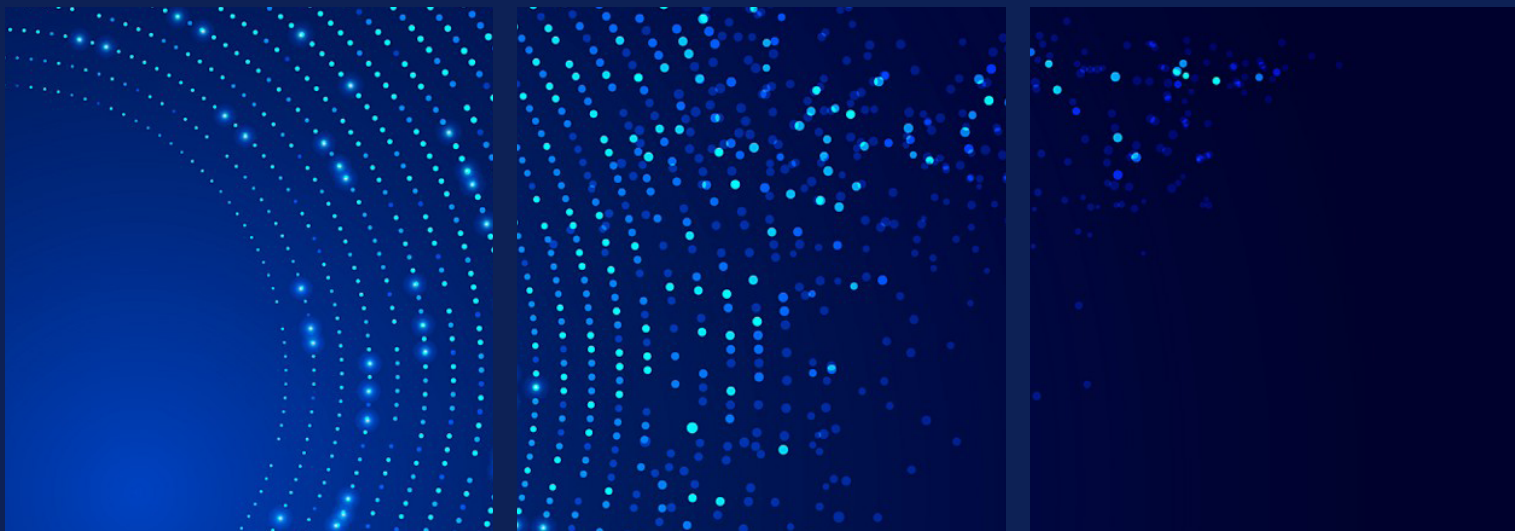


# Have it all

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**5-steps that accelerate** AI-Driven productivity  
in your organization with Dell Technologies,  
Intel, and Microsoft



# Executive Summary

Organizations of every type and scale around the world are racing to adopt Generative AI (GenAI) to drive everything from greater productivity and revenue to faster time to market and higher product quality. One area that offers particularly rapid value realization is AI-driven workforce productivity. For many organizations, this means taking familiar and ubiquitous productivity tools, such as Microsoft Windows and Microsoft 365, and upgrading them to the latest versions with Microsoft Copilot – all running on modern Dell devices powered by the latest Intel® Core™ Ultra Processors.

By seamlessly integrating GenAI capabilities into core productivity applications, Copilot for Microsoft 365 empowers your workforce with unparalleled productivity and efficiency. However, to successfully incorporate this cutting-edge technology, it is crucial to adopt a strategic approach that prepares your organization, data, end-user devices, and workforce for adopting Copilot in both Windows 11 and Microsoft 365.

## The challenge

Many organizations are encountering potential barriers to success with GenAI technologies, including gaps in expertise and skills, ethical and legal considerations, and addressing data security and control to avoid IP leakage. That's why organizations need to take a measured approach as they embark on their GenAI journey.

