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# DELL



**TD SYNnex POSITIONING**

**AI STRATEGY**

**AI SOLUTIONS**

**ENABLEMENT**

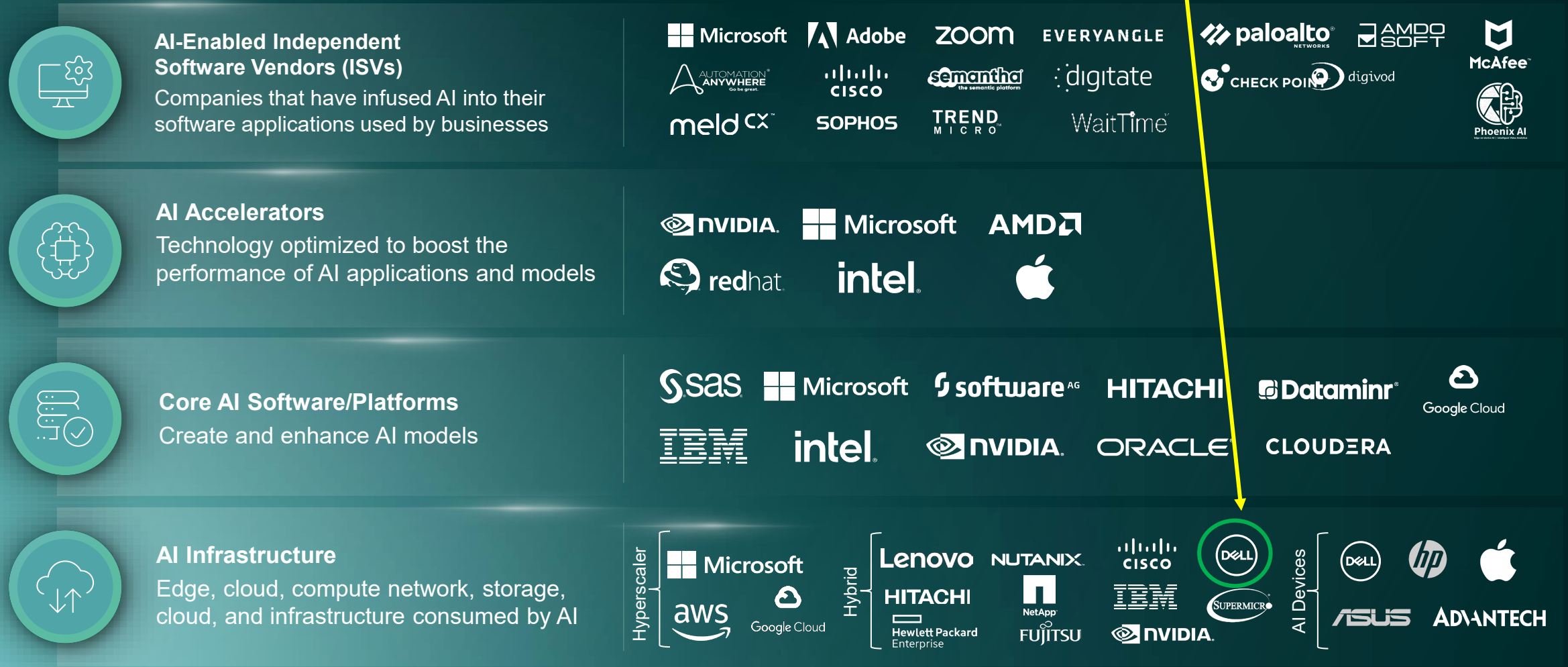
