

Adria Forum 2025

Dell AI Factory

Martin Obradovic

Sales & Channel director

Adriatics, Bulgaria, Cyprus, Malta

14.10.2025.



Dell AI Factory

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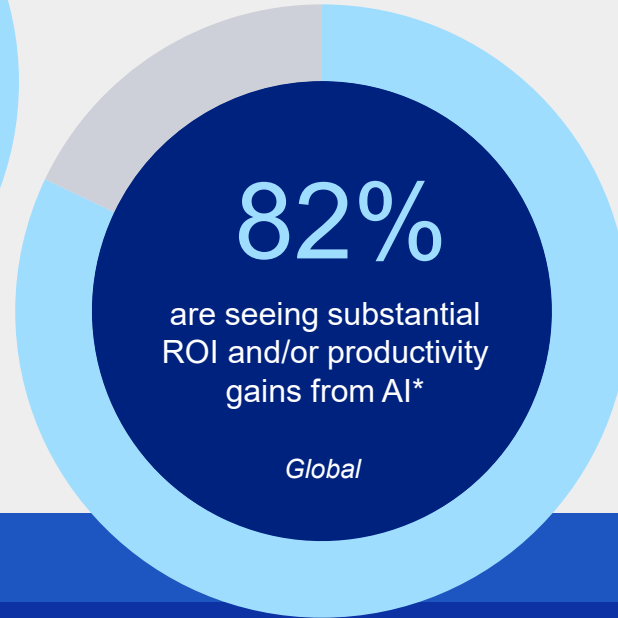
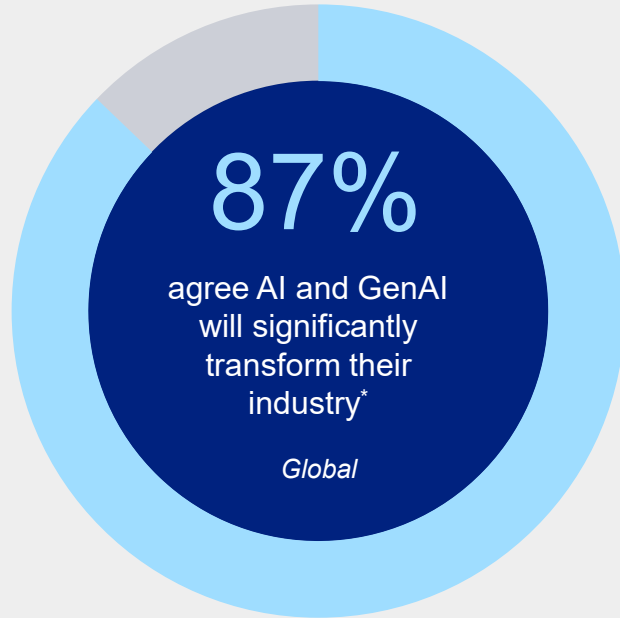
Sales & Channel director

Adriatics, Bulgaria, Cyprus, Malta





IT must respond quickly to the opportunity



Source: Dell Technologies survey across 2,850 business and IT decision makers across 40 locations, all segments, June 2025 (*US, UK, DE, FR and JP published in Feb 2025).



Realizing Enterprise AI to accelerate AI adoption



Determine highest value AI use cases to meet business objectives



Ensure data is accessible, accurate and secure



Optimize your AI investment with right-sized infrastructure



Increase flexibility with a broad ecosystem of AI partners



Address skills gaps and simplify operations

We're committed to advancing your priority initiatives

AI Headwinds Slowing Down AI Adoption

76% of IT and business leaders believe GenAI will deliver transformative value for their organization¹

COMPLEX



Top challenge for enterprise AI adoption is an **AI skills and talent strategy**²

RISKY



The #1 factor considered for choosing GenAI models is **security**³

EXPENSIVE



Top challenge organizations face when implementing AI is **cost**



¹ Dell Technologies Innovation Catalyst Study, February 2024

² IDC Report: From Breakthrough Innovation to Impact: Monetizing the AI Moment. Philip Carter, Directions 2024

³ Dell Technologies Generative AI Pulse Survey, August and September 2023. www.dell.com/GenAIPulse

⁴ IDC, Global AI Buyer Sentiment, Adoption and Business Value Survey, October 2023.

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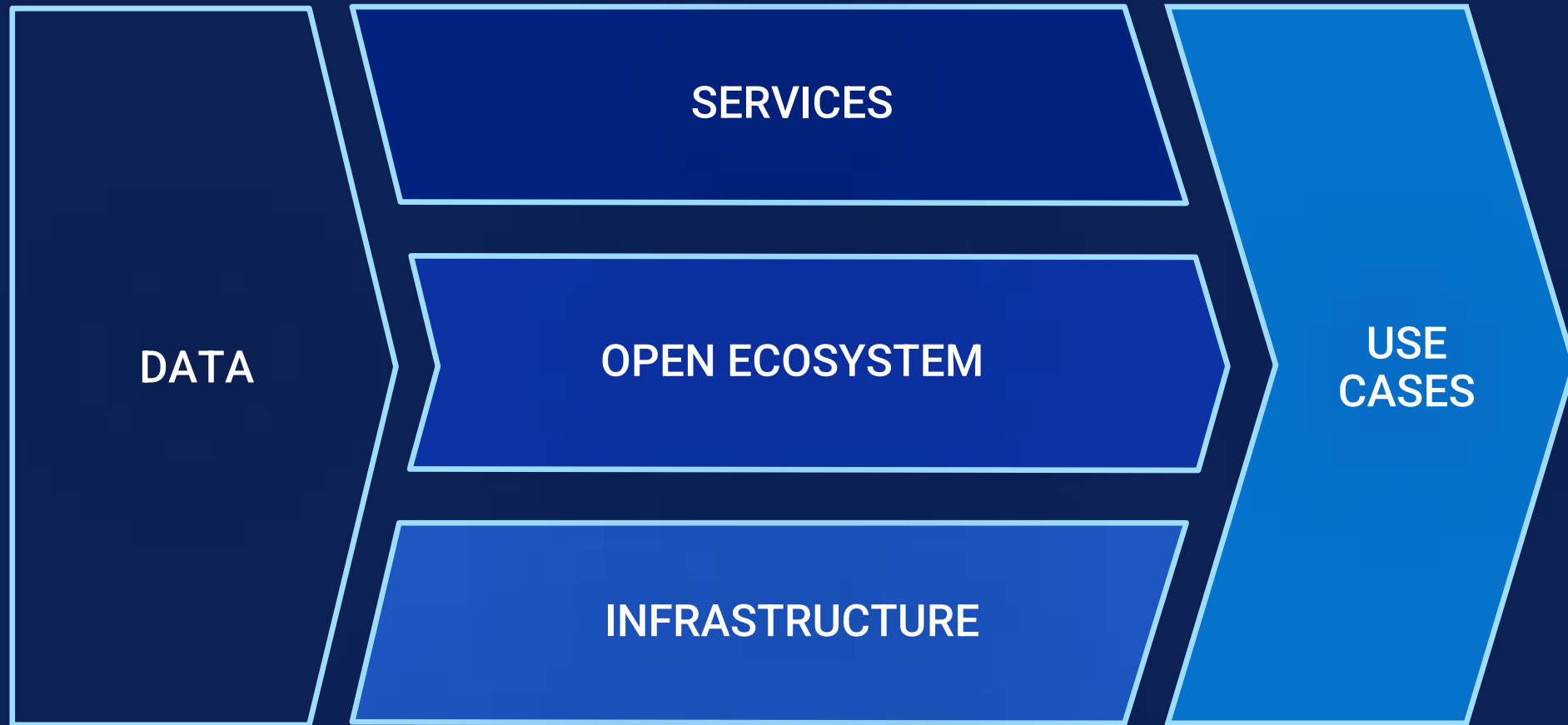
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USE CASES



