



Pathw.ai

Pathw.ai Executive Toolkit



Why Focus on GenAI?

76%

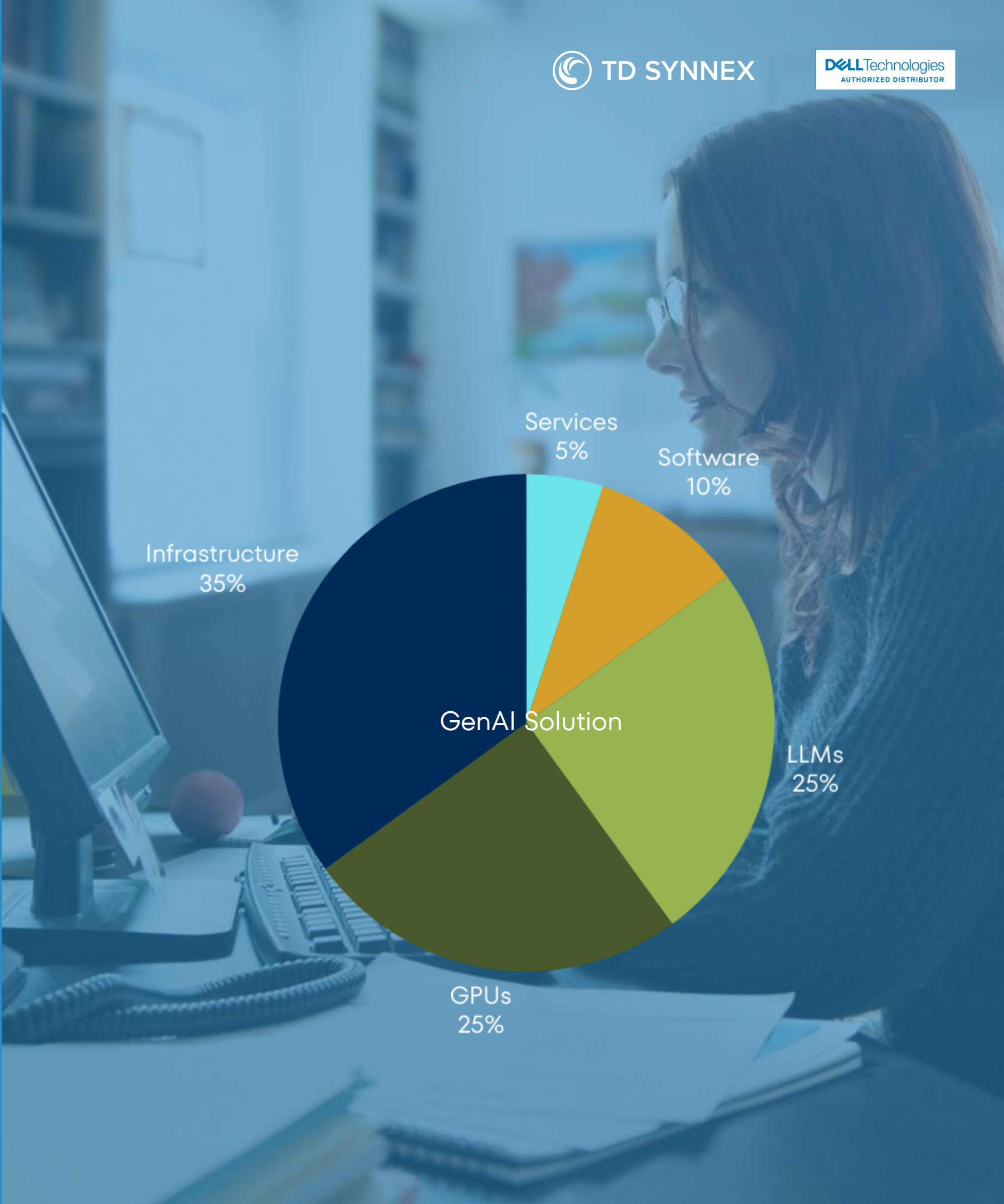
of IT leaders believe GenAI will be significant,
if not transformative to their business

[Explore
Dell's Pulse
Survey](#)



Revenue Breakdown within GenAI Solutions

Infrastructure 30-40%	Cost of hardware, software and services required to manage and maintain the infrastructure
GPUs 20-30%	High performance GPUs are essential to run GAN models and can be expensive.
LLMs 20-30%	Large language models that are responsible for providing intelligence to GANs
Software 10-20%	Cost of GAN and additional software
Services 5-10%	Cost of consultation, training, deployment and maintenance services



Gen AI Can Be Deployed For...



Individuals



Enterprise



SMB

What is Pathw.ai?



Why we're here...

Pathw.ai is TD SYNnex's innovative AI program designed to educate and enable partners to sell **Dell Technologies** in a rapidly evolving AI space. This initiative focuses on three deliverables:

- Providing comprehensive AI education to demystify the technology
- Offering tools and resources for effective AI implementation
- Facilitating access to a community of experts and peers for collaboration and support

Through Pathw.ai, TD SYNnex & Dell aim to empower our partners support their success.

All

Dell Partner
Tiers Welcome

Join Us

Whether you're just starting your AI journey
or youve been navigating for a while

Pathw.ai Pillars

1

Connect &
Learn

2

Navigate &
Enable

3

Create &
Grow

Presentations are communication tools that can be used as lectures, speeches, reports, and more.