**LAB DEMO ENVIRONMENT**

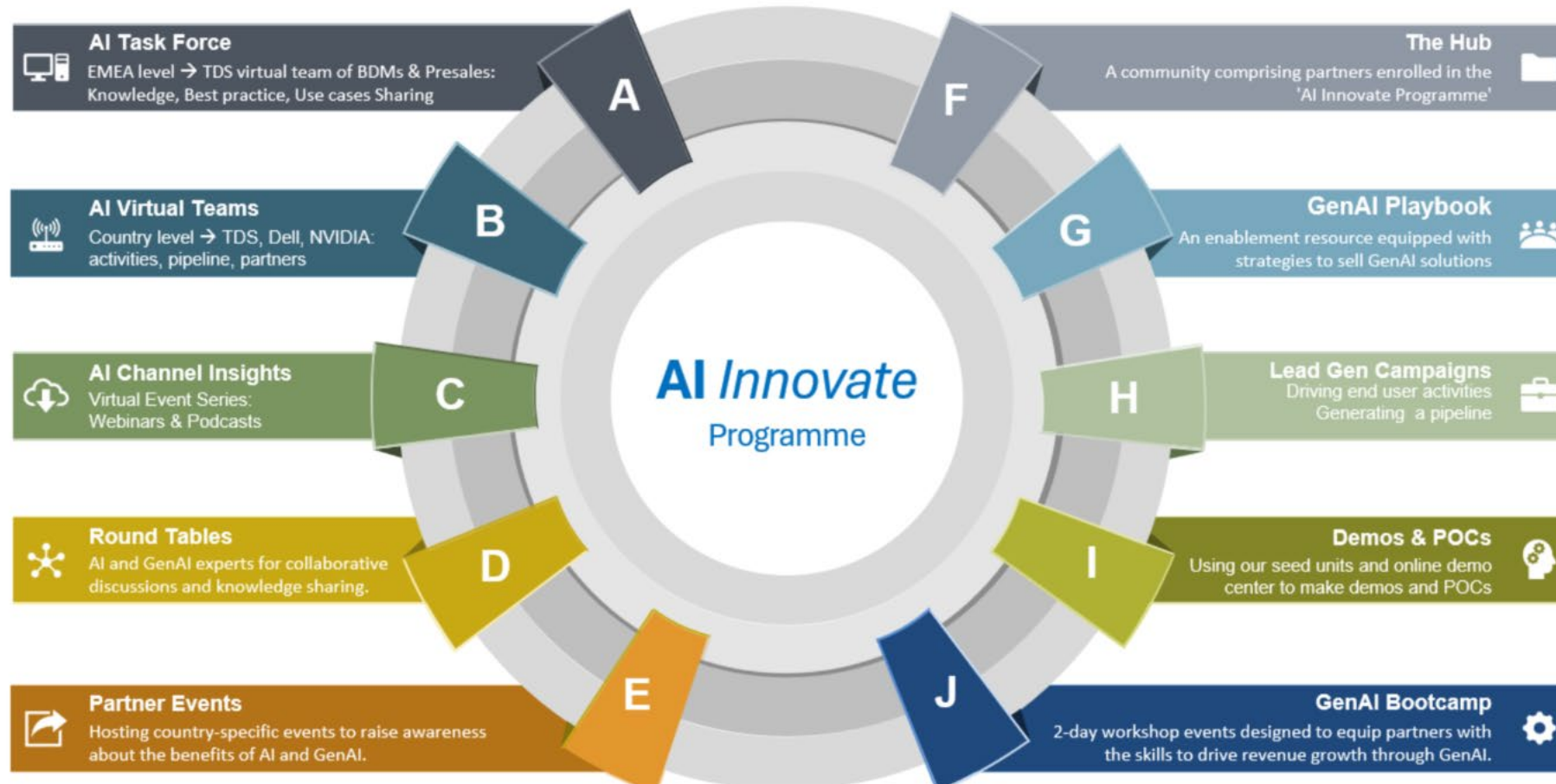
**USE CASES**

*\* Eventuali brand dei vendor citati e riferimenti a scenari e soluzioni DELL, possono essere contenuti pubblici condivisi dal vendor*

