



DELL Technologies

Harness the power of AI

A guide to modernizing your workplace



The AI PC revolution is reshaping the Modern Workplace

How does this fundamental transformation influence business operations and individual contributions?



Understanding AI PCs ›

Unravel the basics of AI and its role in PCs core concepts



Refresh for AI ›

Delve into why AI is an essential need for your everyday work



Embracing AI ›

Discover how AI can become your ally in your work routine



Navigating AI ›

Addressing your AI challenges and concerns



Future-proofing for AI ›

Prepare the future workplace in an AI-driven era



Why Dell for AI ›

Bring AI to your data with Dell's end-to-end AI solutions

GenAI use cases anticipated to be significant within organizations

52% Knowledge management applications¹

42% Marketing applications¹

41% Code generation applications¹

39% Design applications¹

37% Conversational applications¹

¹ Source: An IDC Infobrief commissioned by Dell Technologies: Workforce Upskilling for the AI Era, IDC #US51331823, January 2024.



Surpass productivity and unlock human excellence with an AI PC

What are AI PCs?

AI PCs are devices designed with the new PC architecture combining the processing power of the CPU, GPU and NPU within the Intel® Core™ Ultra processor and have a Microsoft Copilot key. They are designed to run AI workloads locally on-device for everyday workloads and also allow for AI development, deployment, and fine-tuning.



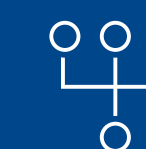
Introducing the NPU (Neural Processing Unit)

a built-in AI processor designed to optimize AI workloads while improving PC performance and battery life.



Enhanced AI capabilities

Achieve AI-level productivity with AI-powered tools to upgrade your work habits



Local AI processing

On-device AI processing without Internet connection



Low latency

Minimize processing time and quick responsiveness for AI tasks



Reduced security risks

On-device AI mitigates security vulnerabilities associated with data transmitted over networks

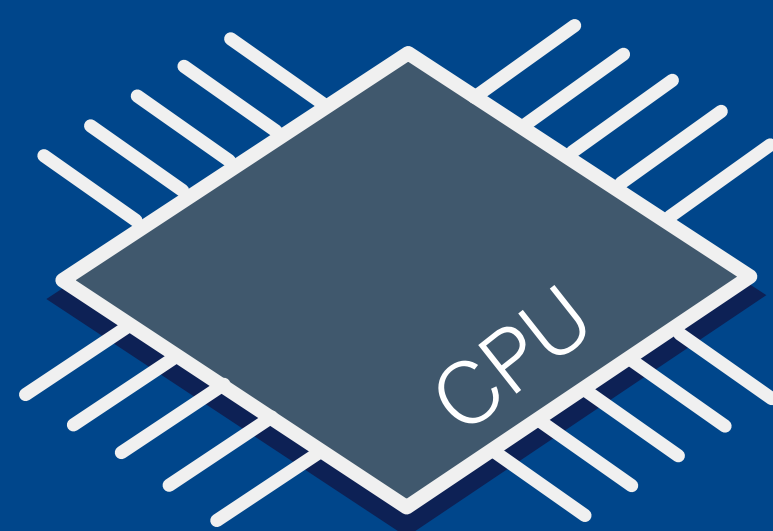


Breaking down the anatomy of PCs to enable AI related tasks

The roles of processing units

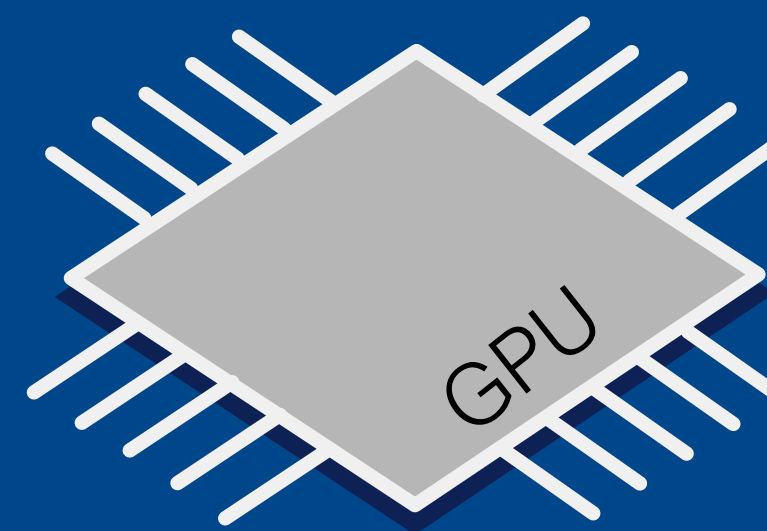
Breaking down AI workloads ›

PC performance and its ability to handle various tasks are fundamentally shaped by its underlying architecture – it's essential to allocate the right workload to the right engine at the right time.



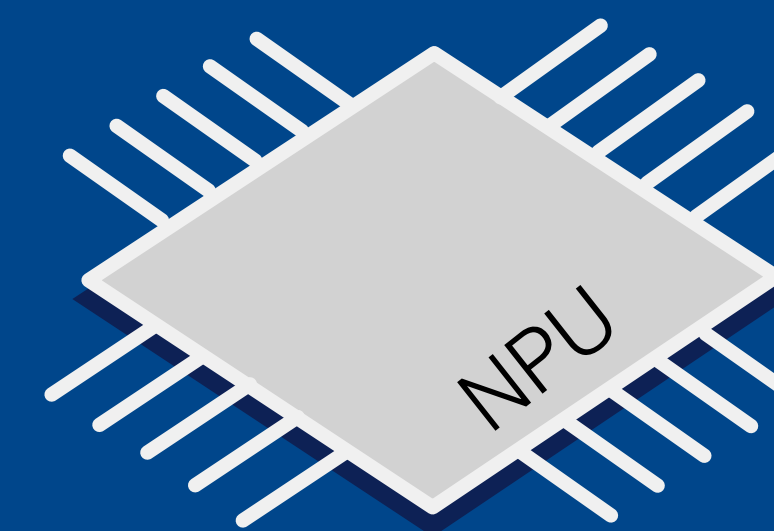
Brain of the PC

CPUs serve as the brain of PCs, executing general-purpose instructions and managing essential tasks that form the backbone of modern computing.



