Driving Innovation with AI

Jeff Clarke, Vice Chairman & COO of Dell Technologies unveiled an optimistic vision for enterprise AI at Dell Technologies World 2025, featuring industry luminaries, including Aidan Gomez, CEO and Co-Founder of Cohere, Arthur Lewis, President, Infrastructure Solutions Group of Dell, Brian Venturo, Co-Founder & Chief Strategy Officer of CoreWeave, Rob Johnson, Executive Director, Workforce Digital Services of USAA, and Sam Burd, President, Client Solutions Group of Dell

KEY TAKEAWAYS:
- A call to action for businesses to integrate AI now or risk falling behind competitively.
- The introduction of advanced Dell AI Factory and AI Data Platform innovations for enterprise scalability.
- Insights into the expanding role of AI on edge devices like PCs and mobile workstations.
- Cross-industry collaboration through strategic partnerships with Google, Nvidia, and Cohere.
- Practical success stories showcasing real ROI and productivity gains from AI deployments.

Scaling Enterprise AI with the Dell AI Factory

Jeff Clarke opened the discussion, emphasizing the pivotal moment businesses face with AI adoption. "If you haven't started, you're behind," Clarke warned, urging enterprises to adopt strategic AI frameworks. Dell's AI Factory forms the foundation for many customers, leveraging cutting-edge infrastructure to power complex workloads. Clarke emphasized its impact, noting, "We've helped over 3,000 businesses… build their factories, and we launched over 200 new features to the AI factory since its inception."
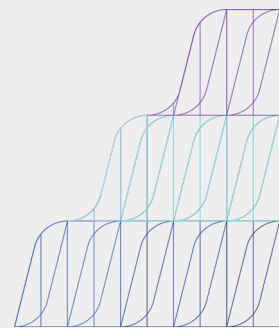
Arthur Lewis presented the Dell AI Data Platform, a new addition to their infrastructure offerings. Designed to leverage scalable storage systems like PowerScale and ObjectScale, it ensures seamless data integration for AI workloads. "This platform is engineered to manage complex workflows at scale, allowing customers to seamlessly place, process, and protect their data."

Partnerships Driving Seamless AI Integration

Collaboration is central to Dell's innovation strategy. The keynote revealed exclusive partnerships, such as enabling Google's Gemini models to operate on-premise, paired with Cohere's AI solutions. Aidan Gomez spotlighted Cohere North, a secure agents platform integrated with Dell technology. "Cohere North… enables employees to automate complex workflows with seamless data integration, comprehensive security features, and an advanced search system," Gomez explained.

Brian Venturo of CoreWeave emphasized Dell's responsiveness as a partner. "Your engineering team is world class… better than everybody else we've worked with," he praised, highlighting the delivery of high-performance, flexible infrastructure crucial to their AI endeavors.

To learn how you can accelerate your innovation with AI, visit **www/dell.com/innovationcatalyst**

AI at the Edge with Next-Generation PCs

The discussion progressed to AI's potential on edge devices, led by Sam Burd. He heralded next-gen AI-enabled PCs as pivotal for enterprise success. "We've built the Dell AI factory … to give you the power to run AI where it makes sense…For many, that data lives on the PC," he stated, underlining the device's evolving role as a critical AI workstation. Dell's Pro Max AI PCs were highlighted as game-changers, with built-in NPUs for local processing of complex models.

USAA's Rob Johnson shared his organization's shift to AI-powered PCs. "We deployed our first set of Dell Pro AI PC notebooks earlier this year… every PC that we have issued has been and will be an AI PC," Johnson said. These devices boost performance, battery life, and data security, positioning USAA to meet dynamic market demands. Johnson added, "It's all about data gravity… if we can do it locally on the device, save money, increase security and privacy… then we're looking into it."

Driving AI Success Towards a Future of Limitless Possibilities

Clarke wrapped up the keynote with an inspiring look at AI's impact on the future of enterprise technology. "AI has taken off like a rocket ship… we're in the early innings of enterprise AI,"
For CIOs and IT leaders, the message was clear: the time to act on AI is now.

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