Pathw.ai

Deliverables

Pathw.ai Deliverables

Purpose-built to accelerate
Your Dell AI solution sales

connect & Learn



Access to Experts
Webinars & Digital Trainings
Pathw.ai Portal

Navigate & Enable



Infrastructure Support
Solution Center Tours
AI Imagine Configurator
Rountables & Bootcamps

Create & Grow



Turnkey Sales Plays
Lead Generation Campaigns
ISV & OEM Partnerships
Destination AI Collaboration

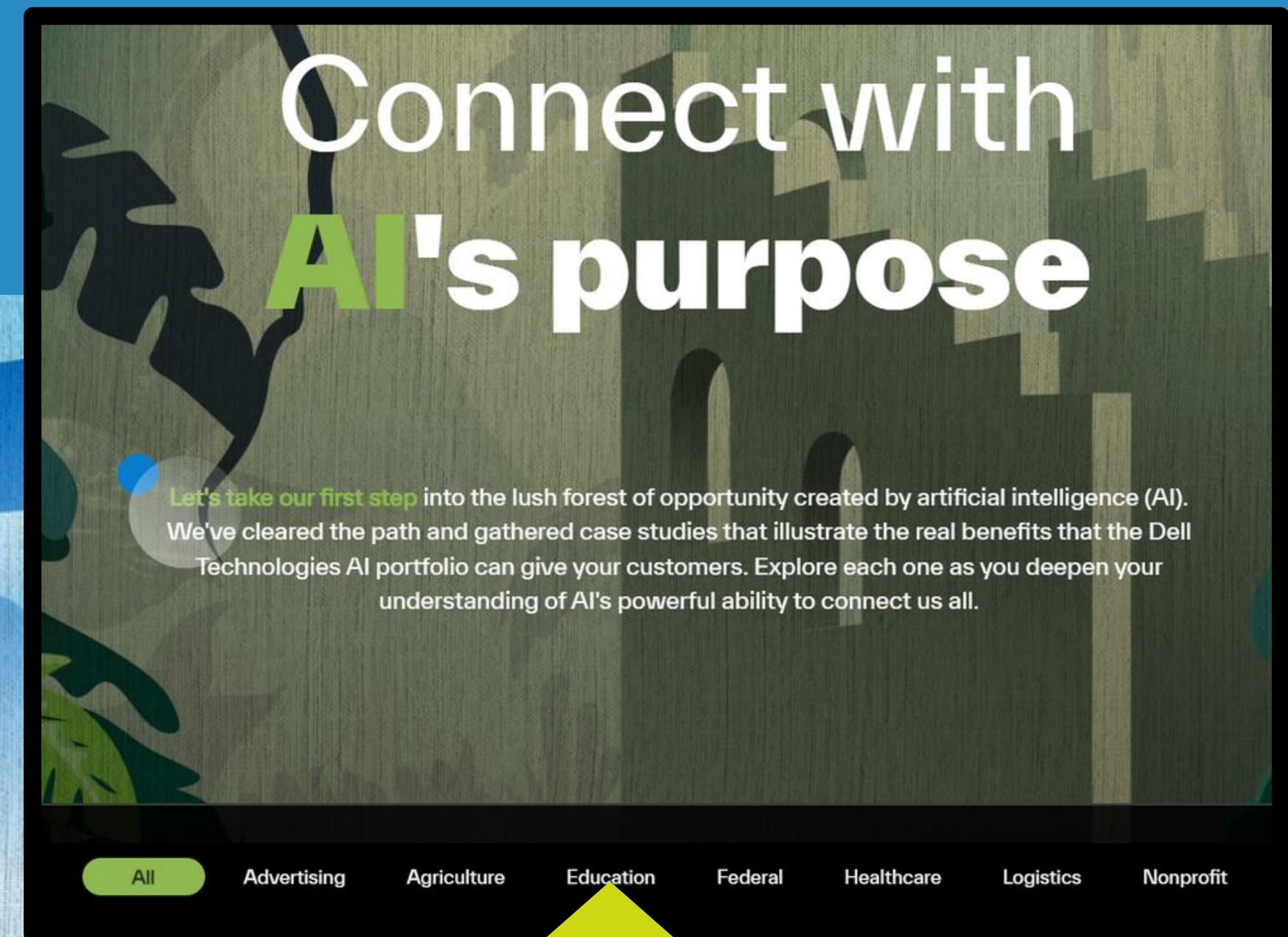
Pathw.ai Portal

An immersive learning and selling tool

Your One Stop Shop for Dell AI

Pathw.ai Portal:

