AI Beyond the Hype
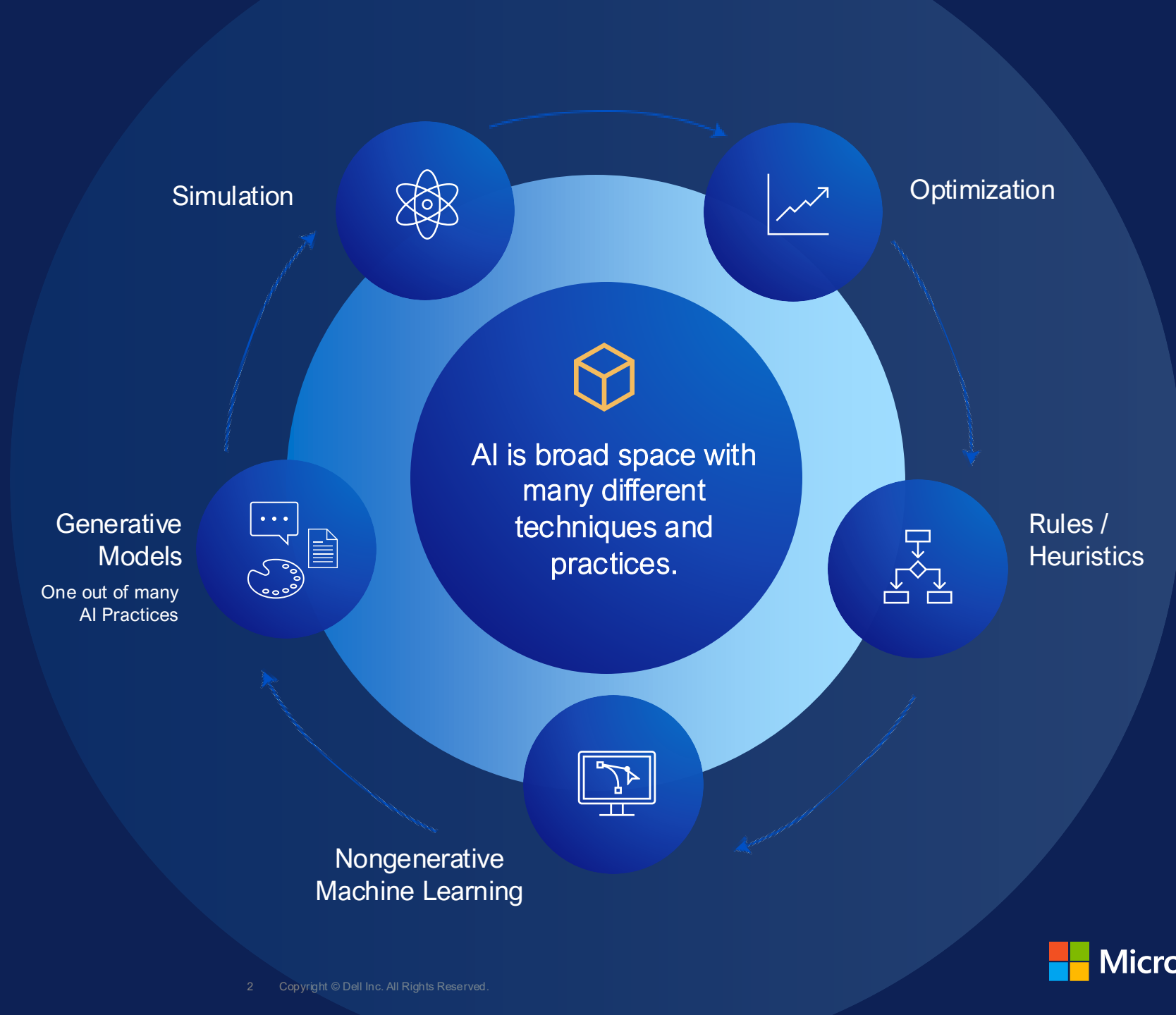
Christian Winterfeldt

Senior Director – Global Specialty Sales – DACH Region

AI:
More Than
Gen AI

Simulation

Optimization

AI is broad space with many different techniques and practices.

Generative Models

One out of many AI Practices

Rules / Heuristics

Nongenerative Machine Learning

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Three Independent AI Markets