### Top challenges companies face with GenAI<sup>1</sup>



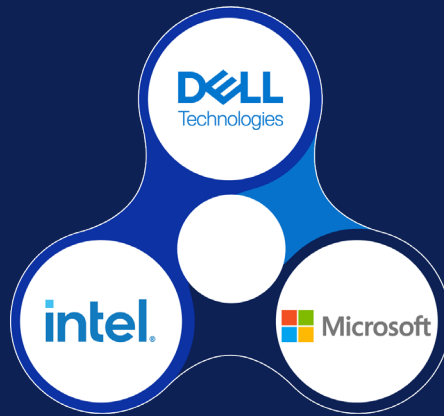
### Is your organization ready for AI-driven productivity? Ask yourself:

- How well defined is your workforce GenAI strategy?
- How will you incorporate and protect data?
- Have you identified priority use cases?
- Do you have the skills and resources you'll need?
- How will you migrate to the new tools?
- How will you ensure widespread adoption of these AI-driven productivity tools?



# Three market leaders accelerate AI-driven productivity across your workforce

To help you acquire, deploy, secure, and manage GenAI — specifically for productivity applications — Dell, Intel, and Microsoft have collaborated to create the co-engineered solutions and services detailed in this whitepaper, to make it easier, more effective, and faster for you to realize the benefits of AI-driven productivity in your workforce.



68%

say Copilot improves the quality of their work<sup>2</sup>.

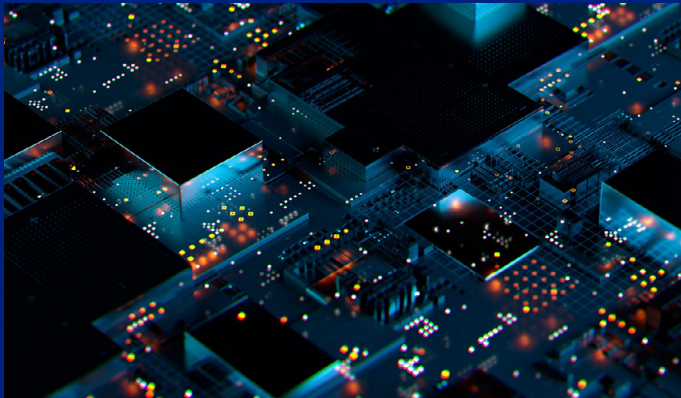
70%

of business users say they're more productive with Copilot<sup>2</sup>.

## Co-engineering that drives outcomes

For more than 35 years, Dell has partnered with Intel and Microsoft. Our co-engineered solutions, services, and technical expertise provide organizations with a more complete partnership that drives outcomes. And the following five steps are designed to leverage this partnership to accelerate the transformation of your workforce and maximize your investments in GenAI-driven productivity.

# 1 Planning your GenAI journey



Our methodology for implementing Copilot for Microsoft 365 goes beyond evaluating the readiness of your foundational technologies. It encompasses an assessment of its impact on processes — including security and governance — and the facilitation of technology adoption, to equip your workforce with the necessary tools to maximize the return on your investment.

This step helps you answer important questions, such as:

- How will business stakeholders and IT teams collaborate on the project?
- Have you defined your workforce persona types and determined the end-user requirements for specific roles, such as developers, design professionals, and power users?
- Are you confident you can tackle AI data governance?
- How will you communicate the ways your organization will use AI?
- How will you reskill your workforce for a GenAI-driven future?
- Have you determined the correct client architecture to support AI-driven applications?
- How will you monitor the impact across your organization?

## How Dell Technologies helps you plan for success

Beyond the technical readiness of your environment, we also look at key criteria such as defining workforce persona types to map use cases; ensuring you have a relevant strategy in place that addresses the unique needs of your organization. We determine the optimum client architecture, devices, licenses and adoption approach to support your persona types, based on their required AI-driven technologies.



