

GO BIG AI

D&H



# AI PLAYBOOK

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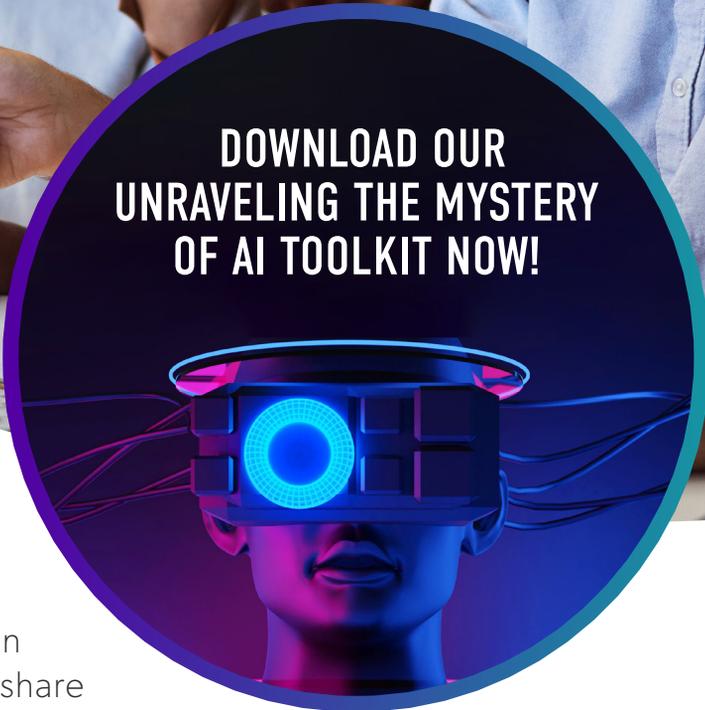
**D&H Resources**

# Laying the Foundation for AI



Many organizations are interested in the potential for AI solutions, even if they aren't necessarily trying to start today. This playbook will help you understand how you can help approach your partners about potential AI solutions – whether they just want to know more or are ready to begin serious, targeted discussions, this playbook will help you sell AI solutions through D&H.

Download this toolkit that you can brand and share with your partners that breaks down AI solutions without the use of technical jargon, explaining exactly how AI solutions are built. This toolkit also includes an outreach email, web banners, and social media post you can use to reach out to your partners about AI. This type of low-pressure outreach to your partners is a great way to ensure you are top of mind when they finally consider an AI solution.



**DOWNLOAD OUR  
UNRAVELING THE MYSTERY  
OF AI TOOLKIT NOW!**

# Conversation Guide for Discussing AI



**Our conversation guide is designed to help your sales team initiate meaningful discussions with customers about the potential of AI solutions.**

## The best conversations about AI result from searching for business solutions.

If you can identify an organization's needs, pain points, or opportunities that can be resolved by leveraging an AI solution, it becomes much easier to architect a path to that solution.

SOME  
EXAMPLES OF  
PROBLEMS OR  
OPPORTUNITIES  
INCLUDE:



**Loss Prevention**



**Inventory Control**



**Customer Journey**



**Sales Velocity**



**Cross Sell & Upsell**



**Risk Management**



**Productivity**



**Internal & External  
Chat Support**



**Real Time  
Translations**

## QUESTION

## FOLLOW-UP

1

AI has been the big focus of a lot of technology companies recently—have you looked into it or what it might mean for your organization?

This will help you gauge your customers overall interest in engaging about AI. Offering your custom branded eBook to learn more about AI without all the jargon is a good way to connect your organization with AI expertise for your partners.

2

If you could use AI to solve one problem for your business, what would it be?

The answer you get can open up conversations to solutions offered through D&H or preparing the partner to eventually realize that solution. If they want to increase worker productivity, new devices that are AI capable could unlock new software solutions or they could invest in AI assistants like Copilot for M365. If the solutions sound more specific, you can discuss the importance data will play in building that solution and review their data practices.

3

How are you currently managing your data storage and infrastructure?

Clean, complete, accessible data is integral to any AI solution. Discuss their current data management practice and stress the importance of data storage and infrastructure solutions. [See the data and infrastructure section for more information.](#)

4

What is the average age of your fleet of devices – are you ready for Windows 10 End of Life next year?