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Hundreds of use cases – where do you begin?

Business strategy and operations management	Product innovation and R&D	Manufacturing and supply chain	Marketing, sales, and customer service	IT, HR, and finance
• Project management resource/task scheduling, budgeting, optimization and alerts • Resource utilization and sustainability optimization • Partner insights, optimization and contract compliance/recommendations • Identify and understand regulatory changes and impacts • Predict consequences and outcomes, anticipate workloads and demand • Facilities management optimization (smart buildings) • Automated meeting transcription, summarized notes and follow-up assignment • Meeting scheduling automation (bot) • Infectious disease screening of employees and customers (health and safety surveillance) • Predictive and adaptive environmental safety screening	• Design idea brainstorming and image generation • Scientific data and literature search and summarization • Fast-fail candidate screening • Identify unmet needs, underserved constituencies and unintended consequences • Identify new product/service opportunities • Medical/imaging diagnostics and personalized medicine • Population/public health analysis and campaigns	• Inventory and supply chain logistics, routing, scheduling, budget optimization, and alerts • Traffic management, optimization and emergency response adaptation • Manufacturing process quality control and alerts • Reduce material waste (materials and equipment tracking, utilization, forecasting, optimization) • Sales floor/display/site optimization • Video/sensor surveillance, risk assessment, and mitigation • Sound/light/air/water pollution compliance and minimization • Fleet, plant and equipment utilization/ productivity optimization • Predictive maintenance for fleet and equipment	• Draft copywriting (campaign messaging, customer personalization, translation) • Sentiment analysis, customer scoring and next best offer • SEO/keyword optimization/automation • Sales training/coaching • Customer support content screening, learning, search, and summarization • Customer service chatbot/digital human • Automated customer review responses • Derived market trends from unstructured data sources • Lead identification, qualification, ranking, and targeting • Customer churn risk assessment and alerts • Validate and protect customer/ patient data • Identity verification	• AI coding and documentation assistant • Code QA and testing, synthetic data creation • Log screening and early warning system • Network engineering resiliency, optimization, and self-healing • Metadata extraction and synthesis (NLP, GraphQL-readable tagging) • Intelligent search • Predictive maintenance for network, compute, and storage hardware • Automated penetration testing • Candidate resume screening • Employee performance screening • Personalized training (content and delivery) • Employee churn risk assessment and alerts • Fraud/waste/abuse detection and prevention • Human and financial resource forecasting, and budgeting

Most organizations have more than 200 use cases

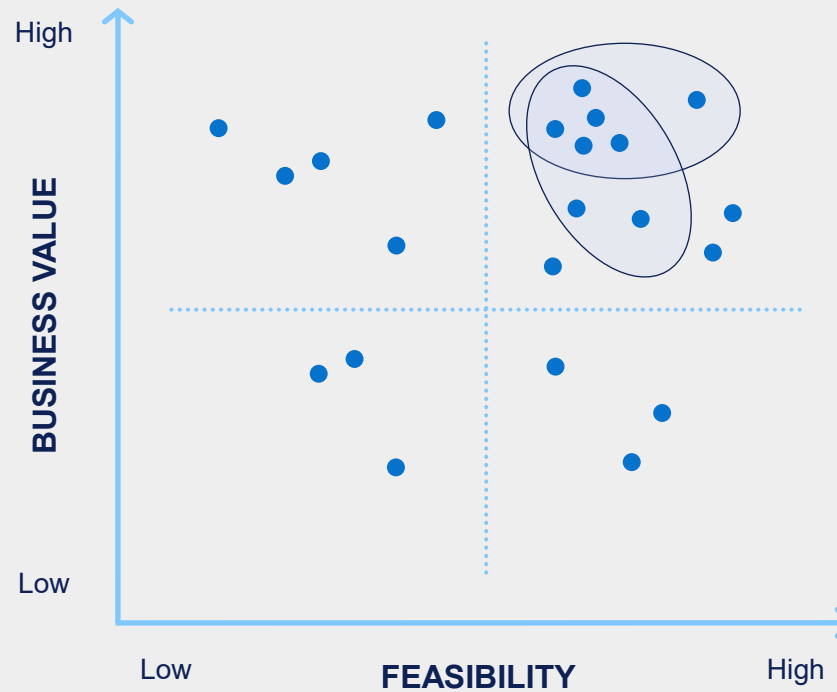
Prioritizing AI use cases

Criteria for consistently evaluating use cases



Business value criteria

- More 
- Better 
- Faster 
- Cheaper 



Feasibility criteria

-  Data
-  AI model
-  Process
-  People
-  Platform

Content
creation

Digital
assistant

Digital
twins

Design &
data creation

Code
generation

Computer
vision

AI use cases inside Dell

Dell's priority use cases are aligned with our areas of differentiation, our business strategy, and our rigorous prioritization process.