# TD SYNnex AI Partnerships – DELL Positioning

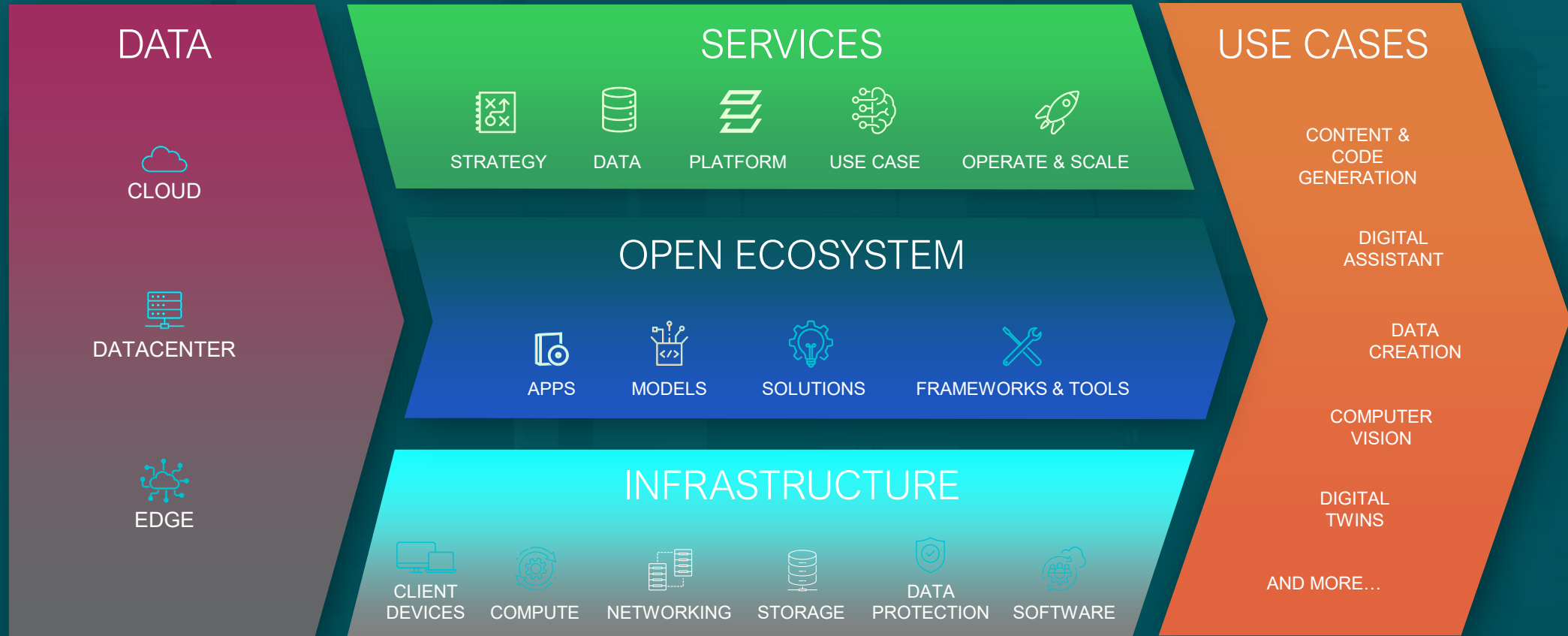
TD SYNnex helps his vendors to **amplify** their position in AI





# The Dell AI Factory

The world's broadest AI solutions portfolio from desktop to data center to cloud



# Dell AI Factory Accelerates AI Adoption

SIMPLE



Comprehensive AI services and validated, optimized solutions make AI easier, augmenting skills gaps and addressing data readiness

SECURE



Trusted infrastructure, full-stack solutions and services ensure valuable data is protected, managed and accessible

ECONOMICAL



Industry's broadest AI solutions portfolio addresses "no one-size-fits all" approach

