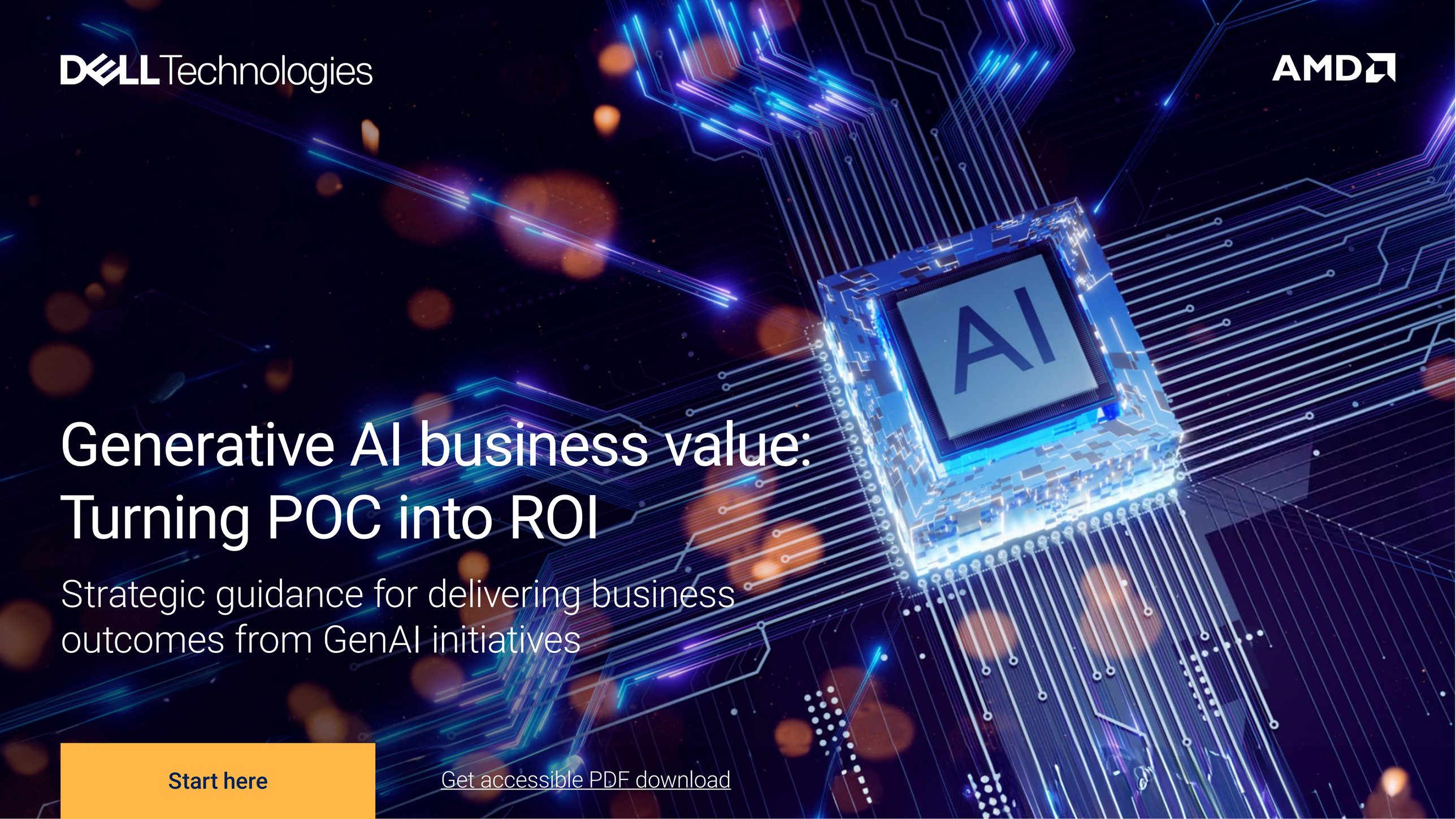

Generative AI business value: Turning POC into ROI

Strategic guidance for delivering business outcomes from GenAI initiatives

Start here

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Transforming GenAI ideas into business value

Explore what it takes to transform Generative AI from an inspired idea or proof of concept (POC) into tangible business outcomes that drive innovation, reduce costs, and optimize resources for your organization.

