



Pathw.ai Executive Toolkit


Pathw.ai



Why Focus on GenAI?

76%

of IT leaders believe generative AI 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



Infrastructure
35%

Services
5%

Software
10%

GenAI Solution

LLMs
25%

GPUs
25%

GenAI Can Be Deployed For...



Individuals



Enterprise



SMB

What is Pathw.ai?



Why we're here...

Pathw.ai is TD SYNEX'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 SYNEX and Dell aim to empower our partners to support their success.

All

Dell Partner
Tiers Welcome

Join Us

Whether you're just starting your AI journey, or you've 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.

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Deliverables

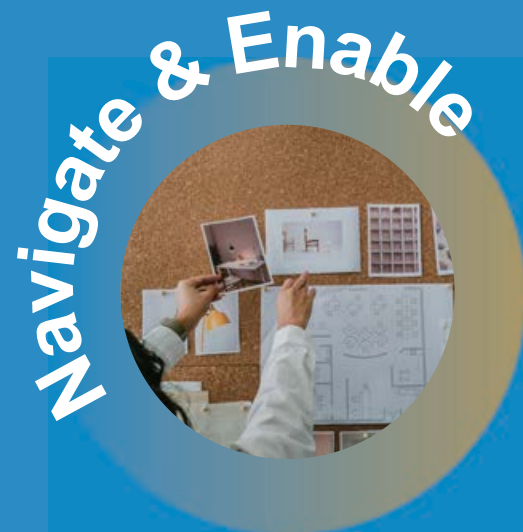
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Deliverables

Purpose-built to accelerate
Your Dell AI solution sales



Access to Experts
Webinars & Digital Trainings
Pathw.ai Portal



Infrastructure Support
Solution Center Tours
AI Imagine Configurator
Roundtables & Bootcamps



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

Pathw.ai of Experts

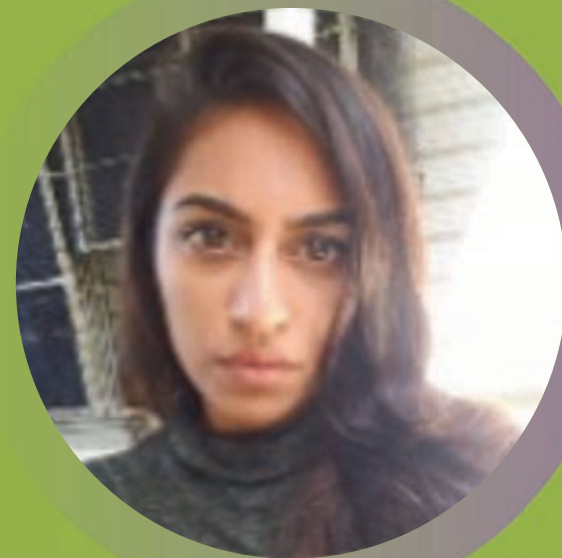
Meet the team behind Pathw.ai

Meet Your Dell-Dedicated TD SYNnex Pathw.ai of Experts



**Shannon
Van Den Bosch**

Senior Manager



**Maya
Hosabettu**

Strategic Business Manager



**Albert
Lahocky**

Manager



**Baiba
Cronin**

Vendor Marketing Manager



Strategy & Enablement



Strategy & Technical Excellence



Marketing

Pathw.ai Webinar Series

Persona-led webinars to guide open dialogue with subject matter experts — fostering learning and building confidence