# Dell simplifies the AI journey from strategy to scale



## Strategize

**Collaborate** with business stakeholders – define use cases and governance

## Implement

**Prepare** data to easily tune model for use cases

**Scale** across use cases with a common Generative AI platform and technology

## Adopt



**Drive value** and apply Generative AI model to prioritized use cases

## Scale

**Operate at scale** – build Generative AI skills and readiness

Journey




### Establish strategy

-  Define vision/solution arch
-  Identify use cases/models



### Prepare data

-  Data management
-  Data engineering



### Implement gen AI platform & technology

-  Generative AI software
-  Generative AI hardware
-  PC

### Deploy & test model

-  Language modeling
-  Implement AI use cases

### Operate & scale

-  AI/data governance
-  Generative AI operate/optimize

# Easily deliver business value

## What do you want to achieve?

Improve customer and employee experiences

Drive growth & create new revenue streams

Realize gains and optimize productivity

Accelerate Innovation

## Where are you delivering value?

Business strategy and operations management

Product innovation and R&D

Manufacturing and supply chain

Marketing, sales, and customer service

## How?

 Content Creation

 Digital Assistant

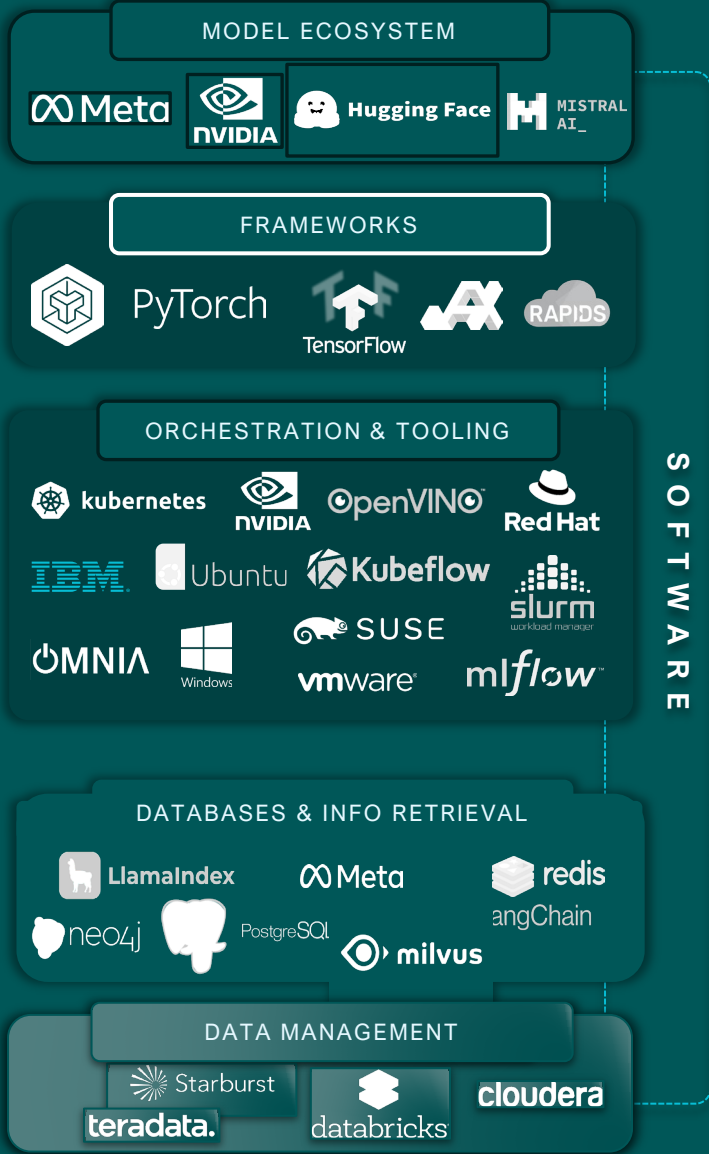
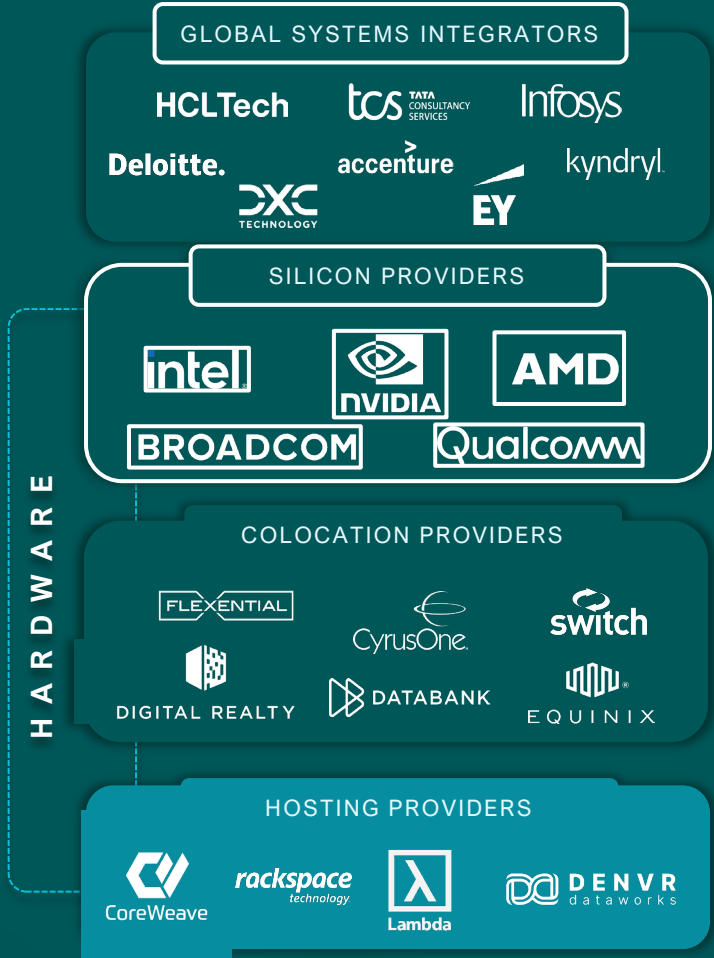
 Code generation