LLM Training Market
GPT
Regional LLM
Sovereign AI

High-quality open models & tech

Pre-GenAI Market
Analytics & Intelligence
Computer Vision
Robotics

Use Case driven

Mega Clusters

Front end for AI systems

Enterprise Market
Efficiency & Productivity
Competitive Advantage
New Products

Agentic Inferencing

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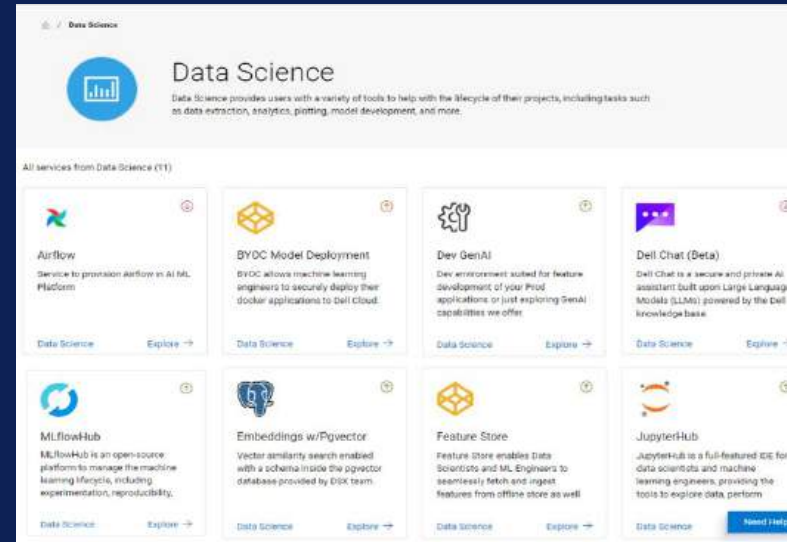# Six Core Capabilities of Enterprise AI

Agentic AI architectures
 with human oversight
create a **Digital Workforce**

1 Retrieval Augmented Generation

Chatbots

2 Content
AI Engines

3 Data
Management
Agents

4 Coding
Agents

5 Analytics
Agents

6 Fine-Tuning
Infrastructure

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AI:
Stuck
in Pilot?

Use Case Builders
and Infrastructure
people talk
different languages

"Scaling across an organization where you have thousands of employees has several basic requirements, and they're quite challenging."
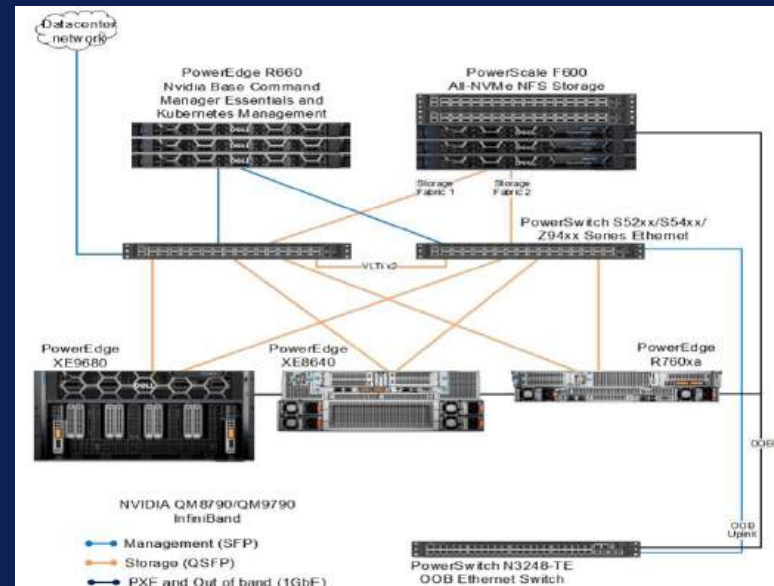**Senior specialist for AI compliance in the automotive industry**

Source: us-state-of-gen-ai-q3.pdf

"The customers that haven't moved yet are really struggling not with technology to use, they're still stuck on what process, what data, what is their goal."
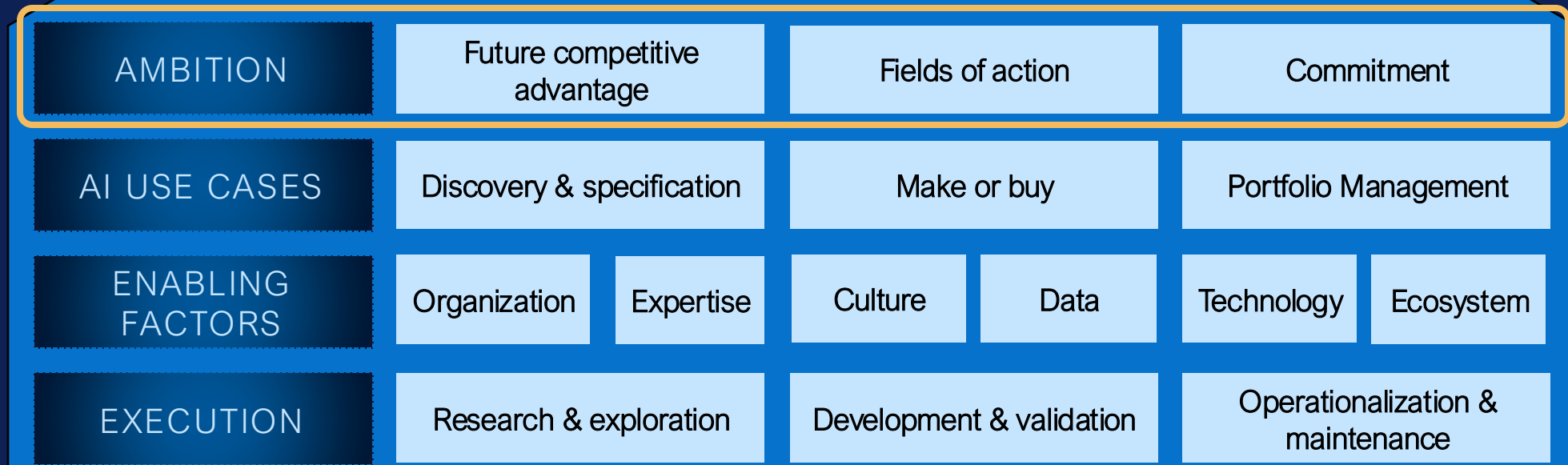**John Roese, global chief technology officer (CTO) at Dell Technologies.**

