

# Automating multistep processes and accelerating innovation with Generative AI

Samsung SDS advances its GenAI vision by empowering customers with GenAI services that are up to 98% accurate in managing business processes across industries.

## Business needs

To advance a paradigm shift that it calls “AI Life,” enterprise cloud service provider Samsung SDS wanted to create Generative AI (GenAI) services that improve how people work and live. To develop and run accurate, reliable GenAI services at scale, Samsung SDS needed high-performance compute and scalable storage.

## Business results



Enables the development of an internal AI factory.



Provides GenAI models that are up to 98% accurate using retrieval-augmented generation (RAG).



Increases the productivity of GenAI users by up to 70%.



Reduces time spent on writing meeting minutes by 75%.



Reduces time spent on creating email summaries by 66%.



Supports more than 200 GenAI use cases.

## Solutions at a glance

- [Dell AI Factory with NVIDIA](#)
- [Dell PowerEdge XE-series servers with NVIDIA H100 Tensor Core GPUs](#)
- [NVIDIA InfiniBand Switches](#)
- [Dell PowerScale](#)



**GenAI model accuracy increased from 80% to 98% using RAG.**

With the goal of leading hyperautomation and simplifying GenAI adoption for an “AI Life,” enterprise cloud service provider Samsung SDS wanted to deliver GenAI tools to its customers and employees to complete complex tasks like real-time language translation and multistep business processes. “With GenAI, we can automate language-related tasks in a way that’s not possible with traditional AI,” explains Scott Koo, Corporate Executive Vice President at Samsung SDS. “By allowing for greater collaboration between humans and AI using natural language prompts, we can empower users to automate entire processes with GenAI, which is known as hyperautomation.”

## Building AI factories

Turning to its long-term partner, Dell Technologies, Samsung SDS leveraged the Dell AI Factory with NVIDIA solution to build its AI factory, choosing PowerEdge XE9680 servers with NVIDIA H100 GPUs and scalable Dell PowerScale F900 and A300 storage as its AI Factory core infrastructure. By combining Dell AI infrastructure, industry-leading NVIDIA GPUs, and high-performance networking with comprehensive turnkey strategies and automated workflows, the Dell AI Factory with NVIDIA gives organizations the confidence to securely develop and deploy GenAI at scale. “GenAI is a fast-moving target that’s always changing,” says Mr. Koo. “So the great relationship that we have with Dell Technologies is critical for us to be able to deliver and evolve our GenAI environments every day.”

Samsung SDS chose the Dell AI Factory as a solution because it provides the right mix of building blocks to deliver consistent performance and reliability for its employees’ and customers’ GenAI workloads, while also minimizing power consumption. Samsung SDS is using its AI factory to support its rapid development, training and deployment of machine learning models and large language models (LLMs) — and to support customers’ unique models and use-case requirements, including data volumes and cybersecurity policies. “In a way, we’re creating an AI factory for every customer, one that can be securely consumed as a service or deployed at their sites,” says Mr. Koo.

## Advancing GenAI innovation

With its strong foundation of fast and scalable compute and storage built in partnership with Dell Technologies, Samsung SDS launched two GenAI services: Brity Copilot and FabriX. Brity Copilot automates common corporate business processes such as scheduling meetings, transcribing meeting audio and writing meeting minutes. FabriX is a service platform enabling protected, one-stop connections between GenAI tools and customers’ existing IT systems.

Samsung SDS improved GenAI accuracy using retrieval-augmented generation (RAG), which provides domain-specific context for LLMs. Connecting users’ systems with LLMs ensures better understanding of users’ natural language prompts and increases GenAI and hyperautomation model accuracy. “When customers connect their applications and data to our AI factory, after tuning everything, their GenAI services can be up to 98% accurate,” says Mr. Koo.

## Integrating AI into people’s lives today

Global organizations are already improving how their employees and customers work and live with secure GenAI services from Samsung SDS. For example, an airport that accommodates more than 100 million international passengers a year uses GenAI services from Samsung SDS to improve multilingual communication and automate multistep business processes. Employees direct GenAI to write meeting notes, action plans and email messages. During video conferences, they also direct GenAI-powered services to display subtitles in Korean and English and to translate audio into their choice of 13 languages — all in real time.

“**We’re creating an AI factory for every customer, one that can be securely consumed as a service or deployed at their sites.”**

**Scott Koo,**  
Corporate EVP, Cloud Service Business Division,  
Samsung SDS

**“ We use Dell Technologies XE9680 servers with NVIDIA GPUs and networking, along with Dell PowerScale storage, to create working environments for our employees and our customers to use.”**

**Scott Koo,**  
Corporate EVP, Cloud Service Business Division,  
Samsung SDS



“We’re supporting more than 200 use cases for customers across very different verticals beyond finance and manufacturing,” Mr. Koo says. “With Dell Technologies, we get a partner that helps us tune and harmonize our entire stack of servers, storage and networking to achieve market-leading AI performance, and it delivers what we need on time to support customers’ environments, including the right PowerEdge XE9680 servers with NVIDIA GPUs and networking.”

## Empowering employees with GenAI

Samsung SDS is seeing measurable benefits by equipping its employees with its GenAI services. Employees now spend 75% less time writing meeting minutes and 66% less time creating email drafts and summaries. “We’re seeing up to 70% improvements in our people’s efficiency,” says Mr. Koo. “The variance comes down to what a person’s role is and how they’re using the GenAI services.”

By rapidly evolving its models and supporting infrastructure to advance its GenAI development and solution strategies, Samsung SDS is improving how people do things, the outcomes they can realize and the opportunities they can pursue. “We can apply GenAI to pretty much anything that we deliver as a product or service,” says Mr. Koo. “With Dell Technologies, we get the environments to empower people with AI so they can do more.”

**“ Our AI developers can create models in no time because they get consistent high performance, predictable power consumption and reliability from our Dell Technologies solutions.”**

**Scott Koo,**  
Corporate EVP, Cloud Service Business Division,  
Samsung SDS

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