1

How far we've come

GenAI's rise, challenges, and potential outcomes

2

Agentic AI in the enterprise

Implementing LLM-powered agents that independently tackle complex tasks

3

How to prioritize GenAI use cases

Key steps for integrating GenAI through people, tools, processes, and services

4

Adapting GenAI to your business needs

How to augment your organization's core competencies with GenAI

5

Benefits of open source GenAI

Gain flexibility and performance through open-source software and AMD processors

6

Benefits of on-premises GenAI

Maintain security and data sovereignty through on-prem Dell servers and software

7

GenAI case studies

How Dell and AMD bring use cases to life in telecom, healthcare, and insurance

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How far we've come

GenAI's rise, challenges, and potential outcomes

Since hitting the market in 2022, GenAI has gone mainstream, finding its way into everyday discourse and debate. The power of the AI prompt is now widely used in homes, universities, and businesses. Across organizations, executives and investors now expect GenAI to drive innovation and efficiency during what Michael Dell calls "a generational opportunity for productivity and growth."[1]

Definition

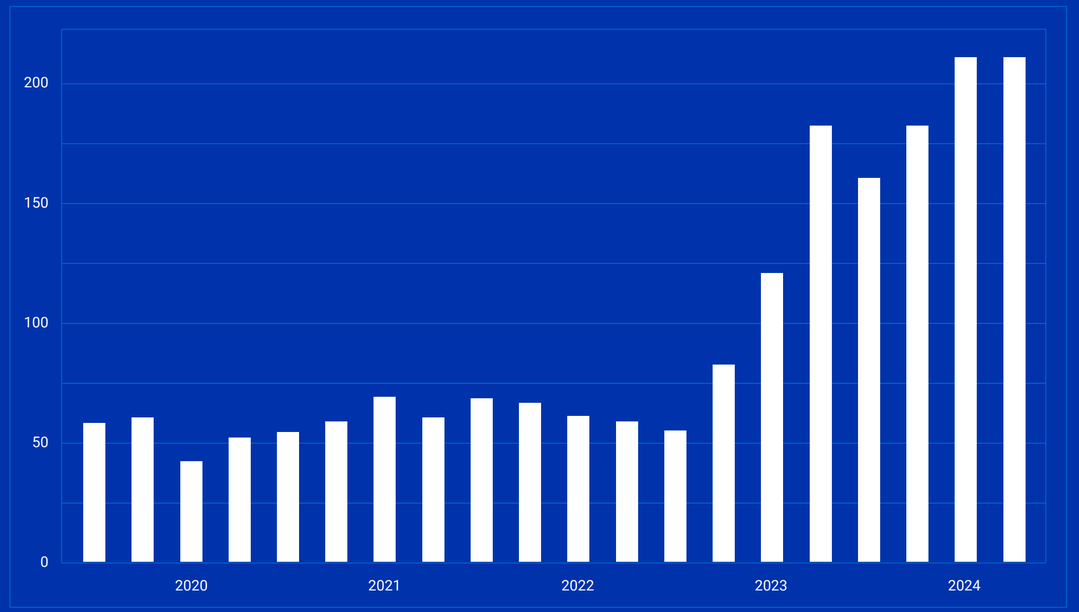
GenAI

Generative AI is a subset of artificial intelligence that utilizes large datasets to create new and original content like text, images, videos, and even software code.

GenAI challenges and benefits →

AI has grown from a niche topic to a dominant theme. An analysis of S&P 500 companies' earnings calls shows the term "AI" was mentioned 210 times in Q2 2024—a 250% increase in just five years.

Number of S&P 500 Cos. Citing "AI" on Quarterly Earnings Calls: 5-Year



Source: FactSet

[1]Source: Dell Technologies World, May 2024, keynote address
[2]Source: FactSet

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Turn GenAI POC into ROI

How far we've come

Agentic AI in the enterprise

How to prioritize GenAI use cases

Adapting GenAI to your business needs

Benefits of open source GenAI

Benefits of on-premises GenAI

GenAI case studies

Conclusion

Back to menu

GenAI challenges and benefits

While GenAI has created tremendous excitement and anticipation, the reality has become evident: Three primary challenges—**complexity, risk, and expense**—have slowed or stalled GenAI adoption and implementation, making the immediate AI payoff less than expected.

Advancing from GenAI proof of concept (POC) to return on investment (ROI) is not a straightforward or simple process. Yet, the C-suite's expectations of innovation, growth, and efficiency remain.