Go to market



Services



Product development



Supply chain



Ensure data
is accessible,
accurate &
secure



Source: Dell Technologies survey across 2,850 business and IT decision makers across 40 locations, all segments, June 2025 (*US, UK, DE, FR and JP published in Feb 2025).



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DATA



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How to bring AI to your data

Finding, preparing, and securing your data, then selecting the right models are essential steps on your process

Data discovery



Uncover applicability of data



Pair together as supersets of data for context



Solve for broad reuse (*Data-as-a-product*)



Usage alignment

Data preparation



Data sanitation



Data access and classification



Data location



Data security and governance

Implementation



Pre-trained model/ inferencing



Model augmentation (e.g. RAG)



Fine-tuning



Model training

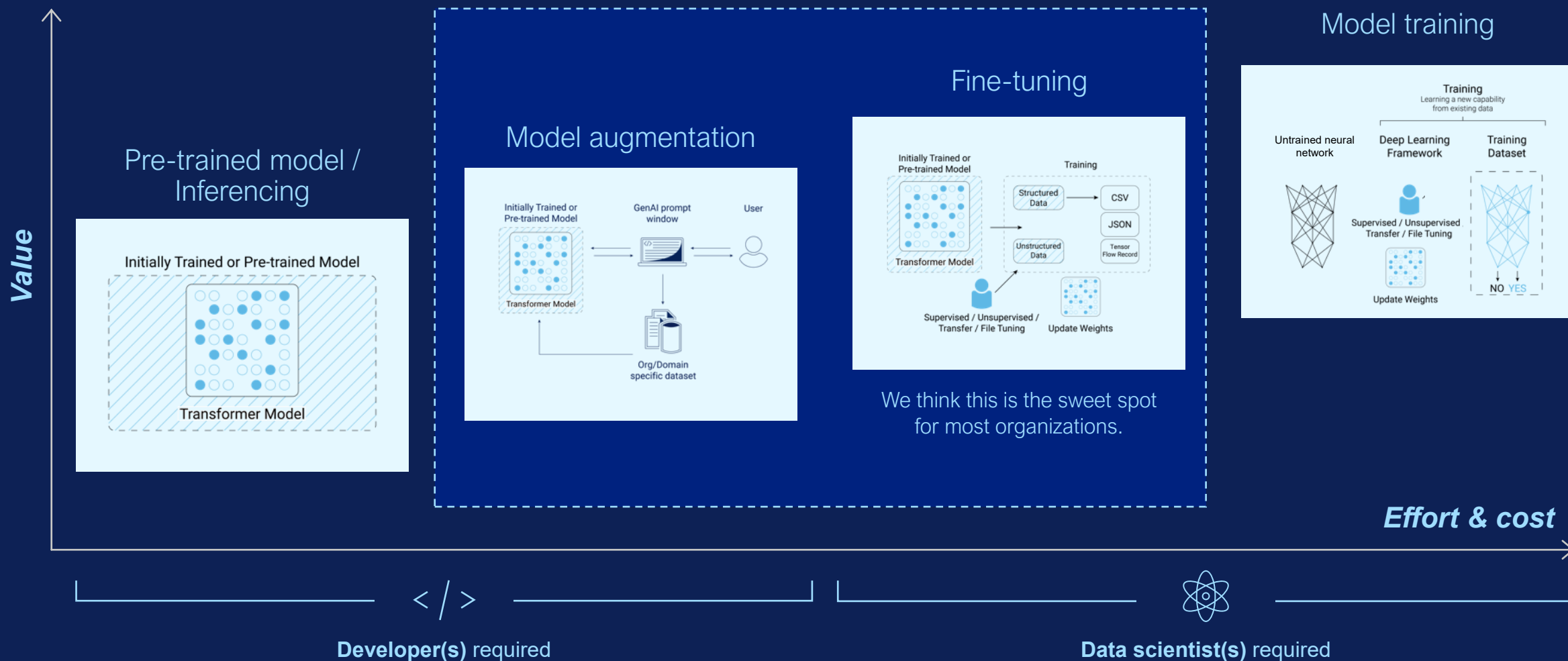


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AI deployment patterns and their implications





Cost is a major consideration for AI placement

Research studies found that **inferencing and fine-tuning** on premises with the Dell AI Factory was significantly more cost effective than the public cloud¹. In fact, savings with Dell APEX start on day 1¹.

Over a four-year period, Dell can provide inferencing and fine-tuning that is up to:

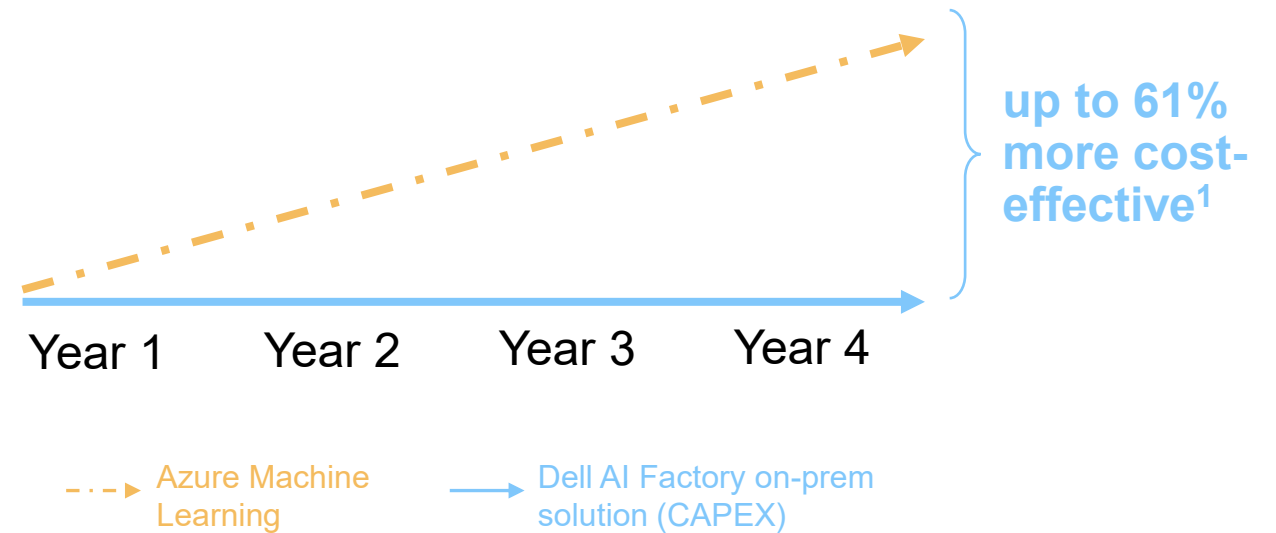
61%

more cost-effective than public cloud¹

~1.5 yrs

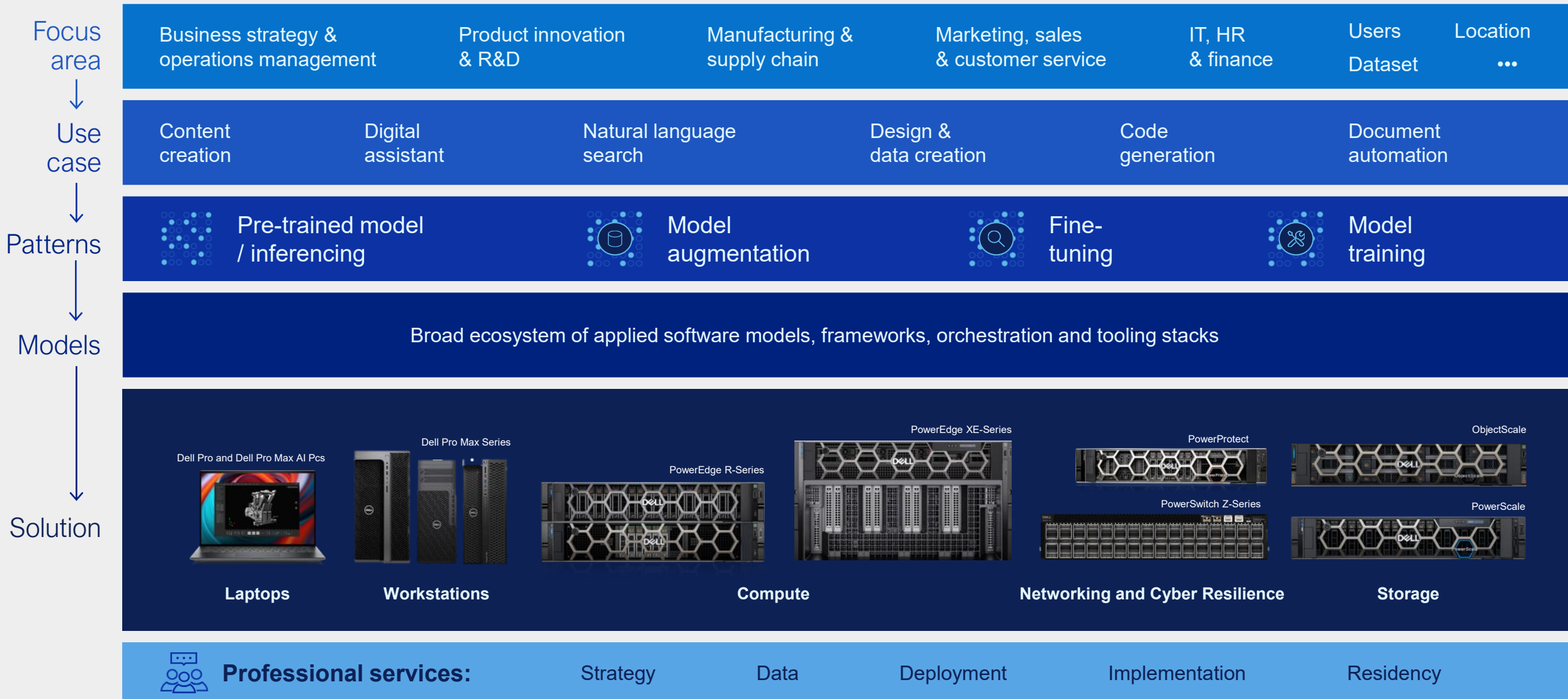
break-even compared to public cloud¹

Expected Cost to Deliver Inferencing and Fine Tuning for 8B Parameter Llama 3 LLM



1. Based on Principled Technologies' paper commissioned by Dell, "Make GenAI investments go further with the Dell AI Factory," comparing the TCO for on-premises Dell infrastructure using a Dell AI Factory solution versus a similarly configured public cloud solution, May 2025. Azure ML cloud managed services were used for the comparison. Estimated costs were modeled utilizing Llama 3 8B LLM for inferencing and model fine-tuning workloads by organizations over a 4-year period. Server models used were XE9680s with 8 x H100 GPUs. Actual results may vary.

Right-size your AI investment for your AI, your way



Broadest AI portfolio from PCs & workstations to datacenter to cloud*



Wherever your business will interface with AI, Dell Technologies is here to help



**Laptops and
Desktops**



**High-Performance
AI PCs**



Networking



**Cyber
Resilience**



Storage



**XR-Series
Servers**



T-Series Servers



R-Series Servers



XE-Series Servers

*Based on Dell analysis, July 2024. Dell Technologies offers hardware solutions engineered with AI-powered features and solutions to support AI workloads, from AI PCs and Workstations to Servers for High-performance Computing, Data Storage, Cloud Native Software-Defined Infrastructure, Networking Switches, Data Protection, HCI and Services.