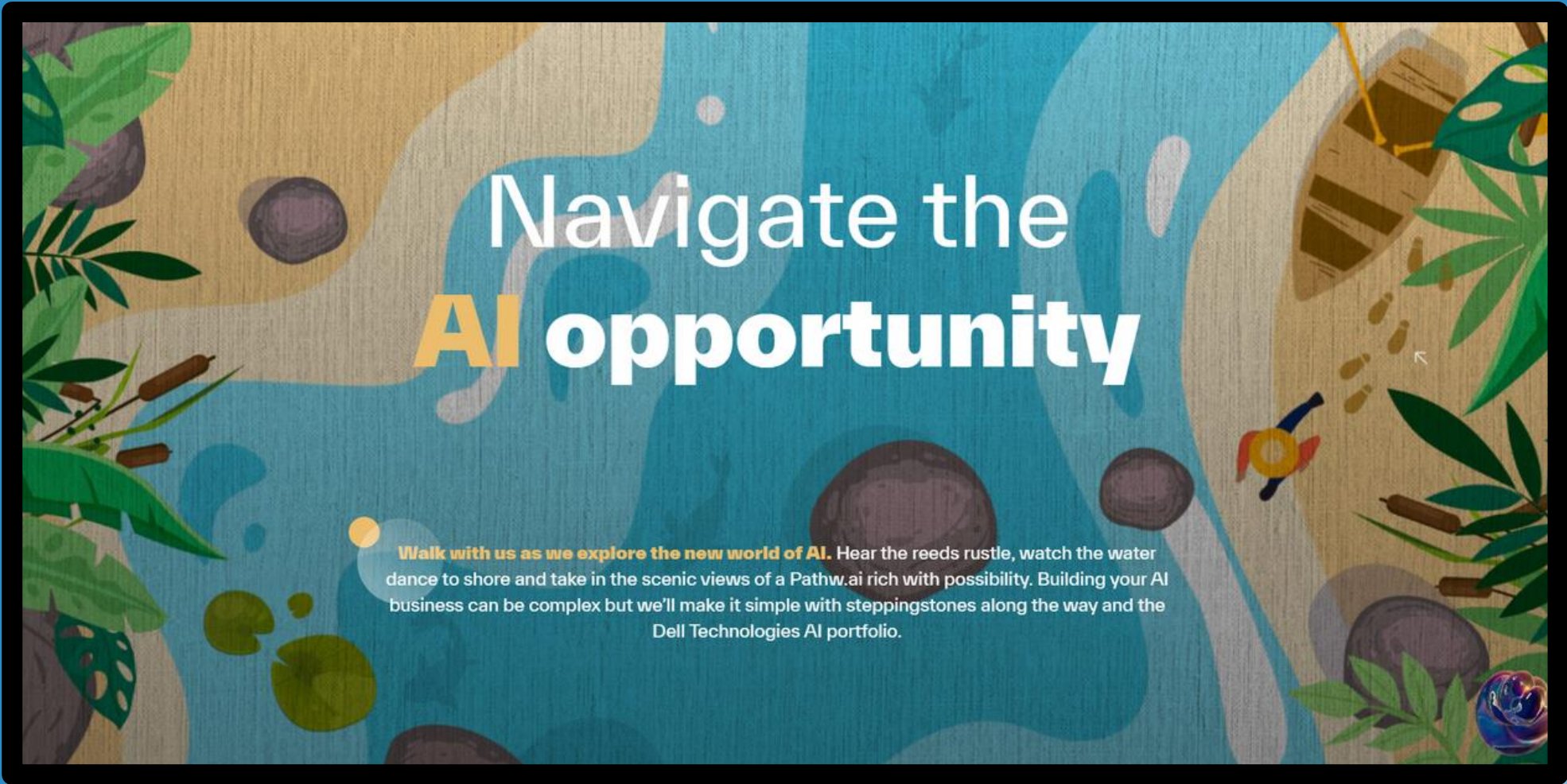
Connect



Explore use cases across a diverse array of verticals and business needs

Pathw.ai Portal

Navigate



Navigate
through our
Sales, Marketing,
Technical kits to
enable yourself
in all areas of
Dell AI



Pathw.ai Portal

Create



Create personalized
AI solutions

Growth and innovation are boundless with AI — for you and for your customers. Understand their needs and how best to resolve them with custom-built offerings from Dell Technologies and TD SYNnex. There's a sea of solutions ready to fill your business with possibility. Take the plunge and start selling AI with our easy-to-use resources.

Create the AI
Solution to best
fit your business
needs and learn
how our ISV can
guide you on
your path!

Pathw.ai Infrastructure

Meet the hardware behind our next-gen AI solutions



Poweredge R760

The Dell PowerEdge R760xa is a purpose-built server designed to boost acceleration performance across the widest range of customer needs.

Highest GPU
Memory
Large &
Complex

Highest Core
Count
Two Intel
Processors

Poweredge XE9680

Experience extreme acceleration for Generative AI and ML/DL training with Dell first 8-way GPU server



PowerScale F900

PowerScale F900 provides the maximum performance of all NVME drives in a cost-effective configuration to address the storage needs of demanding AI workloads.



Unlock the power of AI with Precision workstations

Dell Precision workstations liberate AI developers and data scientists to prototype, develop and fine-tune generative AI models locally, giving them the flexibility to experiment and calibrate AI workloads without racking up costs.

Dell Technologies has the #1 workstations worldwide and our portfolio delivers AI platforms and solutions you need for faster, more intelligent outcomes.



Pathw.ai Solution Center

Watch AI come to life - Check-out our TD SYNnex Dell-dedicated
AI space for in-person and virtual demonstrations

Welcome to our Solution Center!

New on the Pathw.ai Portal

Immerse yourself in our 3D walk-through Solution Center space, where you can explore our latest and greatest Dell AI product offerings! Click [HERE](#) to explore.

Dedicated AI Solution Center

Visit our Pathw.ai Room at the Clearwater, Florida Solution Center. We will have hands on Dell AI demonstrations for you and your customers to explore!



Pathw.ai

AI Imagine

Ready to take a stab at building your own Dell AI solution?

TD SYNnex is changing the game with a unique and new AI-led configurator

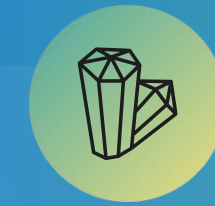
Feel Inspired to Configure Your Own AI Solution



Imagine AI

Unlike standard configurators, AI Imagine starts at the opportunity level and builds solutions from the choices made...don't have all the answers? Feel free to click and be inspired!

- ✓ Choose your size/scope
- ✓ Choose your vertical
- ✓ Pick a painpoint
- ✓ Build your use case
- ✓ See your solution!



Here's an example...

- ✓ Small Business
- ✓ Healthcare
- ✓ Patient Records are disorganised and difficult to manage
- ✓ Electronic Medical Record (EMR) Analysis and Summary (AutoReports)
- ✓ Review with TD SYNnex & ISV at play



Tanche
GLOBAL MANAGEMENT, INC.





Tanche Turnkey AI Solutions

Creating business efficiencies & profitability through the seamless integration of experience, expertise, and trustworthy partnerships

Innovators Welcome!

We welcome **The City of Sugar Land** to explore our Turnkey AI Solutions. Now is the time to not only reimagine the technology solutions of today, but also to transform how you build and deliver them.

Tanche Global Management has partnered with Dell Technologies and Internal Technologies to help you go to market faster with AI automation solutions. This software allows you to hyper-personalize customer experiences with use cases on Dell Technologies generative AI-validated designs for sales, marketing, process automation, and content generation.

Learn how you can use this innovation to transform your business below.



