

Dell APEX PC-as-a-Service

Flexibility to transform your IT

Al-ready devices

Sustainability

Services

Payment solutions



Making cutting-edge tech scalable for your business.

AI holds the promise of making end-users more productive, but the cost of AI-ready technology can be a significant barrier. Discover how APEX PC-as-a-Service will make this new technology accessible and will seamlessly deploy, secure,

manage, support and help with retirement of your end-user devices. Learn how to elevate your business with the latest products and solutions, supported by industry-leading security, all without upfront investment.

Dell APEX PCaaS

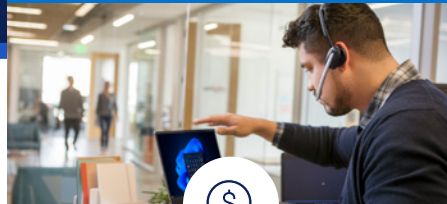
Modern end user experience



Provide the ultimate end-user experience

- World's most intelligent, secure PCs¹
- More frequent technology refreshes
- Day one productivity for employees
- Built-in AI for personalized experience
- Minimal downtime with proactive support

IT efficiency



With integrated, efficient IT

- Better IT support for remote employees
- Increased productivity of employees and IT staff
- Prediction and resolution of issues before they become problems

Predictable monthly pricing



At a predictable price from one trusted provider

- Scale up/down depending on needs
- Worry-free comprehensive security
- Cloud-based, zero-touch device set-up
- Seamless systems management and software integration

Dell makes it easy to integrate AI into your business.

Dell Technologies has the broadest AI portfolio from deskside to data center to cloud² - all in one place.

73% of respondents from the KPMG report believe generative AI will increase workforce productivity
[Link to report](#)

As a company, we have invested in expanding our technological portfolio to help our customers bring AI to their data faster and more efficiently.

Getting the latest Dell PCs with Windows 11 is crucial in your AI journey as this particular transition serves as an inflection point of starting to enable some of these AI efficiencies now and in the future.



Delight the end-user

- Broadest selection of designs with powerful fixed workstations with more memory and storage³ to the most scalable mainstream laptops and mobile premium⁴ laptop designs our competition can't match
- History of delivering productivity-enhancing AI optimizations with the world's most intelligent PCs⁵ since 2020. And now, Copilot for Windows adds even more.

Simplify IT

- Dell has the industry's most secure commercial PCs with Dell Trusted Workspace⁶. Unique telemetry integrations with AI-enabled cybersecurity software help reduce the attack surface and improve long-term cyber resilience.
- Our portfolio of professional services empowers our customers to build a future-ready IT environment and invest in new technology with ease.

Advancing sustainability

- Improve energy efficiency on devices with AI-based Dell Optimizer and optimize your AI investment through Dell's Professional services to reduce waste and lower energy costs.
- Option to responsibly retire hardware with Asset Recovery Services and recover value to invest in new AI PCs, ensuring a sustainable and seamless transition to advanced technology.

Sustainable devices

At Dell Technologies, sustainability is a core part of our business. We have a responsibility to protect and enrich our planet together with our customers, suppliers and communities. As a result, we embed sustainable and ethical practices into all that we do, being accountable for our actions while driving improvements wherever and whenever possible.

Over 400

EPEAT⁷ registered client products.

World's first

Windows PCs and workstations to use 25% hydropower-produced and 75% recycled aluminum.⁸

**In Latitude 9440 and Precision 5680 mobile workstation.*

Use of 100%

recycled and renewable materials in our new commercial notebook packaging.⁹

Up to 85%

post-consumer recycled plastics in our products.¹⁰

Up to 60%

recycled material across the OptiPlex portfolio.¹¹



Dell displays and peripherals

Modern workers need end-to-end solutions that connect seamlessly no matter where work happens. Get the most out of your workday with a full Dell solution, including PC's, monitors, accessories and software designed and tested to work better together. Choose from our broad portfolio of peripherals and services to get the best PC experience.