Designed to render graphics

GPUs handle complex graphical tasks and has found favor in parallel processing tasks.



Optimizing AI-intensive tasks

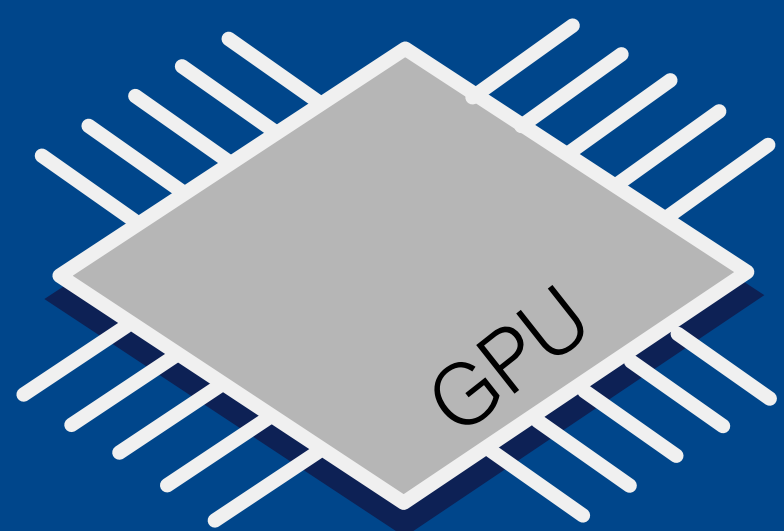
NPUs have emerged as a driving force behind advancements in AI and offloads AI workloads and computation from the CPU.



Breaking down the anatomy of PCs to enable AI related tasks

◀ The roles of processing units

Breaking down AI workloads

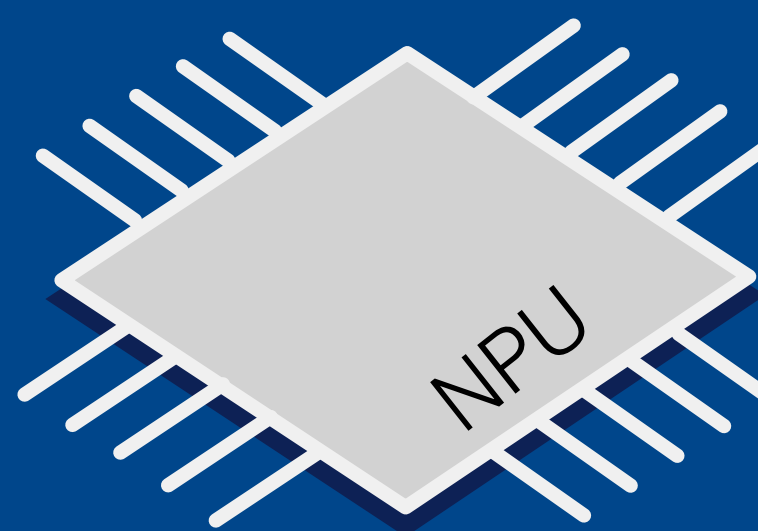


GPU based AI-acceleration

GPUs are optimized for parallel processing and are commonly used in super computers and data centers for accelerating various AI tasks like deep learning training and inferencing.

This first generation of RT Cores of powerful NVIDIA(R) RTX GPUs accelerated ray tracing by up to 25x compared to previous GPUs, and up to

30x faster
than CPUs.²



Delivering on-device AI processing

The NPU brings a transformative AI experience made to handle the day-to-day AI tasks for faster, better, and efficient performance.

3x faster
inferencing speed when
using running widely used
large language models.³

² NVIDIA GPU Guide, GPU Features RT Core, based on NVIDIA Turning GPU Architecture Whitepaper, 2018

³ Based on LLMWare testing, November 2024 on Dell devices with Intel® Core™ Ultra 200V series processor compared to devices with Mac M3 Max processors. Large Language Models include: llama, llama2, mistral, phi-3, and yi-9b



The opportunity to refresh PCs with modern technology has never been greater

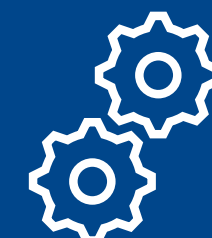
In the new era of technology, Dell AI PCs powered by Intel® Core™ Ultra offer a boost in productivity. Leveraging modern technology ensures the latest collaboration, security, and AI features to safeguard data and enhance user experience.