1H Webinar Guide

**120+
Reseller
Attendees!!!**

**Pathw.ai
Kickoff**
March 6, 2024

**Pathw.ai
Sales**
March 27, 2024

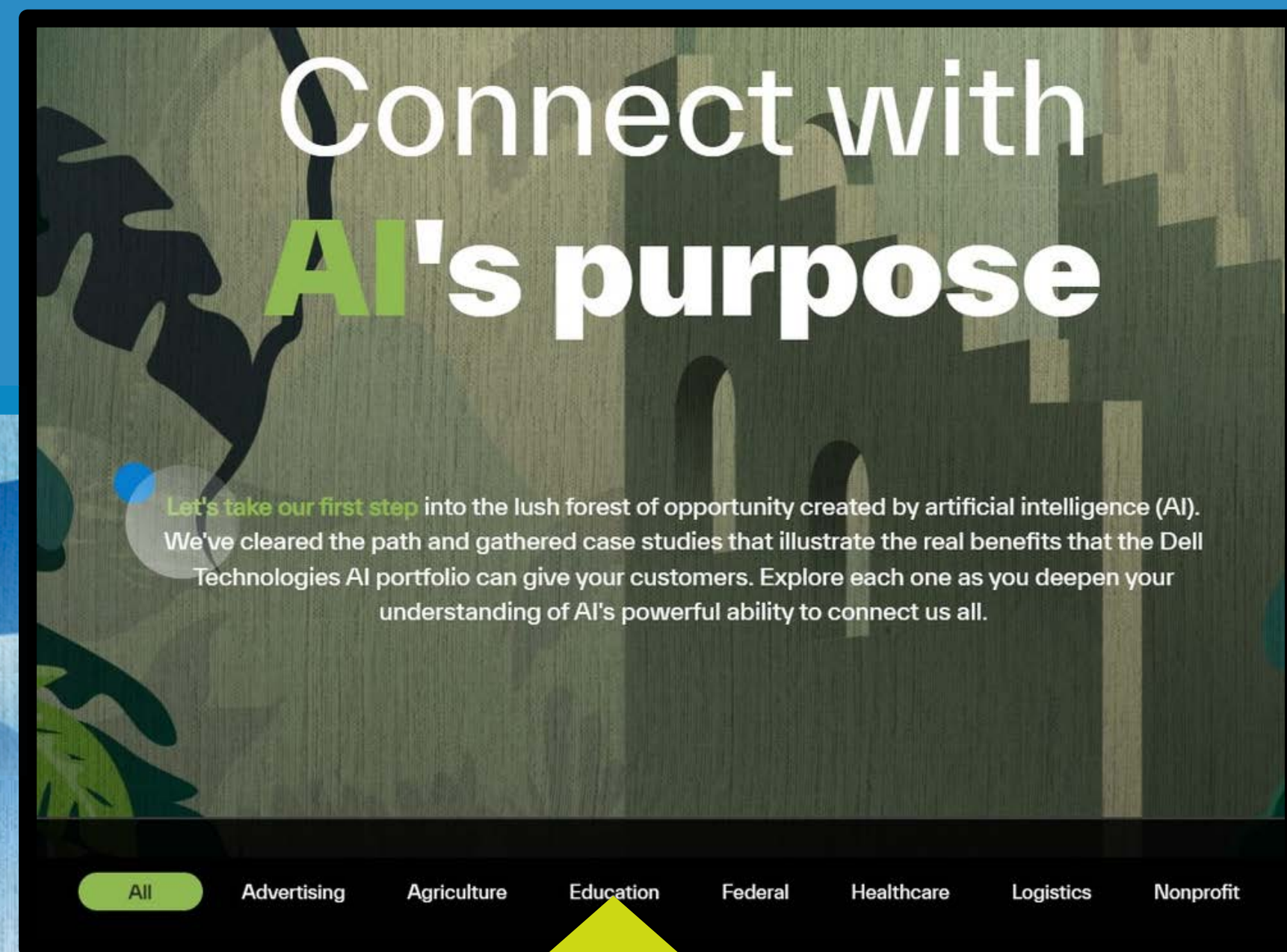
**Pathw.ai
Technical**