Source: "The big obstacle isn't anything technical": Dell CTO John Roese on why companies are failing on AI adoption | ITPro

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Systematically Tackle Challenges in Various Dimensions

AI strategy house

AMBITION	Future competitive advantage		Fields of action		Commitment	
AI USE CASES	Discovery & specification		Make or buy		Portfolio Management	
ENABLING FACTORS	Organization	Expertise	Culture	Data	Technology	Ecosystem
EXECUTION	Research & exploration		Development & validation		Operationalization & maintenance	

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How Did We Do It?

Fundamental Parts of an AI Strategy:

- What needs to be done?
- How will you do it?

Fundamental Process:

- Start with the 'Strategy', then look at the sub-components.
- If you start with a single Use Case or Technology, you will go wrong.

Size of the Universe:

1 EB of Data	**500+** Concurrent AI/ML projects
28 Locations	**50 000** "VMs"
42 different "Units"	**300 000** Containers
1800 Data Scientists	**2000** Applications

Microsoft

Dell AI: From Two Questions to Finding Answers with Dell

Top-down approach

What makes you special?

What problem are you trying to solve?
Must be actionable.

What specific process are you changing with AI?

AI capabilities: RAG Chatbot, Content, Coding, Data Mgmt, Analytics

Build vs Buy vs Compose

Establish a Modern Data Foundation

Find the patterns
Every use case doesn't need a unique AI tool

Bottom-up approach

What do you need to do?

How do you do it?

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From Differentiators to Processes to Projects