Organizations now have the opportunity to make impactful decisions around GenAI that embrace the benefits of investing in both short- and long-term opportunities to stay ahead and drive innovation.

The short- and long-term benefits of GenAI include:

- Improved Time to Market (TTM)
- Cost reduction through automation
- Risk mitigation
- Resource optimization

What is Agentic AI? →

Turn GenAI POC into ROI

How far we've come

Agentic AI in the enterprise

How to prioritize GenAI use cases

Adapting GenAI to your business needs

Benefits of open source GenAI

Benefits of on-premises GenAI

GenAI case studies

Conclusion

Back to menu

DELL Technologies

Agentic AI in the enterprise

Implementing AI Agents that independently tackle complex tasks

Generative AI agents started gaining attention as teams working with AI and LLMs realized the advantages of using multiple AI systems. They saw how allowing these systems to interact with each other and the real world unlocked significant benefits.

Now, in 2025, the technology has evolved quickly, especially in horizontal applications.

These agents enhance AI technology and elevate the teams using them by extending what is possible with GenAI tools.

When implemented effectively, agents represent a fundamental shift in how businesses operate, create value, and compete. Organizations can realize insights faster by automating more through Agentic AI.

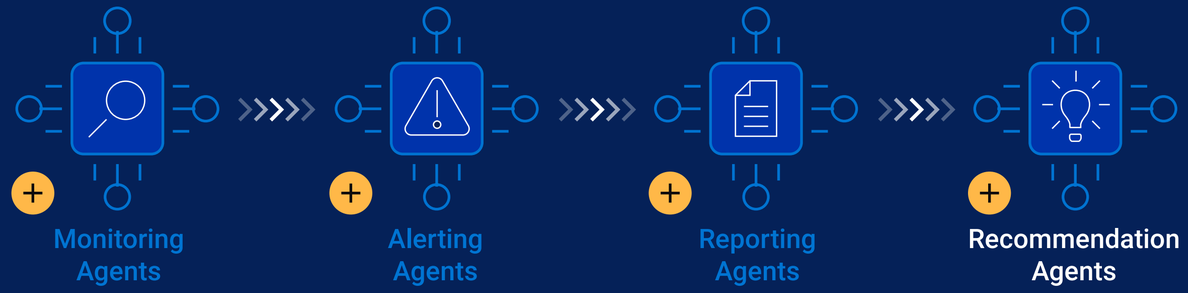
Definition

Agentic AI

Agentic AI is a type of artificial intelligence (AI) that can make decisions and perform tasks with little or no human supervision. Agentic AI systems are designed to be autonomous, adaptable, and able to achieve complex goals.

Real-world POC: Telecommunications

The telecom sector uses Agentic AI to maintain network service quality. Automated workflows speed up monitoring, alerting, reporting, and recommendations, including service tickets for technicians to address.



These agents analyze data and suggest corrective actions to improve network performance and service quality.

