

Modernizing the workplace with AI

 **Dell** Technologies

 **IDC**

Today's Panelists



Michelle Best
Moderator
Global Messaging Lead
Dell Technologies



Maria Renton Abu
Global Messaging for
AI Client and Software Solutions
Dell Technologies



Amy Loomis PHD
Research Vice President
Future of Work
IDC

Organizations will spend
\$346 billion on products and
services to implement GenAI
from 2024 to 2027



Source: GenAI Implementation Market Outlook: Worldwide Core IT Spending for GenAI Forecast, 2023–2027).



Putting GenAI to work...



Content Creation

- Text generation
- Image creation
- Audio creation



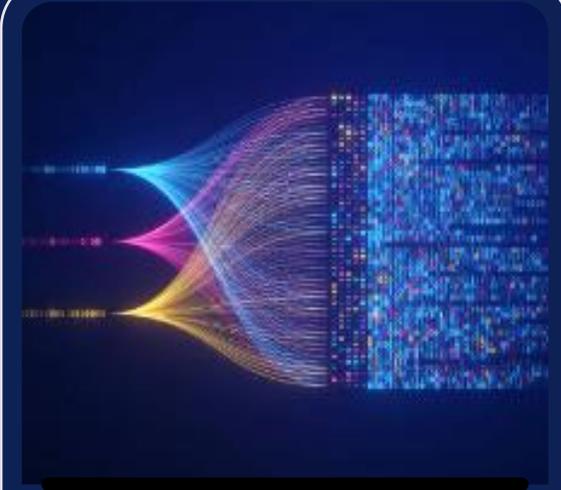
Automation

- Planning, scheduling
- Search
- In-app learning



Data Optimization

- Data augmentation
- Personalized recommendation
- Predictive maintenance



Code Generation

- AI-generated code
- Code recommendations
- Code translation

Without Deployment Planning, Automation Can Be a Challenge as well

Employees are concerned that automation will threaten their jobs

45%

Lack needed IT support for successful automation deployment

43%

Lack of training for use of self-service automation tools (low/no code apps)

39%

Challenge in making business case for automation

36%

Difficulty keeping up with automation requirements

33%

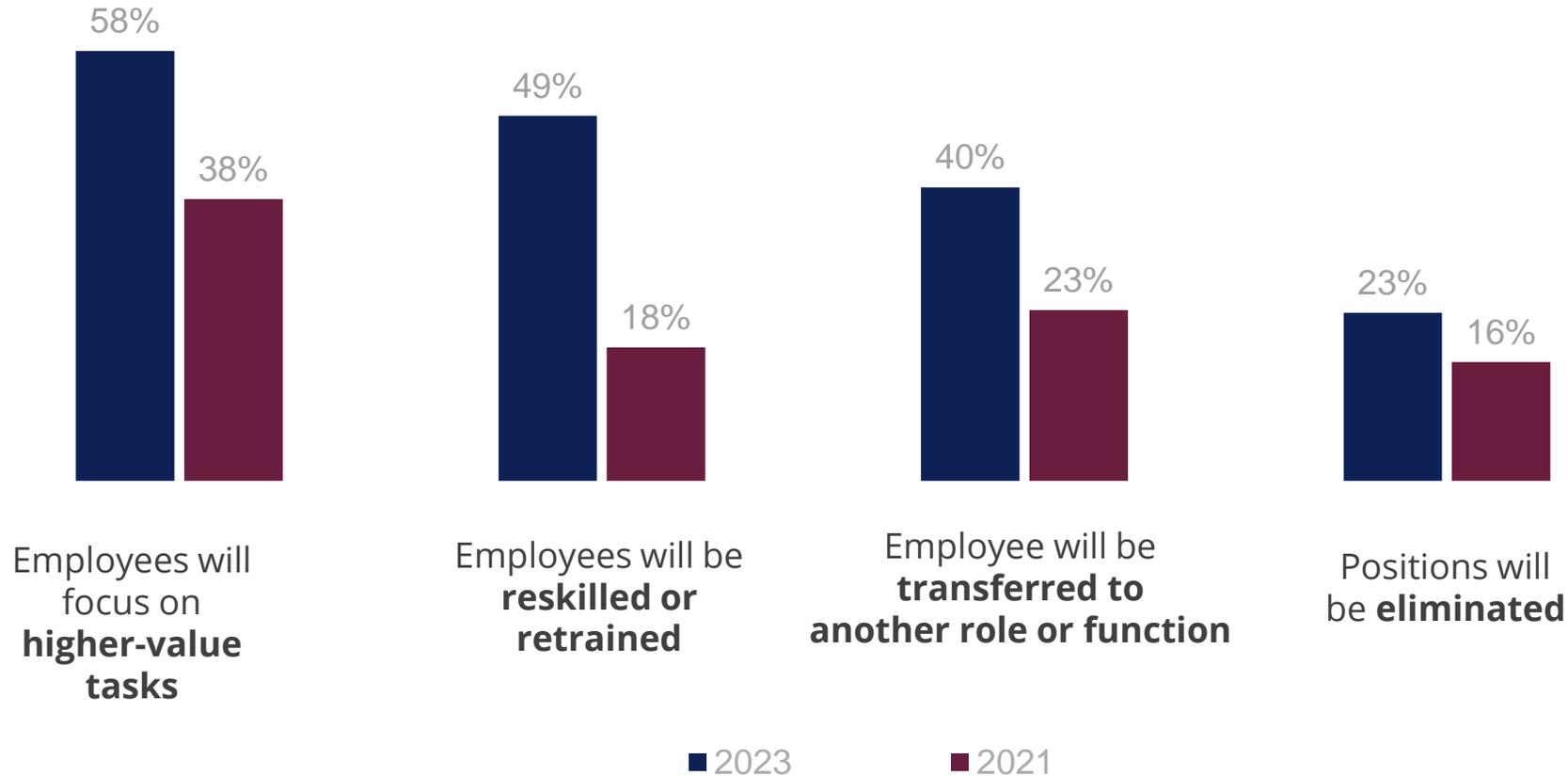
None of the above.