Turnkey AI Solutions

State & Local Government

- Employee Onboarding, Training, and Education via Just in Time materials
- Documentation, Manuals, and Repair / Service Training and Assistance
- Call Center Recorded Conversation Audio Analysis and Transcription
- Report Writing Assistance (applicable to any report, Police, Fire, Health Examiner, etc)
- Police Suspect Interview Assistance
- Recorded Conversation Audio Analysis and Transcription (Wiretaps, Interviews, Depositions etc)
- Prisoner Intake and Processing
- Foreign Language Interview Assistance
- Citizen Experience and Data Collection Surveys with Personalized Follow-up
- Citizen FAQs
- Probation Check Ins and Review
- Tourism Marketing
- Hyper-personalized Advertisements (social media ad targeting)

- Corporate Relocation / Investment Proposals
- Disaster Response Messaging
- Non-partisan Get Out to Vote Messaging
- Pro-active curated Citizen Engagement
- Continuous process improvement (Tech for Six Sigma and similar methodologies), Project and Program Management
- Project and Program Management, Product Development, QA & Testing, Roadmapping
- IT Ops Ticket Prioritization, Cyber Response, Disaster Recovery Planning, Business Continuity
- CXO Strategic Objective / Financial Planning and Resource Allocation & Prioritization
- Procurement and Contracts Assistance / Analysis (Supply Chain)
- Capture and Documentation of Institutional Knowledge from Human Briefings

Reach out to our team to discuss these offerings and how we can apply these efficiencies to your business



Contact Us


281-826-2437 | 281-TAN-CHES


tanche.com

Bridge IT Consulting Turnkey AI Solutions

Best-in-class IT services coupled with strategic vision and expertise

INTERNAL

Solutions

ability through the seamless
and trustworthy partnerships

ne!

re our Turnkey AI Solutions. Now is
r solutions of today, but also to

with Dell Technologies and Internal
with AI automation solutions. This
omer experiences with use cases on
gns for sales, marketing, process

transform your business below.

ns

st in Time

g and

d

- Corporate Relocation / Investment Proposals
- Disaster Response Messaging
- Non-partisan Get Out to Vote Messaging
- Pro-active curated Citizen Engagement
- Continuous process improvement (Tech for Six Sigma and

tions. Now is the time to not only reimagine
ow you build and deliver them.

s and Internal Technologies to help you go to
allows you to hyper-personalize customer
ve AI-validated designs for sales, marketing,

business below.

mer Acquisition

lement at scale
iment, QA & Testing, Roadmapping
er Recovery Planning, Business Continuity
source Allocation & Prioritization
(supply Chain)
ge from Human Briefings
and Transcription
Just in Time materials
ages / regions and markets
ing and Assistance

/ we can apply these efficiencies to your business

bridgeitconsulting.com

Pathw.ai ISV Partnerships

Meet the Independent Software Vendors (ISVs) and
OEM Vendor Partners supporting our Pathw.ai Program

Our ISV Partners

Two ISVs | Two Unique 'Solutioners'