Better Together

Designed and tested to work seamlessly together with Dell systems. Now you can conveniently purchase from a single source that offers a wide portfolio of displays and accessories worldwide, backed by world-class service and support.



Purpose-built

As the world's number one monitor company,¹² Dell knows that the modern workplace requires more than just PCs. Our displays and accessories are designed with unique features built-in, to make your life easier and help maximize your productivity.



Intelligence

Dell Displays and Peripherals are crafted to support intelligent experiences. We offer the World's 1st 5-star certified Eye Comfort Monitors¹³ and the most intelligent portfolio headsets in its class¹⁴ with features to maximize efficiency and enable smarter collaboration.

[Explore more solutions for Modern Work](#)

Dell Asset Recovery Services

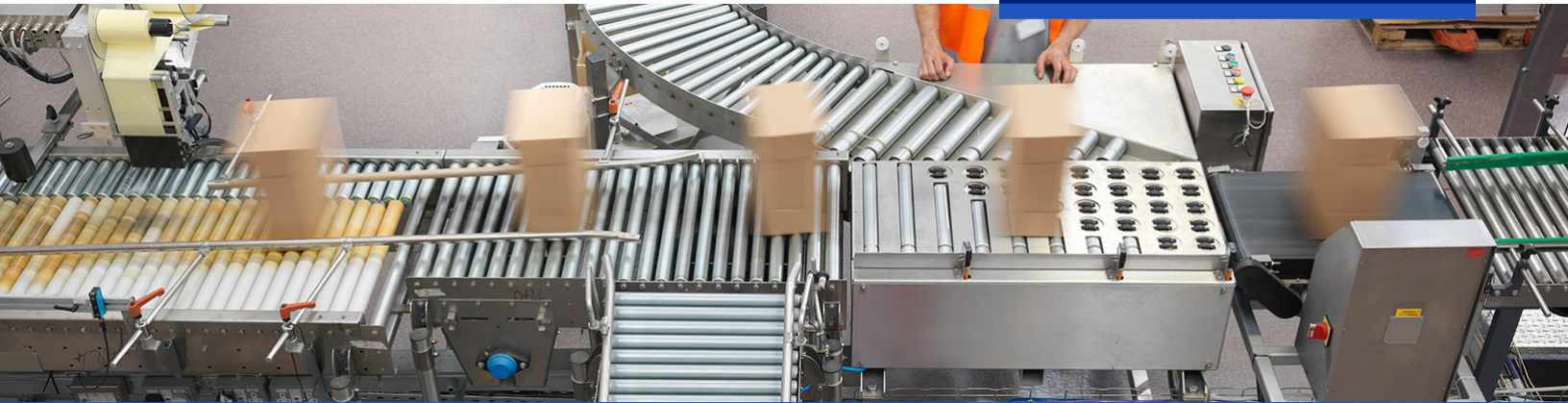
We are committed to accelerating the circular economy and offer responsible, secure commercial asset management for retired technology of any brand. When a customer retires their equipment using Asset Recovery Services, we work to extend the life of those products and materials by prioritizing reuse with whole unit resale, refurbishment, and harvesting parts where possible. All other materials are responsibly recycled. Recovering those products and materials through responsible retirement benefits our planet and our collective businesses.

Plan in advance for asset recovery at the end of the PC lifecycle and transition end-users into new technology faster.



95%

of all systems returned to Dell Financial Services gained a second life by being refurbished and reused.¹⁵



APEX PCaaS Services Delivery Manager

We'll work with you to build a solution for your unique business needs.

For orders that include 300+ systems, we assign a Services Delivery Manager (SDM) as your single point of contact. The SDM will help streamline communications and assist you in all phases of the PC lifecycle, including planning to deployment, support and management through asset recovery and refresh.