Server Family / Model	Pre-Trained Inferencing	RAG/Augmentation	Fine-Tuning	Full Model Training
XE9680 / XE9680L / XE9685L	Yes (best)	Yes (best)	Yes (large)	Yes (best)
XE7740 / XE7745	Yes	Yes	Yes (medium-large)	Some (medium, not LLM)
XE9780 / XE9785 / XE8712	Yes (best)	Yes (best)	Yes (best)	Yes (future-proof)
R770 / R7725 / R960	Yes	Some	Some (small)	No
XR5610 / XR8000	Yes (edge)	Limited	No	No
T560 / T360 / T160	Yes (lite/SMB)	No	No	No
AI Factory Bundles (rack-scale)	Yes	Yes	Yes	Yes

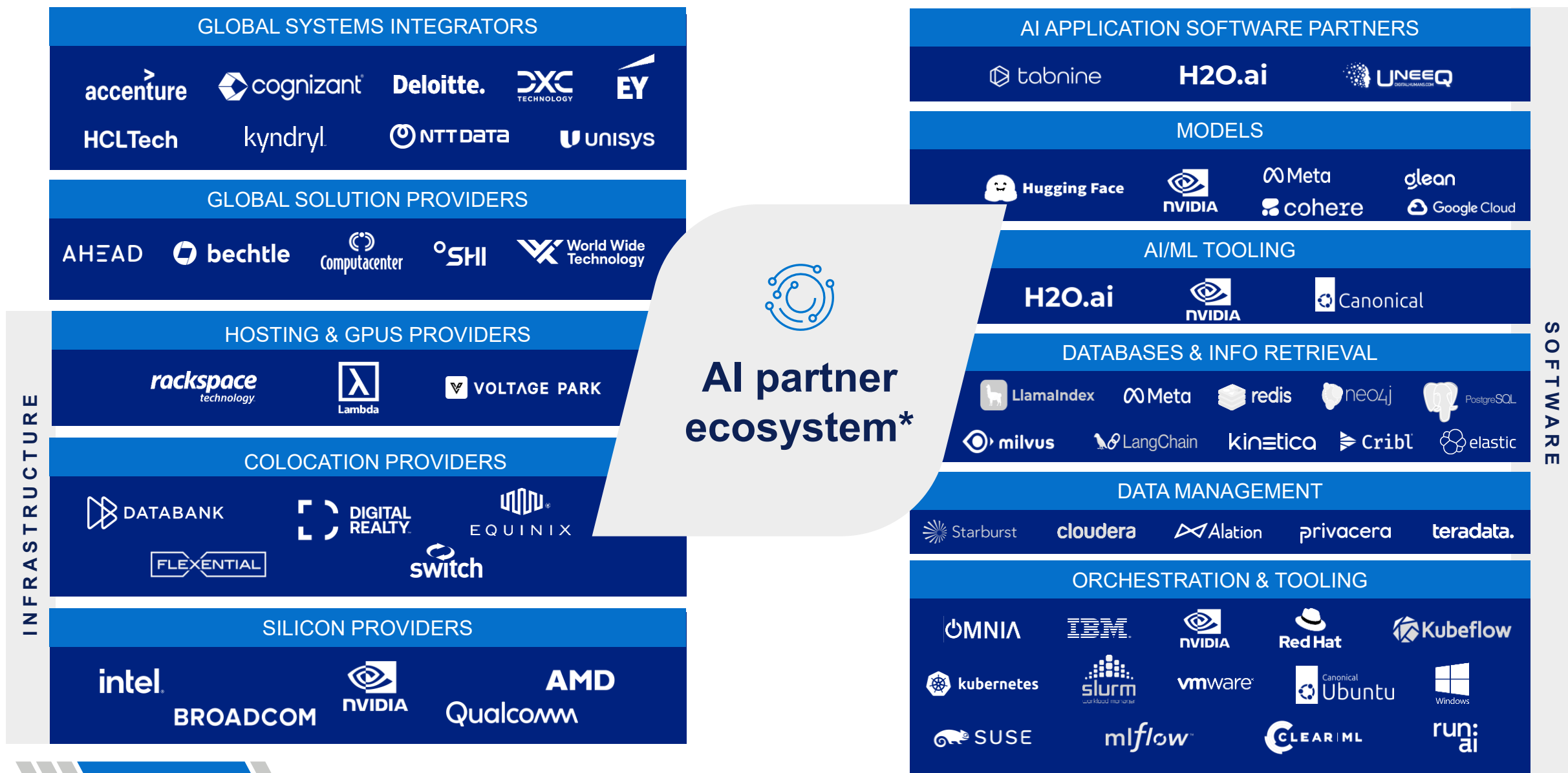


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Creating access to a broad open ecosystem for AI innovation