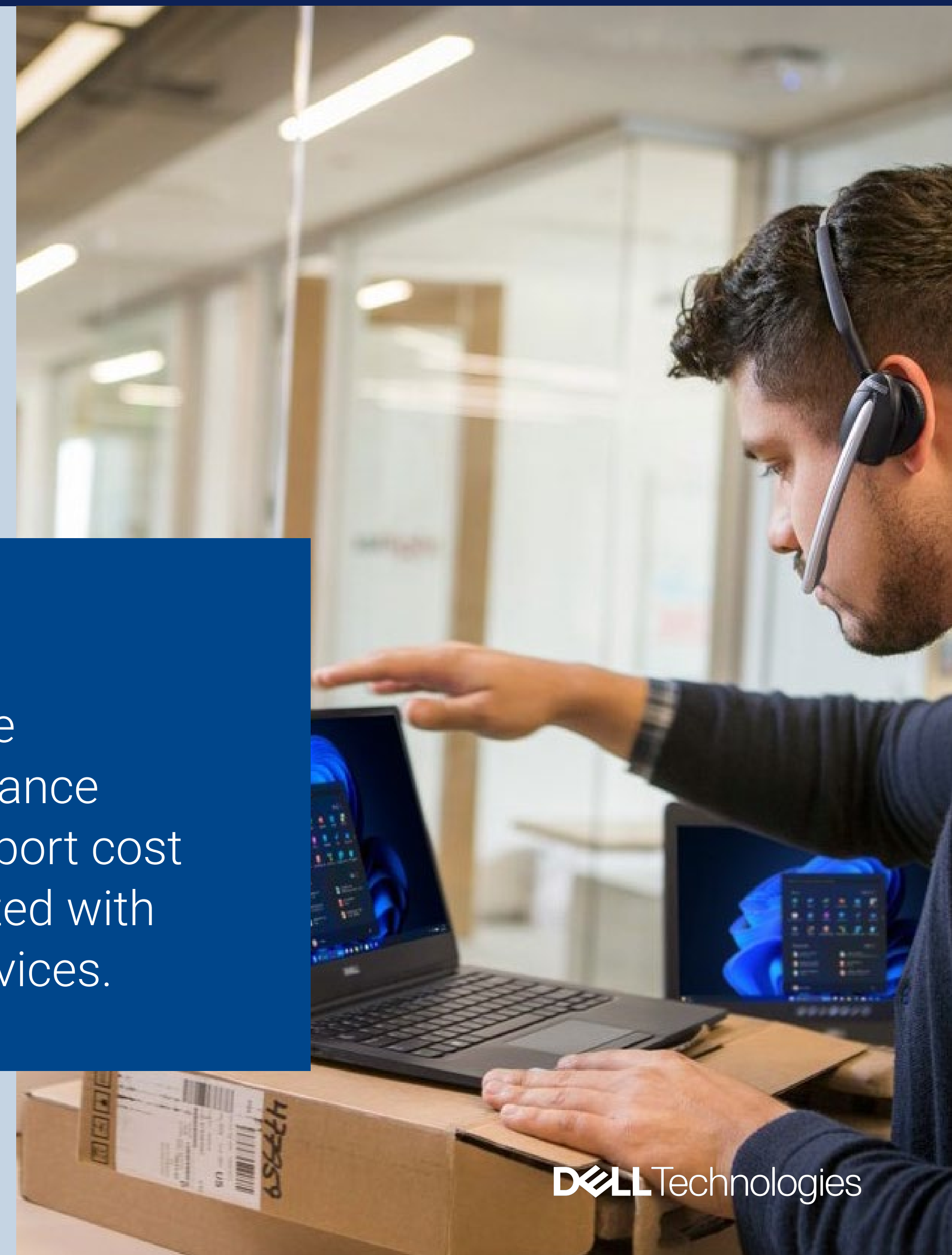
Increase productivity
with optimized
performance.



Improve battery
discharge with more
efficient hardware
components.



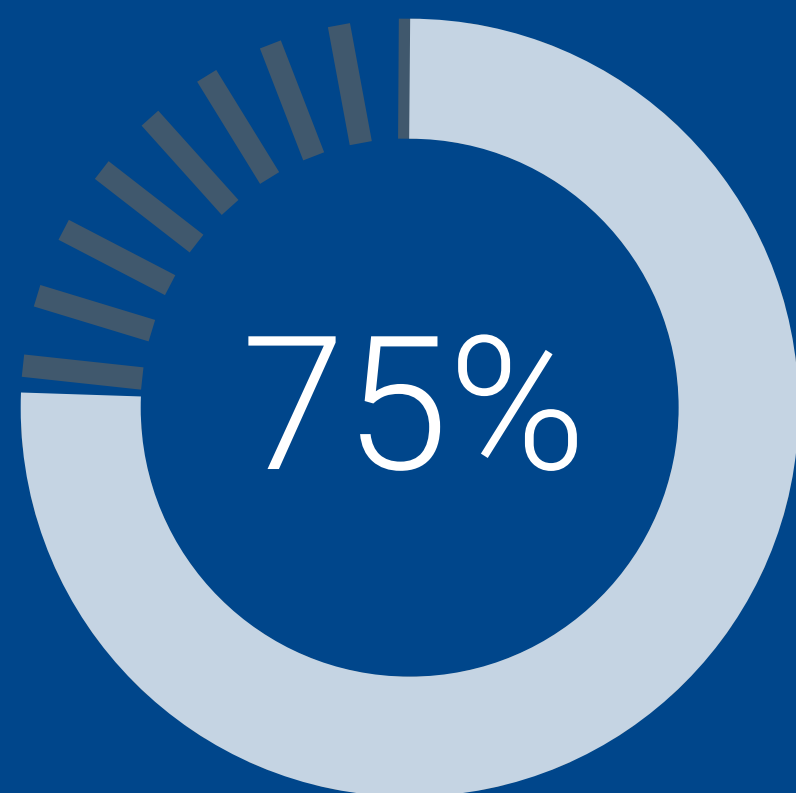
Minimize
maintenance
and support cost
associated with
older devices.