Your single point of contact for the PC lifecycle

- ◆ Across your business and into Dell
- ◆ Provides periodic program status updates and results
- ◆ Reduces program complexity by coordinating deliverables



An expert, knowledgeable resource

- ◆ Certified in IT industry standards e.g., ITIL, Six Sigma
- ◆ Leverages experience from projects completed
- ◆ Responsible for services delivery



Your customer advocate

- ◆ Works as part of your program team
- ◆ First point of accountability
- ◆ Executive point of contact

Dell ProSupport Suite for PCs

Initiate device driver and firmware updates for an entire fleet in as little as 37 seconds.¹⁶

Using SupportAssist AI technology, ProSupport Suite for PCs provides predictive alerts to help you stay ahead of issues. Proactive support helps you quickly repair both hardware and software problems. Priority access to ProSupport engineers gives you 24x7 support. And, automatic alerts and case creation allow Dell experts to start working on solutions before you ever make a call – saving time, money and frustration.

ProSupport Plus for PCs

- ◆ Support anywhere, 24x7
- ◆ Actionable fleet health scores
- ◆ Automate custom update catalogs
- ◆ Deliver seamless remote updates
- ◆ Customize rules for automated remediation
- ◆ Protect against accidents

ProSupport for PCs

- ◆ Support anywhere, 24x7
- ◆ Monitor the health of your Dell fleet
- ◆ Resolve existing issues quickly
- ◆ Discover utilization trends



Dell Managed Services for the Workplace

A dependable, modern, and secure end-user experience on all devices.

Dell Managed Services solves hardware lifecycle management challenges with a solution-based approach that address both IT pain points as well as end user experience issues. Leveraging the global strength and scale of Dell's world class portfolio, we accelerate customer outcomes, freeing our customers from tedious and time-consuming tasks to focus on their business-led IT initiatives.

Manage the PC lifecycle beyond day one with Dell Lifecycle Hub.

By bringing together deployment, warehousing, and inventory management services along with return, repair and redeploy, we ensure our customer's devices have more than one life by cascading reclaimed devices to end users within their organization. We manage new hire requests and device refresh, repairs through whole unit exchange, returns from leavers and even set up EOL devices for disposition, all delivered through the Lifecycle Hub.

Get a handle on your PC environment with Hardware Asset Management.

Dell will track and optimize the lifecycle, performance, and utilization of our customer's IT assets. By doing so, they will reduce the risks and costs associated within the PC environment and help inform future IT decisions.

Keep PC fleet refreshes on track and on budget with Device Refresh Management.

When customers need help refreshing to new technology, Dell provides on-going planning, forecasting, and supply chain management to enable timely, targeted multi-vendor device rollouts. With automated interactions and communications, the device refresh process is easy for IT and their end-users.

Dell ProDeploy Client Suite and Dell Connected Provisioning

Relinquish the tedium, not the control.

Deploy efficiently

Direct every deployment detail with an unprecedented level of control, automation and simplicity through the Service Intelligence online portal.

Deploy expertly

Trust Dell experts and partners to lead deployments from project management through planning, configuration and installation.

Day one productivity

Dell Connected Provisioning allows for factory provisioning, managed from the cloud, to deliver devices to end users faster and easier.



50% decrease

in employee device deployment time¹⁷



Secure anywhere-work with Dell Trusted Workspace

Hardware and software defenses built for today's cloud-based world.

IT teams are responsible for more devices, applications and data than ever before. Defending against constant attacks requires both hardware- and software-based protections. A trusted IT and security partner to organizations worldwide, Dell Technologies, not only builds security into its products – it builds products securely with strict supply chain controls.

In addition we give customers the option to layer on intelligent endpoint security software and services for additional peace of mind. Together, this holistic suite of solutions helps to minimize the attack surface and improve long-term cyber resilience.

