Transforming Customer Experiences with Connected Retail Solutions
RETAIL USE CASES

HOSPITALITY
Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.

DIGITAL COLLABORATION
Reach customers with immersive technology that expands the borders of collaboration.

MOBILE POINT OF SALE
Bring the sale to the customer with agile devices, whether on-the-go or on the sales floor.

INDUSTRIAL-GRADE MOBILE POINT OF SALE
Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.

VERSATILE RETAIL ENDPOINTS
Enable retail innovation with streamlined, customer-centric solutions from the sales floor to the data center.

PURPOSE-BUILT POINT OF SALE
Customize your unique retail workspace with solutions built for demanding jobs.

INDUSTRIAL-GRADE INVENTORY MANAGEMENT
Master every area of retail logistics and product management with solutions that work smoothly in the harshest environments.

UNIFIED WORKSPACE
Revolutionary solution with intelligence and automation providing visibility across the entire endpoint environment.

SUPPORT & DEPLOYMENT SERVICES
Upgrade to the most complete support service with ProSupport Plus.
Hospitality
PROVIDE A WELCOMING, STREAMLINED EXPERIENCE WITH INTERACTIVE DEVICES IN CUSTOMER SERVICE KIOSKS OR RECEPTION SPACES.

Recommended Dell Solution
A. OptiPlex Ultra Height Adjustable Stand (with the Ultra PC and Dell Monitor mounted on it).
B. Dell 24 Monitor - P2419HC without stand
C. Dell Pro Wireless Keyboard and mouse - KM5221W

OptiPlex 7090 Ultra’s beautiful design and hassle-free technology create a lasting first impression. For a clean and future-ready workspace, choose from several Height Adjustable stands to hide the Ultra PC module and quickly attach a Dell USB-C Monitor. Cable management is neat and easy with a single cable that connects the monitor and PC to the power outlet.

Additional options
For interactive, touch experiences:

D. OptiPlex 7490* or 7780 All-in-One touch enabled
E. OptiPlex All-in-One Articulating Stand*
F. Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W*

Engage customers with beautiful, innovative technology including the OptiPlex 7780 All-in-One and outshine your competition.

*Not pictured
Digital collaboration
REACH CUSTOMERS WITH IMMERSIVE TECHNOLOGY THAT EXPANDS THE BORDERS OF COLLABORATION.

Recommended Dell solution

A. Dell 86 4K Interactive Touch Monitor - C8621QT
B. OptiPlex 7090 Micro with Intel® Core™ vPro™ *
C. Intel Unite®

Transform hotel meeting spaces into on-demand collaboration hubs with the right-sized solution powered by Dell.

*Not pictured

OptiPlex 7090 Micro PC enabled with Intel Unite® and a Dell 4K Interactive Touch Monitor bring to life a powerful, collaboration solution for the modern ways people meet. Run smarter, more productive business conferences with simplified access to Wi-Fi and meeting room management applications.

Additional options

For personalized retail design collaboration:
D. Dell Precision 5750
E. OptiPlex 7090 VR-Ready Tower
F. HTC VIVE Pro

The 7090 tower is designed for OptiPlex users who need breakthrough performance on demanding workloads. By growing customer demand, this solution offers ultimate expandability and rich VR experiences.
Recommended Dell solution

A. Latitude 7320 Detachable
B. ID Tech Magstripe Reader*

As versatile as your workday, the 2-in-1 detachable works in multiple modes with flexible connectivity. Secure your critical data with optional fingerprint, contacted or contactless smart card reader.

*Not pictured

With the right technology at your fingertips, enable all new sales opportunities using a device built thin, light and versatile to meet your customers where they are.

Additional accessories

A. Latitude 7320 Detachable
B. Dell Latitude 7320 Detachable Keyboard
C. Dell Premier Backpack 15 - PE1520PS
D. Dell USB-C Mobile Adapter – DA310
E. Dell Latitude 7320 Detachable Active Pen
F. Dell Premium Rechargeable Mobile Wireless Mouse - MS7421W
Industrial-grade mobile point of sale
DISCOVER THE RIGHT TOOLS THAT ENDURE DUST, MOISTURE, HEAT AND COLD WEATHER FOR EXTREME MOBILE POINT OF SALE ENVIRONMENTS.

Recommended Dell solution
A. Latitude 7220 Rugged Extreme Tablet
B. Rugged Cross Strap

Work hard and play hard with the Latitude 7220 Rugged Extreme Tablet. It stands up to long hours in the sun with a 1000-nit outdoor-viewable screen and no compromise on connectivity, making it the ideal point of sale device at large outdoor events and destination travel check-in.

Additional accessories
C. Rugged Tablet Shoulder Strap
D. Rugged Tablet Dock and Battery Charger
E. Rugged Tablet Scanner Module (Barcode, Magnetic Stripe)
F. Rugged Active Pen

The Latitude 7220 Rugged Extreme Tablet is a tough and light mobile point of sale device, weighing in at only 2.9 lbs. It features hot-swappable dual batteries and is in tested to withstand extreme temperatures of -20°F to 145°F. This solution is highlighted by robust accessories including the scanner module, optimized for the ergonomics of both scanning barcodes and reading cards with magnetic stripes.
Versatile retail endpoints
ENABLE RETAIL INNOVATION WITH STREAMLINED, CUSTOMER-CENTRIC SOLUTIONS FROM THE SALES FLOOR TO THE DATA CENTER.

Recommended Dell solution

A. OptiPlex 7090 Micro with Intel® Core™ vPro™
B. Dell 27 Monitor - P2720D*
C. Dell Micro All-in-One Stand | MFS18
D. Dell Mobile Pro Wireless Mouse | MS5120W

Featuring the built-in AI of Dell Optimizer ExpressResponse that allows users to optimize the performance of their top 5 apps with every use.

