



# Boost content creation and product development with AI

Keep your IP secure with a private cloud for AI



**Hewlett Packard**  
Enterprise

Now more than ever, enterprises are being asked to do more with less. And nowhere is that more keenly felt than in product development and marketing teams, where the push is to develop and launch increasingly targeted products and communicate those products to potential customers. Budgets are tight and the focus on insight-driven products, with highly personalized content, increases complexity and pressure on staff.

The following are some examples of challenges enterprises face:

### **Content creation**

- **Creating and optimizing content:** Companies need to be able to create consistently high-quality, engaging, and relevant content, and ensure it's optimized for search engines and discoverability.
- **Delivering personalized content experiences:** Creating tailored content that resonates with individual customers or audience segments requires data-driven insights into preferences, behaviors, and contextual factors.
- **Ensuring scalability:** In an increasingly content-hungry world, enterprises need to be able to scale content production while maintaining quality and consistency.
- **Diversifying and repurposing content formats (text, video, audio, and such):** This is key to maintain freshness, cater to different preferences, and serve a wide range of distribution channels.
- **Maximizing resources:** As business demands grow more intricate and data-driven, companies face the challenge of meeting these complex needs with reduced budgets and leaner teams.

### **Product development**

- **Meeting changing customer needs and preferences:** Products must continually evolve to address shifting market demands, requiring ongoing research, feedback loops, and agile development processes.
- **Accelerating time to market for new products:** Faster product launches are critical to staying ahead of competitors, necessitating efficient development cycles and robust testing frameworks.
- **Managing complex product portfolios and lifecycles:** Enterprises must carefully plan and implement product road maps, phase out legacy offerings, and introduce new innovations while optimizing resources.
- **Creating personalized products:** Integrating customer feedback and user experience into product design and gathering and incorporating user insights through various channels are essential for creating intuitive, user-friendly, and tailored products that resonate with target audiences.
- **Ensuring product quality, reliability, and regulatory compliance:** Rigorous quality assurance protocols, thorough testing, and adherence to industry standards and regulations are vital to maintaining product integrity and avoiding costly recalls or legal issues.

# Solving key challenges with AI

AI revolutionizes content creation and product development by automating repetitive tasks and enhancing human creativity. In content creation, AI tools can generate drafts, headlines, or even entire articles based on given parameters, freeing writers to focus on high-level editing and strategic ideation. And in product development, AI can analyze vast amounts of customer feedback, usage data, and market trends to identify unmet needs and predict future demands.

AI can also support:

- **Content ideation:** Analyzing trending topics, user engagement data, and competitor content to suggest timely, relevant content ideas
- **Automated writing:** Drafting articles, product descriptions, or social media posts, reducing content creation time
- **SEO optimization:** Suggesting keywords, optimizing headlines, and structuring content for better search rankings
- **Design iteration:** Creating multiple design variants for logos, packaging, or UI/UX, speeding up the creative process
- **Predictive analytics:** Forecasting product demand, identifying emerging trends, and informing feature prioritization
- **Virtual prototyping:** Testing product performance under various conditions without physical prototypes
- **Process optimization:** Streamlining supply chains, automating quality control, and optimizing manufacturing



## A private cloud for AI

**HPE Private Cloud AI** is the engine behind implementing these new efficiencies and outcomes in your organization.

HPE Private Cloud AI, part of NVIDIA® AI Computing by HPE, is a turnkey private cloud solution for inference, retrieval augmented generation (RAG), and fine-tuning use cases. Codeveloped with NVIDIA, it delivers a cloud-based experience to simplify AI complexity, improve productivity, and speed time to value—while keeping data private, secure, and under complete control of enterprise IT. The solution can be deployed on-premises in colocations, edge locations, or data centers. And unlike full-stack AI solutions based on reference architectures that can take months to plan, build, and deploy with professional services, HPE Private Cloud AI is ready to use out of the box—providing productivity to AI and IT teams in minutes. All managed through HPE GreenLake cloud, it enables customers to expand and add AI capabilities as demand within the enterprise grows.



# Key benefits of HPE Private Cloud AI

- **Instant AI productivity:** Get self-serve access to essential AI tools
- **Unified access to all your data:** Remove data siloes with one global namespace for seamless access to different data types, anywhere
- **Enterprise-grade confidence and control:** Protect data and models, and maintain performance and reliability of AI infrastructure, with multilayered controls
- **Cloud experience that keeps your data and IP private:** Deployed on-premises, designed for hybrid; flexible and modular with cloud technologies, economics, and scalability

Up and running in  
**three clicks**

**2x**  
increase in AI development  
productivity<sup>1</sup>

**4x**  
faster time to inference<sup>2</sup>

**Flexibility**  
to consume and manage  
as demand grows

<sup>1</sup> 90% developer productivity increase is based on 2023 UA data: Reduction in total time to build, train, evaluate and operationalize ML model using bespoke tools in comparison with fully integrated workflows and self-service access to data and ML frameworks.

<sup>2</sup> The 4x faster time to inference is in comparison with the typical DIY manual steps to operationalize large language model (LLM) versus automation in AI essentials (for example, virtual assistant chatbot solution accelerator with RAG).





## Accelerate AI success with Hewlett Packard Enterprise and NVIDIA

AI holds immense potential for driving transformation. However, the vast and fragmented ecosystem of AI software and hardware choices creates complexity and can jeopardize a company's most valuable asset—its proprietary data.

HPE Private Cloud AI helps to solve these challenges—simplifying complexity and improving productivity while managing enterprise risk from AI.

Wherever you are on your AI journey, HPE Private Cloud AI can help you accelerate success. Start fast, remain open, and consume flexibly to meet future AI opportunities.

### Learn more at

[HPE.com/us/en/Private-Cloud-AI.html](https://hpe.com/us/en/Private-Cloud-AI.html)

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