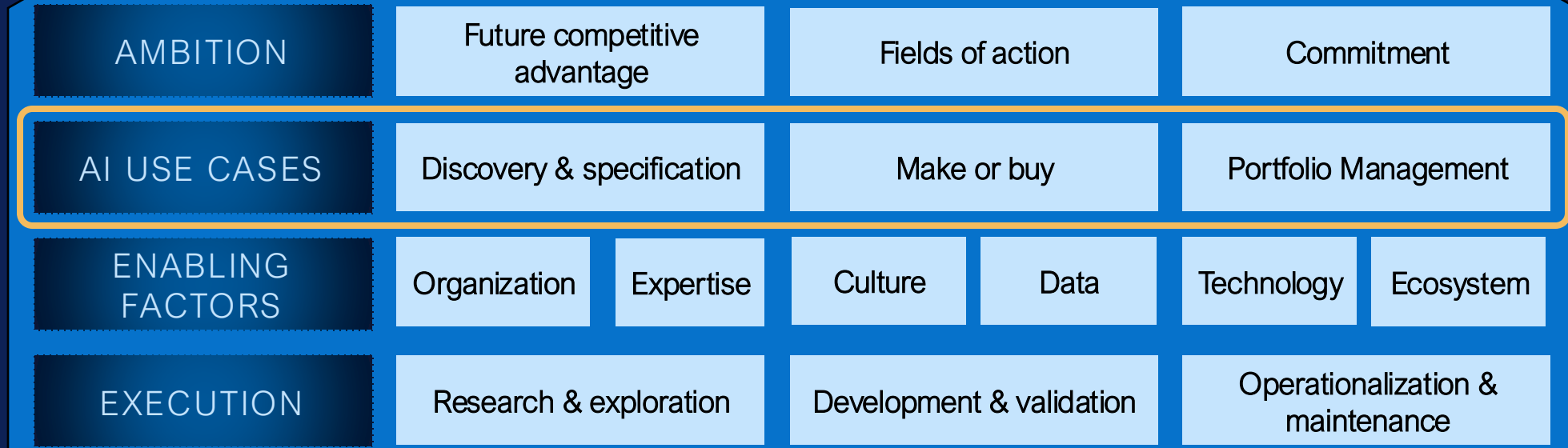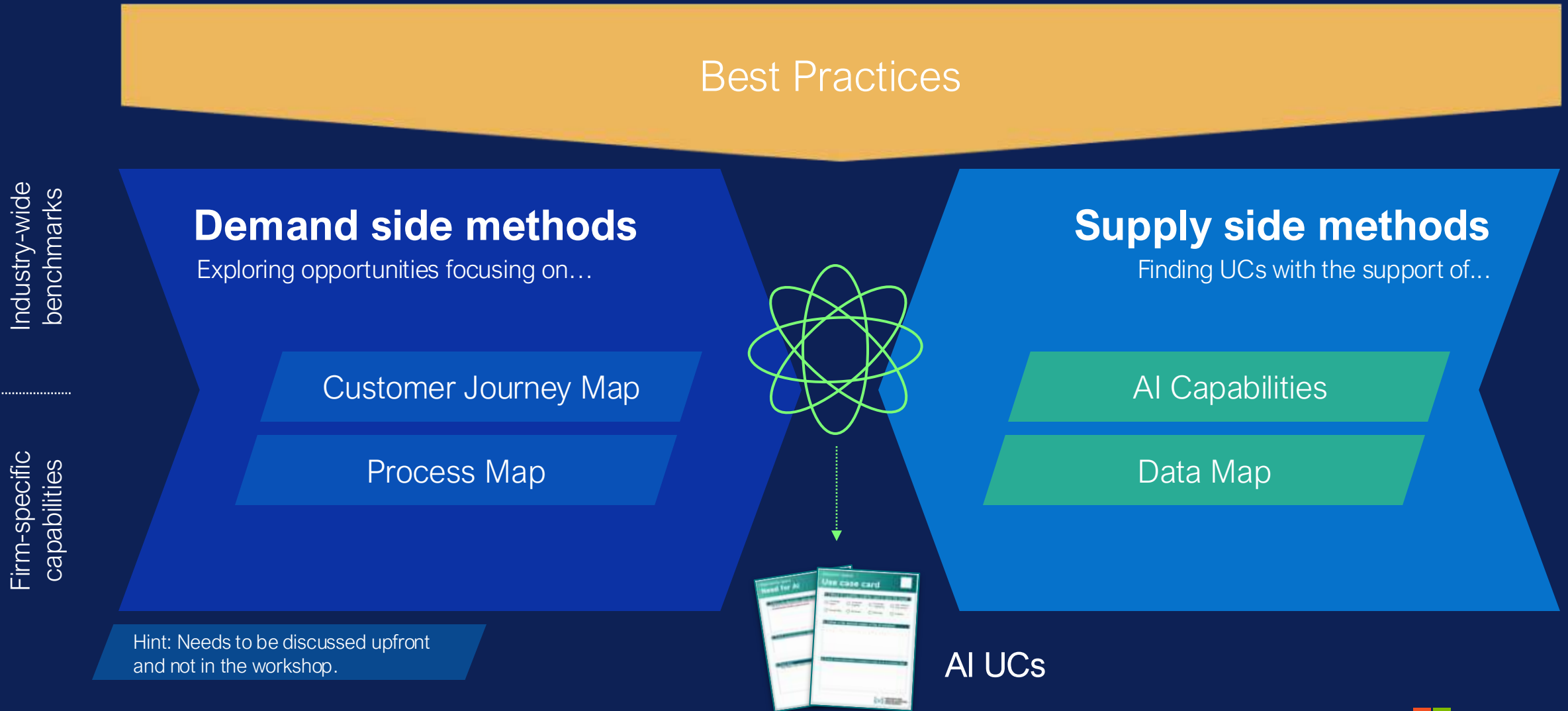|				
What Makes Dell Special?	GO-TO-MARKET	SERVICES	R&D / PRODUCT DEVELOPMENT	SUPPLY CHAIN
What Processes Impact These?	SALES PREP	NEXT BEST ACTION AUTOMATION	SOFTWARE DEVELOPMENT ASSISTANCE	PREDICTIVE SYSTEMS
What Projects Emerged?	SALES ASSISTANCE & SEARCH	SELF-HELP & EFFICIENT SUPPORT	CODING ASSISTANCE	SUPPLY CHAIN INTELLIGENCE

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Systematically Tackle Challenges in Various Dimensions

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UC Ideation Requires the Consideration of External Benchmarks and Internal Capabilities

Best Practices

Industry-wide benchmarks

Firm-specific capabilities

Demand side methods
Exploring opportunities focusing on…

Customer Journey Map

Process Map

Supply side methods
Finding UCs with the support of…

AI Capabilities

Data Map

AI UCs

Hint: Needs to be discussed upfront and not in the workshop.