Read the telecom Agentic AI case study

Prioritizing GenAI use cases →

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Turn GenAI POC into ROI

How far we've come

Agentic AI in the enterprise

How to prioritize GenAI use cases

Adapting GenAI to your business needs

Benefits of open source GenAI

Benefits of on-premises GenAI

GenAI case studies

Conclusion

Back to menu

DELL Technologies

How to prioritize GenAI use cases

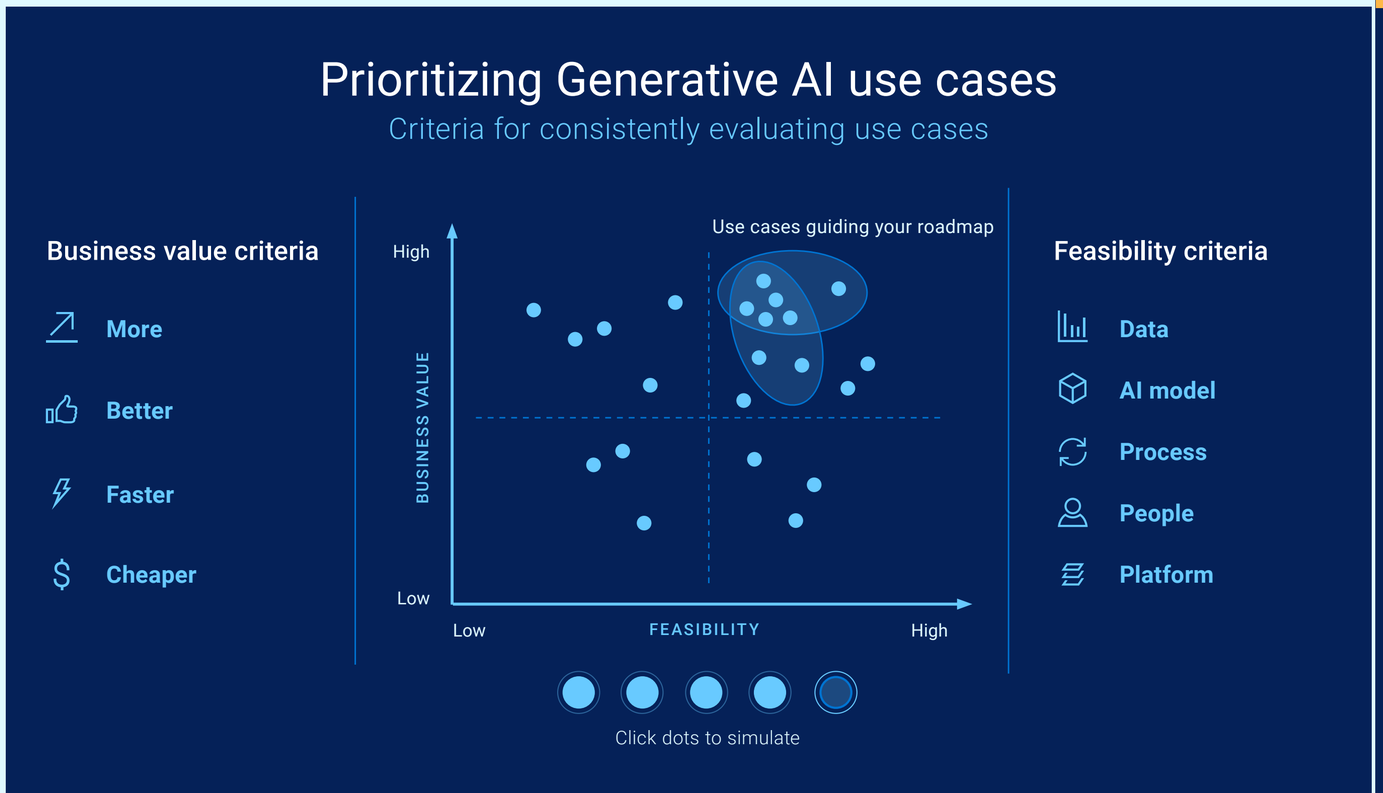
Key steps for integrating GenAI through people, tools, processes, and services

When planning AI workloads, assess use cases through two lenses: **business value** and **feasibility**. By balancing these two—and their respective criteria—you can focus on projects with the most impact.

Business value is about achieving more, better, faster, or cheaper outcomes, like improving response times with digital assistants or cutting costs with code generation. **Feasibility** depends on factors like data quality, model readiness, processes, people, and platform scalability.

Prioritization requires finding the sweet spot between business value and feasibility. High-value ideas can fall flat if the infrastructure isn't ready, while highly feasible projects may not make a big business difference. For example, content creation tools might be easy to implement but must align with long-term goals to justify the effort. Clear priorities ensure the right resources go to the right initiatives.

Once priorites are set, create a roadmap that starts small and grows. Begin with easier, highly feasible wins, and then move to more complex projects as your team gains experience and your platform matures. A phased approach helps your team steadily adopt GenAI while maximizing results over time.



Adapting AI tools to your business →

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Turn GenAI POC into ROI

How far we've come

Agentic AI in the enterprise

How to prioritize GenAI use cases

Adapting GenAI to your business needs

Benefits of open source GenAI

Benefits of on-premises GenAI

GenAI case studies

Conclusion

Back to menu

DELL Technologies

Adapting GenAI to your business needs

Gain flexibility and performance through open-source software and AMD processors

Bringing the tools that drive core competencies and revenue on-premises can offer significant benefits, especially when coupled with the right technologies. By keeping these tools close, you can maintain greater security, control, and alignment with your unique business needs. At the same time, leveraging GenAI tools can effectively augment your capabilities.