Improve fleet-wide security with Dell Trusted Workspace

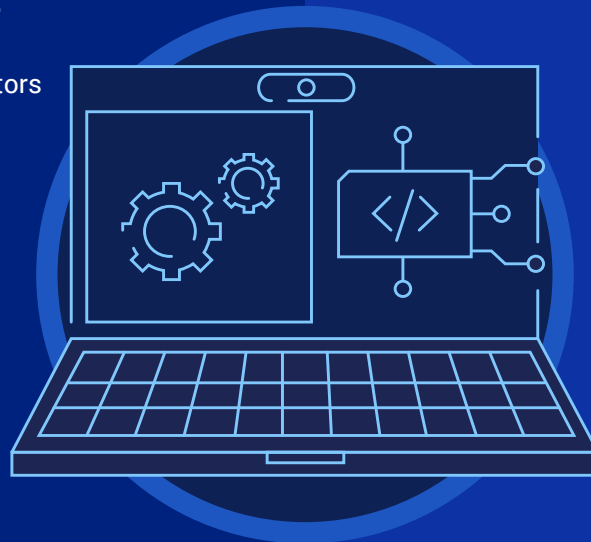
Reduce the attack surface with the industry's most secure commercial PCs featuring protections competitors cannot match:

Be secure from first boot

Rigorous supply chain controls and Dell unique Secured Component Verification reduce the risk of product tampering.

Spot ticking timebombs

Early alert feature indicators of attack, offered only by Dell, scans for behaviour.



Stay protected from evolving threats:

Only Dell offers off host BIOS and firmware verification, providing greater security than other PCs.

Layer on advanced threat protection with software from our ecosystem of best-of-breed partners (E.g., CrowdStrike, Absolute).

[Learn more](#)



Prevent, detect and respond to threats wherever they occur

Dell SafeGuard and Response
Dell SafeData



Stay protected from evolving threats

Dell SafeBIOS
Dell SafeID



Trust hardware is tamper-free on delivery

Dell SafeSupply Chain



Dell APEX PC-as-a-Service

Reduce support costs by up to **30%**
and refresh your PCs **18 months sooner**¹⁸

Modern end user
experience



IT efficiency



Predictable
monthly pricing¹⁹



To find out how Dell can help transform your business,
contact your Dell Technologies Account Executive.

[Learn more about PCaaS](#)

Required Disclosures:

- 1 Based on Dell analysis, November 2022. Dell Optimizer is the AI-based optimization software for commercial PCs. Dell Optimizer is not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model. For more details visit Dell Optimizer Availability Matrix. Dell Optimizer available in 2020 devices, not available in OptiPlex 3000 series, Latitude 3310 2-in-1 and Latitude Chromebook Enterprise. Feature availability and functionality varies by model. CLM-006018 Expiration date 10/1/2024
- 2 The world's broadest AI solutions portfolio from desktop to data center to cloud, all in one place. Based on Dell analysis, August 2023. Dell Technologies offers hardware solutions engineered to support AI workloads from Workstations PCs (mobile and fixed) to Servers for High-performance Computing, Data Storage, Cloud Native Software-Defined Infrastructure, Networking Switches, Data Protection, HCI and Services. Geographic Restrictions: Do not use in Argentina, Chile, China, Colombia, Costa Rica, Guatemala, Hong Kong, Korea, Malaysia, Russia, South Africa, Taiwan, Ukraine, Venezuela, Vietnam, Thailand, and the Philippines CLM-009277, Expiration Date: 08/31/2024
- 3 Dell's fixed workstation lineup offers higher maximum storage and memory than HP & Lenovo, to better meet these needs. Based on Dell analysis, September 2023. Geographic Restrictions: Do not use in Argentina, Costa Rica, Chile, China, El Salvador, Guatemala, Honduras, Hong Kong, Indonesia, Korea, Malaysia, Morocco, Nicaragua, the Philippines, Russia, South Africa, Taiwan, Thailand, Turkey, Ukraine, Venezuela, Vietnam. CLM-009457 Expires 9/27/2024
- 4 Latitude 5340, 5440, 5540 are the most scalable mainstream business laptops. Based on Dell Internal Analysis, October 2022. Geographic Restrictions: Do not use in Argentina, Chile, China, Colombia, Costa Rica, Guatemala, Hong Kong, Korea, Malaysia, Russia, South Africa, Taiwan, Ukraine, Venezuela and Vietnam. CLM-005986 Expires on 9/30/2024
- 5 Based on Dell analysis, November 2022. Dell Optimizer is the AI-based optimization software for commercial PCs. Dell Optimizer is not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model. For more details visit Dell Optimizer Availability Matrix. Dell Optimizer available in 2020 devices, not available in OptiPlex 3000 series, Latitude 3310 2-in-1 and Latitude Chromebook Enterprise. Feature availability and functionality varies by model. CLM-006018 Expiration date 10/1/2024
- 6 Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features. Geographic Restrictions: Do not use in Argentina, Chile, China, Colombia, Costa Rica, Guatemala, Hong Kong, Korea, Malaysia, Russia, South Africa, Taiwan, Ukraine, Venezuela, Vietnam, Thailand, and the Philippines CLM-009593, Expiration Date: 10/31/2024
- 7 Based on EPEAT registry: <https://epeat.net/computers-and-displays-search-result/page-1/size-25?countryId=112&manufacturerId=317&productName=OptiPlex&productStatusId=1>
- 8 Based on Dell internal analysis, October 2022. Only applicable to Windows PCs. Geographic Restrictions: Do not use in Argentina, Chile, China, Colombia, Costa Rica, Guatemala, Hong Kong, Korea, Malaysia, Russia, South Africa, Taiwan, Ukraine, Venezuela and Vietnam CLM-005726 Expiration date 10/31/2024
- 9 Based on internal analysis of publicly available data, April 2023. New packaging is made with up to 94.8% recycled content and up to 64.4% renewable content in the form of renewable paper fibers. Material makeup varies by product and size. Applies to new models shipping after 2022 CLM-008818 Expiration date 7/31/2025
- 10 Percentage is of total plastic weight in product. Based on internal analysis, October 2022. Applicable to all new commercial monitors (U, P, C series starting CY2021) and E series (starting CY2022)
- 11 Based on Dell Internal Analysis, February 2023. Percentage is of total plastic weight in product and may vary by model. No geographic restrictions CLM-007154 Expiration date 02/29/2024
- 12 Dell monitors are #1 Worldwide for 8 years (2014 to 2021). Based on IDC Worldwide Quarterly PC Monitor Tracker, Q3 2022
- 13 Based off TUV Rheinland's® Eye Comfort certification, August 2023
- 14 Based on Dell analysis, September 2023
- 15 Based on Dell Financial Services global data, February 2023-January 2024. Systems means desktops, notebooks, workstations, servers and storage equipment
- 16 Based on a Principled Technologies test report, "Simplify PC management and save IT admin time with an automated support service," dated September 2023. Testing commissioned by Dell, conducted in the United States. Actual results will vary. Full report: <https://facts.pt/PELu7lm>.
- 17 This document is based on a Forrester Total Economic Impact™ (TEI) study commissioned by Dell Technologies. A composite organization was designed based on characteristics of the interviewees' organizations. To read the full study, including the TEI framework and methodology, please visit PC-as-a-Service | Dell USA Forrester Consulting provides independent and objective research-based consulting to help leaders succeed in their organizations. For more information, visit forrester.com/consulting.
- 18 This document is based on a Forrester Total Economic Impact™ (TEI) study commissioned by Dell Technologies. A composite organization was designed based on characteristics of the interviewees' organizations. To read the full study, including the TEI framework and methodology, please visit PC-as-a-Service | Dell USA Forrester Consulting provides independent and objective research-based consulting to help leaders succeed in their organizations. For more information, visit forrester.com/consulting.
- 19 Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell Technologies and the Dell Technologies logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. Dell APEX PCaaS: At the end of the contract, the customer may renew the contract or return the equipment to DFS.