

Generative AI for Small and Medium Businesses

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Easily get started and rapidly
deliver value, powered by
Dell AI Factory with NVIDIA

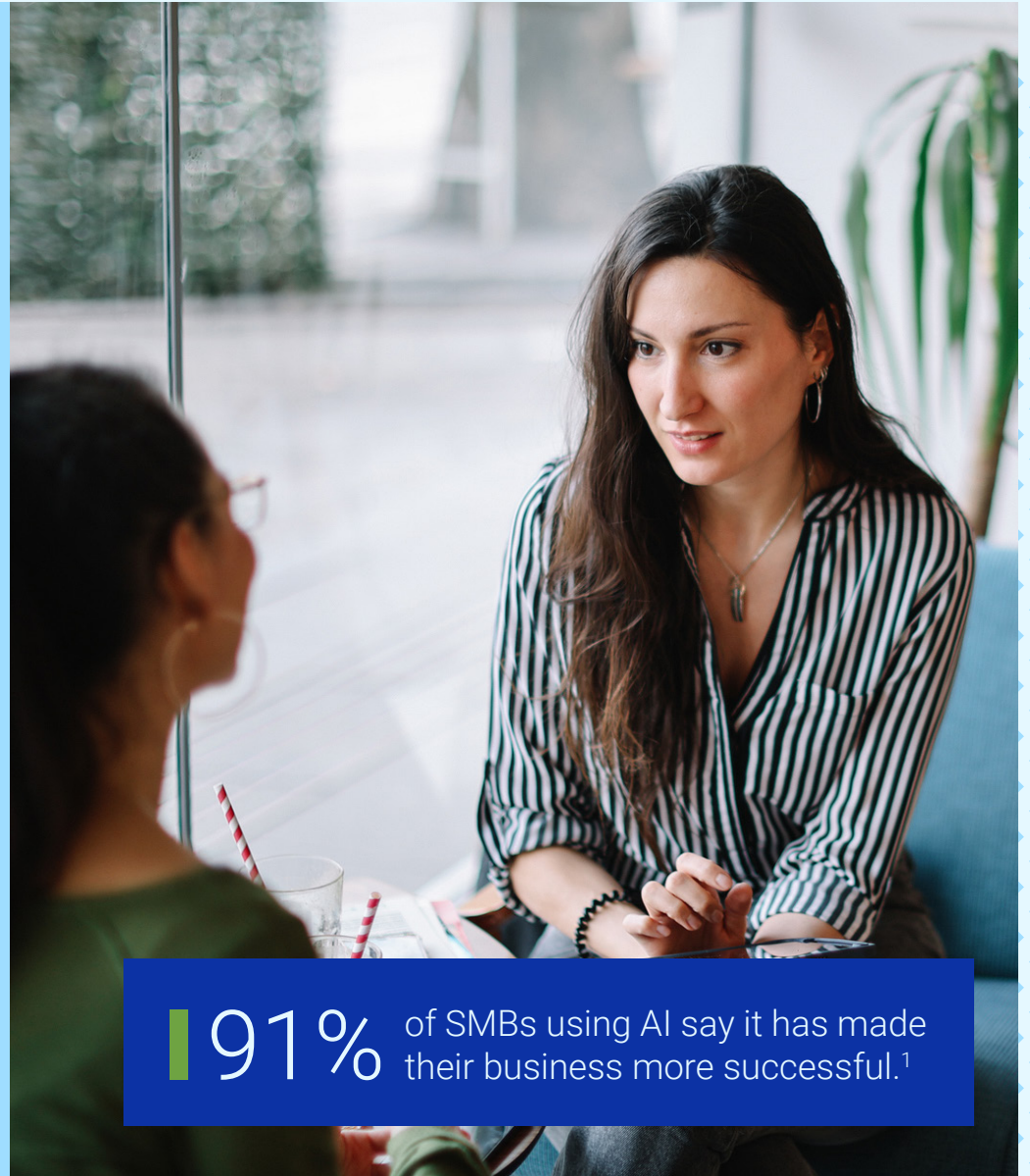


GenAI is not just for enterprises

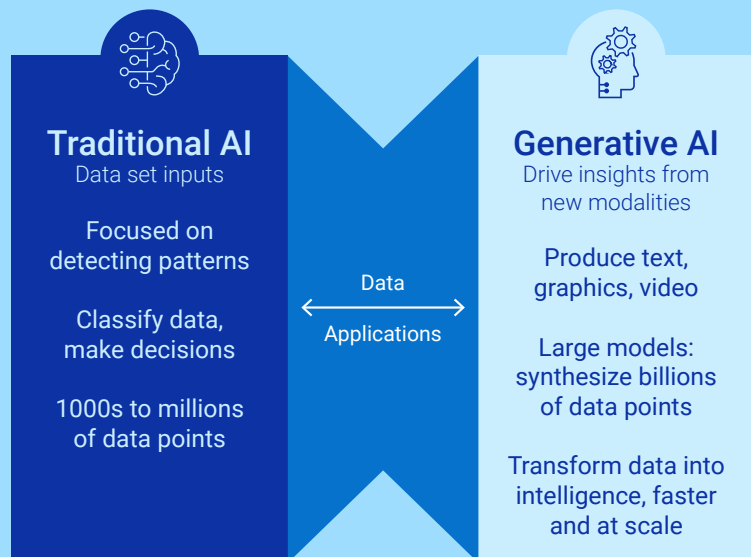
The rapid emergence of GenAI is impacting businesses across the globe — and not just large enterprises. Small and medium businesses (SMBs) across Europe, the Middle East and Africa are finding that technology advancements are enabling generative AI use cases on technology stacks that fit into SMBs' budgets.

Generative artificial intelligence — commonly referred to as GenAI — is a specialized type of AI model that can autonomously generate content such as images, text, video or audio based on plain language user prompts.

¹ Constant Contact, [Constant Contact Small Business Now Report — An AI Awakening](#), August 2023.



91% of SMBs using AI say it has made their business more successful.¹



Traditional AI

AI models apply advanced analytics to large data sets to provide insights and/or automate decisions and actions.

GenAI

GenAI uses large data sets, including large language models (LLMs), to autonomously generate novel content in the form of text, video, images or audio based on user prompts.

30% of SMBs are already using AI to improve customer service.²



One of the most compelling aspects of GenAI is its ability to create content that is indistinguishable from content created by humans. For example, GenAI can create realistic images of products that do not exist yet, compose music that mimics the style of a particular artist or supply original text responses to user queries.

The latest research shows that over 1/3 of SMBs consider GenAI a top AI use case,³ and AI has become a priority for 53% of small businesses and 87% of mid-market firms.⁴ Early adopters are proving that GenAI has a place in SMB use cases, with 91% of SMBs using AI saying it has made their business more successful.¹

² SMB Group report sponsored by Dell Technologies and Sage, [Impact of AI on SMBs Part One: SMBs Embrace the Future](#), August 2023.

³ Aberdeen, [SMB State of AI Key Findings](#), March 2024.

⁴ Techaisle blog, [Techaisle survey shows The Rise of Generative AI in SMBs and Midmarket Firms](#), August 2023.