INTERNAL®

Name: **Internal Technologies**

AI Solution Focus: Generative AI

Verticals: ALL+

Process: Discovery consult, Proof of Concept (Demo), Standard Ordering Process

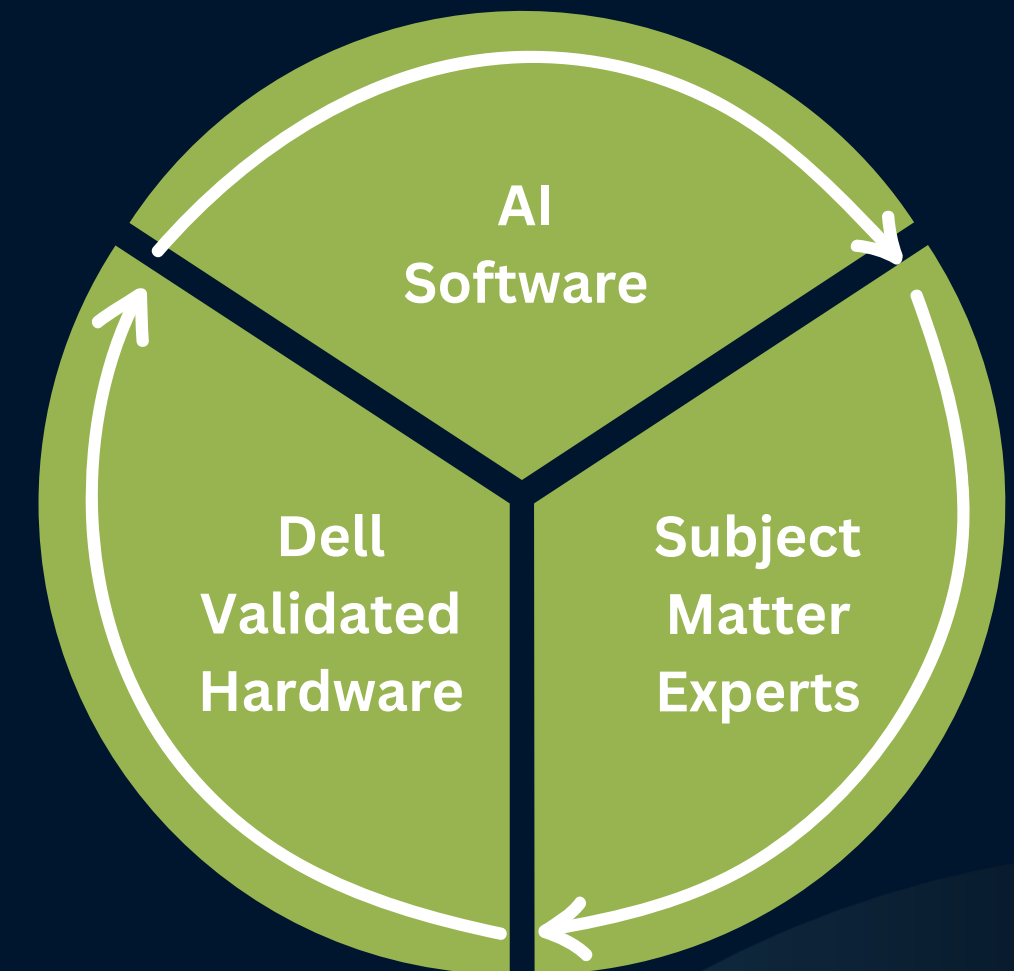
ProHawk®

Name: **ProHawk**

AI Solution Focus: VisionAI

Verticals: ALL+

Process: Standard Ordering Process

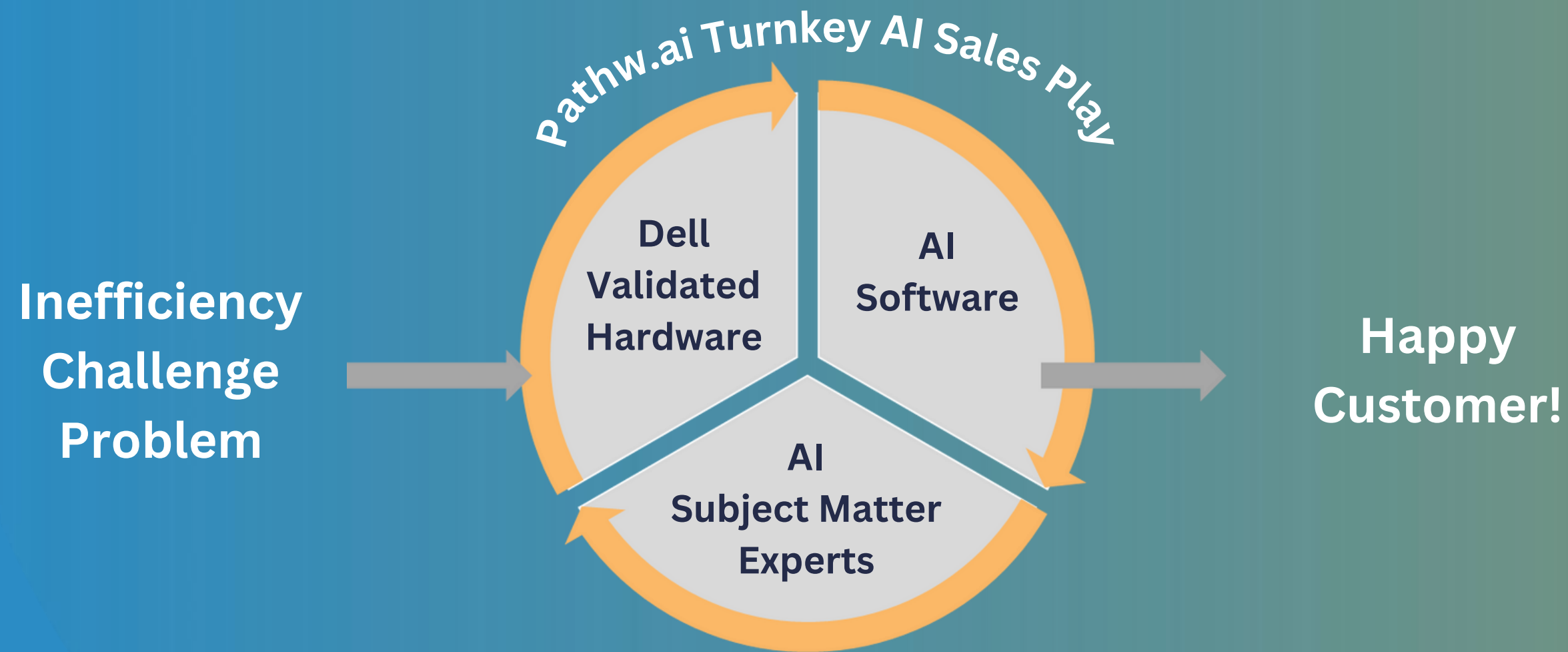


Pathw.ai

Turnkey AI Sales Plays

Ready to sell AI solutions

What are the Turnkey AI Sales Plays?



Turnkey AI Sales Plays: Use Cases

Enterprise / Global Industries

- Aerospace / Defense
- Automotive
- Chemicals
- Computers & Electronics
- CPG
- Energy / Oil & Gas
- Financial Services
- Government Contractors
- Healthcare
- Insurance
- Life Sciences
- Legal
- Manufacturing
- Marketing & Advertising
- Professional Services
- Retail
- Semiconductors
- Software
- Telecommunications
- Transportation and Logistics
- Travel
- Federal Government




Commercial / SMB

- State and Local Government
- Higher Education
- Car Dealerships
- Real Estate
- Boutique Financial Asset Management
- Venture Capital Firms
- Restaurants
- Accounting

Targeted Use Case Genres

- Resource Allocation & Prioritization (Task / Ticketing / Project and Program Management / Cyber Threat Response / Business Continuity & Disaster Planning)
- End-to-end Product and Program Management PMO
- AutoReports
- RAG (Text & Audio processing and Insight Extraction)
- RFP Automation
- Digital Human Conversational AI: Internal & External experience
- GTM Sales and BD Proposal / Sales Content Automation
- 1:1 Door Openers
- 13X (1300%) Engagement Hyper-personalized Marketing & CX Content Generation
- Rapid Answers (Blockify)
- Alignment of Complex Product Portfolios & 24x7x365 Knowledge and SME

Turnkey AI Sales Plays: Partner Examples



vTECH io Turnkey AI Solutions

Experience | Passion | Transparency | Excellence

Innovators Welcome!

We welcome **Fisher + Titus** to explore our Turnkey AI Solutions. Now is the time to not only reimagine the technology solutions of today, but also to transform how you build and deliver them.

vTECH io has partnered with Dell Technologies and Internal Technologies to help you go to market faster with AI automation solutions. This software allows you to hyper-personalize customer experiences with use cases on Dell Technologies generative AI-validated designs for sales, marketing, process automation, and content generation.

Learn how you can use this innovation to transform your business below.

Turnkey AI Solutions


Healthcare Services


- AI Assessment & Paid POC Use Case Candidates
- Patient Intake
- Electronic Medical Record (EMR) Analysis and Summary (AutoReports)
- Procurement RFP Administration (AutoReports)
- Project and Program Management (Nebulous - Task / Resource Allocation & Prioritization)
- Contracts Management (AutoReports)
- Doctor & Patient AI Discussion Notes & Readout
- Doctor Sign Out (Change of Shift Data Debrief) Auto to Text Insights and Capture
- Medical Publication Analysis / Summary (AutoReports)
- Customer Experience and Data Collection Surveys with Personalized Follow-up
- Personalized Treatment Protocol Reminders
- Doctor AI Research Assistant
- AI based Collections Messaging
- Patient Procedure FAQs
- Foreign Language Communications (Doctors to Patients, or administration)
- Doctor EMR AI Updates
- ICD-10 Code Recommendation Assistance from Doctor Patient Discussion (90% solution)



- ★ Insurance/Legal Claims
 - Document Review
 - AI Nurse Review of Record Summary
 - Cases
 - Police Report Analysis
 - Deposition Interview Analysis
 - Client Statement in Injury Cases
 - Plaintiff / Defendant Comparison

Reach out to our team to discuss these offerings and how we can apply these efficiencies to your business

Contact Us

 (888) 277-5918

 vtechio.com



Bridge IT Consulting Turnkey AI Solutions

Best-in-class IT services coupled with strategic vision and expertise

Innovators Welcome!