*Not pictured

Enhance the customer experience while providing tools to power your workforce success. The ultracompact OptiPlex Micro pairs effortlessly with an existing monitor and its tool-less, compact design is easy to service. Versatile mounting options & cable covers provide a secure & clutter-free workspace.

Additional options
For virtual, secure workspaces with ample legacy support:

E. Wyse 5070 Thin Client
F. Dell UltraSharp 27 4K USB-C Monitor | U2720Q (x2) with a Dell Dual Monitor Stand
G. Dell All-in-One Mounts*

The Wyse 5070 Thin Client is a smart choice for IT Retail. By centralizing customer data at the data center, it reduces the risk of data loss or theft. This solution features a broad choice of connectivity options to support retail peripherals.

*Not pictured
Purpose-built point of sale
CUSTOMIZE YOUR UNIQUE RETAIL WORKSPACE WITH SOLUTIONS BUILT FOR DEMANDING JOBS.

Recommended Dell solution
A. OptiPlex XE3 Small Form Factor*
B. OptiPlex Small Form Factor All-in-On Stand – OSS17

Retail Accessories
For XE3 and OptiPlex:
C. Cherry Keyboard with Touchpad and Magnetic Stripe Reader*
D. Epson TM-T88V POS Thermal Receipt Printer*
E. Logic Control LD9900 Customer Pole Display with USB Port Powered Interface - Dark Gray*
F. APG Cash Drawer 16-inch x 16-inch Heavy Duty S100 Electronic Black Cash Drawer*
G. Honeywell Retail Linear Image Handheld Barcode Scanner*

A high performance, industrial-grade PC and retail accessories provide a powerful solution for modern customer environments. Fully expandable and OEM-ready, OptiPlex XE3 offers long-term stability and is sustainably built with 39% PCR* (post-consumer recyclables).
*Source: Dell Product Compliance Datasheet | ENV0023 | A12 | Dell Legal AD# G18000288

Additional option
For a durable, automated point of sale solution:

H. Embedded BOX PC 3000
I. Dell Edge Device Manager*

The small, fan-less Embedded BOX PC 3000 seamlessly integrates into space-constrained, lower power environments with uncompromised connectivity. Backed by Dell’s global supply chain to scale at the speed of retail business.

*Not pictured
Recommended Dell solution

A. Latitude 7220 Rugged Extreme Tablet
B. Rugged Chest Harness
C. Rugged Tablet Dock and Battery Charger
D. Rugged Tablet Scanner Module (Barcode, Magnetic Stripe)
E. Rugged Tablet Scanner Module (Barcode, Magnetic Stripe)
F. Forklift Mount

The Latitude 7220 Rugged Extreme Tablet with barcode scanner delivers the connectivity that provides real-time inventory location, tracking and monitoring.

*Not pictured

Additional options and accessories

G. Dell Rugged Active Pen
H. OptiPlex XE3 Small Form Factor or Tower
I. Embedded BOX PC 3000 or 5000
J. Dell Small Form Factor All-in-One Stand | OSS17
K. Edge Gateway 5000
L. OptiPlex Tower & Small Form Factor Cable Covers
M. OptiPlex Small Form Factor and Tower Dust Filters
N. Dell Multimedia Keyboard | KB216
O. Dell Laser Wired Mouse | MS3220

*Not pictured
Experience a new way to work with Dell Technologies Unified Workspace

Intelligence built in. Modernization built on.

We know that having the right device is just the start to a great workday. Employees need intelligent, intuitive and responsive experiences that allow them to work productively and without interruption. Dell Technologies Unified Workspace is transforming the employee experience and ensuring IT has proactive, predictive and automated solutions to deliver on the promise of a modern workday, while simplifying their ability to deploy, secure, manage and support their environment.

ProDeploy in the Unified Workspace allows IT to move away from traditional, high-touch, manual deployment, and instead, ship devices preconfigured with company apps and settings from the Dell factory directly to their end users—having end users up and working on day one.

Dell Trusted Devices are a secure foundation for the modern mobile workforce. Our comprehensive family of endpoint security solutions work together to secure the device both above and below the OS, giving IT confidence and enabling end users to remain productive.

With Dell’s modern end-point management solutions, we can accelerate uninterrupted workflow with automation, integration and optimization from one trusted partner.

AI-driven predictive, proactive support keeps end-users working at full speed and IT admins looking ahead by virtually eliminating unplanned downtime.
ProSupport Plus

Upgrade to the most complete support service with ProSupport Plus.

Available with all PC systems.

The ProSupport Plus advantage

- 24/7 hardware and software phone support
- Direct access to in-region ProSupport engineers
- Automatically detects problems and opens trouble tickets
- Automatically predicts issues before they become a problem
- Repair accidentally damaged devices and keep hard drive after replacement

Basic | ProSupport | ProSupport Plus

When compared to key competitors, ProSupport Plus with SupportAssist reduced time to resolve a failed hard drive with:

92%  
Up to 92% less time to resolution

68%  
Up to 68% fewer steps to resolution

ProDeploy Plus

Deploy PCs with greater speed and less effort.

Experts

Enjoy unprecedented efficiency thanks to best practices learned from years of experience. Gain up to 56% faster deployments and $792 reduced deployment cost per PC.

Insights

Gain expertise from teams who do this every day. We custom-configure and image units globally every week, and provide project documentation with knowledge transfers.

Ease

Effortlessly deploy PCs by outsourcing to us. You’ll have the flexibility to select the level of service that matches your IT staff outsourcing needs, and we perform deployments after hours or on weekends for zero disruptions during business hours. We’re also available in 70 countries.

50%

Up to 50% reduced deployment time

$792

$792 reduced deployment cost per PC