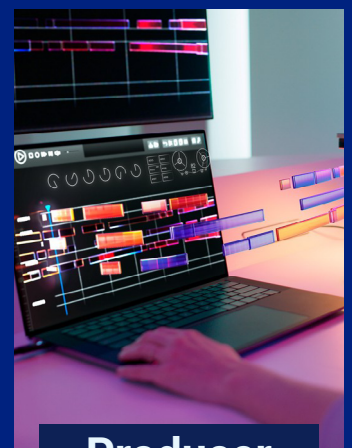
**Builder**



**Connector**



**Specialist**



**Producer**

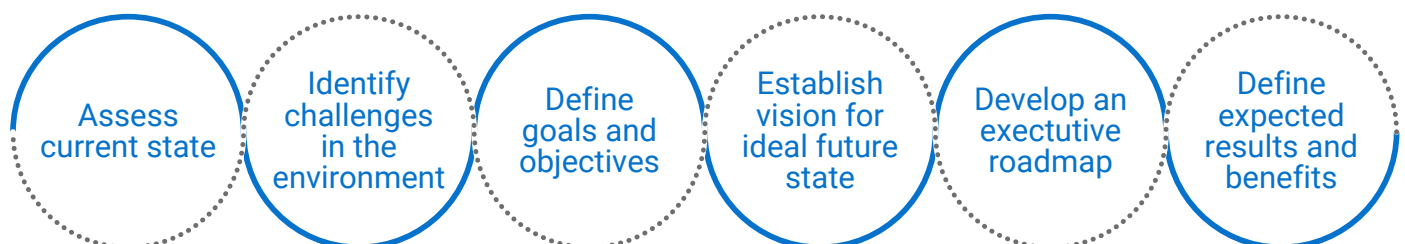


## Accelerator Workshop for Workforce Transformation

By aligning departmental priorities and using our 'as-is/to-be' methodology, we quickly assess your environment and establish an actionable roadmap to achieve your desired results.

This half-day workshop can help you to understand employee workstyles and optimize their experiences with modern end user computing, cloud productivity applications and simplified IT services. Topics can include:

- understanding the needs, preferences, and potential impact of Copilot for Microsoft 365 on different user groups.
- define the strategy required to enable Copilot to access relevant data while maintaining governance and security over permissions and identities.
- establish an effective adoption and change plan to empower workers to make the most of Microsoft Copilot capabilities.
- deliver a practical deployment and measurement plan.



**ProConsult Advisory Services** - Following an initial fee-waived Accelerator Workshop, we provide a paid-for advisory service that guides you through how to realize your application, IT, and workforce transformation plans, in as little as six weeks.



These services include:

**Addressing workforce personas:** our experts work with you to understand the unique needs, preferences, and potential impacts of GenAI on your user groups. We assist in optimizing spending and productivity by ensuring you allocate the right licenses.

We identify the appropriate Dell devices, leveraging the latest Intel® Core™ Ultra Processors, designed specifically to support AI use cases in Microsoft 365, plus the next wave of AI-enhanced apps. And we make sure you have all the peripherals necessary to fully embrace AI-driven productivity.



Our services focus on developing accurate employee personas to promote the personalized adoption of new generative AI tools. By catering to diverse workstyles, we ensure that GenAI enhances productivity while delivering a positive user experience.

**Employee Experience Measurement:** understanding what's working and what's not by establishing baseline measurements, evaluating user sentiment, and proactively resolving issues with endpoint telemetry data.



**Digital Employee Experience Services for GenAI:** tailor technology to meet the needs of different roles such as developers, design professionals, and power users, our services facilitate the seamless integration of GenAI technologies, including Copilot for Microsoft 365, into workflows. Our team provides consulting and optimization services to enhance your organization's approach to GenAI-powered productivity — prioritizing user adoption and change management so your team effectively leverages your GenAI investments.



### Benefits of Persona-Driven Technology:

**Proactive Support:** Dell IT now uses telemetry tools to create a proactive support model. This model correlates systems and satisfaction data to keep personas up-to-date.

**Agility:** By recognizing emerging trends for each employee persona, Dell IT can be more agile in addressing business teams' needs.

**High Satisfaction:** Since deploying persona-driven technology, Dell has achieved some of the highest team member satisfaction scores for technology services and products in five years. The overall CSAT score climbed from 50 to 80 percent.