We welcome **The City of Sugar Land** to explore our Turnkey AI Solutions. Now is the time to not only reimagine the technology solutions of today, but also to transform how you build and deliver them.

TanChes Global Management has partnered with Dell Technologies and Internal Technologies to help you go to market faster with AI automation solutions. This software allows you to hyper-personalize customer experiences with use cases on Dell Technologies generative AI-validated designs for sales, marketing, process automation, and content generation.

Learn how you can use this innovation to transform your business below.

Turnkey AI Solutions

State & Local Government


- Employee Onboarding, Training, and Education via Just in Time materials
- Documentation, Manuals, and Repair / Service Training and Assistance
- Call Center Recorded Conversation Audio Analysis and Transcription
- Report Writing Assistance (applicable to any report, Police, Fire, Health Examiner, etc)
- Police Suspect Interview Assistance
- Recorded Conversation Audio Analysis and Transcription (Wiretaps, Interviews, Depositions etc)
- Prisoner Intake and Processing
- Foreign Language Interview Assistance
- Citizen Experience and Data Collection Surveys with Personalized Follow-up
- Citizen FAQs
- Probation Check Ins and Review
- Tourism Marketing
- Hyper-personalized Advertisements (social media ad targeting)

- Corporate Relocation / Investment Proposals
- Disaster Response Messaging
- Non-partisan Get Out to Vote Messaging
- Pro-active curated Citizen Engagement
- Continuous process improvement (Tech for Six Sigma and similar methodologies), Project and Program Management
- Project and Program Management, Product Development, QA & Testing, Roadmapping
- IT Ops Ticket Prioritization, Cyber Response, Disaster Recovery Planning, Business Continuity
- CXO Strategic Objective / Financial Planning and Resource Allocation & Prioritization
- Procurement and Contracts Assistance / Analysis (Supply Chain)
- Capture and Documentation of Institutional Knowledge from Human Briefings

Reach out to our team to discuss these offerings and how we can apply these efficiencies to your business

Contact Us

 281-826-2437 | 281-TAN-CHES

 tanches.com

utions. Now is the time to not only reimagine
ow you build and deliver them.

s and Internal Technologies to help you go to
allows you to hyper-personalize customer
ve AI-validated designs for sales, marketing,

business below.

mer Acquisition

blement at scale
ment, QA & Testing, Roadmapping
er Recovery Planning, Business Continuity
source Allocation & Prioritization
upply Chain)
ge from Human Briefings
and Transcription
Just in Time materials
ages / regions and markets
ing and Assistance

/ we can apply these efficiencies to your business

bridgeitconsulting.com

Turnkey AI Sales Plays:

Customer Journey



Pathw.ai

Lead Generation

End user facing content and lead generation campaigns to
kick-start your Dell AI solution sales

Pathw.ai Participation

Three ways to engage and grow with Dell + TD SYNnex



Pathw.ai **Starter**

Access to our free and on-demand
pathw.ai deliverables



Pathw.ai **Pro**

Access to everything in the starter level in
addition to leads, content syndication, and
marketing content



Pathw.ai **Pro Plus+**

A unique partner level, offering higher
qualified leads, data strategists, custom
content and more+



		Starter	Pro	Pro Plus+
Training Requirements		No	Yes	Yes
Investment Requirements		No	No	Yes
Partner Access	Pathw.ai Portal	X	X	X
	Ready Sales Plays	X	X	X
	Webinars / Digital Trainings	X	X	X
	Roundtables		X	X
	Ready Sales Plays Consult		X	X
	Leads Generation		X	X
	Content Syndication		X	X
	Marketing Portal Access		X	X
	Lead Generation Plus+			X
	Content Syndication Plus+			X
	Pick Your own Marketing Packages			X
	Custom Consultation Services			X
	Pathw.ai Advisory Board			X

How do I access leads?