 Design & Data creation

 Digital Twins

 Computer Vision

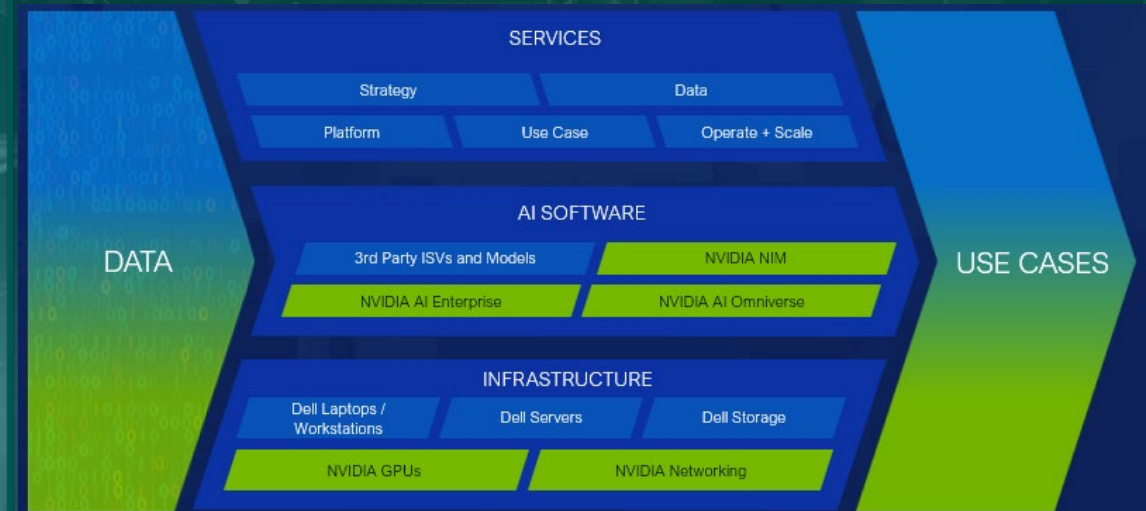
# Creating access to a broad open ecosystem for AI innovation