## 2 Choosing the right consumption model

### Enabling maximum flexibility, choice, and scalability

Intelligent digital workplaces have shifted from being a nice-to-have option, to a must-have model for almost every business. Meeting employee expectations means organizations can deliver experiences that not only improve productivity but also attract and retain talent. But choosing the right hardware and software consumption models — without adding complexity to your IT — is a challenge.

The good news is there are options. You can choose the traditional CapEx model of purchasing outright or the flexibility of an OpEx model with varying degrees of as-a-service that you choose to consume.

# 42%

of organizations say that intelligent digital workplaces are no longer optional, but a business necessity.<sup>3</sup>

This step is designed to answer important questions such as:

- How will you optimize licensing?
- What are your users' current utilization levels?
- What are the best future licensing options, based on persona types?
- Should you consolidate your existing licensing landscape?
- What are your best maintenance options to minimize disruption?
- By how much can you reduce IT support costs?
- How will predictable IT costs improve your cash flow?
- By how much will simplifying your device lifecycle management reduce IT complexity and costs?

## How Dell Technologies helps you make the right choices

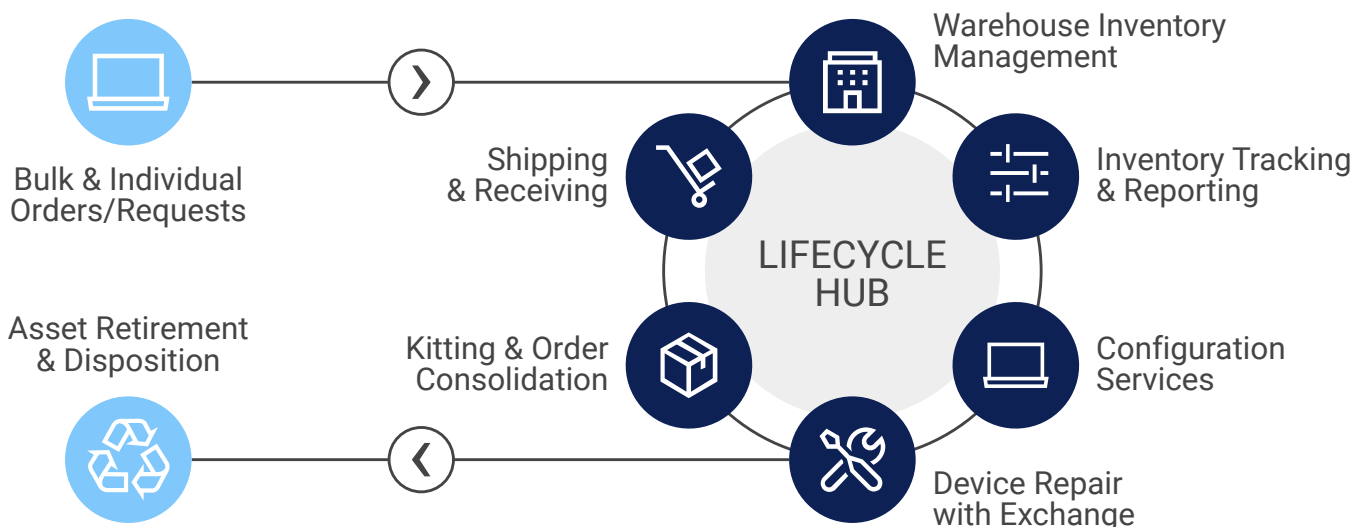
A key consideration for delivering a winning employee experience is to use outside resources for IT services. And the more you can outsource and consolidate these with a single partner, the more efficiencies you can leverage, and better the employee experiences you deliver.

**Device Lifecycle Management:** The Dell Lifecycle Hub combines warehousing and hardware asset management with configuration services and deployment expertise into one end-to-end solution. Including return, repair, refresh, whole unit exchange, and refurbishing services, Dell Lifecycle Hub helps keep employees working, maximizes the use of device inventory, and frees up IT resources to focus on IT-led business priorities.

