health clinics and emergency response time
- Serving as a finder guide inside government buildings

Data is your differentiator

Where does your data reside?

Input data – format agnostic



Public

- Web sourcing, if allowed
- Knowledge articles
- Financial filings and reports
- Microsoft Word, Powerpoint, Excel, PDF



Internal private

- Annual reports
- Internal knowledge
- ServiceNow
- Microsoft Teams
- Salesforce
- Microsoft Word, Powerpoint, Excel, PDF



Restricted

- Legal documents
- Health records
- Banking records
- Microsoft Word, Powerpoint, Excel, PDF



Easily integrate with a wide range of data and information sources to create dynamic, personalized experiences for your end users.

- Enable more precise and trustworthy answers based on your own data.
- Rapidly ingest new data into the database.
- Data quality and fit is the key to success.

Why on-premises?

Transform your data into trusted and educational interactions with on-premises deployment.



Lower costs

Leveraging on-premises implementations lowers TCO by up to 75%⁴ (over a three-year period).



Reduce latency and improve performance

Today's applications require real-time processing and responses.



Provide data security and privacy

Improve control over data security and adhere to compliance regulations, especially industries that handle sensitive data.

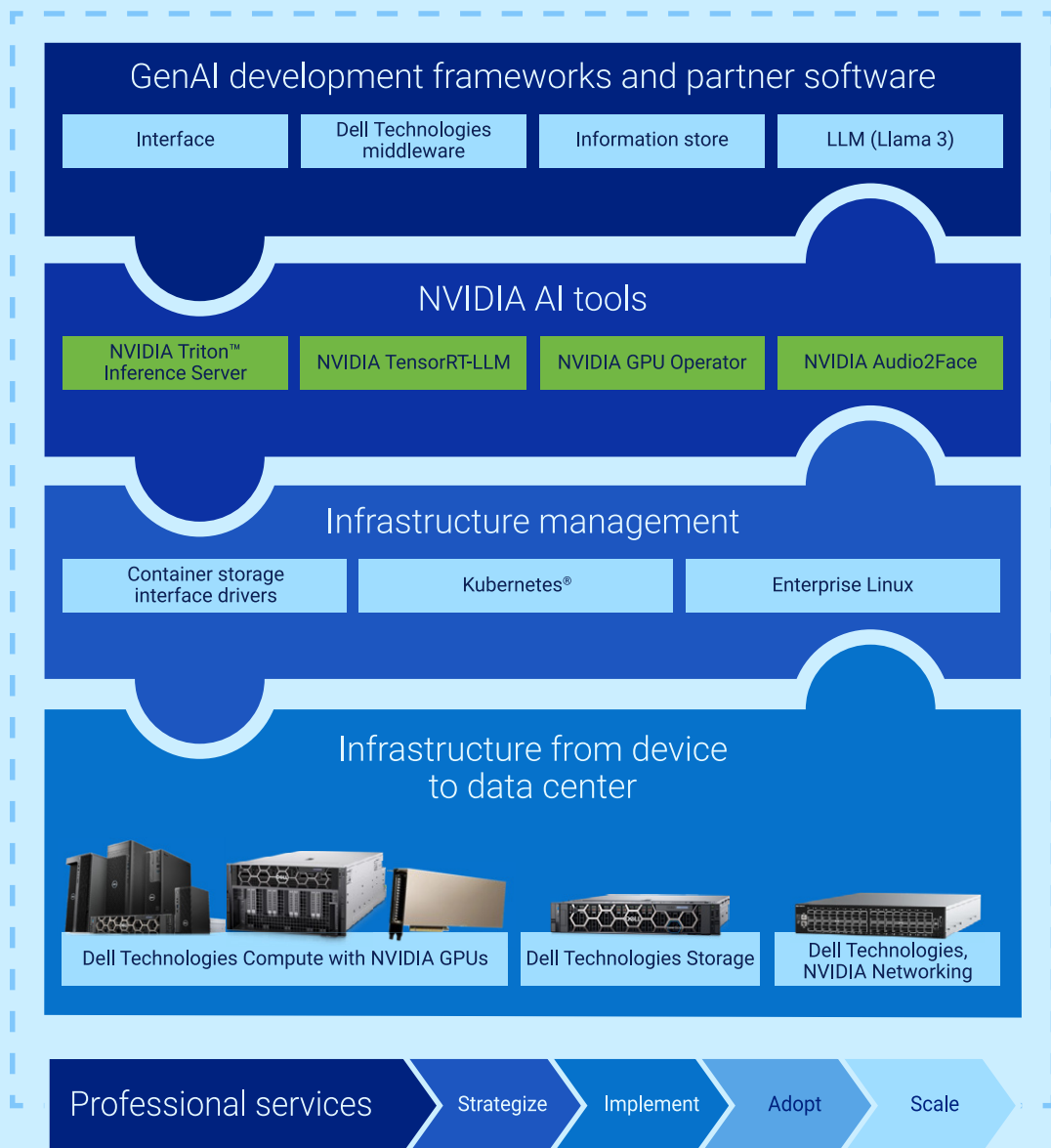


Deliver long-term reliability and access

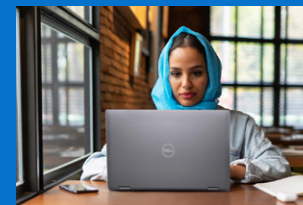
Gain full control over the uptime and maintenance schedules of your systems.

⁴Based on Enterprise Strategy Group research commissioned by Dell Technologies, comparing on-premises Dell infrastructure versus native public cloud infrastructure as a service, April, 2024. Analyzed models show a 7B parameter LLM leveraging RAG for an organization of 5K users being up to 38% more cost-effective, with a 70B parameter LLM leveraging RAG for an organization of 50K users being up to 75% more cost effective. Actual results may vary. [Maximizing AI ROI: Inferencing On-premises With Dell Technologies Can Be 75% More Cost-effective Than Public Cloud](#), April 2024.

Rapidly deliver digital assistants with a proven solution



Multiple display options



Websites



Mobile applications



In-person kiosks and displays

Small and large displays come in many different forms across web, mobile and in-person kiosks.

Simplify adoption