April 24, 2024

**Pathw.ai
Marketing**
May 16, 2024

Pathw.ai Portal

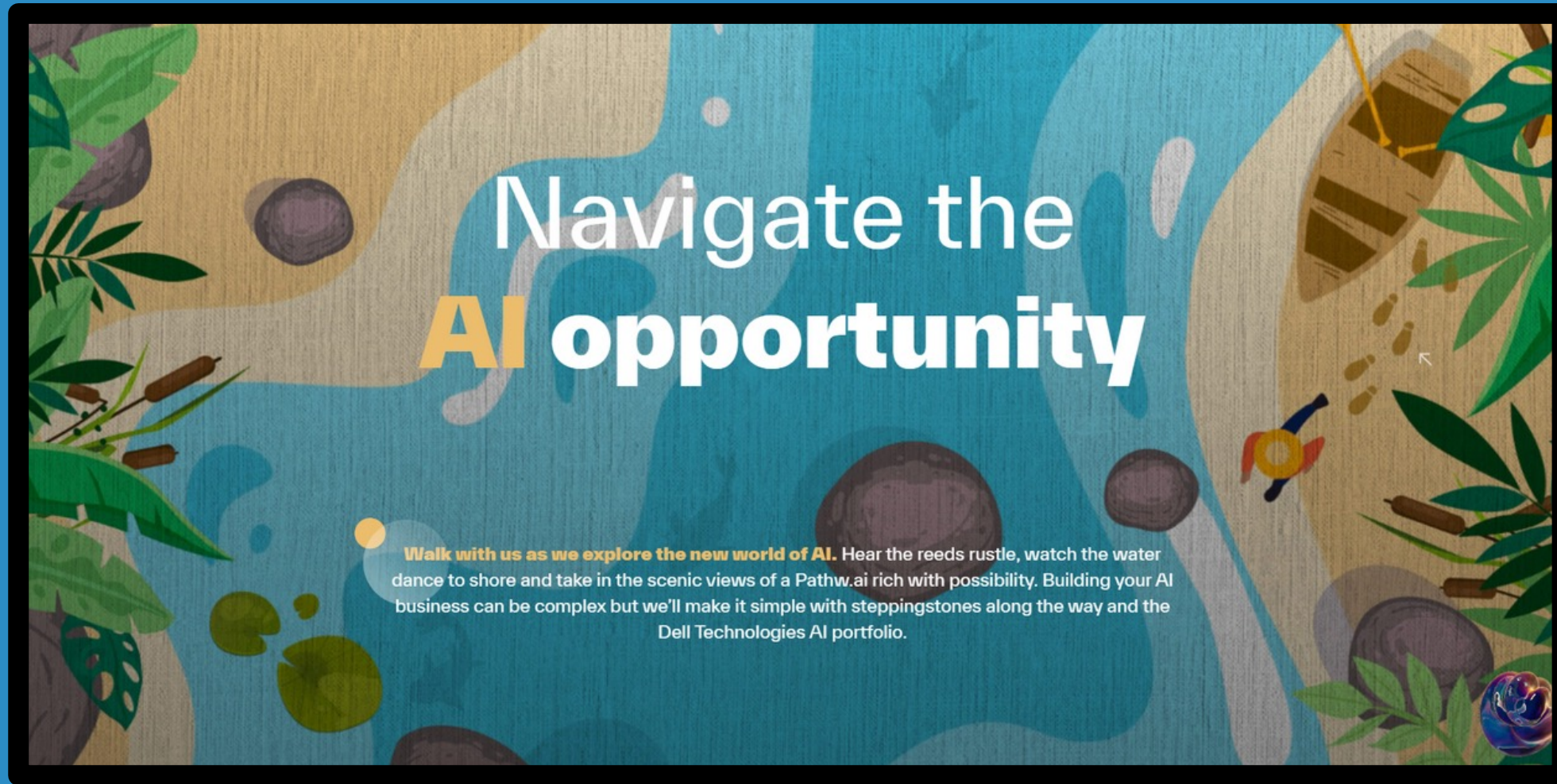
An immersive learning and selling tool:
Your one-stop shop for Dell AI