**Additionally, Dell Device Refresh Management helps keep fleet refresh on track and in budget. Dell manages the on-going, multi-vendor device refresh needs for our customers, including planning, forecasting and communications. Together with the Lifecycle Hub, Dell removes disruptions caused by on-going fleet refresh management and makes the process easy and productive for employees.**

### Benefits of Lifecycle hub:

- Ships configured PCs and new hire kits to maximize employee day-one productivity
- Manages device returns when employees leave the company allowing that device to be redeployed again
- Provides whole unit exchange devices when failures occur, rapidly returning employees to productivity
- Manages device refresh at lease end or when fully depreciated
- Facilitates proper device disposition at end of life



Lifecycle Hub provides an end-to-end multi-vendor device lifecycle management solution.

## Explore Dell Lifecycle Hub



Watch video

## Flexible hardware and lifecycle solutions, all for a predictable monthly payment

Dell APEX PC-as-a-Service offers customers the ultimate flexibility – customizing the entire lifecycle of their PCs from device and peripheral selection, services, support, and retirement – all combined with flexible payment terms.

# 30%

Reduction in support costs<sup>4</sup>



### Devices

Choose from some of the world's most intelligent, secure commercial devices, monitors, and peripherals. Benefits include:

- Built-in AI-based optimization software that learns and responds to the way you work
- Award-winning monitors and accessories for any working style

### Lifecycle Solutions

Customize solutions that cover deployment, management, security, support, and end-of-term retirement, with benefits that include:

- Day one productivity with Dell provisioning solutions
- Predictive, proactive support to ensure employee uptime
- Empower employees to work from anywhere with Dell security solutions
- Simplified management in the environment of your choice

### Flexible Terms

Take control over your IT budgets and expenses, with benefits that include:

- Customizable subscription with predictable monthly payment\*
- No upfront investment
- Flexibility to scale based on your business needs

\* Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family, or household use. Dell Technologies and the Dell Technologies logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. Dell APEX PCaaS: At the end of the contract, the customer may renew the contract or return the equipment to DFS.

# 3 Migrating to a GenAI-driven future

## Enabling maximum flexibility, choice, and scalability

You've readied your organization with a strategy for adopting GenAI for your productivity tools, defined your plan, and selected the hardware/software consumption models that will give you the biggest advantage: now it's time to begin the migration process.

What is the optimum migration path?  
Ask yourself:

- Is my current environment ready?
- Do we have the necessary in-house expertise?
- How effective is my migration strategy?
- Which optimization tools can help me accelerate the migration?

## How Dell helps you migrate

Dell Technologies offers migration services to help you transition your Microsoft 365 environment seamlessly. Whether you're moving from an on-premises setup or another cloud solution, Dell can assist you in making the switch.

Migrate essential content to Microsoft 365 for anywhere, anytime access. Our experts help efficiently move data from where it is, to where it will drive innovation. Our Data Migration Services provide greater control, security, and value through standardized processes in planning, execution, and knowledge transfer. We lower risk through expert-delivered, dependable best practices proven to provide 99.5% less downtime during migrations.

# 80%

of organizations say that of ITDMs need external expertise to help their internal IT teams be successful <sup>5</sup>

Dell Data Migration Services reduce downtime by

# 99.5%<sup>6</sup>

### Setup & installation

- Activation portal
- Account setup
- Domain activation
- Subscriptions and licenses
- Purchase options

### Configuration and migration

- Email migration
- Outlook configuration
- Directory synchronization
- Connection for mobile devices
- Single sign-on setup

# 4 Deploying your GenAI solutions

## Optimizing migration to maximize productivity

Today's IT environments make provisioning a challenge. Managing the different requirements of your teams, the need for visibility into tracking, installing software required by specific departments, downtime during updates, and distributing devices to remote users can be complex, time consuming, even frustrating.

Understanding the significance of timing and costs empowers businesses to unlock the full potential of GenAI-driven productivity. And this section explores key deployment considerations; including readiness assessment, objective definition, timeline estimation, and budget planning.