10%

Source: WW Future of Work (FoW) Survey, IDC, April 2023, n=1,107 (NA=400)

Shift to higher-value tasks has normalized reskilling/upskilling and new roles

Impact of automation technologies on employee experience



n = 1107; Source: IDC's 2023 Worldwide Future of Work Survey
N=1116; Source: IDC's 2021 Worldwide Future of Work Survey



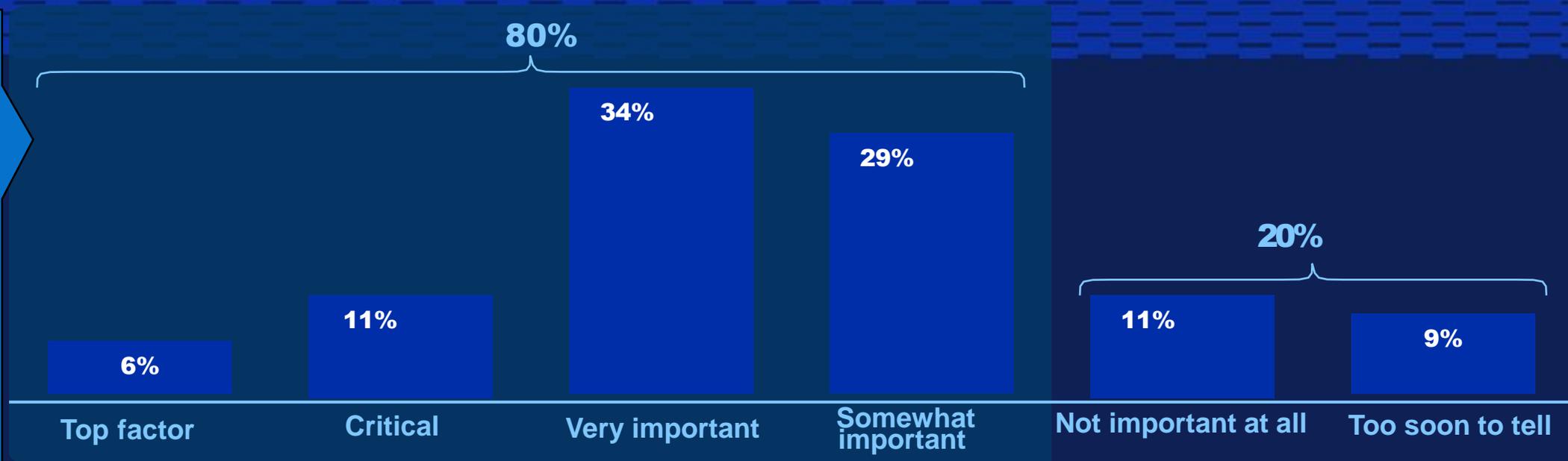
Top 5 Investments to improve *employee productivity* through 2024



Source: *Future Enterprise Resiliency & Spending Survey - Wave 5*, IDC, June 2023, n=1,014,

AI capabilities will be a key factor in PC and peripheral purchase decisions to enable access to data, people, training and applications.

Importance of AI Capabilities in next PC Purchase





Dell PC Solutions & Ecosystem
for Business Workers



Dell Precision Workstations
for Developers



Dell Trusted Workspace



Dell Services
APEX PCaaS



Strategic AI
partners

End-to-End AI Capabilities

Dell has the world's broadest AI/Gen AI solutions portfolio desktop to data center to cloud all in one place¹, with deep partner relationships

Fast-track your AI transformation with

- Dell APEX PC-as-a-Service
- Professional Services

Don't know where to start?



Get started with the Dell
AI Accelerator Workshop

*fee waived



Learn more on
Dell.com/AI



Reach out to your Dell
Sales Representative