

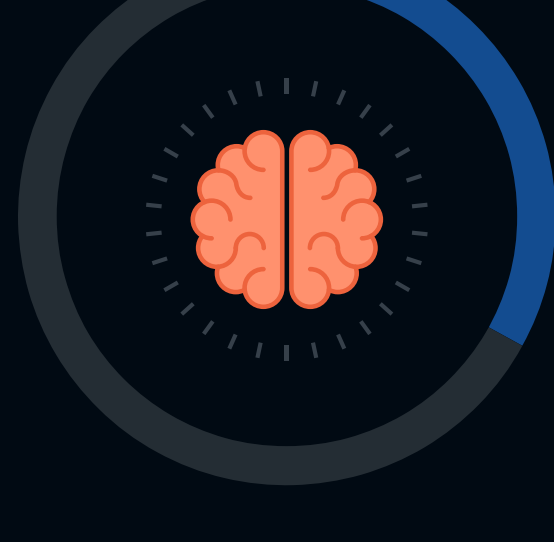
AI Guidance for Growing Organizations

Growing organizations (those with fewer than 1,000 employees) are actively adopting generative AI but struggle with establishing clear strategies due to limited resources, expertise, and concerns about security and compliance. To be successful, growing organizations should choose AI solutions that align with their needs, balancing infrastructure, scalability, and strong security to protect critical data. Dell's AI Factory approach is a comprehensive solution for organizations of all sizes that enables businesses to deploy AI flexibly, develop targeted AI strategies, and scale infrastructure to maximize ROI, enabling them to confidently operationalize generative AI in an increasingly AI-driven market.

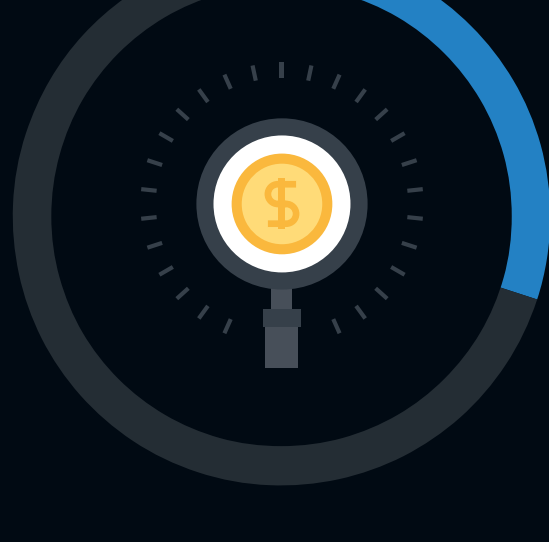
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Growing Organizations Turn to AI

Recent feedback from growing organizations highlights the value they hope AI brings to bear and where they need to invest. Research from Enterprise Strategy Group on growing organizations found:¹



had generative AI in production.

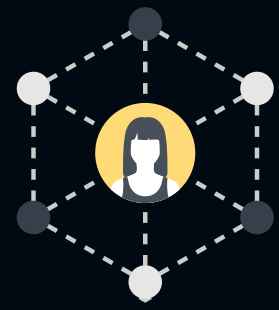


said their generative AI budget will significantly increase over the next 12 months compared to the previous 12 months.



believed generative AI will deliver transformative or significant value to their organizations in areas such as efficiency gains, productivity gains, and innovation and creativity.

Top areas organizations reported they need to invest in to support generative AI included:



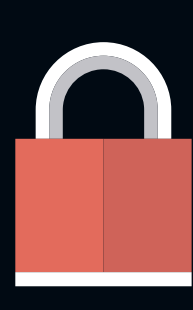
45%

training or employee skill



40%

information management (e.g., data science or machine learning)



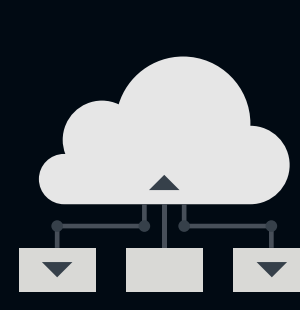
38%

data privacy, compliance, and/or risk



38%

cybersecurity



34%

cloud, infrastructure, and operations

Understanding the Challenges for Operationalizing AI

The top challenges growing organizations reported facing when implementing generative AI include:

Employee expertise or skill

42%

Data quality

36%

Solutions' immaturity

33%

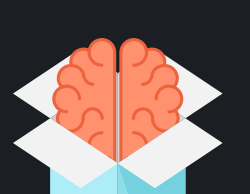
Ethical or legal considerations (bias and fairness)

32%

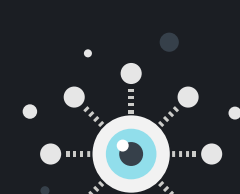
Integrating with existing systems or tackling legacy systems

31%

This surfaces several areas that are important for your growing organization to explore, including:



Establishing a clear AI strategy and deciding where to start.