## Dell AI Factory



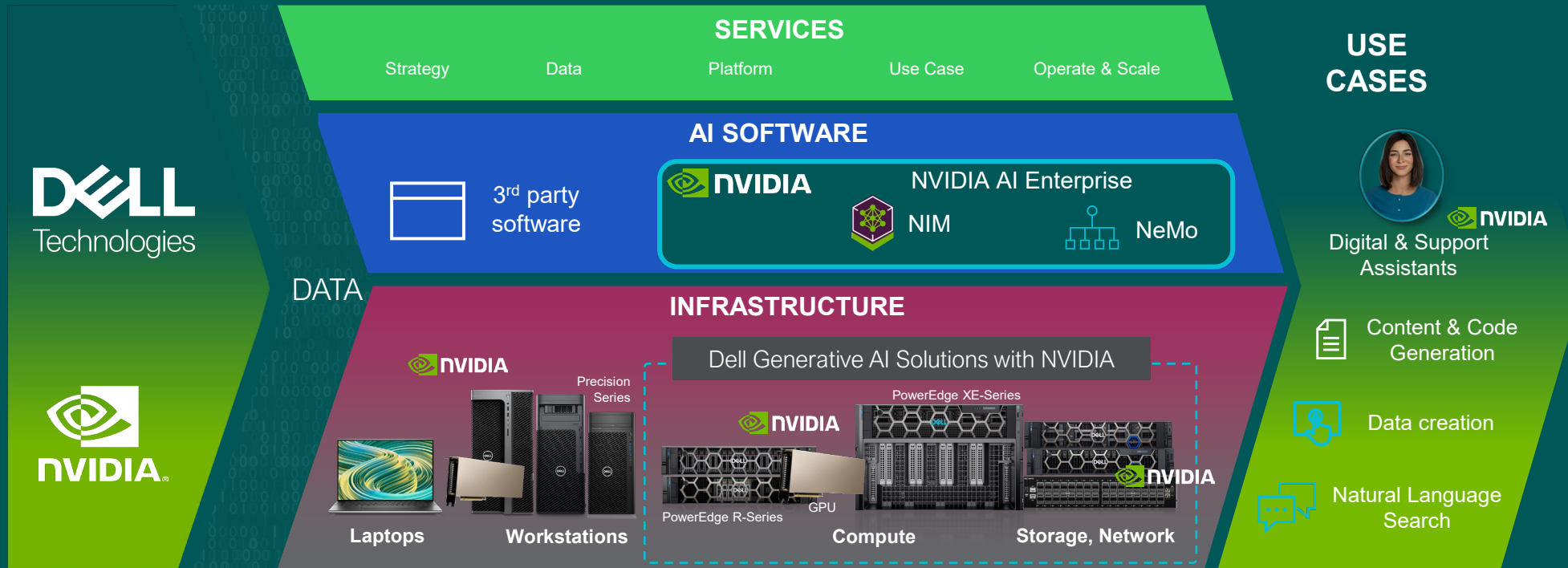
## Dell AI Factory with NVIDIA



# Introducing the Dell AI Factory with NVIDIA



- The AI innovation framework to accelerate business use cases at scale



Start quickly with AI-powered outcomes



Simplify deployments with turnkey installations



Drive a competitive advantage



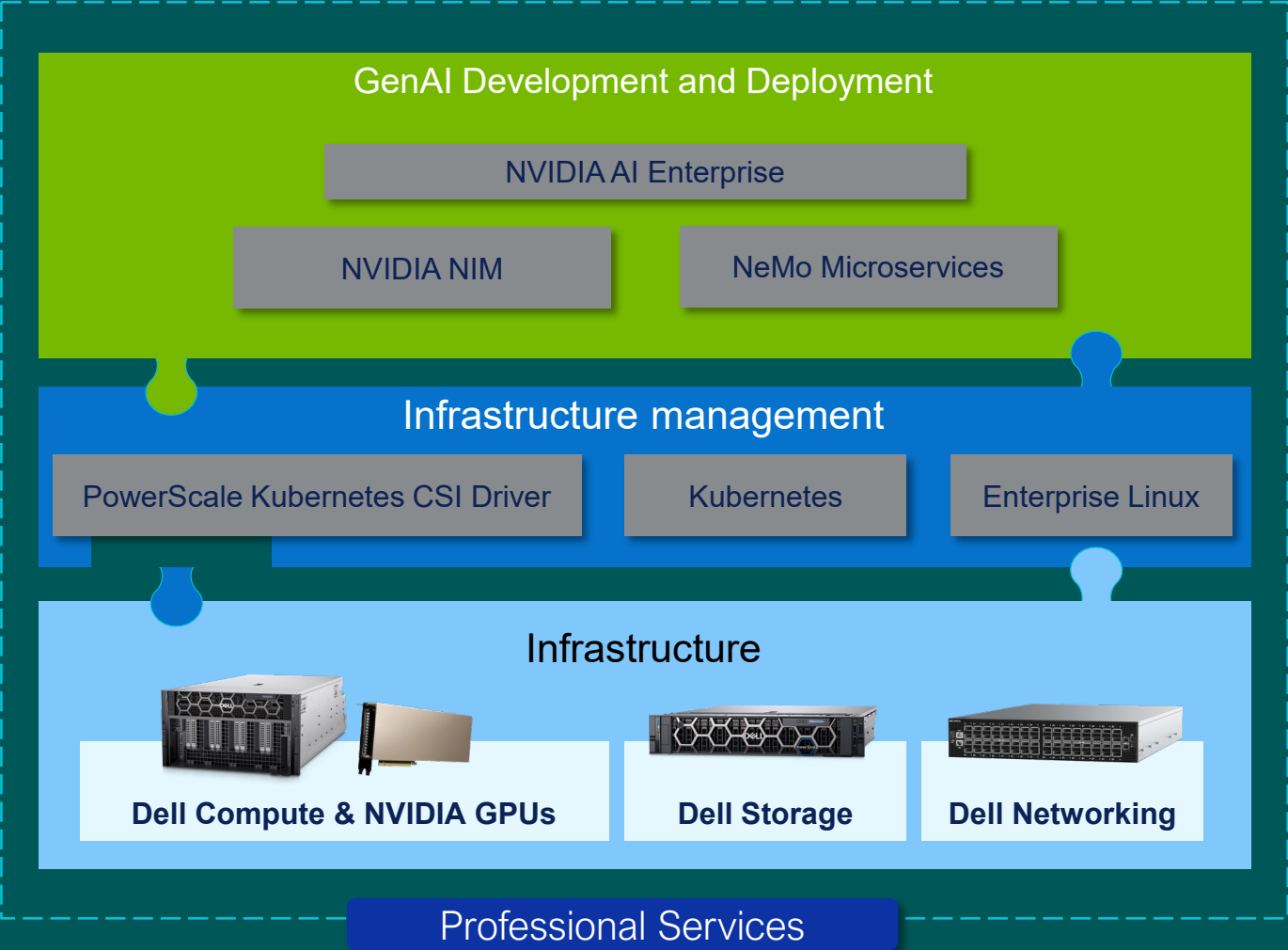
Scale up and out to hundreds of use cases