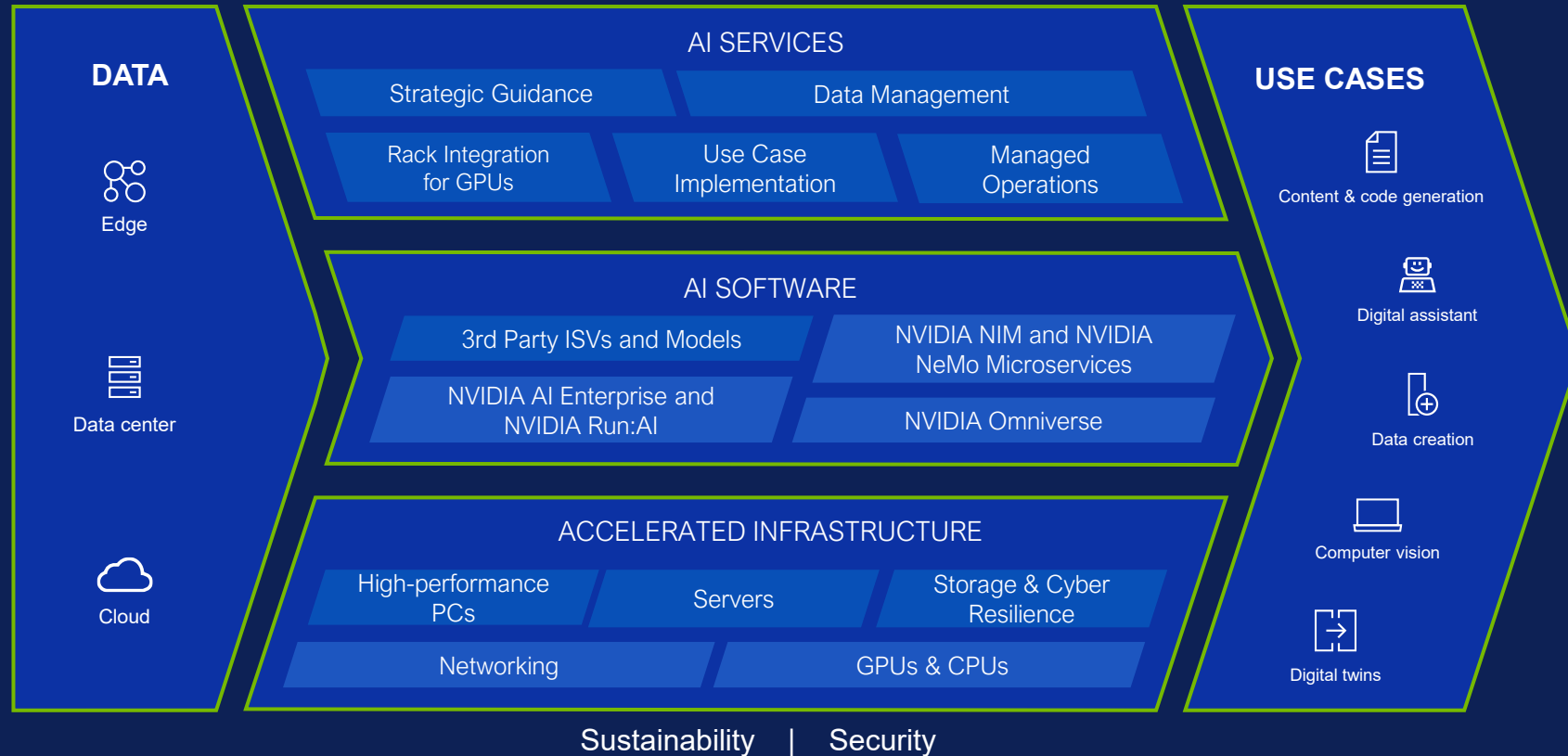
ECOSYSTEM

* representative, not comprehensive

The Dell AI Factory with NVIDIA



AI
-
Generative AI
-
Agentic AI

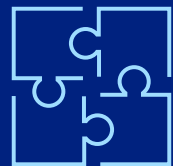


Simplify deployment and boost AI productivity to fast-track innovation

Adopt a comprehensive AI ecosystem to adapt to changing business needs

Simplify deployment and management which frees IT teams to focus on urgent priorities

Utilize AI Factories and streamlined workflows to accelerate your time to value



Address skills gaps and simplify operations

97%

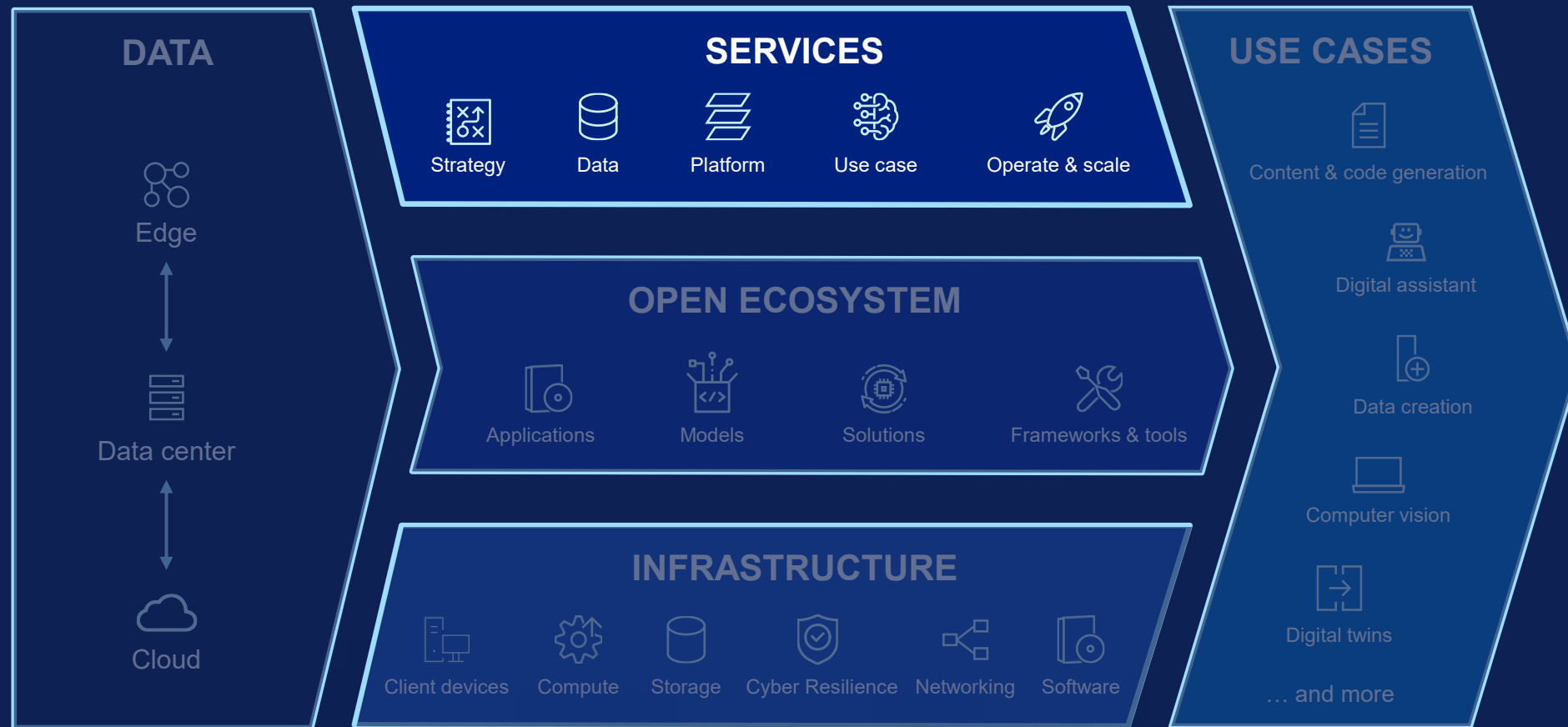
believe their organization's employees need to develop skills to fully unlock the potential of AI*

Global

Source: Dell Technologies survey across 2,850 business and IT decision makers across 40 locations, all segments, June 2025 (*US, UK, DE, FR and JP published in Feb 2025).