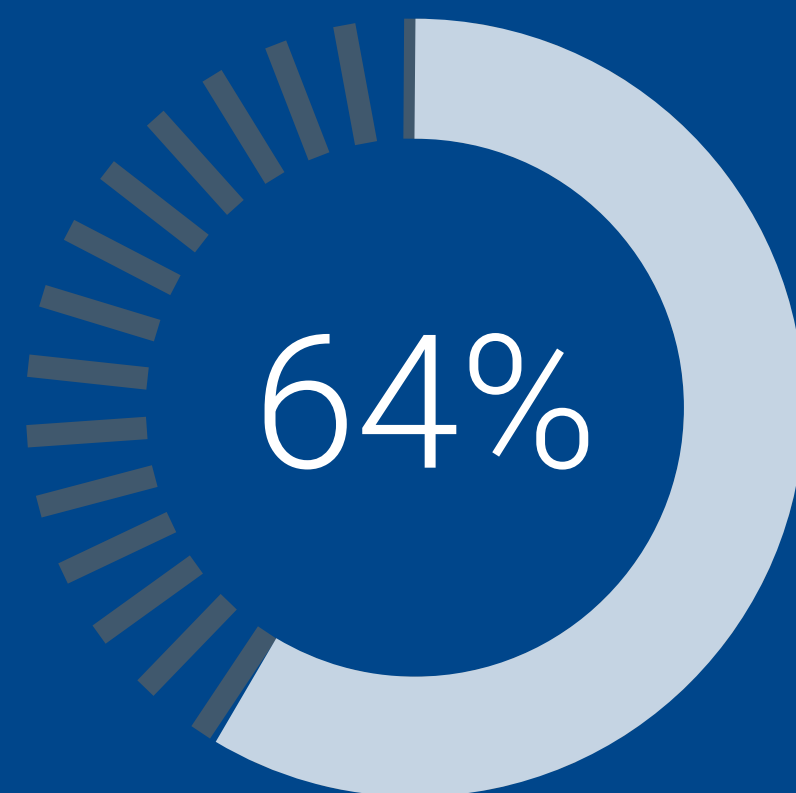


Refresh to AI PCs to future-proof your organization

Upgrade to newer hardware, seize the latest AI advancements and ensure future compatibility.



of large enterprises will adopt
AI for quality and efficiency.⁴



of business leaders believe
GenAI will help them gain a
competitive advantage.⁵

⁴ IDC, "IDC Futurescape, Worldwide AI and Automation 2023 Predictions", 2022.

⁵ KPMG, Generative AI: From Buzz to Business Value, May 2023.

⁶ Compared to Windows 10 devices. "day-to-day experience with Windows 11 Pro laptops," Principled Technologies, February 2023. [LINK](#).

⁷ SMB Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.

Achieve more with Windows 11

Find new levels of productivity with Copilot and improve security with the most secure windows ever.

42%

faster completion of
demanding workloads.⁶

3.1x

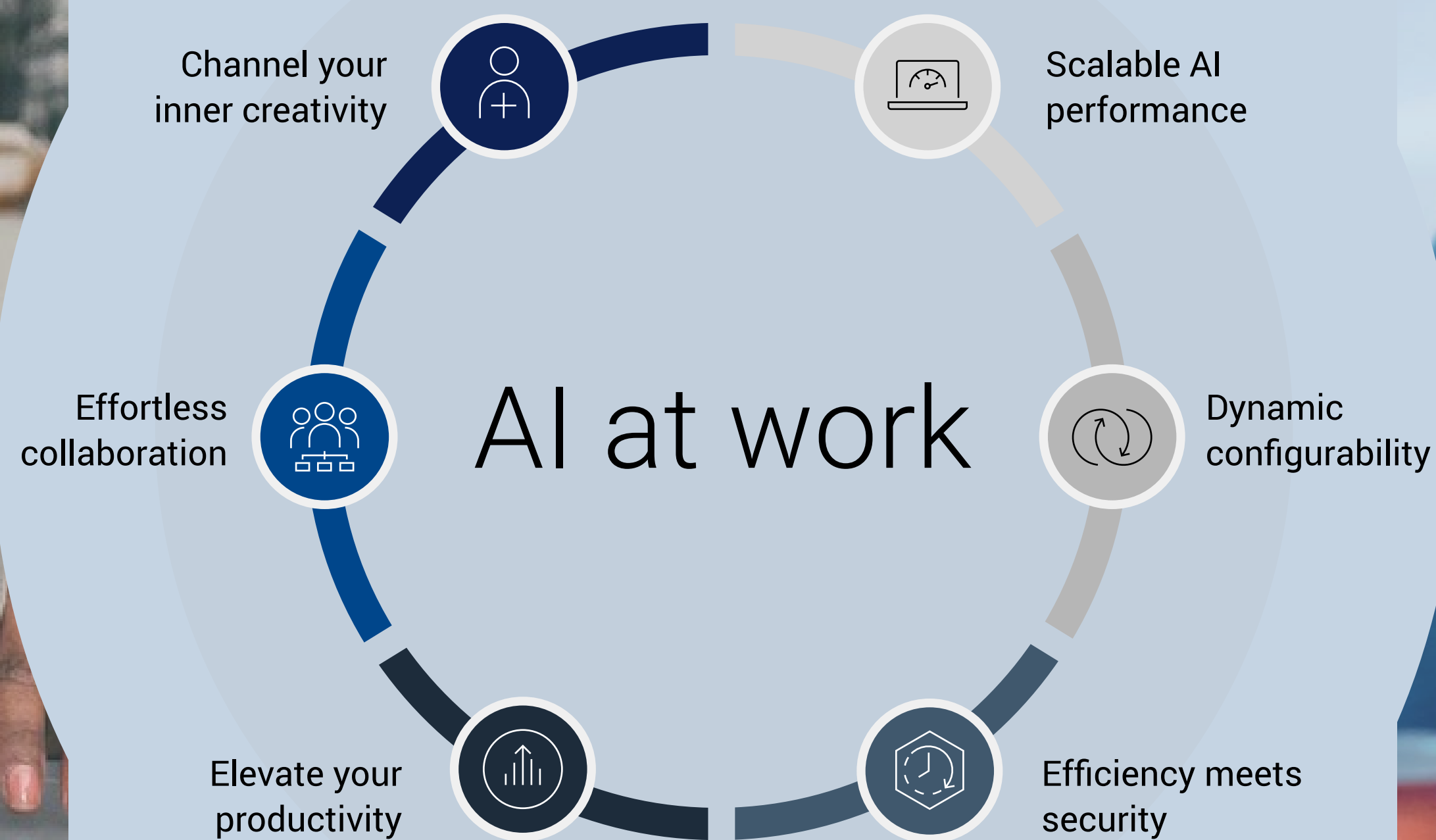
reduction in
firmware attacks.⁷





Transform the way you work with AI by your side

Boost your productivity, creativity, and
collaboration to new levels.