Enable the workforce from desktop to core to edge

# Simplified stack to deliver RAG

- Over 340k engineering hours spent on design, development and validation of GenAI solutions\*



Simplify deployment of scalable information retrieval frameworks for GenAI models



Enable more precise and trustworthy answers for their GenAI models



Get better model performance via a retrieval-based approach



New data can be rapidly ingested to update the database

# Dell Generative AI Solutions for Digital Assistants

- Leverage our trusted framework to elevate the self-service experience for customers and employees



When is the library open?

The library is open until 8pm today. For tomorrow, Saturday 18<sup>th</sup>, the library will be open from 9am to 6pm.



Accelerate deployment and reduce risk by avoiding planning pitfalls



Quickly scale a personalized self-service experience, available 24/7



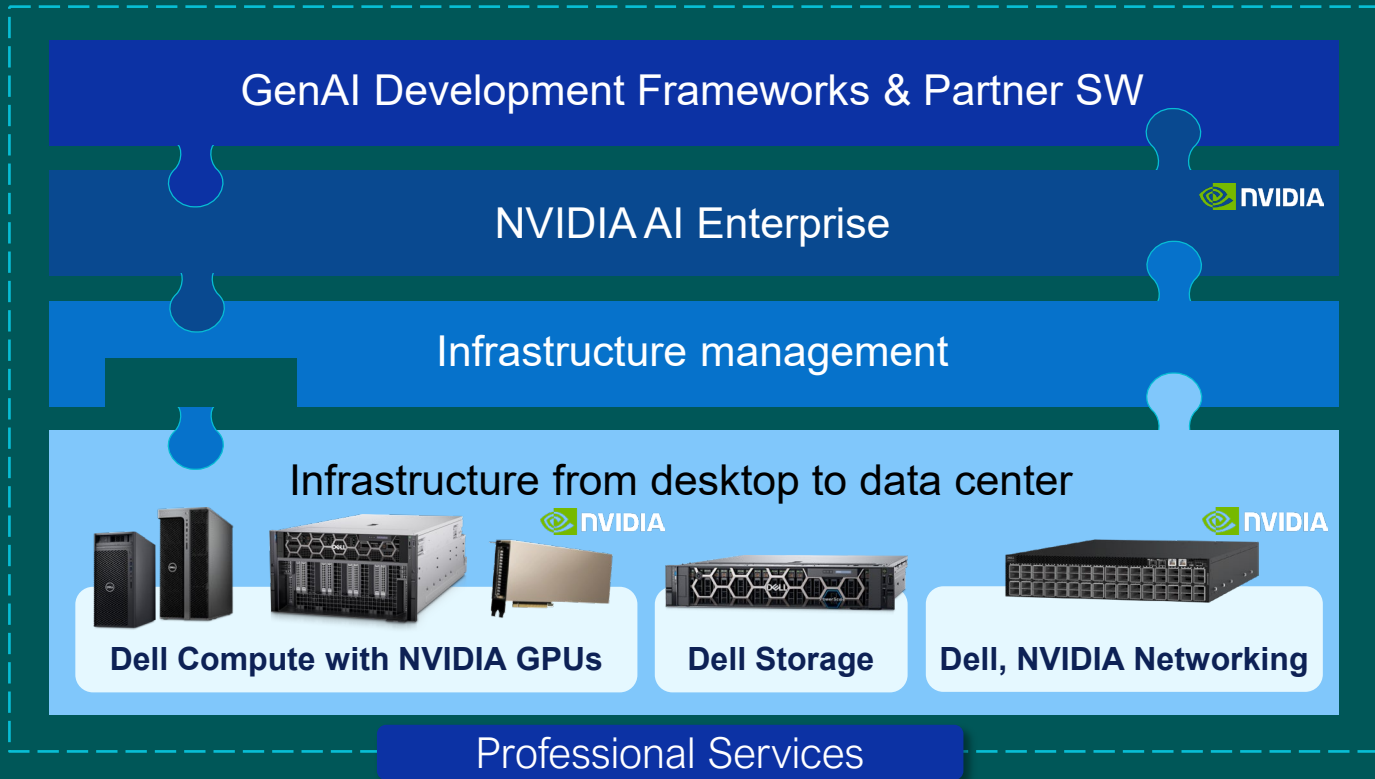
Make the customer conversation fun and engaging, using your data