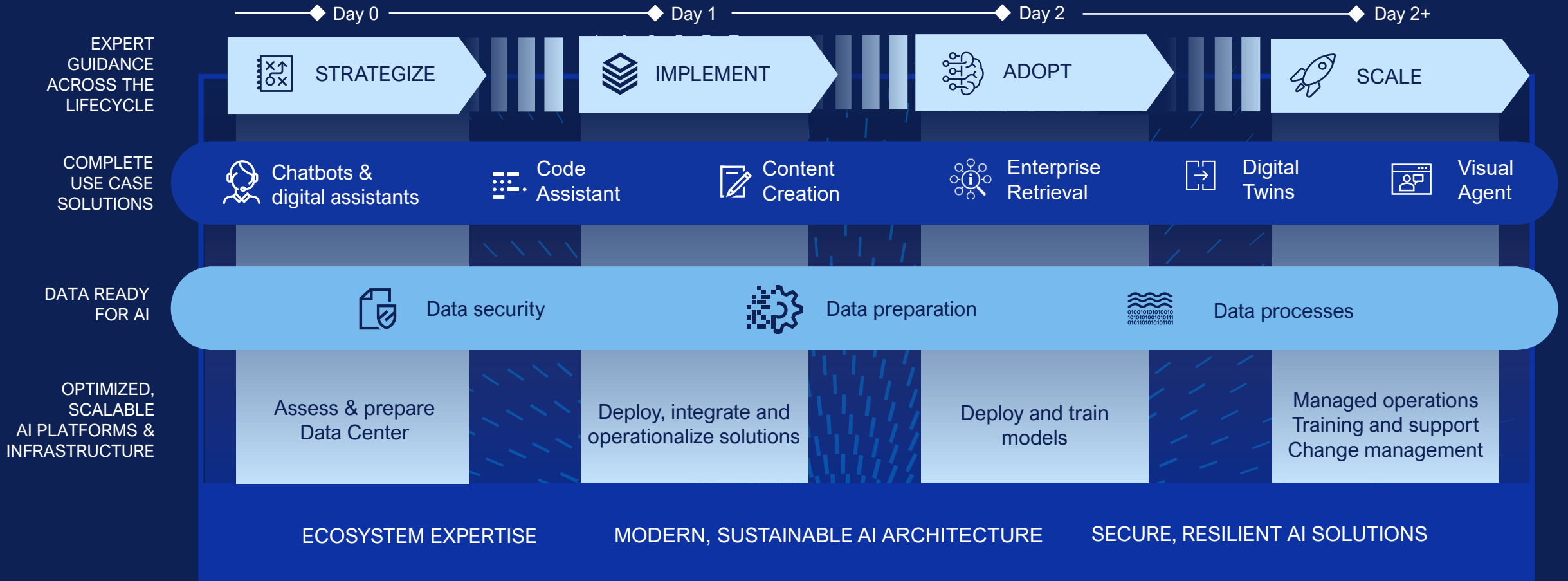


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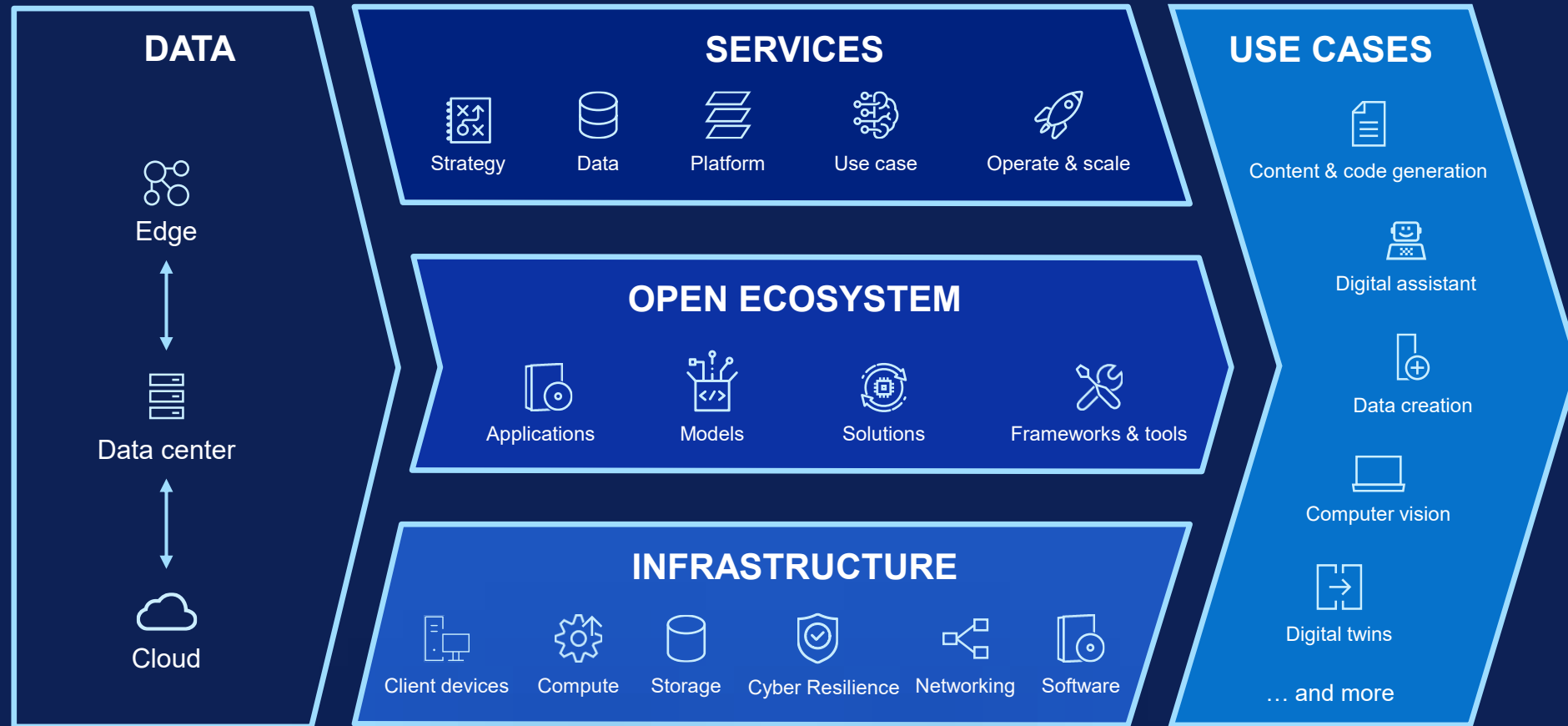
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Professional Services accelerate AI adoption from day zero and beyond