3 ways GenAI is creating value for SMBs

Interest in GenAI is high among SMBs. Many are currently exploring their options and laying the groundwork for GenAI strategies. The top SMB GenAI use cases can help you achieve lasting business benefits.



Grow revenue and decrease costs

Growing revenue and decreasing costs is the formula for higher profits. GenAI can help you impact both sides of the equation. The ability to increase innovation and speed development helps you get to market faster with new products and services. The ability to automate certain functions and augment human work for others can streamline your labor needs and make employees more efficient and productive, lowering costs. Eighty-four percent of SMBs currently using GenAI report it helps them increase sales at their organization.⁵

Improve customer satisfaction

Customer satisfaction is the key to attracting and retaining customers. It's no surprise that 30% of SMBs are already using AI to improve customer service, and another 49% are interested in doing so.² GenAI offers another compelling benefit for SMBs in Europe, the Middle East and Africa, where multiple languages can create a barrier to expansion. According to McKinsey, "With gen AI, there is a leap in the ability to address the needs of languages that are not English, because these models are sophisticated enough to interact in a way that is meaningful and productive and is helping those agents to address many more clients."⁶

Increase efficiency

Labor shortages and skills gaps are impacting businesses across the globe. GenAI can help augment human work and offset some of these challenges. In fact, 78% of European companies report that they are using or testing GenAI automation capabilities with the goal of using them to overcome some labor shortages.⁷ In addition, 32% anticipate GenAI will lead to productivity gains by taking over repetitive, lower-level tasks, allowing employees to focus on value creation.⁷

⁵ Salesforce.com, [Top Generative AI Statistics for 2024](#), September 2023.

⁶ McKinsey, [Lifting Europe's Ambition on generative AI](#), accessed March 2024.

⁷ IDC Europe blog, [The Impact of Generative AI on the European Future of Work](#), September 2023.