Engage individuals in their language with natural and informational conversations



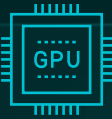
Take advantage of Dell's expertise to drive successful outcomes



\* Based on internal Dell analysis

# Dell PowerEdge XE9680L

Extreme AI performance and scalability for NVIDIA HGX B200



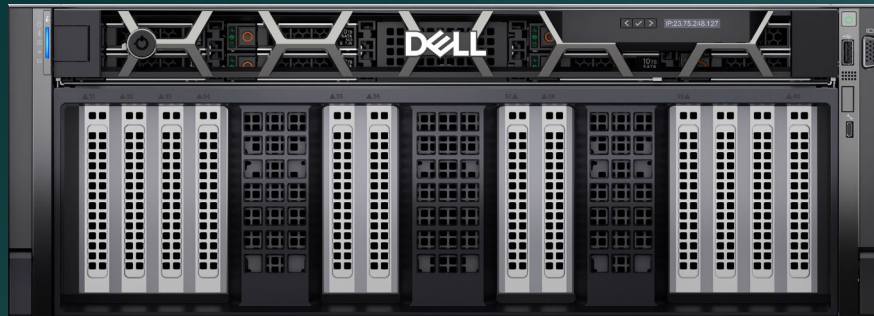
8-GPUs in ultra dense 4U form factor



Industry-leading network fabric throughput with 12 PCIe slots



Direct to chip Liquid Cooling



**Densest rack-scale architecture** in the industry

**Highest throughput in the industry** with full support for 400G Ethernet and InfiniBand

**Turn-key liquid coolant distribution solutions ecosystem**

**Factory integration** of pre-validated networking, power distribution and cooling

Up to **72**  
GPUs per rack

**2x**  
I/O and throughput<sup>2</sup>

**2.5x**  
energy efficiency<sup>3</sup>

<sup>1</sup> Projected NVIDIA performance claims for 8-way B200 HGX vs. 8-way H100 HGX  
<sup>2</sup> Compared to Supermicro SYS-421GE-TNHR2-LCC FHHL PCIe Gen. 5.0 expansion capacity  
<sup>3</sup> Compared to XE9680

## The First AI Lab for Channel Partner



### NVIDIA AI Enterprise

AI & Data Analytics Applications

GPU Virtualization & Infrastructure Optimization

Performance Scaling



On-demand Kubernetes Clusters & Virtual Machines

Intrinsic Security & Lifecycle Management

Live Migration & Load Balancing

Ampere A100



Ampere A100



**PROJECT OUTCOME**

- Identify AI opportunity
- Offer infrastructure competence and relationship with the vendor
- AI demo test area where develop model for generative AI

**Who is it for ?**

- Developer and Channel Partner
- Data Scientist
- AI Specialist and Newbies

**What we offer**

- Infrastructure where execute Demo and POC
- Centre of competence
- Test and develop AI Model



City of Amarillo makes community services more accessible with GenAI

## Connected Community

Multilingual digital assistant uses GenAI to interact with residents seeking details on gov't and community services.

## GenAI

Servers render onscreen image of digital assistant and manage data in large language models (LLM) and GenAI application.

## Improved Services

IT foundation for virtual call center to support remote health clinics and improve emergency response time with analytics.

“The AI tools we develop with Dell help create more effective government in the digital age and give us new tools to improve civic engagement and outcomes.”

Richard Gagnon  
*Chief Information Officer, City of Amarillo*

### Powered by:

- Dell PowerEdge R760xa Servers
- Dell Professional Services for AI



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