How will you deploy GenAI efficiently?  
Ask yourself:

- How will you get the most value from your data?
- Have you appointed a GenAI deployment team?
- How will you protect your data and intellectual property?
- What is your deployment timeline?
- What will successful deployment look like?
- Have you prioritized users for deployment?
- How will you manage console introduction?
- Which applications will you package for unattended installs?
- How will you provide knowledge transfer to administrators and helpdesk agents?



## How Dell helps you deploy

Our Deployment Services, like ProDeploy Client Suite, are designed to remove the strain on your IT team. Getting customized devices to users faster and with fewer touches so they are ready to work quickly.



# 11M +

systems configured each year



# 93%

customer satisfaction for Dell Configuration Services

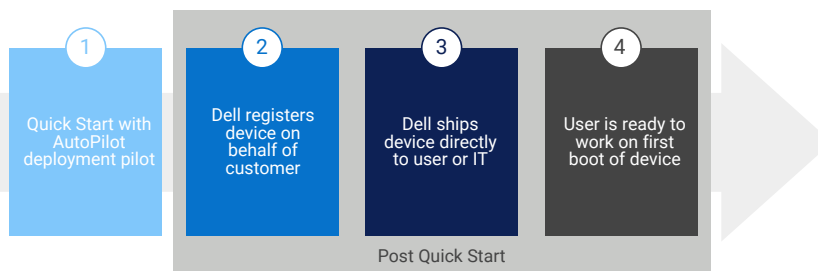
With Connected Provisioning, end-user time to productivity is between

## 5-25 minutes

\*Dependent on data load and end-user ISP bandwidth

## Quick Start Services for Microsoft Intune and Autopilot

**Dell Quick Start Service:** with a baseline service of a 2-week engagement, this service helps you configure your environment and prepare it for Modern Device Management and Modern Provisioning. This is achieved using Microsoft Intune, a cloud-based service, focused on device management and application management, enabling your workforce to stay productive while keeping your company data protected.



### Services included:

- Azure AD Configuration Review
- Management Console Introduction
- Group Policies vs Modern Policies
- End User Profile Configuration
- Device Profile Configuration
- Application Management
- Device Enrollment
- Device Assignment
- Windows 11 Deployments
- Windows Autopilot Deployments - End-user, Self-Deploy, Reset, White Glove
- Knowledge Transfer



Experts

- Review of your environment
- Microsoft Intune configuration optimization
- Management console introduction
- Set up of key applications, device assignment and profiles\*



Insights

- Introduction to Windows Autopilot deployment types
- Azure Active Directory (AD) review
- Device enrollment pilot and Autopilot validation\*\*



Ease

- Knowledge transfer for customer's administrators & help desk
- Dell in-house, certified experts who are trained in Provisioning for Intune implementation

(\*) Up to 10 applications. Customer must package applications for unattended installs prior to service commencement.  
(\*\*) Pilot assistance with enrollment up to 100 or 10% of devices in a customer's environment (whichever is smaller).

## Dell Provisioning with Windows Autopilot

The combination of Autopilot and unified endpoint management gives IT Administrators the ability to automatically provision new devices from the cloud to the end users' desk without the need for additional touches by a technician or value-added reseller. We combine this with Configuration Services to start the provisioning process in the factory, reducing build times at the desk.

We load a Dell generic image (clean Windows installation, no added OEM software) on the system during the manufacturing process. We then upload the device information needed for enrollment with Microsoft on your behalf. This gives you control over the Windows version and enables pre-enrolment of the PC to reduce IT administrative tasks.

### Dell Provisioning provides:

- a generic image, free of unsanctioned software
- registration in the cloud for each Dell system - any model
- the ability to lock into a version of Windows 11 your organization has verified and tested
- updates to drivers before systems are delivered to end users



# 5 Maximizing adoption and usage



Having invested in Copilot in Windows and Copilot for Microsoft 365 to take advantage of AI-driven productivity across your workforce, you want to make sure that you realise its full potential, by ensuring effective adoption and usage.

