

## DELL GENERATIVE AI SOLUTIONS

# Unlock the full potential of Generative AI at work

## AI and the transformation of work

Artificial intelligence has become so common in everyday life that it's often not given a second thought. However, the rise of generative AI (GenAI) has forced organizations to explore the benefits and drawbacks of a new technology. It has also compelled these businesses to consider how best to use it as the pace of innovation, competition, and modern work intensifies.

## What is the difference between AI and GenAI?

AI applies advanced analysis and logic-based techniques to interpret events and automate decisions. GenAI, a subset of AI, extracts more value for businesses by leveraging large data sets to generate new content, such as text, images, audio, video, synthetic data and software code.

### What Employees Want from AI<sup>1</sup>

# 86%

welcome AI to help them find the right answers and information

# 73%

would be comfortable using AI for creative work

## WHAT'S HAPPENING NOW

## PCs and workstations infused with GenAI

With GenAI, a richer, more nuanced way of working awaits us as command-and-control functionality moves toward collaboration, co-creation and personalized human/machine interactions.

### Personal Computers

PCs infused with AI are making their way into the workforce as companies seek ways to inspire performance, streamline workflows, tighten security and speed time to market. From a practical standpoint, they're running apps faster, blocking background noise and extending PC battery life.

### Workstations

Workstations are the entry point into AI development. They enable AI scientists and developers to tap into vast and diverse datasets, robust compute capacity, deep learning techniques and other technological advances to improve business performance and speed innovation.

## The potential to transform businesses across industries

Business and IT leaders are just starting to take advantage of GenAI's many benefits, including heightened productivity, cost reduction, innovation, and customer satisfaction. GenAI makes PCs and workstations more intelligent, self-aware and user aware, empowering organizations in any economic segment to:

- ✓ Boost performance
- ✓ Enhance productivity with automation
- ✓ Develop with agility
- ✓ Secure data and stop threats
- ✓ Improve customer interactions
- ✓ Speed digital transformation

## BETTER TOGETHER Dell Devices and Microsoft Windows 11

Together, Dell and Microsoft drive the modern workforce outcomes companies need, and they offer the services and support of proven industry leaders.

### Seamless collaboration and improved productivity

# 46%

Better overall office productivity performance with newer Dell Latitude laptops and Windows 11<sup>3</sup>

### Trusted security

# 58%

Drop in security incidents reported by surveyed businesses<sup>4</sup>

### Integrated solutions for the modern workplace

# 99.7%

App compatibility rate means business applications run as expected<sup>5</sup>

76% of IT leaders believe generative AI will be significant, if not transformative, for their business, with the top 3 impact areas being productivity gains, streamlining processes and cost savings.<sup>2</sup>

## Planning the transition to GenAI

Dell and Microsoft accelerate an organization's journey from possible to proven with innovative technologies, a comprehensive suite of professional services, and an extensive network of partners. Together, Dell and Microsoft enable companies to leverage exclusive, co-engineered solutions for high-impact modernization from the desktop to the datacenter to the cloud. With **Windows 10 reaching end of support on October 14, 2025**, it's time for organizations to start planning the migration to a powerful suite of AI-ready devices.

## Bring generative AI to your organization

Discover how your business can leverage the potential of GenAI through Dell insights, solutions, and strategies for harnessing its transformative capabilities.

[Learn More](#)

2. Dell Technologies survey, Technology Leaders' Perspectives on Generative AI, September 2023
3. Based on Procyon Office Productivity Benchmark. Source: PT Study - Boosting productivity and security with modern devices: A comparative study, April 2023. Full study <https://facts.pt/Wg2xkg6> [facts.pt] Testing was conducted before Microsoft Copilot integration.
4. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 11 devices.
5. App Assure program data