A Look into Pathw.ai Pro

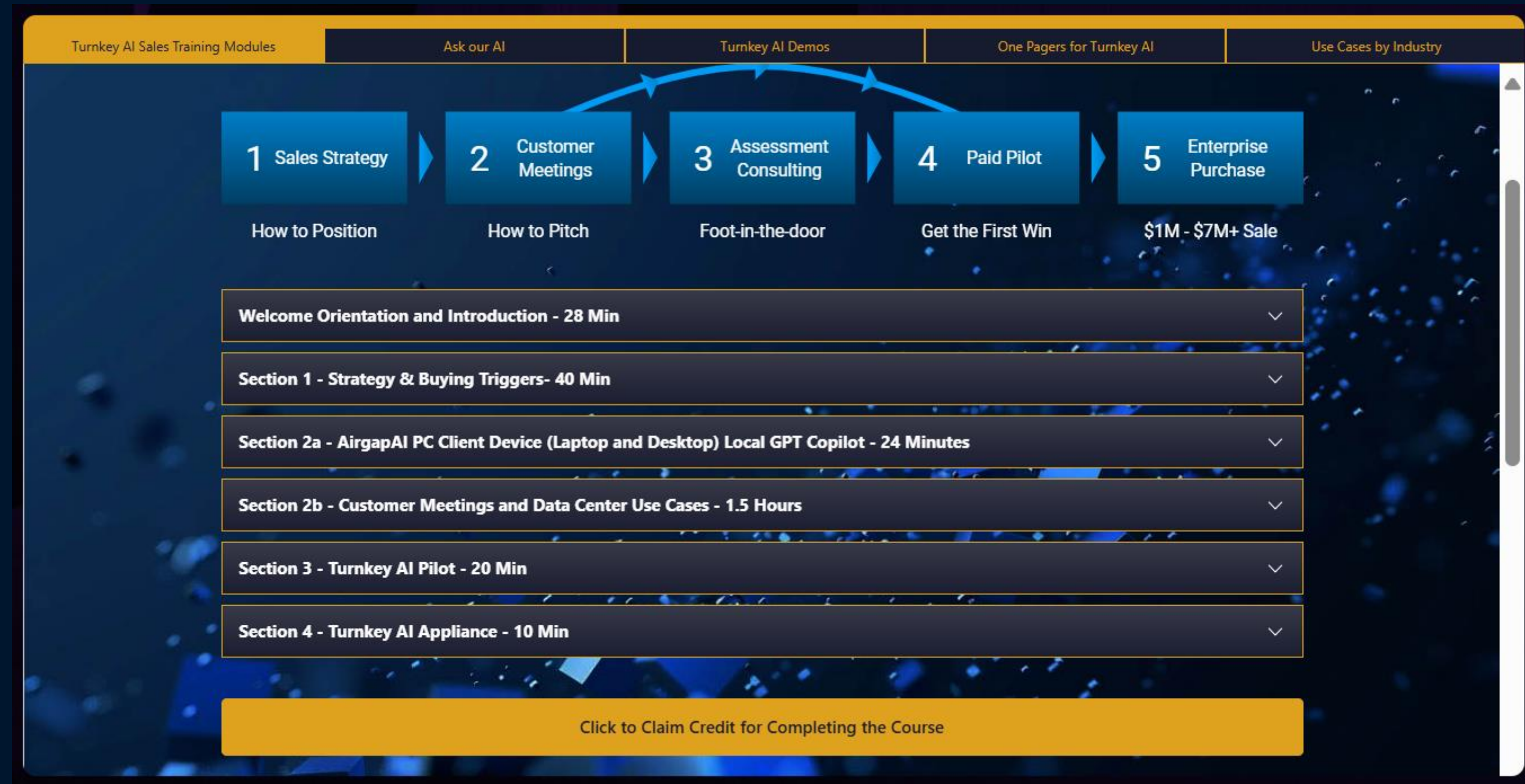
Take the Internal 3 Hour Rapid Sales Training [HERE](#)

Please complete
all modules and
click "Claim
Credit"

Please allow 24-48 hours to access the
Campaign in Fishtank

To begin viewing and claiming leads in
FishTank, you need a TD SYNnex
EcExpress login.

If you do not know your EcExpress login
contact within your organization, we can
help you.



NEW – SQL Leads
+ Proof of Concept
Incentive!



Pathw.ai. Pro

Access to Leads & End User Enablement

Gen AI Leads

- Leveraging data analytics, we are able to find end customers who are showing early-stage buying signs, then scoring those opportunities for accelerated deal cycles

Marketing Portal

- Our marketing portal grants partners access to a comprehensive hub of digital marketing resources within our automation portal.

Dell Microsite – Content Syndication

- Ensures that your website remains up-to-date with the latest Dell product and marketing information. It empowers your team to be the definitive source for IT purchases, offering a one-stop education & e-commerce solution