Whether you choose to deploy on-premises, in the cloud, or through a hybrid model, starting with off-the-shelf GenAI tools can be a smart first step to accelerate time-to-market and enhance your operations. These solutions can then be fine-tuned or augmented with your own data to align more closely with your unique needs. These solutions are designed to complement and strengthen your core competencies while maintaining the flexibility and innovation required to stay ahead in a rapidly evolving landscape.

Match software stacks to your business needs →

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Turn GenAI POC into ROI

How far we've come

Agentic AI in the enterprise

How to prioritize GenAI use cases

Adapting GenAI to your business needs

Benefits of open source GenAI

Benefits of on-premises GenAI

GenAI case studies

Conclusion

Back to menu

DELL Technologies

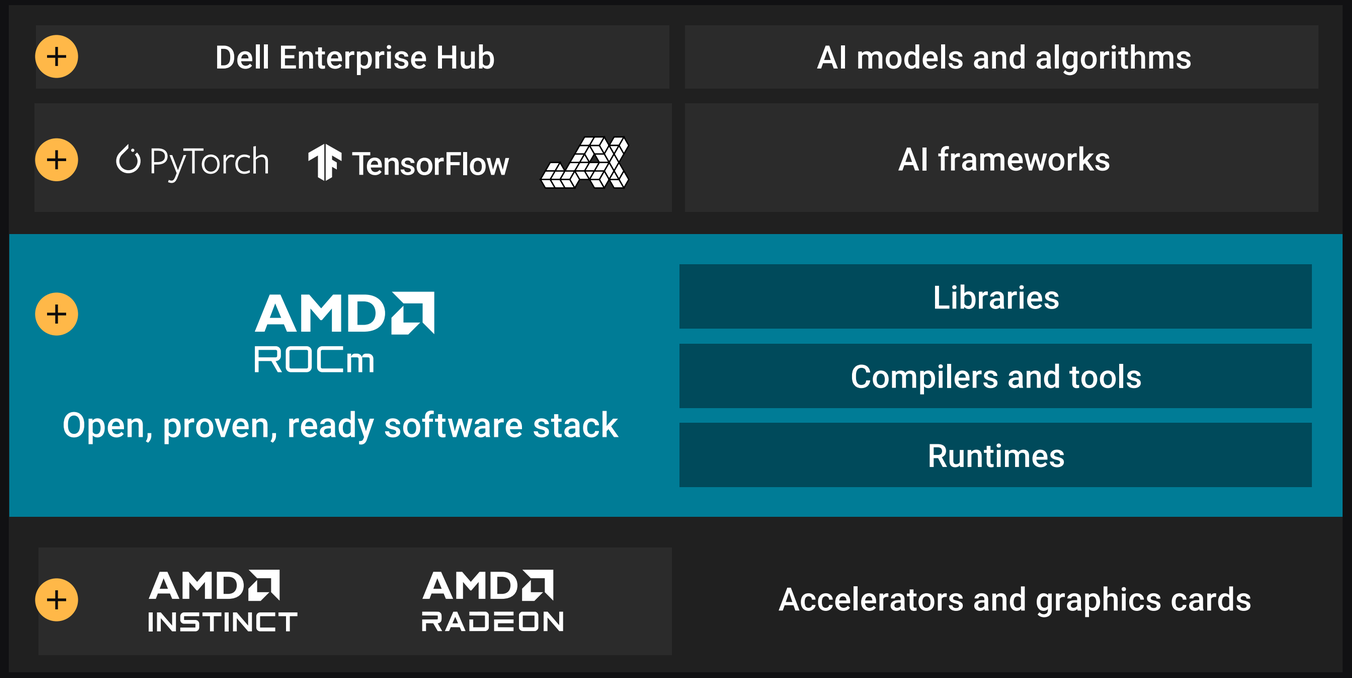
Benefits of open source GenAI

Gain flexibility and performance through open-source software and AMD processors

As AI continues to rapidly evolve, it's critical that your organization remains agile and avoids being locked in to particular software. Adopting an open-source approach provides developers with maximum flexibility that allows them multiple ways to solve problems. The ability to peer-review, critique, study, and understand the underlying mechanisms leads to improved safety, reliability, interpretability, and trust.

Open source is core to AMD's AI philosophy. AMD ROCm™ is an open software stack including drivers, development tools, and APIs that enable GPU programming from low-level kernel to end-user applications. ROCm is optimized for Generative AI and HPC (high performance computing) applications and makes migration of existing code easy.