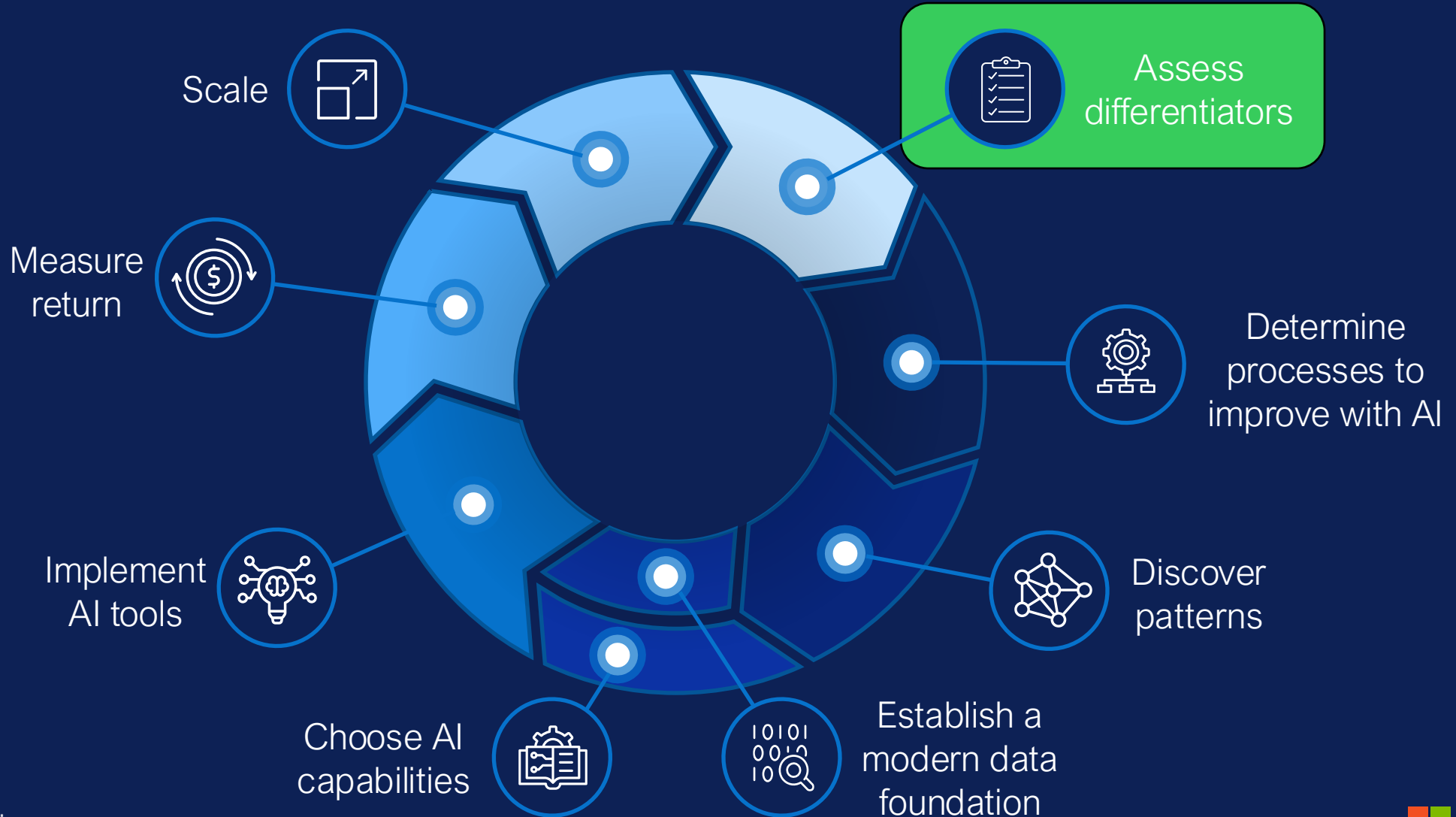# Exploration

Start here exploring Use Cases and descriptions

Companies and Partners can Register their own Use Cases
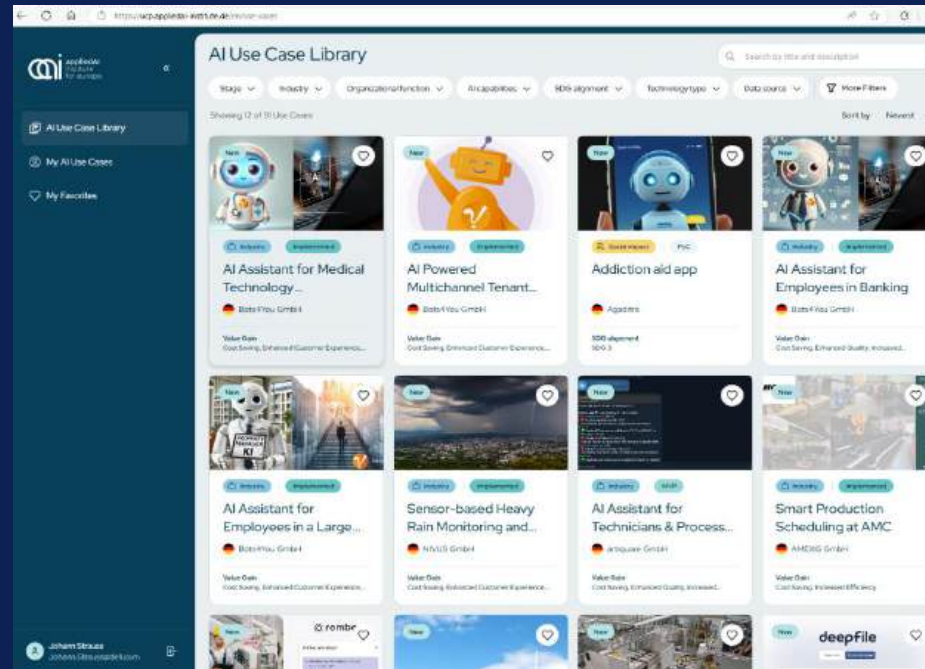
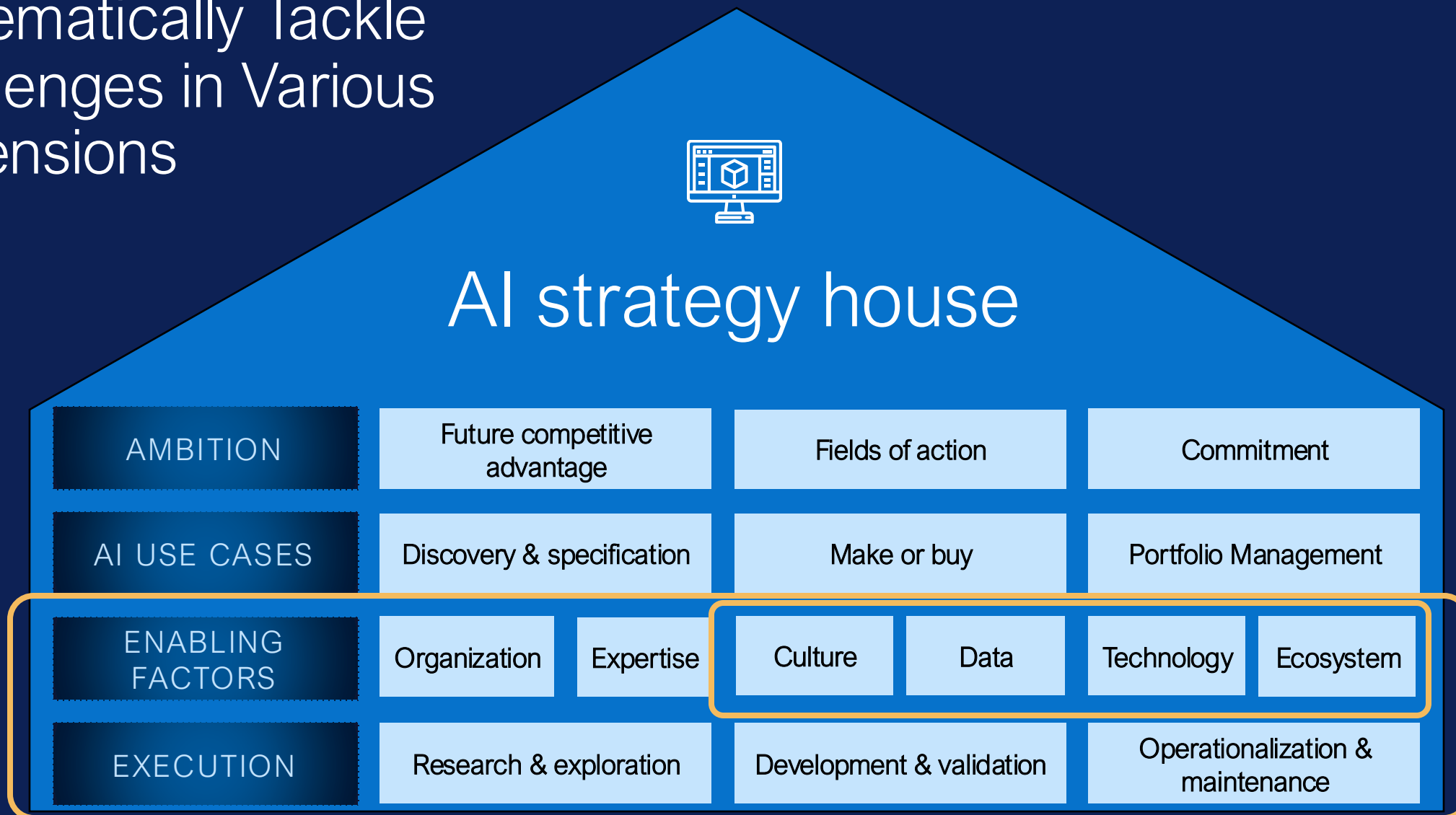Use Case examples:
Use Case Platform | AppliedAI Institute

The Dell Process

Scale

Assess differentiators

Measure return

Determine processes to improve with AI

Implement AI tools

Discover patterns

Choose AI capabilities

Establish a modern data foundation

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Systematically Tackle Challenges in Various Dimensions

AI strategy house

AMBITION	Future competitive advantage	Fields of action	Commitment
AI USE CASES	Discovery & specification	Make or buy	Portfolio Management
ENABLING FACTORS	Organization / Expertise	Culture / Data	Technology / Ecosystem
EXECUTION	Research & exploration	Development & validation	Operationalization & maintenance

AI Platforms: Main Areas of Concern

AI Infrastructure

AI Data

Location

Durable scenarios for distributed infrastructure

Local AI inferencing, especially video

Process data at the source

Example: Retail

Mission critical and near real-time

Continuity and low latency

Example: Manufacturing

Regulated and limited connectivity

Keep data and control local

Example: Utilities

> Microsoft and Dell have a rich history of partnering together for over 30 years, focused on delivering best-in-class device solutions, services and infrastructure to our joint customers around the world.
>
> Over the years, we've expanded this relationship with a shared vision to help customers accelerate their digital transformation with technologies from the device to the enterprise to the cloud."