Pathw.ai Portal: Connect



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

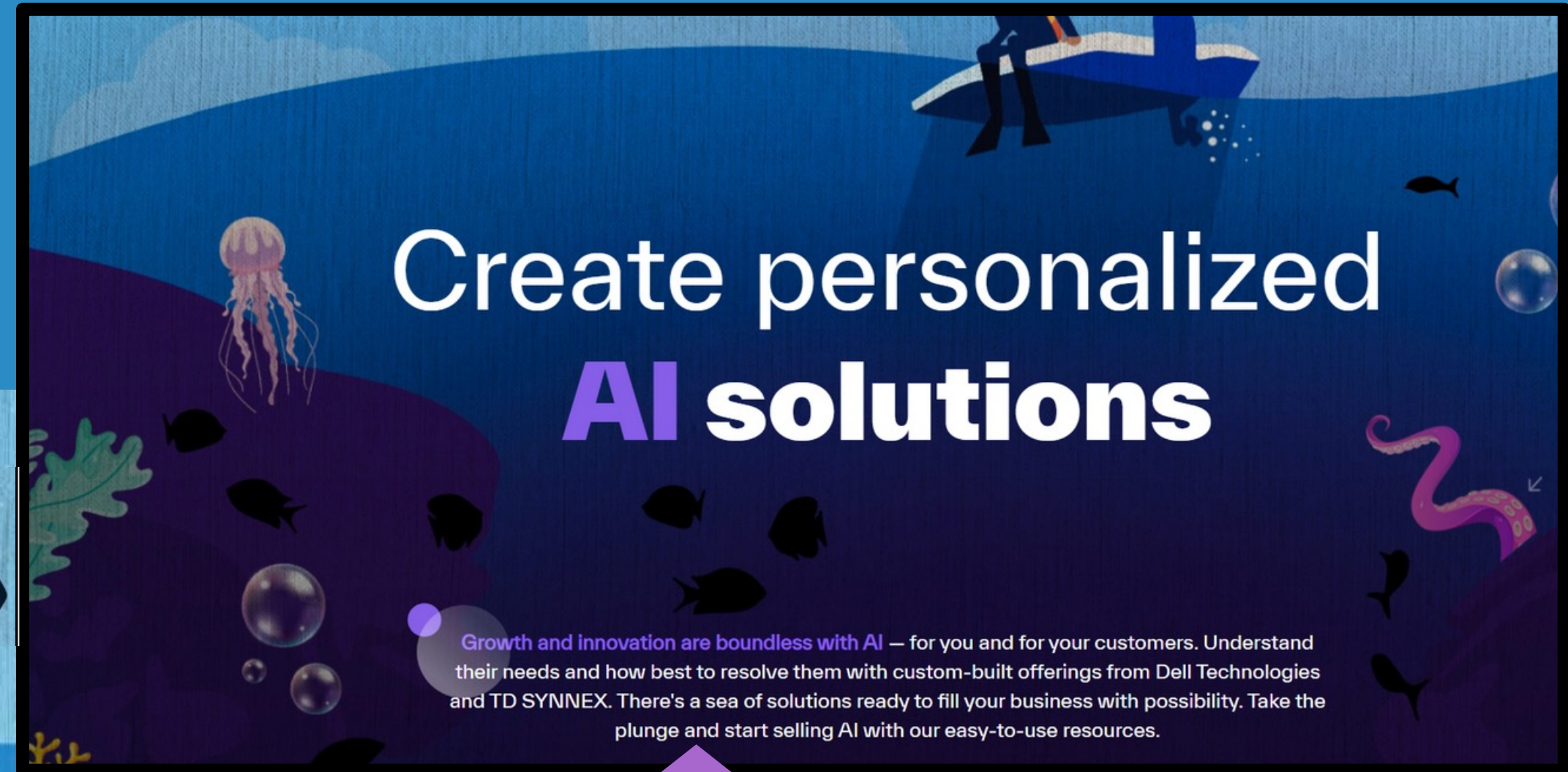
Pathw.ai Portal Navigate



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



Pathw.ai Portal Create



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's 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 their portfolio delivers AI platforms and solutions you need for faster, more intelligent outcomes.



Pathw.ai Solution Center

Watch AI come to life: Checkout our TD SYNEX Dell-dedicated AI space for in-person and virtual demonstrations

Welcome to our Solution Center!

Now on the Pathw.ai Portal

Immerse yourself in our 3D walkthrough Solution Center space, where you can explore our latest and greatest Dell AI solution offerings!

Coming Late Summer

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!



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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

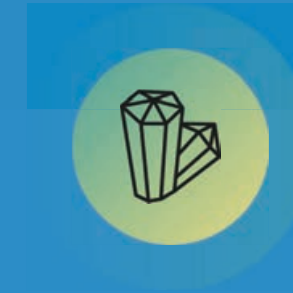
Coming Soon



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 pain point
- ✓ Build your use case
- ✓ See your solution!