Roadblocks to GenAI adoption

Technology barriers

Integrating GenAI into existing systems and workflows requires significant technical expertise. Designing, deploying and managing technology stacks can be a significant barrier for SMBs, especially those with limited IT resources on staff. Employees who are unfamiliar with or uncomfortable with using GenAI can limit the effectiveness of GenAI projects. Reducing this risk requires an investment in training and change management to help employees accept and integrate the technology into existing workflows.





Budget limitations

Limited IT budgets are a prime roadblock to GenAI for SMBs. These projects typically require significant up-front investments in infrastructure and possibly hiring staff for ongoing management, maintenance and support. The return on investment (ROI) of GenAI use cases must be carefully considered but may be uncertain or hard to quantify.

Data privacy and security concerns

As a relatively new and unknown technology, GenAI presents security risks that need to be mitigated. First, GenAI training data may contain sensitive or proprietary information that needs to be protected against unauthorized access, breaches and misuse. In addition, SMBs need to take steps to protect their own intellectual property and prevent unauthorized use of another entity's intellectual property that may have been used to train the GenAI. Limited budgets may make it challenging to keep up with new laws, regulations and industry standards related to GenAI.

Turbocharge AI adoption and transform insights into value

Bring AI to your data with Dell AI Factory with NVIDIA

Accelerate your AI journey and securely transform your data into insights with the industry's first comprehensive, turnkey AI solution. The Dell AI Factory with NVIDIA® addresses the complex needs of enterprises seeking to leverage AI and GenAI. With leading infrastructure and services — together with AI software and scalable workflow automation deployed across your organization — you can increase time to value for your projects by simplifying development and deployment.

- Transform your data into insights that scale.
- Securely deliver outcomes while safeguarding your data.
- **More than 340k engineering hours spent on design, development and validation on GenAI solutions⁸**
- **Up to 86% reduced time to value compared to doing it yourself⁹**
- The world's broadest GenAI solutions portfolio from desktop to data center to cloud, all in one place¹⁰

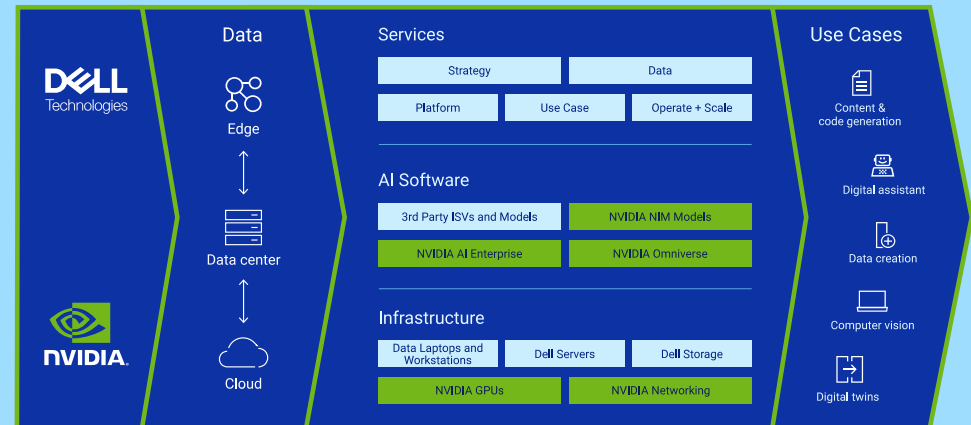
⁸ Based on internal analysis, October 2023.

⁹ Up to 86% claim: Estimate based on Dell analysis in May 2024, comparing time to set up a two-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.

¹⁰ Broadest Portfolio claim: Based on Dell analysis, August 2023. Dell Technologies offers solutions engineered to support AI workloads from workstation PCs (mobile and fixed) to servers for high performance computing, data storage, cloud-native software-defined infrastructure, networking switches, data protection, HCI and services.

Dell AI Factory with NVIDIA

Industry's first end-to-end enterprise AI solution



- Data is the raw material that powers the AI factory.
- Most valuable data is on-premises and at the edge.
- Dell Technologies helps you bring AI to your most valuable data and is a leader in storing, protecting and managing that data.

- AI-optimized infrastructure is the foundation of the AI factory.
- AI use cases are diverse, and AI technologies are rapidly evolving.
- Dell Technologies has the broadest AI portfolio from client to cloud, allowing you to rightsize your AI investment and giving you the flexibility to run AI anywhere.

- Accelerate your ideas to outcomes with tested, proven and rightsized solutions designed for your business use cases, at scale.
- Quickly get up and running with full-stack solutions based on joint engineering from Dell Technologies and NVIDIA, while reducing risk and spending less time designing, planning and testing.