AI end-user ›

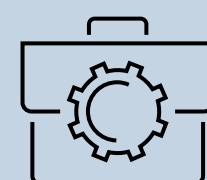
AI builder ›



AI BUILDER

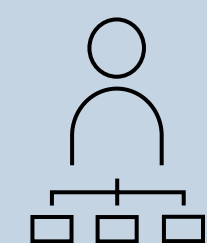
Unleash data potential and turn it into operational efficiencies

AI Builders are professionals engaged in the field of AI, focusing on designing, building, and implementing AI models and systems.



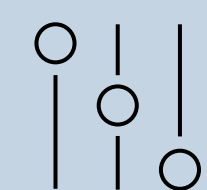
Workplaces

Work spans across various industries including tech, healthcare, finance, automotive, and more.



Job titles

AI/ML engineers, data scientists, research scientists, software developers with a focus on AI and professors or researchers in academia.



Technological needs

Require PCs with advanced CPUs, GPUs and NPUs to handle complex computations, large datasets and intensive model training.

Recommended solutions



Dell Pro Max Premium

Great for utilizing, hosting, and inferencing AI models.



Dell Pro Max Plus

Designed to accelerate AI and GenAI development, deployment, and fine-tuning.



AI BUILDER

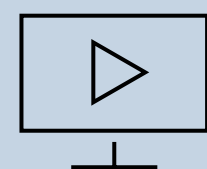
Unlock the power
of AI with Dell Pro
Max AI PCs



Scalable AI performance

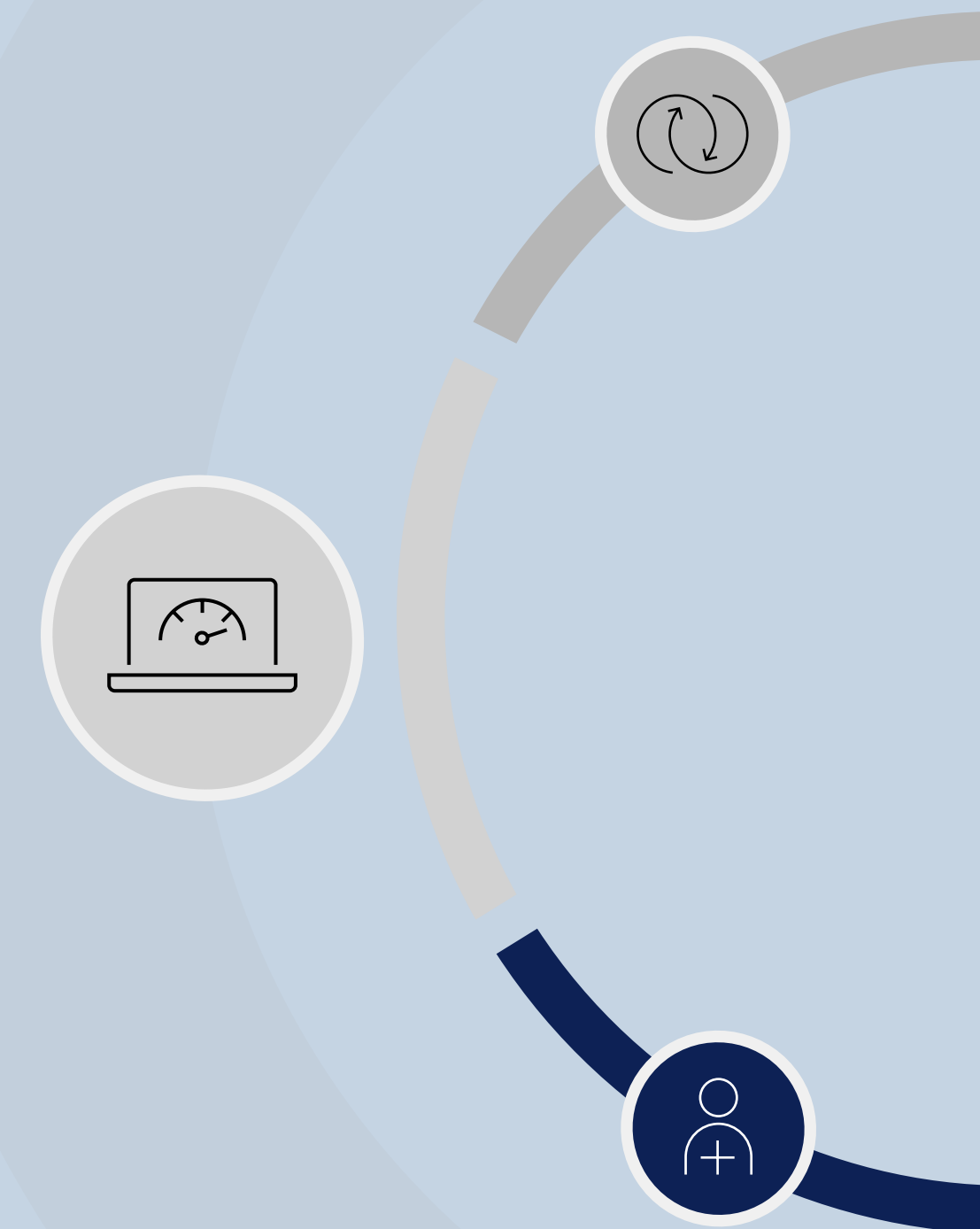


Speed up delivery and secure AI development locally on the device with powerful NVIDIA GPUs.



Dell Pro Max AI PCs are workstations that are perfect sandbox environment devices and entry-level machines for companies to jumpstart their AI journey.