The Dell AI Factory



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Why Dell Technologies for AI

We empower you to bring AI to your data



¹ Based on Dell analysis, March 2024. Dell Technologies offers hardware solutions engineered to support AI workloads from Workstations PCs (mobile and fixed) to servers for high-performance computing, data storage, cloud native software-defined infrastructure, networking switches, data protection, HCI and services.

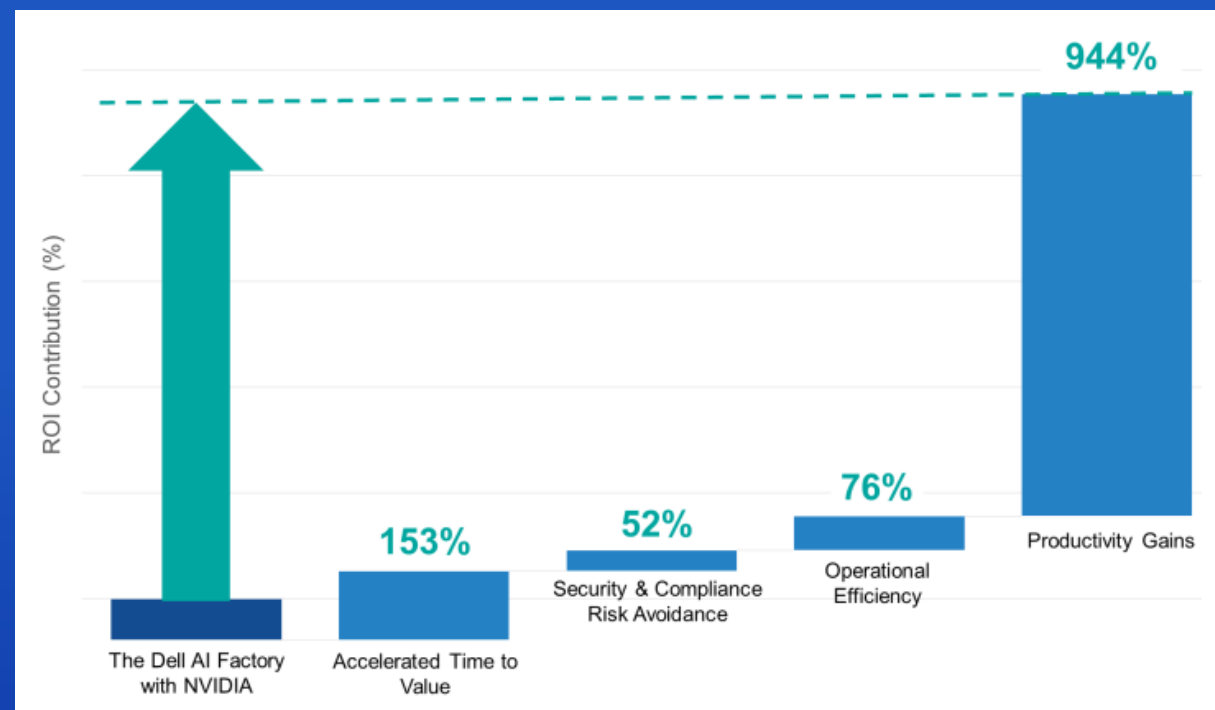
Realize the value of the Dell AI Factory

Achieve up to 1,225% ROI over 4 years

Enterprise Strategy Group analyzed the economics of the Dell AI Factory. Their modeled findings showed **ROI of 1,225% over 4-years** and up to **269% ROI within the first year**, with a majority from accelerated time-to-value and user productivity gains.

“We got a **one-year head start** on everyone else, giving us time to **innovate**, deploy **more use cases**, and build **internal expertise** before others even got started.”

Dell AI Factory customer





The Dell AI Factory is trusted by:



Dell's AI infrastructure makes waves in Forrester report

Dell recognized as a Leader in The Forrester Wave™ for AI Infrastructure Solutions, Q1 2024



Dell recognized as a Leader in The Forrester Wave for AI Infrastructure Solutions.

Dell received the highest scores possible in the architecture, configuration, and training criteria.

Dell achieved the highest scores possible in the vision, partner ecosystem, and the supporting services and offerings criteria.

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THE FORRESTER WAVE™
AI Infrastructure Solutions
Q1 2024



*A gray bubble or open dot indicates a nonparticipating vendor.

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“Running ... diverse AI workloads can be complicated. Dell Technologies aims to make it easier by publishing meaty reference architectures ...”

“Dell’s superior vision is to offer the quickest, most integrated solution to enterprises ...”

“Reference customers appreciate Dell’s exceptional level of service in quickly designing custom AI infrastructure ...”

DELLTechnologies



What's your next
innovation idea?

DELLTechnologies





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Thank You