Real-world results



A Netherlands-based international research and development organization empowers its partners to use gene discovery and breakthroughs in crop improvement.

24/7

AI models running on-premises with lower cost of ownership

Accelerated

insights and analytics with AI, ML and DL across all data science teams

50%

reduction in rack space and data center footprint

[Read the full story](#)



The content recommendation platform uses AI to deliver relevant and precisely targeted content.

40 billion

content recommendations served to 1.5 billion users each month

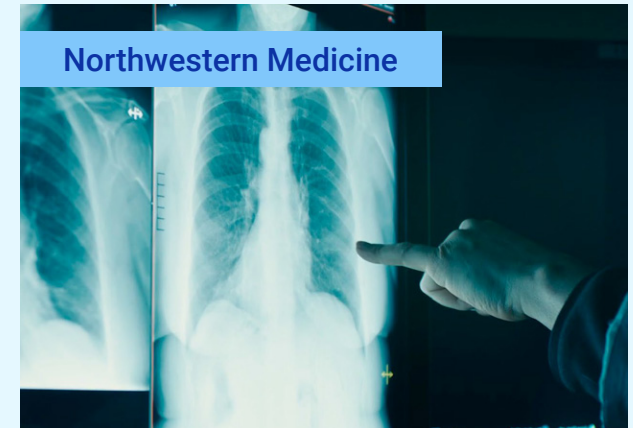
15,000

advertisers precisely target prospects in a brand-safe environment.

76%

performance improvement with every new generation of Dell PowerEdge servers

[Read the full story](#)



Dell Technologies and NVIDIA collaborate with Northwestern Medicine on a GenAI solution that can greatly improve patient outcomes and boost the efficiency of healthcare delivery.

Up to 40% improvement

in radiology productivity

More time

for caregivers to focus on patients

Blueprint

for GenAI adoption across the healthcare industry

[Read the full story](#)

Three ways your business can leverage GenAI

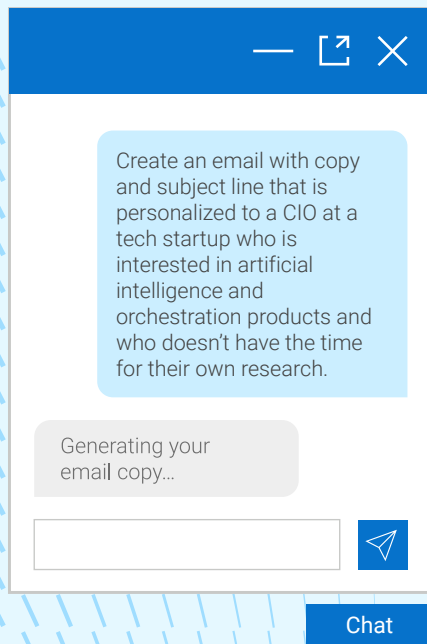
Enable the tools your teams need to be more successful

GenAI promises groundbreaking capabilities for optimizing business operations and helping you innovate to grow and keep pace with the competition. Some of the top use cases below are already gaining traction with SMBs.

The Dell AI Factory with NVIDIA speeds AI adoption by delivering integrated Dell and NVIDIA capabilities to accelerate your AI-powered use cases, integrate your data and workflows and enable you to design your own AI journey for repeatable, scalable outcomes.



**Read the solution
brief: [Effortlessly
Generate Content
with Generative AI.](#)**



Content creation

Attract and retain customers with individualized marketing communications

GenAI can be used to create highly targeted marketing content that drives customer engagement, brand growth and revenue. Business benefits include increased efficiency, enabling fewer marketing personnel to produce more high-quality content in less time, while enhancing the customer experience and increasing engagement and conversion with more relevant and engaging content.

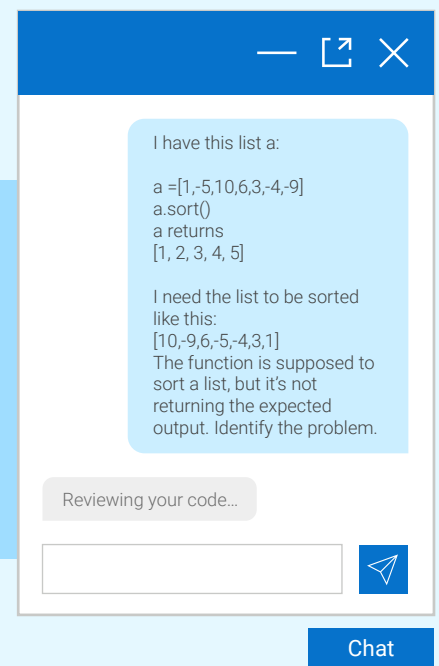
Streamline back-office operations

Accelerate the creation of regular business reports, financial summaries and market analyses, technical manuals, documentation and more — saving time and resources while ensuring accuracy and consistency across the organization.

