

## Effortlessly Generate Content with Generative AI

### Facilitate easier content creation with Generative AI

Empower your organization with a conversational tool for rapid content creation using AI and your domain knowledge to produce high-quality content with efficiency, scale, and speed. With just a click or a query, Generative AI can help employees become experts, hone storytelling skills, summarize lengthy articles, and create personalized content. It also allows your teams to tap into transformative capabilities to accomplish more with existing resources.

### Key content creation use cases

Generative AI-powered content creation can be used in a wide variety of workstreams, across teams and departments. Here are some compelling use cases where Generative AI content creation can help:



#### Marketing content

Craft tailored marketing content at scale based on consumer data, behavioral trends, CRM or ERP account data, and more.



#### Sales collateral

Leverage Generative AI for creating new materials for account planning, customer communications, sales proposals, and more.



#### Back-office operations

Accelerate the creation of regular business reports, financial summaries, and market analyses, saving time and resources.



#### Technical documentation

Simplify the creation of technical manuals, documentation, and best practices, ensuring accuracy and consistency across the organization.

### Generative AI provides endless possibilities

The possibilities for using Generative AI to enhance your creation of content are limitless. We have outlined a few examples above, but the true value of Generative AI is how it can help you rapidly create bespoke content drawn from your proprietary data (inputs). The content is shaped by your specific objectives, contexts, audience personas, industries, and geographic focus (outputs). And it does this with unprecedented simplicity and efficiency.

“We’re also able to perform high-speed fine-tuning of ML models according to the latest datasets, which will make it easier to respond to requests to evolve our services, improve the accuracy of catchphrases, and deliver more effective content.”

#### Daisuke Takahashi

Solution Architect, CIU, Group IT Department, CyberAgent, Inc.

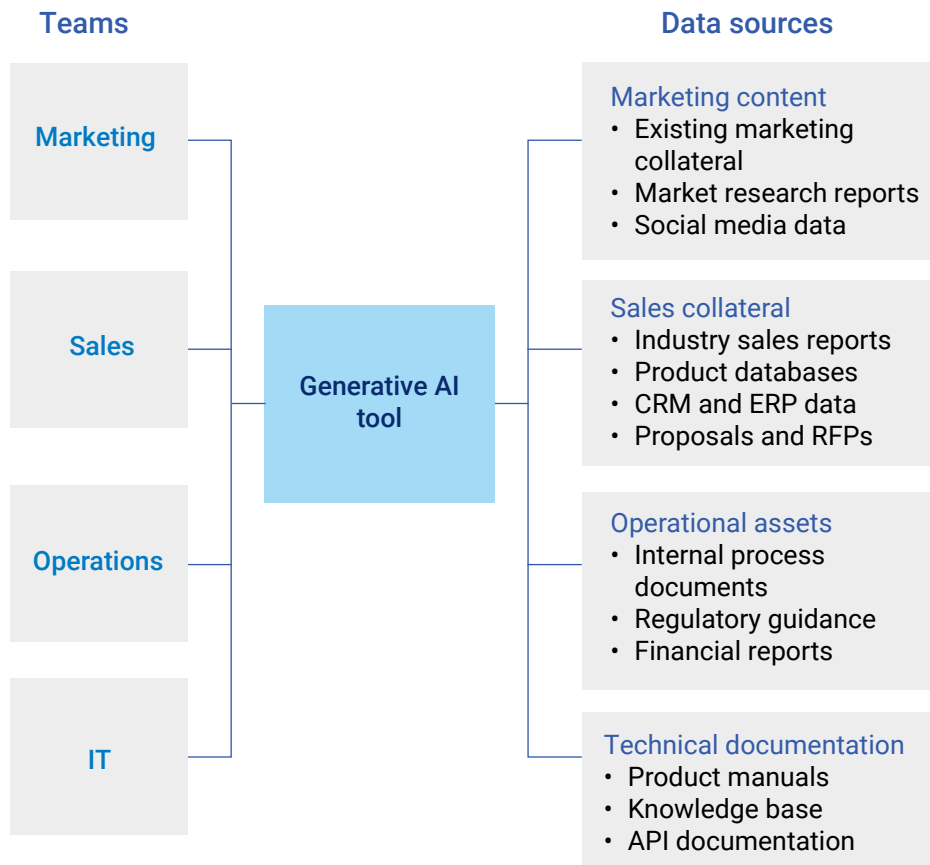


## Connect your data to enrich content creation use cases

Generative AI enhances content creation considerably, and connecting domain-specific data to your Generative AI model will enable the model to operate across many knowledge domains and surface data that can be used in many areas. For each of the highlighted use cases, organizations can leverage the data sources in the diagram to enhance content creation aligned to specific areas.

You can build or augment models using your domain-specific data to significantly boost the relevance and accuracy of Generative AI-created content. This helps ensure that generated content is contextually appropriate and uses the latest and most relevant information.

## Data sources for content creation



## About Dell Generative AI

Dell Technologies offers the world's broadest Generative AI solutions portfolio, from desktop to data center to cloud, all in one place.

You can accelerate your AI journey with Dell Technologies Services and a broad partner ecosystem that includes support for many open source Generative AI models. Regardless of whether a team member is working with purpose-built Dell infrastructure to power organization-wide Generative AI applications, or simply prompting AI from a Dell laptop, they are working with the industry's broadest and most advanced portfolio of AI-enabled solutions.

Our approach is to bring AI to your data. This means meeting strict data sovereignty and compliance requirements while right-sizing AI infrastructure to reduce costs, support sustainability objectives, and keep you in control of the model and your data.

## Next steps

Get started with a fee-waived Accelerator Workshop for Generative AI, which can help you gain consensus among your business and technical stakeholders on your solution and prioritized use cases.

## Learn more

[Accelerator Workshop for Generative AI](#)



Learn more about Dell solutions for [Generative AI](#).



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