AI ecosystems optimized for AMD



Why keep your AI on-premises →

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Turn GenAI POC into ROI

How far we've come

Agentic AI in the enterprise

How to prioritize GenAI use cases

Adapting GenAI to your business needs

Benefits of open source GenAI

Benefits of on-premises GenAI

GenAI case studies

Conclusion

Back to menu

DELL Technologies

Benefits of on-premises GenAI

Maintain security and data sovereignty through on-prem Dell GenAI solutions

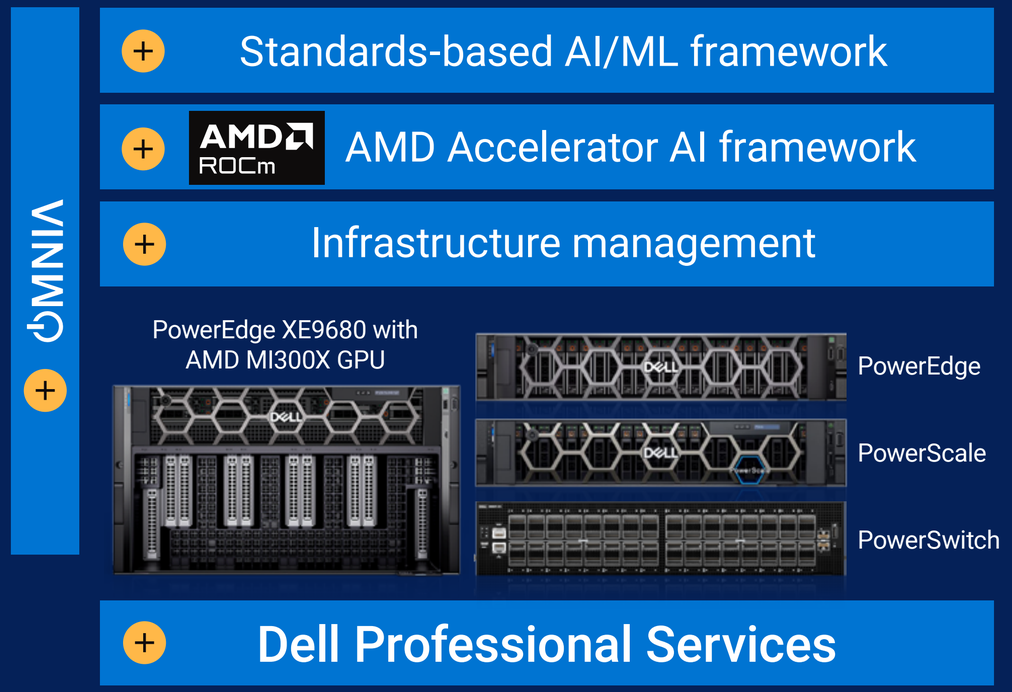
Data is the ultimate differentiator for organizations in today's AI-driven world. GenAI has the power to turn data into a strategic asset, but not all data is created equal. While most organizations will operate their AI in hybrid environments, its important to note that some datasets are ideally suited for public cloud platforms, and others demand the access, control, and security provided by on-premises solutions.

Relying on cloud-based AI for core competencies can mean sacrificing critical control over your data. Since new insights are generated through prompts that inference or train models, retaining ownership of this data is essential. Keeping it on-premises ensures you maintain control and safeguard your competitive edge.

Let's make AI real →

The Dell AI Platform with AMD is part of the Dell AI Factory framework, delivering these benefits through a scalable, tailored, and easy-to-adopt ecosystem, empowering teams to innovate while automating routine tasks, bridging skills gaps, and optimizing infrastructure.