GenAI coding support

Provide more innovative apps and services, faster

GenAI can be used to assist developers with writing complex or repetitive code, enabling them to develop and iterate software faster. Accelerate development cycles by using GenAI for code completion while increasing developer productivity, improving code quality, overcoming skills shortages and reducing costs.



Digital assistants powered by GenAI

Enhance customer and employee experiences

GenAI is being used to generate natural language responses based on user queries or instructions, through different outputs such as conversational text, voice and AI avatars. Provide on-demand, 24/7 customer service, addressing questions with a consistent brand voice and accurate, standardized information across multiple communication channels, including websites, mobile apps and social media platforms. Automation of repetitive and routine customer support tasks reduces operational costs, offering a cost-effective alternative to traditional customer support models.

- **Customers:** Elevate the self-service experience for customers with friendly assistance navigating product offerings, technical support, scheduling and more.
- **Employees:** Deliver engaging and informational interactions for your employees for tasks such as onboarding and training.



Do you have an appointment available?

Does a certain day or time work better for you?



Read the infographic: [Deliver engaging and personalized experiences with your own digital assistant](#)



Deliver outcomes faster with Dell Professional Services

Dell experts are here to assist you at every stage of your GenAI journey

Not sure where to begin in achieving your GenAI objectives? Delivering successful GenAI projects starts with some basic questions:

- How will you incorporate and protect data in GenAI models?
- Have you identified priority use cases?
- Do you have the skills and resources needed for GenAI success?

Identify the optimal path forward, aligned to business goals, for maximized results

AI needs a skilled team to succeed, but AI-ready skills are in short supply. Our extensive experience deploying AI at scale allows us to guide you through the AI journey, from strategy to implementation to management and scaling, empowering your teams to achieve impactful outcomes.



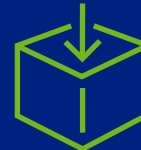
Establish an actionable strategy with Dell Advisory Services to align and prioritize your high-priority use cases.



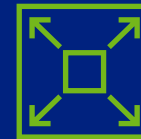
Prepare data for GenAI models seamlessly with the help of Dell Data Preparation Services, ensuring valid and impactful data outputs.



Utilize Dell Implementation Services to adopt the necessary software and hardware to implement a GenAI platform.



Deploy and test GenAI models and ensure seamless integration and peak performance with the assistance of Dell Implementation Services.



Operate and scale GenAI processes, expand capabilities and streamline operations by engaging with our Managed Services, training or resident experts.



Accelerate discovery and innovation

GenAI is already changing the way SMBs operate. You need to move now to take advantage of its many benefits including better margins, excellent customer experiences and higher efficiency.

Learn how Dell Technologies and NVIDIA work together to accelerate your journey from GenAI possible to GenAI proven with a complete portfolio of innovative technologies, a comprehensive suite of professional services and an extensive network of partners.

[Learn more](#)

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Dell Technologies and NVIDIA: Better together

Dell Technologies and NVIDIA work together to enable and accelerate GenAI workloads, deliver engineering-validated hardware and software to meet customer needs across all business sizes and verticals. With Dell Technologies and NVIDIA, you can deploy GenAI solutions optimized to accelerate your digital transformation through real-time data that improves key decision-making.

NVIDIA-Certified Systems™

Built on Dell PowerEdge servers to offer access to NVIDIA enterprise hardware and software through a browser.

Unprecedented performance

NVIDIA offers the world's most powerful accelerators, optimized for training and deploying LLMs.

Enterprise ready

Confidently deploy accelerated infrastructure that securely and optimally runs generative AI workloads.

"Our enterprise customers are looking for an easy way to implement AI solutions—that is exactly what Dell Technologies and NVIDIA are delivering. Through our combined efforts, organizations can seamlessly integrate data with their own use cases and streamline the development of customized GenAI models."

-Michael Dell
Founder and CEO, Dell Technologies

"AI factories are central to creating intelligence on an industrial scale. Together, NVIDIA and Dell are helping enterprises create AI factories to turn their proprietary data into powerful insights."

-Jensen Huang
Founder and CEO, NVIDIA

[Explore our partnership](#)