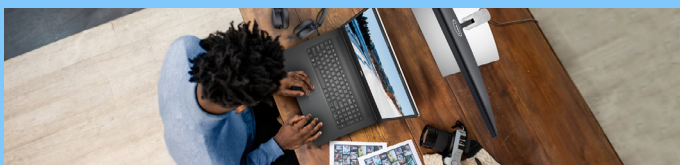


## How Dell Technologies helps you adopt

Professional Services for GenAI - Our portfolio of Professional Services for GenAI helps accelerate and scale your adoption and implementation.

In the earlier planning stages, using our Digital Employee Experience Services will have identified your persona types, their usage needs, and optimized solutions for each audience. We now deliver tailored content, training, and more, enabling your employees to take full advantage of new technologies and maximize the value of investments.

## Services offering:

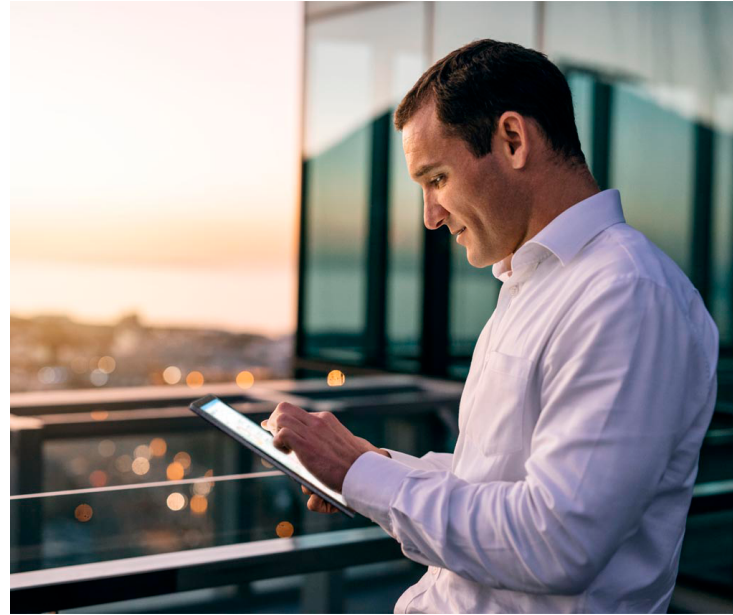


- Adoption & change management program
- Access to end-user training
- Adoption templates
- Change management guide
- Persona based change targets
- Metrics/Dashboards

# You really can **have it all**

By choosing Dell to help accelerate adoption of AI-driven productivity across your workforce, you not only take advantage of our expertise, you also benefit from our close partnerships with Intel and Microsoft.

The results of which are trusted solutions which have been developed and co-engineered together by all three industry leaders. Hardware that has been optimized for AI workloads, powered by the latest Intel® Core™ Ultra Processors, along with services, and technical expertise provide organizations with a complete partnership to drive outcomes and accelerate digital transformation.



- Global Microsoft **FastTrack Partner**
- **47,000+** Microsoft certifications held by Dell Technicians
- **7/7** Microsoft Solution Area Designations
- Member of **Microsoft Intelligent Security Association**





<sup>1</sup>ESG, Beyond the Hype: Real-world investments, use cases and concerns, August 2023

<sup>2</sup>Work Trend Index Special Report - What Can Copilot's Earliest Users Teach Us About Generative AI at Work? November 15, 2023

<sup>3</sup> IDC White Paper, sponsored by Dell Technologies, "Lower Costs and Drive Better Outcomes with a Single Vendor for Multiple IT Services" April 2022

<sup>4</sup>Based on a Forrester Total Economic Impact™ (TEI) study commissioned by Dell Technologies.

<sup>5</sup>IT leaders leverage outside expertise to achieve business outcomes: A spotlight on IT Services Providers." A Forrester Consulting Thought Leadership Spotlight Commissioned By Dell Technologies, 2021

<sup>6</sup>IDC: Market Perspective. Security and the Global DataSphere: A Data-Driven World Needs Its Data Protected.