Dynamic
configurability ›



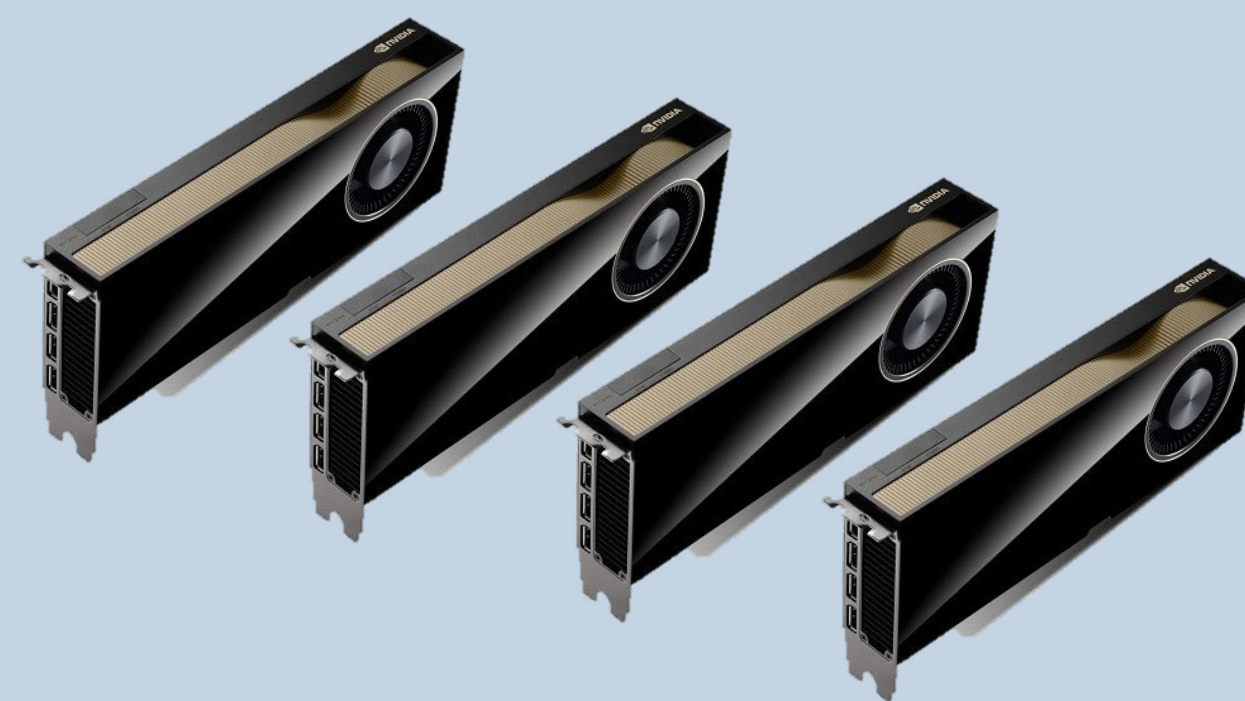


AI BUILDER

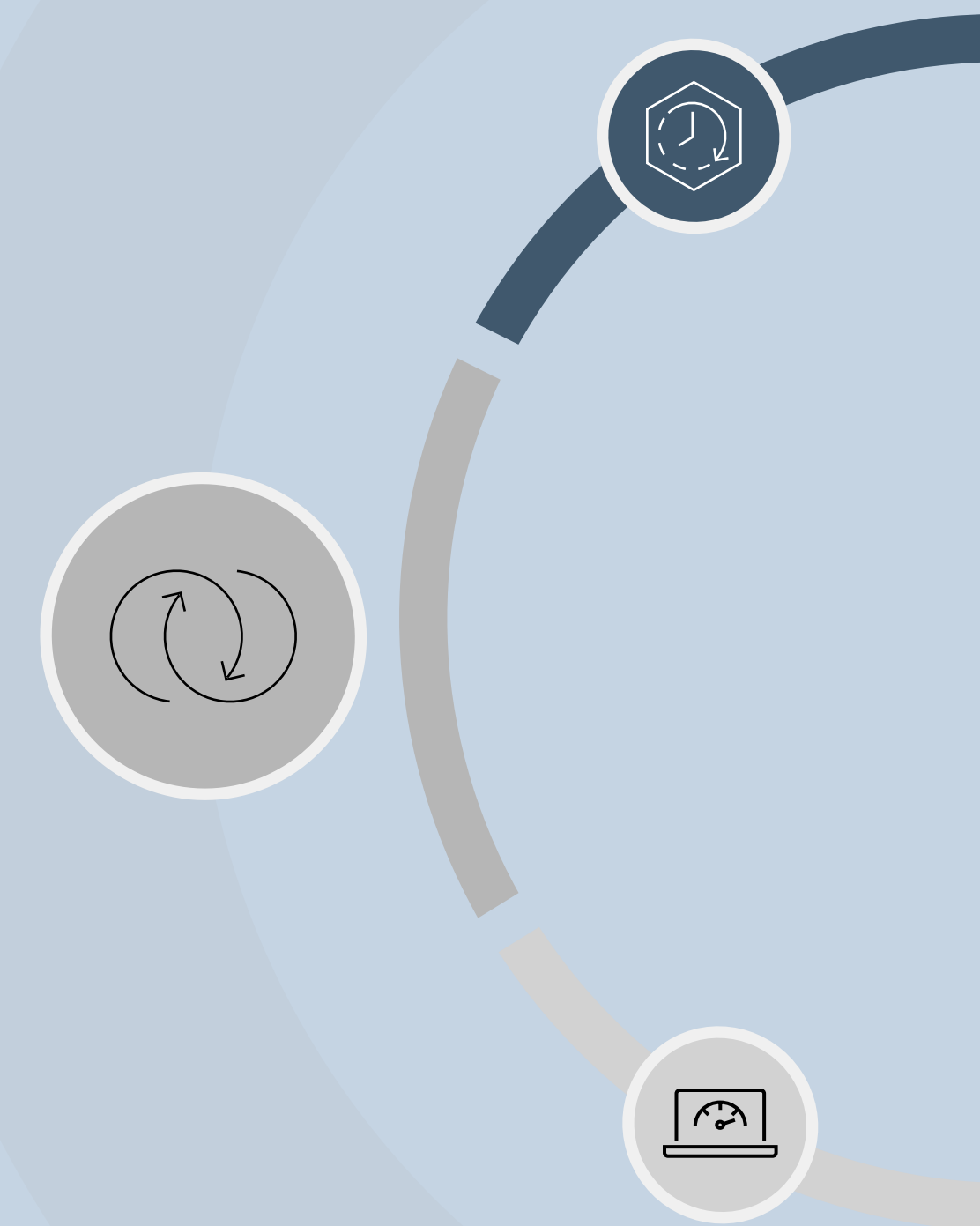
Unlock the power
of AI with Dell Pro
Max AI PCs



Elevate your AI workspace by customizing your Dell Pro Max AI PC with configurations of RAM, storage and GPU with up to **4 NVIDIA™ 6000 Ada GPUs** in a single workstation.