Dell AI Platform with AMD



AMD

Turn GenAI POC into ROI

How far we've come

Agentic AI in the enterprise

How to prioritize GenAI use cases

Adapting GenAI to your business needs

Benefits of open source GenAI

Benefits of on-premises GenAI

GenAI case studies

Conclusion

Back to menu

DELL Technologies

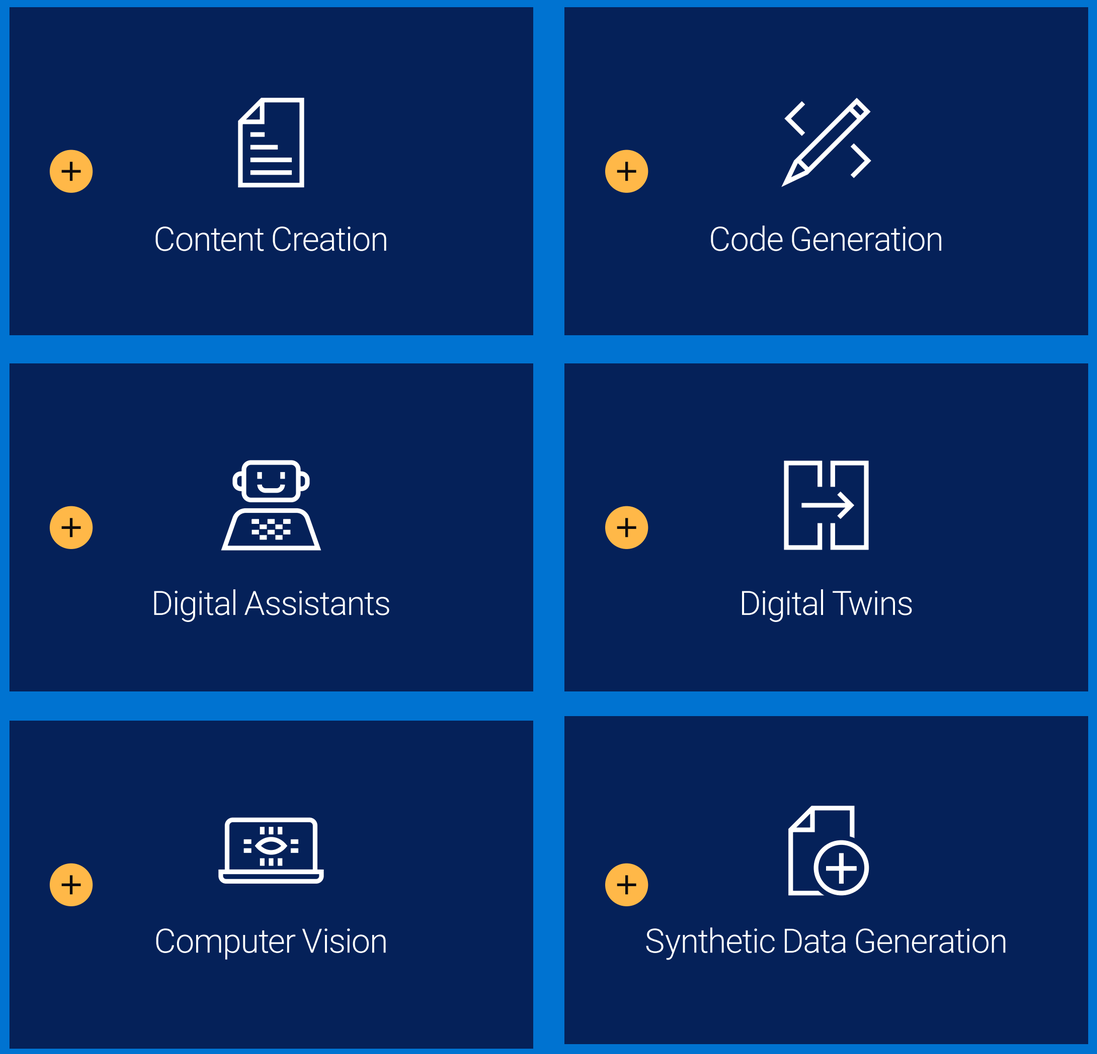
GenAI case studies

How Dell and AMD bring use cases to life in telecom, healthcare, and insurance

Dell Technologies has identified six primary AI use cases: **computer vision, content creation, code generation, digital assistants, digital twins,** and **synthetic data generation**.

Organizations, regardless of industry or vertical, usually find these use cases overlap. When combined with Agentic AI techniques, tailored AI outcomes can be achieved.

Read GenAI case studies →



AMD

Turn GenAI POC into ROI

How far we've come

Agentic AI in the enterprise

How to prioritize GenAI use cases

Adapting GenAI to your business needs

Benefits of open source GenAI

Benefits of on-premises GenAI

GenAI case studies

Conclusion

Back to menu

GenAI case studies

Telecommunications

The telecommunications industry is using quality of service (QoS) alerts to drive automated workflows to define errors, recommend the best next steps, and create needed service tickets.