Microsoft has announced that it will end support of Windows 10 in late 2025. You should be ensuring that your partners are aware of this and replacing old devices. This is where you can discuss AI PCs to ensure that the new devices they are purchasing are better “future-proofed.” [See the user devices section for more information.](#)

5

Are you seriously considering how AI could benefit your current operations?

Explain how our Pathfinder assessment can help identify AI opportunities within their organization. If Pathfinder falls outside of their budget, you can seek further assistance from our Modern Solutions team. [Contact our Modern Solutions Team.](#)

6

What are your goals for your company’s technology capabilities, and how do you see AI fitting into those plans?

Align our AI solutions with their digital transformation goals, focusing on how AI can drive innovation and efficiency across various aspects of their business. Highlight success stories and case studies relevant to their industry.

7

Have you considered AI assistants or AI productivity solutions, like Copilot for M365?

Copilot for M365 is integrated directly into the apps business use every day – Outlook, Teams, Word, PowerPoint, Excel, etc. [See the Copilot for M365 section for more information.](#)

# AI Software Solutions



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TEAM!

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FOR OUR  
D&H CLOUD  
MARKETPLACE!

Software is the bridge that connects your customers to their AI solutions. It is the layer that provides the functionality needed to solve unique business challenges. Currently, these AI solutions are being developed by hundreds of Independent Software Vendors (ISVs). D&H offers its software solutions through our Cloud Marketplace.

For customers who are serious about implementing an AI solution in their organization, D&H offers the Pathfinder assessment in our Cloud Marketplace. The AI Pathfinder assessment is an AI-powered, in-depth survey and analysis of an organization that can identify opportunities for AI solutions as well as make suggestions to specific ISVs that can help you architect a complete solution. Each recommendation comes with a full ROI analysis and an overview of what hardware requirements would be needed to implement the suggested solution.

D&H PREFERRED SOLUTIONS

# Copilot for Microsoft 365



VISIT OUR  
COPILOT  
MINI SITE!



CLICK HERE  
FOR ADDITIONAL  
RESOURCES ON  
COPILOT!

Copilot for Microsoft 365 is designed to elevate the efficiency and productivity of small and medium-sized businesses by seamlessly integrating into the Microsoft apps they rely on daily, such as Outlook, Teams, Word, PowerPoint, and Excel. This AI-driven assistant enhances the user experience by automating routine tasks, providing intelligent insights, and enabling advanced data analysis, ultimately allowing businesses to focus on innovation and growth. By leveraging Copilot's capabilities, organizations can streamline their workflows, improve collaboration, and make more informed decisions, thereby driving significant value and competitive advantage in their digital transformation journey.

Please note, Copilot is a term for AI integration in Microsoft software and devices and that can create some confusion for your customers. For more information about the differentiating Copilot as well as Copilot sales resources, visit the D&H Copilot mini-site.

Copilot is available in the D&H Cloud Marketplace – it can be added to any Microsoft 365 E3 or higher license. It must be purchased for an annual term, however it can be billed up front or monthly.



# Data and Infrastructure for AI

Data is the most important part of any AI solution. If all other things remain equal, the quality of data used for fine-tuning an AI solution can be the difference between a high ROI, transformational technology and a process that causes more problems than it solves. Even if your partners are not interested in pursuing an AI solution today, examining and updating their data practices can be a prudent way to ensure that any future efforts are set up for success.