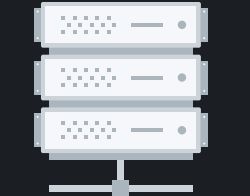
Finding the best use cases for your business goals.



Making the best use of limited resources and expertise.



Addressing your data quality and access issues.



Making sure you have the best infrastructure fit.



Designing your AI infrastructure for scalability.



Measuring ROI



Managing the secure use of AI to eliminate attack surface.

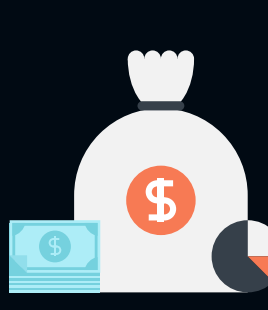
The Right Approach To AI

Your growing organization should seek a solutions partner that simplifies AI for your specific business needs, right-sizes AI to maximize ROI, and provides top-tier protection for critical data.



Address Where to Start

Align your AI projects with core business goals to ensure they deliver real value. Start small, leveraging low-code tools that don't require a major investment. Focus on high-impact use cases, then build on and learn from that experience to tackle more complex initiatives that require more time and investment. Find a partner that has experience with guiding growing organizations on their AI journey.



Right-size AI to Maximize ROI

Right-sizing AI infrastructure enables you to match the scale and complexity of your needs. Look for an AI partner that offers flexible infrastructure options (PCs, workstations, data center, cloud) that enable you to experiment with AI, spin up proofs of concept rapidly, and then scale quickly. The right partner will also design a right-sized AI solution that brings AI to where the business' data lives—at the edge, in colocation facilities, on devices, or on premises.



Protect Critical Data and Systems

The right AI infrastructure can help you protect critical data and systems through enterprise-grade security, automated threat detection, and systems that provide compliance with data protection standards. Such infrastructure can monitor systems in real time for issues such as unauthorized access or data anomalies and automatically flag or block potential threats.

Proactive defense of this kind is especially valuable when you have limited cybersecurity resources. By using infrastructure with strong security protocols and monitoring, you can protect your data, maintain business continuity, and build trust with your customers.

Dell AI Factory Delivers Generative AI Solutions for Growing Organizations

Dell can provide practical guidance and an AI approach that is custom-tailored for your business.

Simplify AI for Business Needs

Dell Professional services offer expert consulting on how to start, including setting goals and homing in on use cases that best fit your growing organization's goals. Dell Technologies' broad AI portfolio, open ecosystem, and comprehensive services offerings enable you to build AI applications tailored to your needs.

The Dell AI Factory collaborates with top AI ecosystem partners to develop validated solutions designed to help save time and effort. Reference guides and solutions help streamline deployment, cut down on complexity, and lower the chance of mistakes.

Maximize ROI on AI:

Right-sizing solutions to fit your exact needs optimizes operational efficiency and avoids overprovisioning, reducing wasted resources.

Dell offers:

Flexible consumption

models with AI solutions on premises, at the edge, in the cloud, or within a hybrid environment.

Versatility

that enables organizations to place AI workloads in the ideal environment for optimal performance and cost-efficiency.

Solutions that bring AI

to where an organization's data lives. With Dell products, inferencing on premises can be up to 2.6x more cost effective than public cloud alternatives.²

Protect Critical Data With Dell:

Security is built into every layer of the portfolio, starting with hardware and firmware protections through Dell Trusted Workspace. Dell Trusted Infrastructure extends this protection to servers, storage, and networking.

Dell also offers:

Advanced threat protection

through its partnerships with industry-leading software providers, spanning an organization's devices, networks, and the cloud.

Dell PowerProtect Cyber Recovery,

which provides advanced capabilities to shield organizations from cyberthreats.

Dell APEX Backup Services,

which delivers comprehensive coverage for SaaS applications, endpoints, and hybrid workloads.

LEARN MORE

DELL Technologies

¹ Source: Enterprise Strategy Group Research Report, *The State of the Generative AI Market: Widespread Transformation Continues*, September 2024. All Enterprise Strategy Group research references in this infographic are from this report unless otherwise noted.

² Source: Enterprise Strategy Group Economic White Paper, *Understanding the Total Cost of Inferencing Large Language Models*, April 2025. Analyzed models show a 70B parameter LLM leveraging RAG for an organization of 50,000 users is to 62% more cost effective over 4 years. Actual results may vary.