

Modern IT infrastructure delivers key customer results.

Organizations achieving greater results from modern IT are “thrivers,” according to a recent IDC study of 1200 global entities leveraging AI and emerging technologies. See how thrivers are winning with customers.

[Download the Full IDC White Paper](#)

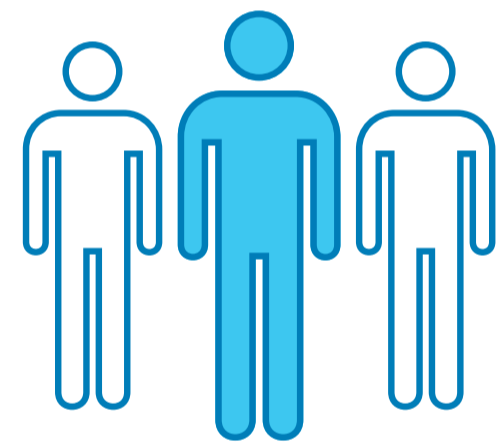
Thriving organizations that modernize IT achieve:



75%
increase in customer satisfaction rates¹



12%
increase in customer base²



50%
increase in customer retention³



46%
faster delivery of new products & services⁴

Power artificial intelligence and boost customer experience. Modernize IT.

Unlocking the value of data through emerging technologies, like AI, improves customer service and consumer experience. Thriving organizations that modernize IT to achieve these goals can increase revenue by 34% and see 2x higher profitability gains. Power AI with modern servers, storage, data protection, hyper-converged systems and Ready Solutions for AI from Dell EMC.

[Read the white paper and see the benefits of modernizing IT at DellEMC.com/ModernizeIT](#)



^{1,2,3,4} IDC white paper sponsored by Dell EMC, “Emerging Technology and Modern IT: The Key to Unlocking Your Data Capital,” 2018. Results based on a survey of 1200 global organizations to understand the factors that contribute to success for organizations that invest in data center technologies to support emerging technology. Actual results may vary. Full study: <https://www.dell EMC.com/resources/en-us/asset/analyst-reports/solutions/idc-emerging-technology-and-modern-it-the-key-to-unlocking-your-data-capital.pdf>

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