Use cases: Digital Assistants, Content Creation

Healthcare

Summarized structured and unstructured medical data enhances healthcare efficiency by streamlining documentation and providing quick access to critical insights, enabling professionals to see more patients, reduce wait times, and improve outcomes.

Use cases: Computer Vision, Digital Assistants, Content Creation

Insurance

By integrating state-of-the-art AI models and scalable hardware, this solution revolutionizes the roof inspection process, significantly reducing the time and effort required for damage assessments and claims submissions while enhancing overall accuracy and transparency.

Use cases: Computer Vision, Digital Assistants, Content Creation

Explore these case studies on the Dell Infohub: Telco | Healthcare | Insurance

Conclusion →

Turn GenAI POC into ROI
How far we've come
Agentic AI in the enterprise
How to prioritize GenAI use cases
Adapting GenAI to your business needs
Benefits of open source GenAI
Benefits of on-premises GenAI
GenAI case studies
Conclusion
Back to menu

DELL Technologies

Conclusion

Generative AI contains transformative potential for enterprises looking to drive innovation and deliver business value. Dell Technologies and AMD offer organizations customized GenAI solutions, which address industry-specific challenges across multiple industries and verticals, including telecommunications, healthcare, and insurance.

Turning proof of concept (POC) to return on investment (ROI) requires strategic planning, prioritizing high impact use cases, augmenting core competencies, employing open-source flexibility, and maintaining on-premises data security.

- Visit **Dell.com/Generative-AI** to explore more
- Dell AI Factory Generative AI Solutions for AMD guide

Dell AI Factory results

Implementation speed:
Reduce time by up to 86%[3] with Dell and AMD's validated designs.

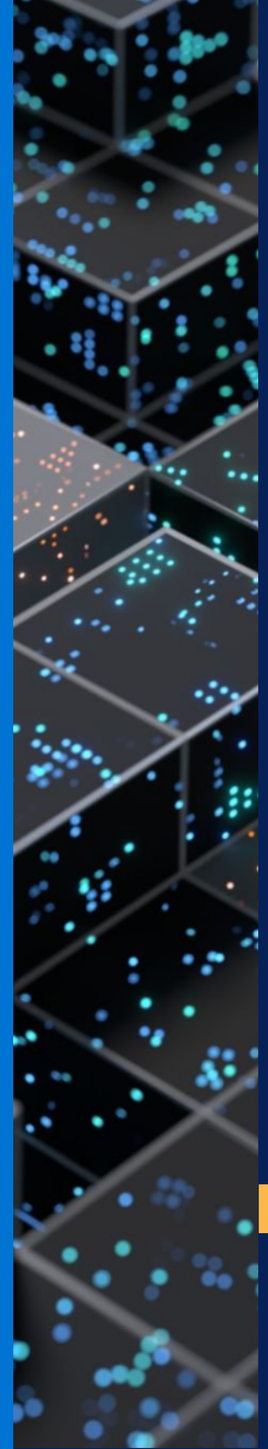
Cost savings:
Achieve up to 75%[4] savings compared to public cloud solutions with high-quality AI performance and data privacy maintained.

Scalability:
Meet diverse AI workloads with adaptable configurations.

Open-source flexibility:
Deploy tools without code changes, ensuring compatibility and cost-effectiveness (CUDA to HIP porting).

Hardware efficiency:
High-bandwidth memory enhances model performance on GPUs.

Professional services:
Dell optimizes workflows, while AMD ROCm ensures scalable integrations.



AMD

Turn GenAI POC into ROI

How far we've come

Agentic AI in the enterprise

How to prioritize GenAI use cases

Adapting GenAI to your business needs

Benefits of open source GenAI

Benefits of on-premises GenAI

GenAI case studies

Conclusion

Back to menu

[3]Estimate based on Dell analysis in May 2024 comparing time to setup a 2-node Kubernetes cluster for a general-purpose LLM using automated scripts vs deploying a common design manually. Setup time includes base installation only. Actual setup time will vary depending on solution configuration.
[4]Based on Enterprise Strategy Group research commissioned by Dell, 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 while a 70B parameter LLM leveraging RAG for an organization of 50k users being up to 75% more cost effective. Actual results may vary. Economic Summary