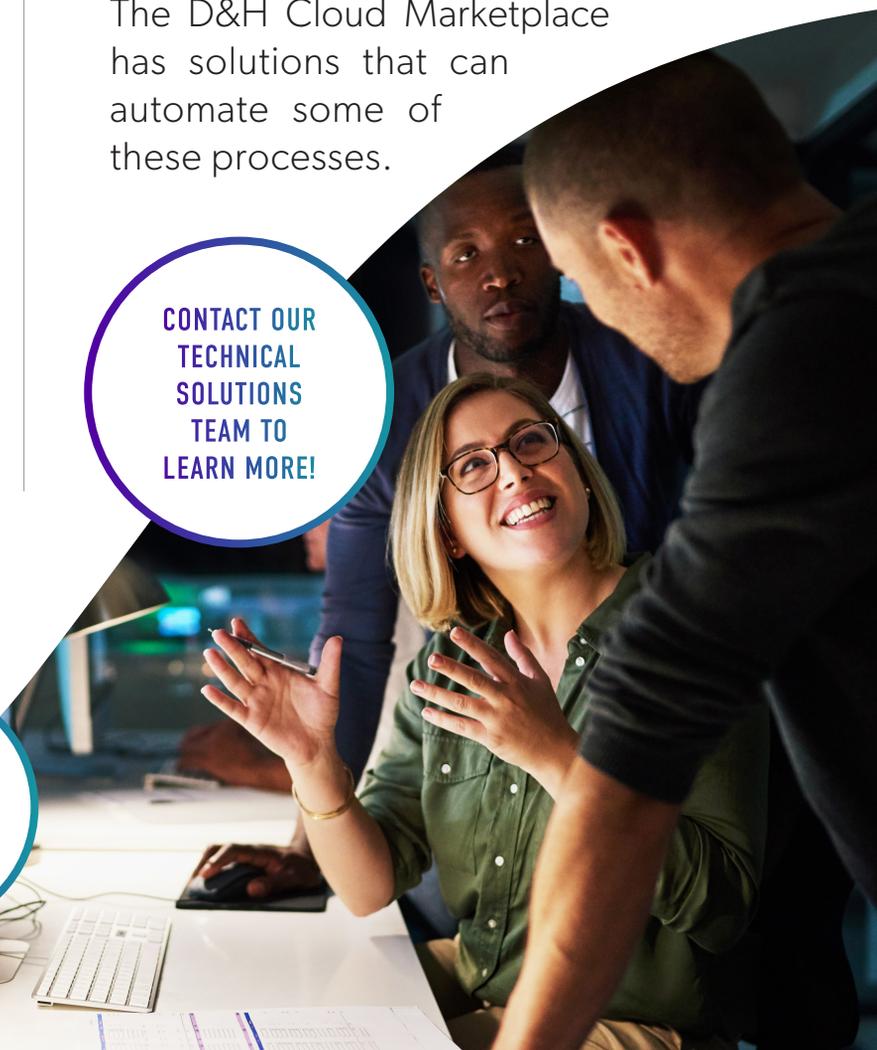
When thinking about AI solutions, the quality and location of data are key factors that can greatly impact how effective these implementations are. High-quality data, which is accurate, consistent, and complete, helps AI algorithms learn and make predictions more reliably. On the other hand, poor-quality data can lead to incorrect insights and bad decision-making. Additionally, where the data is stored can affect how easily it can be accessed and whether it complies with regional data protection rules, which is especially important for businesses operating in multiple areas.

Another important consideration is whether to use cloud-based or on-premise data and computing resources, as this can significantly affect latency in AI solutions. Cloud-based solutions are scalable and flexible, allowing businesses to tap into vast computational power and storage as needed, which is perfect for handling large data sets and complex AI models. However, this can sometimes lead to latency because of data transmission over the internet. On-premise solutions, on the other hand, provide lower latency since data processing happens locally, which is beneficial for applications needing real-time analytics and decision-making. Nevertheless, they often require a significant investment in infrastructure and maintenance.

Regardless of whether partners are looking for cloud, hybrid, or on-premise data and compute AI solutions, D&H can help you provide these solutions. D&H continues to leverage our AIM Solutions Architecture — Assess, Implement, Manage sales motions to create familiar sales motions for our AI implementations.

When engaging your customers about their data and infrastructure, ask questions to try to understand their current data practices. What type of data are they storing, where are they storing it, what type of storage (on-prem or cloud) and where the data needs to go in order function. These conversations will likely reveal information about their network capabilities — bandwidth, latency, and throughput requirements.

Once you have this information, the engineers at D&H can help you explore potential solutions for analyzing and architecting data and networking solutions for your partners. The D&H Cloud Marketplace has solutions that can automate some of these processes.



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**LEARN  
MORE  
ABOUT AIM  
AT D&H!**

# D&H Preferred Solutions



## Intel Xeon and AI Compute



Intel's Xeon processors are specifically designed to handle the rigorous demands of AI computing, offering exceptional performance, scalability, and reliability. With built-in AI acceleration capabilities, Intel Xeon processors enable faster data processing and more efficient machine learning model training. This allows businesses to implement sophisticated AI solutions and gain real-time insights, ultimately driving innovation and competitive advantage. Whether it's for deep learning, predictive analytics, or complex simulations, Intel Xeon processors provide the computational power and flexibility needed to support diverse AI workloads.

Intel offers excellent product availability and selection as well as extremely efficient performance per dollar against other AI competitors. In addition, Intel supports hundreds of open-source AI initiatives and provides free resources & training to developing an AI solution. D&H's team works directly with engineers at Intel to help ensure we are architecting the best solutions for your partners.