Microsite



GenAI Leads



Marketing Portal



SQL Lead Campaign

Running Until May 30th, 2025



Access Campaign: Campaign ID, **C-13848778**

Limited BANT Sales-Qualified Leads focused on Dell AI solutions

Pre-qualified contacts with AI project budgets of \$80K+

Organizations with 300+ employees and \$15M+ annual revenue

Prospects actively seeking AI PoCs within 12 months

Accelerate Sales

Engage with leads ready
for AI discussions

Drive More PoCs

SQLs are primed for Proof
of Concept pilots

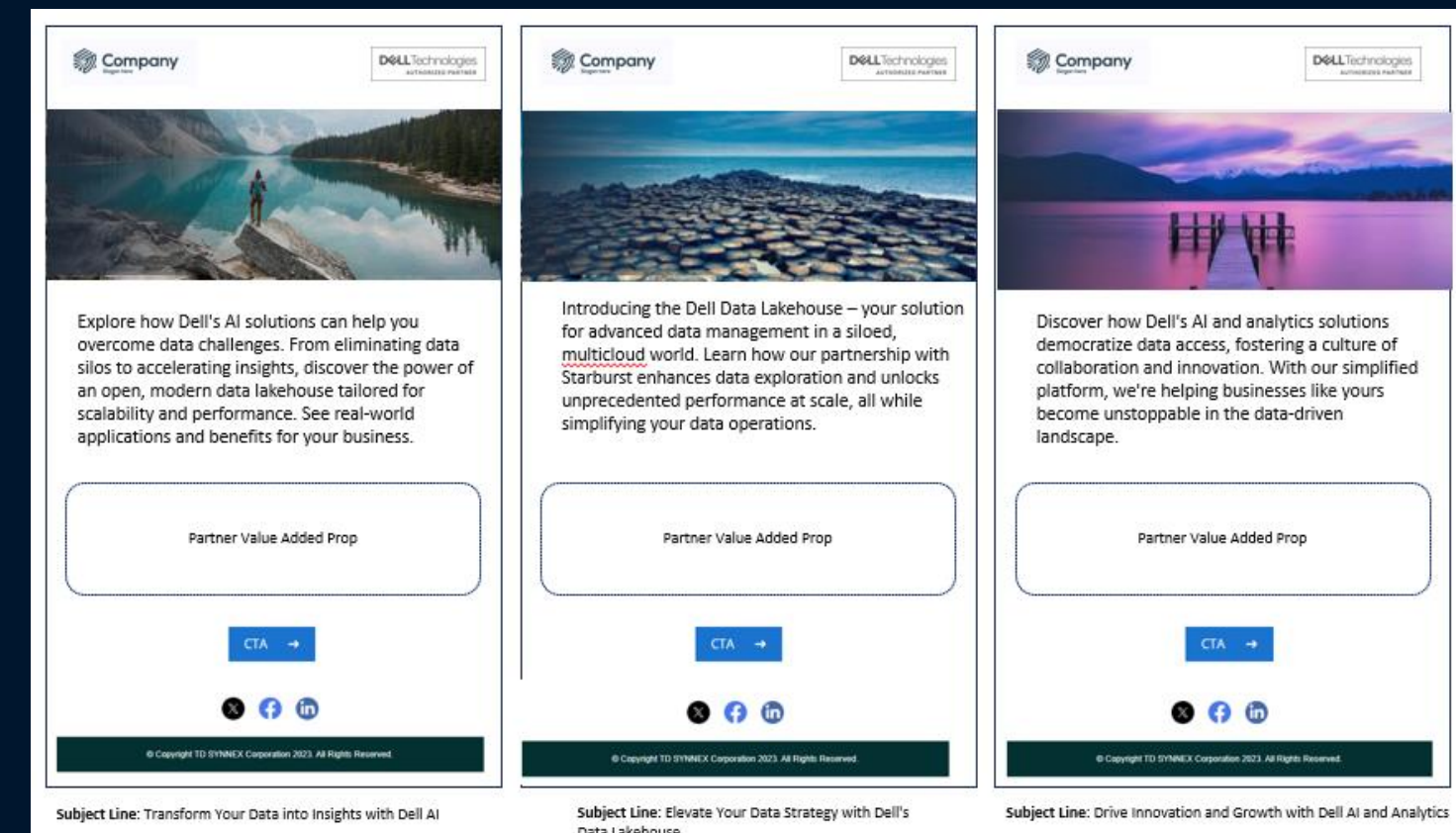
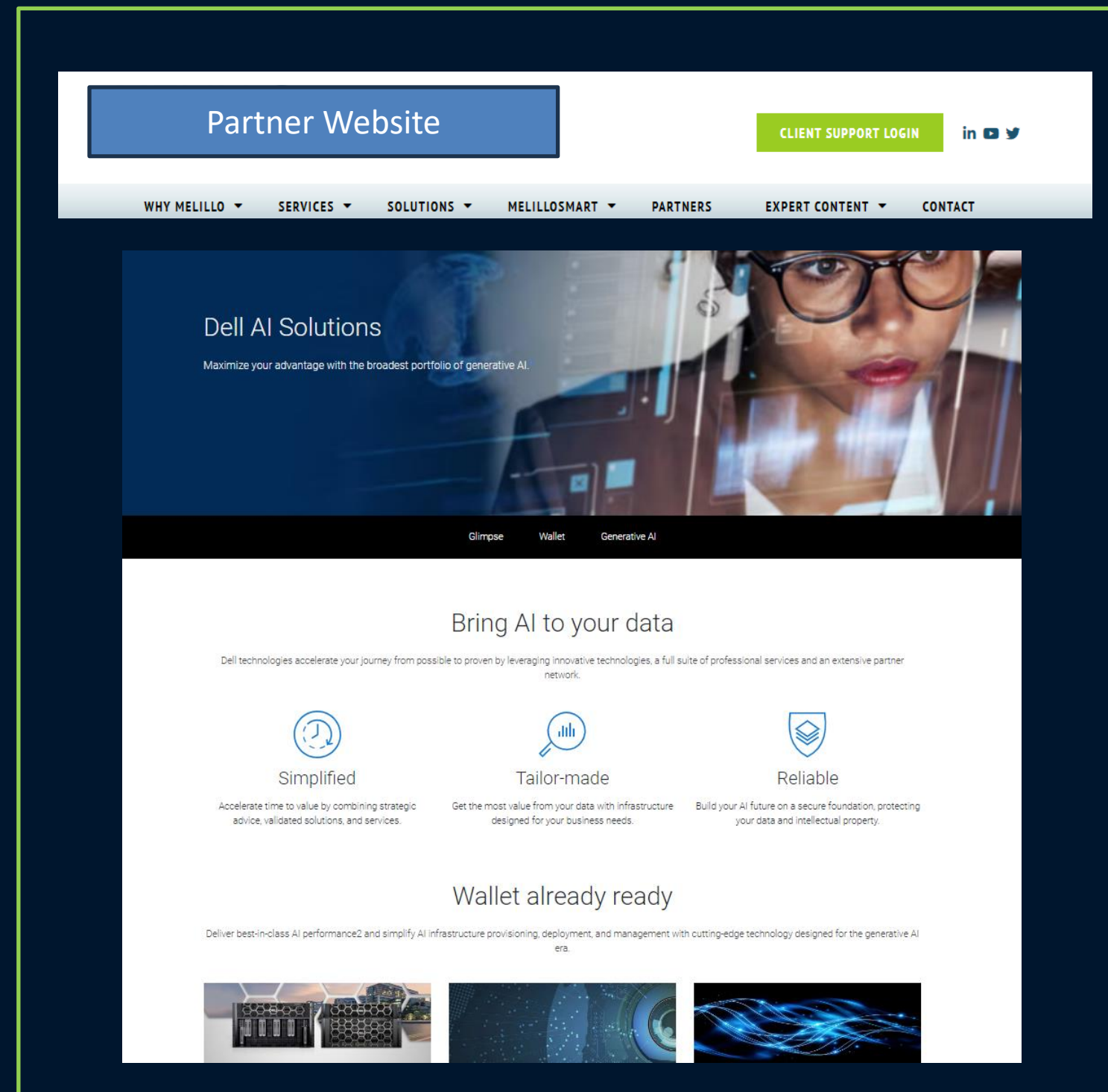
Boost ROI

Maximize your AI pipeline
with high-intent
opportunities



Pathw.ai. Pro

Dell Microsite & Marketing Portal



Marketing Portal



Pathw.ai. Pro Plus+

Access to More End User Enablement and/or Leads

\$5K / year

PICK 1

✓ Social Media Marketing

✓ Custom Blog Creation

\$10K / year

PICK 1

✓ Marketing Consultation

✓ (20) Higher Qualified Marketing Leads

\$15K / year

PICK 1

✓ (30) Higher Qualified Marketing Leads

✓ (10) BANT Qualified Leads

Find out how to get all of your investment back by selling Dell Technologies*

Thank You