with pre-tested solutions delivering a scalable and modular infrastructure.

Reduce risk

and spend less time designing, planning and testing.

Start small and scale

with flexible consumption.

Effectively embracing generative AI is a journey

Dell Technologies can accelerate your efforts.

Outcomes

- Consensus on roadmap
- Validated data for model
- Deployed GenAI platform
- Tuned model
- Simplified GenAI operations



Dell Technologies experts can help you get started with every stage of your GenAI journey.

Planning for success

Our comprehensive planning and initiation process ensures a smooth and successful solution tailored to your specific needs and goals.

Developing your AI avatar

Our expertise allows us to create a unique and engaging solution that enhances your use case and improves customer interactions.

Implementation

Dell Technologies platform implementation provides a protected and scalable solution that integrates with your data and allows for custom skills.

Optimization and advisory services

We can provide ongoing support and guidance to drive continued success and improvement of your AI avatar solution.

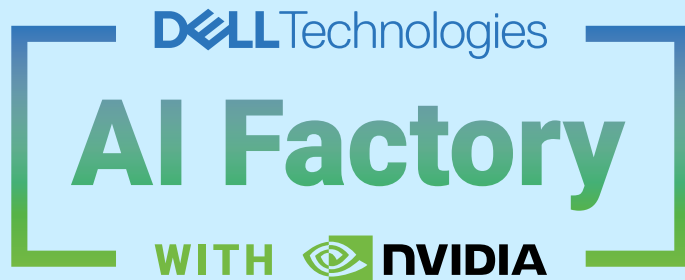
Two ways to get started today

Start delivering organizational value right away

Strategy planning

Accelerator Workshop for Generative AI

- Start your journey to developing a winning strategy with a fee-waived half-day workshop.
- Address challenges and gaps, prioritize objectives and identify opportunities.
- A more complete readiness assessment is also available for a deeper dive into infrastructure requirements, AI models, operational integrations and more.



[Learn More](#)

Technical preparation

A ready-to-use mobile lab – including a Dell Technologies Mobile Precision Workstation and two days of consulting services to help get you started

- Portable GenAI testing and demonstration.
- Rapid prototyping in a pre-validated environment.
- Cost-effective, low-risk exploration of GenAI use cases.
- Start building hands-on experience and close GenAI skills gaps.

A sandbox environment for GenAI experimentation

- Deployed and configured retrieval-augmented generation (RAG) architecture.

NVIDIA AI Workbench platform ready for developers

- Preconfigured to run software and validated for performance.

Foundational use case to enable further exploration

- Initial chatbot use case implemented with your data.



Dell Mobile Precision Workstation 5690/7780 with NVIDIA GPUs