# Azure AI



Azure AI offers a comprehensive suite of tools and services designed to empower businesses with intelligent solutions. By leveraging the power of Microsoft's cloud infrastructure, Azure AI provides scalable and flexible AI capabilities, allowing businesses to build, deploy, and manage AI models with ease. Azure AI includes pre-built APIs for vision, speech, language, and decision-making models, enabling quick integration into applications. Its advanced machine learning and deep learning capabilities ensure high accuracy and performance for complex AI tasks. In addition, Azure AI's robust security and compliance features ensure that data remains protected and meets regulatory standards. With seamless integration into existing workflows and support for popular AI frameworks, Azure AI enables businesses to accelerate innovation, enhance operational efficiency, and gain valuable insights from their data.

If you have a partner who is interested in exploring how Azure AI could help power their AI solutions, please reach out to the Modern Solutions Team to discuss. D&H's cloud engineers can consult with Microsoft and support your project with your partners.

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SOLUTIONS  
TEAM NOW!**



# Endpoint and User Devices



As AI solutions become more and more commonplace, user workstations and edge devices are becoming increasingly more capable. Due to the complex nature of AI calculations, GPUs were the primary processor used for AI compute on these devices. Recently, the major CPU manufacturers have integrated an NPU (Neural Processing Unit) on the CPU — this allows for efficient and economical AI compute capabilities on user devices. Couple the launch of these new AI enabled CPUs with Windows 10 End of Life in late 2025, many partners are currently refreshing their fleets.

Similar to buying 4k TVs in anticipation of 4k content, buying a device with an NPU today ensures that you are future-proofing your device investments. Many business applications for research, graphic design, and content generation have features that are only available to devices with an onboard NPU.

Our website, [dandh.com](https://dandh.com), has several resources available in the Device Refresh and Go BigAI sections that can assist you in discussing AI PCs with your partners. You can always reach out to our OEM teams or your sales representative for more information!

D&H PREFERRED SOLUTIONS

# Qualcomm and Copilot+ PCs



A Copilot+ PC is a cutting-edge device designed to enhance user productivity and efficiency, leveraging the advanced capabilities of the specs designated by Microsoft. These PCs are equipped with an integrated NPU, enabling seamless execution of complex tasks such as real-time language translation, image recognition, and predictive analytics. Copilot+ PCs also feature extended battery life, superior connectivity options including 5G support, and robust security measures to protect sensitive data. With these features, Copilot+ PCs are ideal for professionals in research, graphic design, and content creation who require powerful and reliable tools to their objectives.

Qualcomm's Snapdragon X Elite line powers today's Copilot+ PCs. These processors feature a shift to the ARM architecture from traditionally x86 CPUs. These devices offer high CPU, NPU and GPU performance while maintaining long battery life.

**SHOP  
QUALCOMM  
COPILOT+  
AI PCS AT  
D&H!**



D&H PREFERRED SOLUTIONS

# Intel<sup>®</sup> Core<sup>™</sup> Ultra



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OUR INTEL  
MINISITE!**

Intel Core Ultra AI PCs are designed to meet the demands of today's most sophisticated business and creative environments. Professionals in fields such as data science, machine learning, and digital media can rely on these systems for robust performance, ensuring seamless workflow and productivity. Moreover, the Intel Core Ultra series features comprehensive security measures, extensive connectivity options, and support for the latest artificial intelligence advancements, making them an optimal choice for forward-thinking enterprises looking to stay ahead in the rapidly evolving tech landscape. The integrated NPU enables AI-applications on device while maximizing battery life.

Intel offers Core Ultra CPUs in Notebooks through OEMs as well as the new Arrow Lake Desktop processors. These processors mark the first desktop CPUs from Intel that have NPUs included for AI calculations.

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OF INTEL  
SPECIALISTS!**

# D&H Resources

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SPECIALIST  
TEAMS

TECHNICAL  
SOLUTIONS  
TEAM

CLOUD  
SOLUTIONS  
TEAM

MODERN  
SOLUTIONS  
TEAM

## GO BIGAI

D&H's Go-To-Market Sales Program for AI Solutions

## DEVICE REFRESH

Sales support for the Windows 10 EOL sales plans

## D&H INTEL

Mini-Site

## D&H MICROSOFT

Cloud Mini-Site