Satya Nadella

CEO
Microsoft

Microsoft

Bring Azure app, data and AI services anywhere
with Azure Local and Azure Arc

Management services

| Portal | Copilot | Graph | Identity | Defender | Monitor | Updates | Policy | Support | Billing |

Cloud region

Enabled by Azure Arc

Distributed location

Popular

| Windows and Linux | Azure Virtual Desktop | Azure IoT Operations |

App services

| App Service | Functions | Logic Apps |

Data services

| Arc-enabled SQL Server | Managed instance | PostgreSQL |

AI services

NEW

| Video Indexer | Local AI search (preview) | Machine Learning |

Foundational services
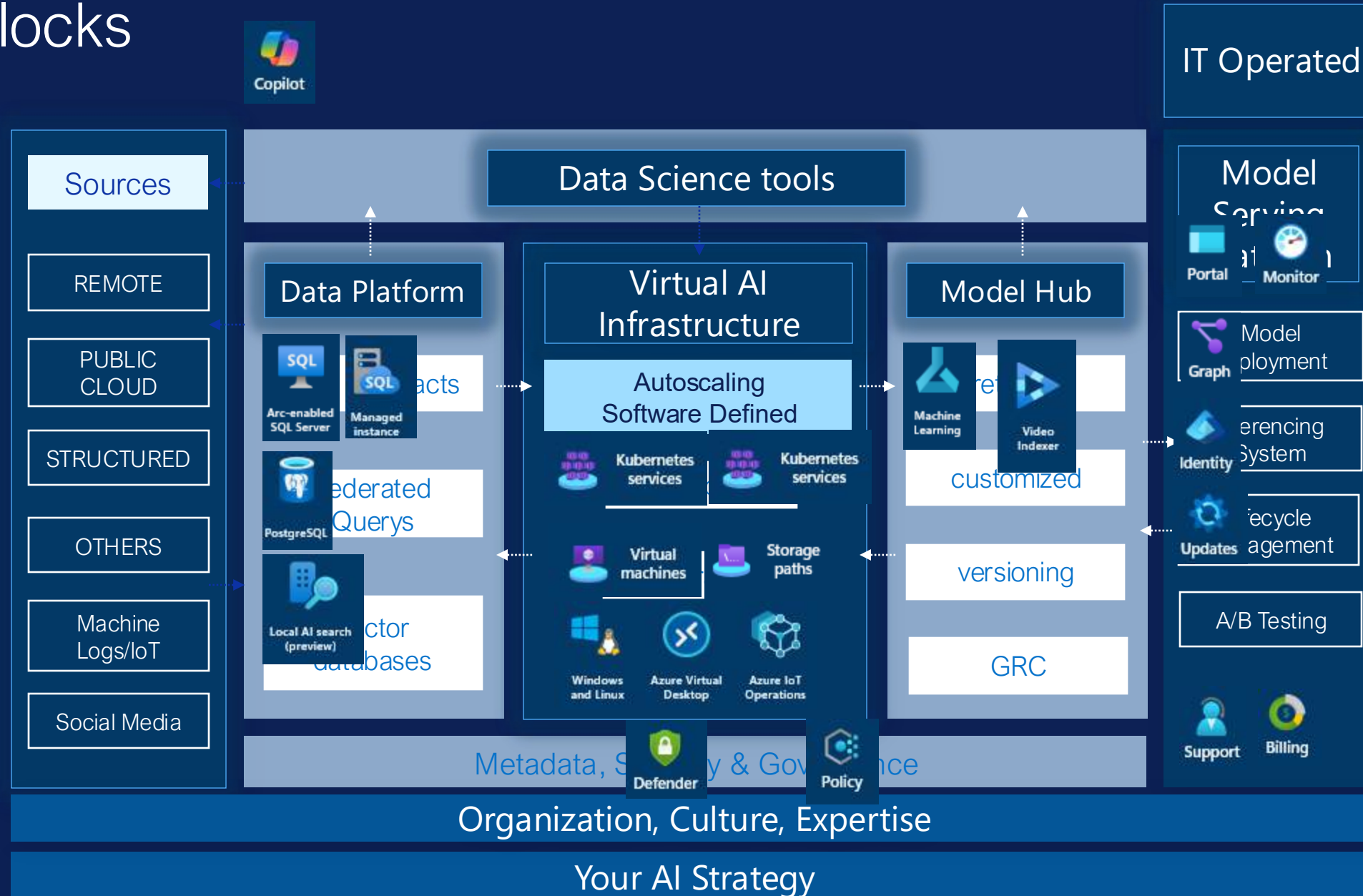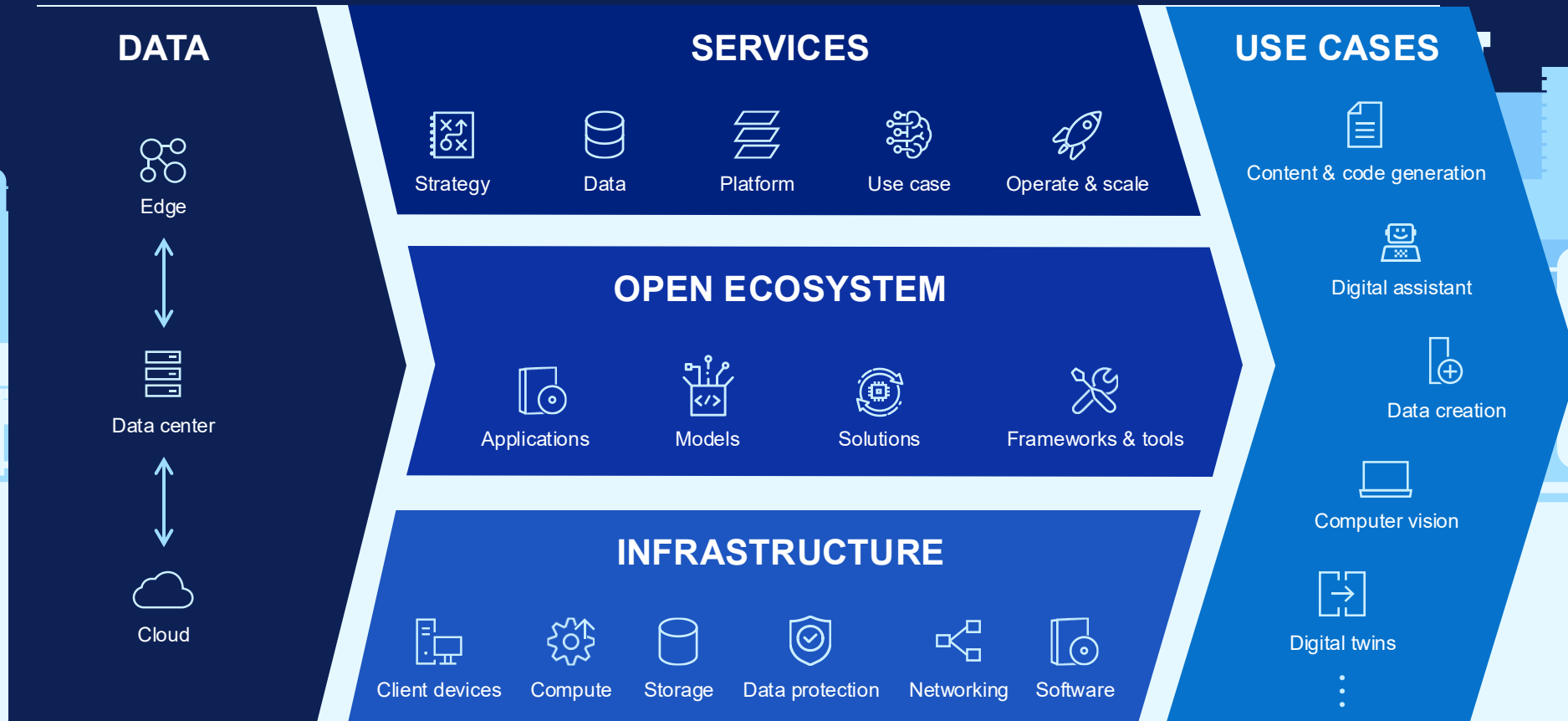
| Virtual machines | Kubernetes services | Logical networks | Storage paths |