Here's an example...

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

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Roundtables

Spend time with Dell & our OEM partners to learn about our existing and future AI technologies, sales-plays and accelerating efforts:

- We will hold 3 roundtables over the next year
- Each will be 3-4 hours in length
- Active Q&A and participation is welcome!
- *Dates/times coming soon!*

Tentative Agenda

- Introductions
- Generative AI: Business Opportunities — TD SYNEX
- Harnessing AI Power with NVIDIA GPU Solutions — NVIDIA
- Supercharge AI with PowerEdge — Dell Technologies
- Endpoint devices that drive advancement — Dell Technologies
- Break
- Value-Added Proposition — TD SYNEX
- Unlocking Data Potential with Dell Storage — Dell Technologies
- Enabling Seamless Connectivity with Dell Networking — Dell Technologies
- Maximizing Efficiency Through Dell Services
- Wrap-Up & Call to Action — TD SYNEX

01 Why

Roundtables facilitate unique discussions, encourage diverse perspectives and enable well-rounded decision-making as well as innovative solutions to complex problems.

02 Who

Our roundtables are open to the TD SYNEX customers enrolled in our Pathw.ai Program.

03 Takeaways

We want our roundtable participants to leave with greater insights, tangible next steps and a stronger rapport with TD SYNEX, Dell and OEM stakeholders.

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ISV Partnerships

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

Meet Iternal Technologies

Iternal Technologies unlocks your organization's Competitive Advantage using AI, Automation and Digital Transformation.

Learn how Iternal Technologies can help unlock your organization's potential to develop hyper-personalized customer engagements via AI and automation for all aspects of your go-to-market strategy.



John Byron Hanby IV
John@iternal.us

Sales can build relevant, personalized materials to attract customers

Marketing can produce high quality hyper-personalized content applicable to each customer

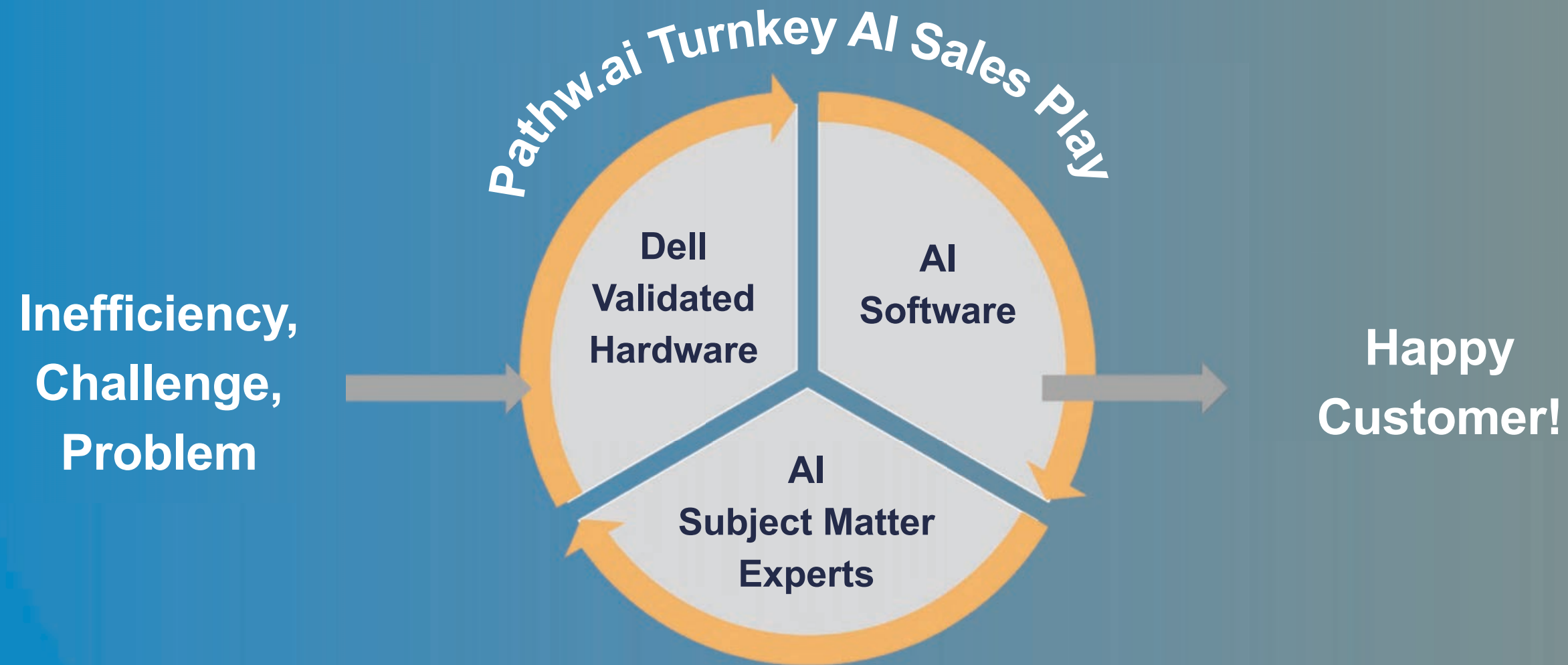
Communication teams target individual messaging with the click of a button