Efficiency
meets security ›





AI BUILDER

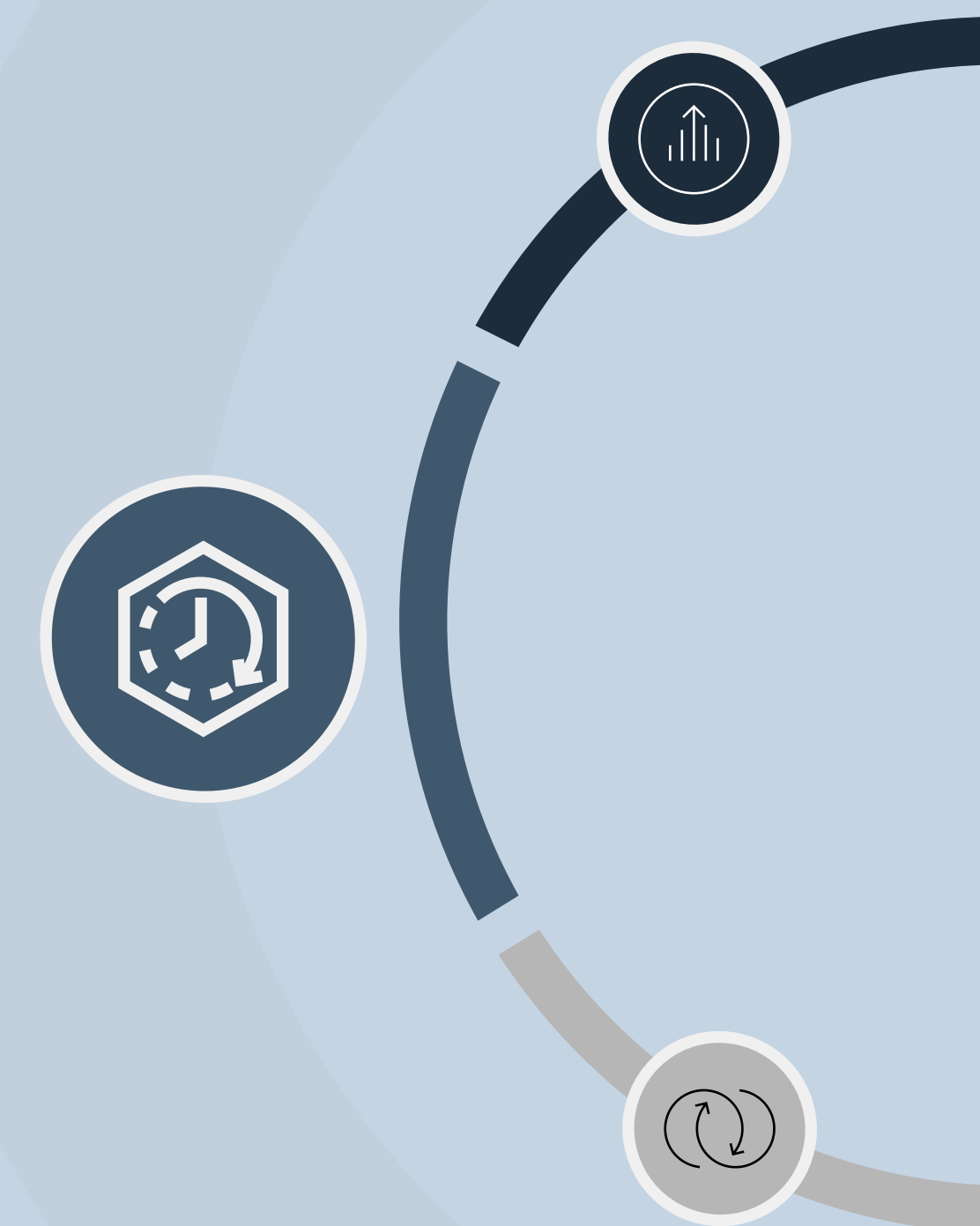
Unlock the power
of AI with Dell Pro
Max AI PCs