AI Functional Blocks

The Dell AI Factory: Our Approach to Implementing AI

DATA

Edge

↕

Data center

↕

Cloud

SERVICES

| Strategy | Data | Platform | Use case | Operate & scale |

OPEN ECOSYSTEM

| Applications | Models | Solutions | Frameworks & tools |

INFRASTRUCTURE

| Client devices | Compute | Storage | Data protection | Networking | Software |

USE CASES

Content & code generation

Digital assistant

Data creation

Computer vision

Digital twins

⋮

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AI Project Checklist

- **Scoping**
- **Ecosystem**
- **R&R**

Consulting – Strategy and Governance (might have to be different companies)

ISV's, Application Companies

Build AI – Model, Data, Architecture

Platforms – Software installation and maintenance

Infrastructure – HW+Cluster Installation and Maintenance

DC – Colo's, GPUaaS, …

		Responsible Team	Ecosystem	Who delivers what?
Governance	Biz, Arch, and Technical Governance (GRC)		Use Case Builders	
Strategy	Gen AI Strategy			
Application	Application Development			
	Application Integration			
Model Services	Model Training / fine tuning			
	Model Customization			
	Model Development			
Tooling & Data Platforms	ML Ops		Platform Builders	
	AI Workbench			
	Data Preparation			
	Data Pipelines & Data Mesh			
	Data Management & Governance			
Infrastructure	Containers (Kubernetes)			
	Cluster Management			
	HW Infrastructure			
Datacenter	Rack & Power			
	Cooling			
	Facilities, XaaS (Colo/DC)			

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The winners won't be those who build the biggest model.
They'll be the ones who build an AI Factory — with a clear strategy, the right infrastructure, and a roadmap of use cases that compound value over time.

So don't start with tech.

Start with a business goal worth scaling!

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