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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: Customer Journey



Pick a Vertical

Evaluate your customer base and choose an industry

Review Sales Plays

Review the Turnkey AI solutions available within that industry

Discuss Opportunity

Discuss efficiency drivers with your customer, leverage our SMEs

Proof of Concept

Establish ~2-3 Month PoC with an 80% close rate = New Revenue & New Solutioning

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 Iternal 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 for 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

TanChes 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.

TanChes Global Management has partnered with Dell Technologies and Iternal 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

ations. Now is the time to not only reimagine how you build and deliver them.

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

mer Acquisition

plement at scale ment, 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

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Lead Generation

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

AI Sales Empowerment Through Closed Loop Enablement

The Pathw.ai Program is proud to offer a TD SYNEX exclusive closed loop enablement campaign. Our approach is comprehensive, from identifying prospects to nurturing them through the buyer's journey, offering content and collateral, then giving access to customized content syndication.

MyShop



GenAI Leads



Marketing Portal



GenAI 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.



Pathw.ai Partners will have access to our FishTank lead distribution portal and be able to see, review and pull leads

Marketing Portal



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



Pathw.ai Partners will have access to a wealth of materials tailor-made for them to co-brand and deploy digital marketing campaigns, nurturing prospects further through the sales funnel

MyShop



MyShop, TD SYNnex's proprietary tool, ensures that partners' websites remain up-to-date with the latest vendor product and marketing information. It empowers partners to be the definitive source for IT purchases, offering a one-stop e-commerce solution



Pathw.ai Partners will have access to a custom marketing landing page specific to Dell Technologies & AI solutioning

Pathw.ai Partner Participation

Our program meets you and your organization wherever you are at in your AI journey.

Pathw.ai Participation Levels



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

Pathw.ai STARTER

A great place for partners who are just starting their AI journey with Dell Technologies. With access to a host of educational materials, a Pathw.ai Starter, is taking the first step to growing their Dell Solution Sales with TD SYNnex

Training Requirements: NONE

Investment Requirements: NONE



Requirements

- ✔ None - Just enjoy the Pathw.ai fun!





Pathw.ai PRO




For partners who are ready to level up their AI journey with Dell Technologies. After taking a couple quick trainings, a Pathw.ai Pro has access to a host of enablement deliverables including leads, content syndication and end user marketing content.

Training Requirements: YES

Investment Requirements: NONE



Requirements

-  Dell Authorized Partner
-  TD SYNEX Account
-  Complete Required Training

Available on the Pathw.ai Portal:
Internal Turnkey AI Rapid Sales Training

3 Hours

Pathw.ai PRO PLUS+

Partners who are ready to accelerate their Dell AI solution sales. Accelerator partners are opting in to getting more insights, more leads and more sales wins with TD SYNEX.

Training Requirements: **YES**

Investment Requirements: **YES**



Requirements

- ✓ All Pathw.ai Pro Requirements

\$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 your investment back by selling Dell Technologies*

Thank You