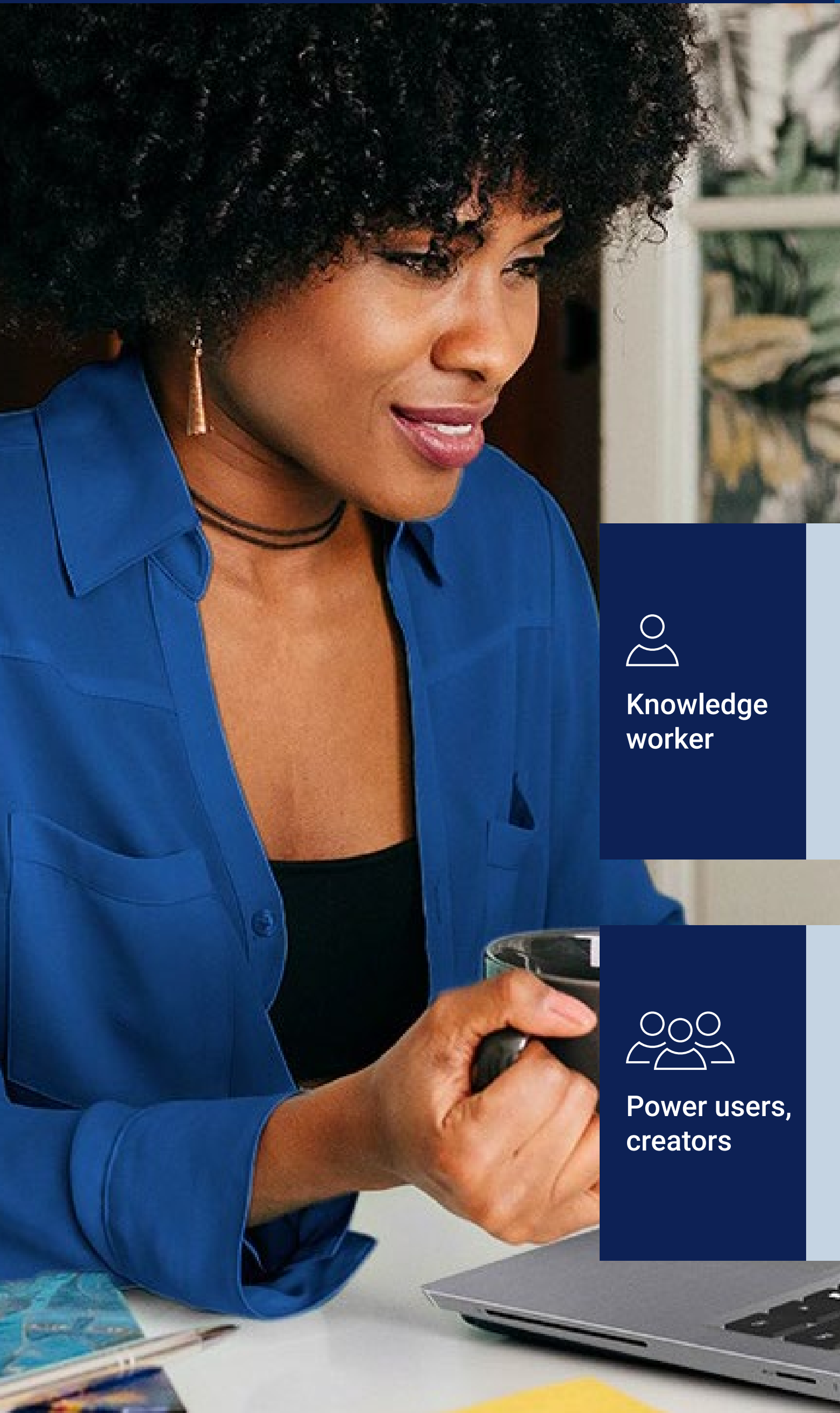


Efficiency meets security



Empower data scientists and developers with greater control by **utilizing on-premise AI development and deployment on AI-ready devices**, enabling efficient, secure and cost-effective AI innovation.





AI END-USER

Enhance productivity and
elevate creative potential

AI End-Users are split between the everyday
knowledge workers and the creative power-users that
are eager for productive innovation.



**Knowledge
worker**

Role:

Information-processing
professionals who
make informed
decisions in their
day-to-day activities.

Workplace:

Work spans across
various industries
including tech,
healthcare, finance,
automotive, and
more.

Technological needs:

Introduction of AI
PCs can significantly
enhance productivity,
efficiency, and ability to
derive insights with large
amounts of data.



**Power users,
creators**

Role:

Highly skilled
individuals that use
advanced computing
capabilities to innovate,
create content, and
solve intricate problems.

Workplace:

Work spans across
various industries
including tech,
healthcare, finance,
automotive, and
more.

Technological needs:

Demand high-
performance computing
solutions to effectively
utilize AI technologies
to push boundaries of
what's possible.

Recommended
solutions



Dell Pro Series

Boost productivity and efficiency
with AI capabilities, optimizing
organization, collaboration, and
preserving battery life.



Dell Pro Max/Premium

Designed for Power users, as well as
creative, design and other complex
compute and graphical tasks.



AI END-USER

Accomplish more
with AI PCs to help
you be productive
and innovate like
never before



Elevate your productivity



Work smarter, not harder with our new
AI-enabled Dell Pro and Dell Pro Max AI PCs

World's
most secure and manageable
commercial AI PCs.⁸

3x faster
inferencing speed when running widely
used large language models.⁹

Effortless
collaboration ›



8. Most Secure Commercial AI PC claim. Based on Dell internal analysis, October 2024 (Intel) and March 2025 (AMD). Applicable to PCs on Intel and AMD processors. Not all features available with all PCs. Additional purchase required for some features. Intel-based PCs validated by Principled Technologies. A comparison of security features, April 2024. Most manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solution capabilities and integrations with 3rd Party Management Solutions, with competitor update processes, systems management solution capabilities and integrations with 3rd party management solutions. 3rd Party Management Solutions - Microsoft Intune, Workspace ONE, are separate purchases. Intel vPro, to support out-of-band systems management, is an additional system configuration upgrade. Based on Dell internal analysis, April 2024.

9. Based on LLMWare testing, November 2024 on Dell devices with Intel® Core™ Ultra 200V series processor compared to devices with Mac M3 Max processors. Large Language Models include: llama, llama2, mistral, phi-3, and yi-9b

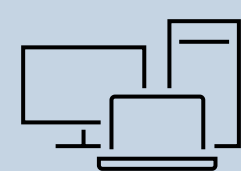


AI END-USER

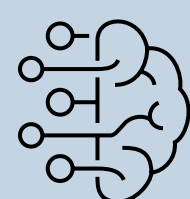
Accomplish more
with AI PCs to help
you be productive
and innovate like
never before



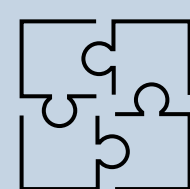
Effortless collaboration



Bridge the language gap with on-device AI when activating live captions to instantly translate 40+ languages into english -- even without internet connection

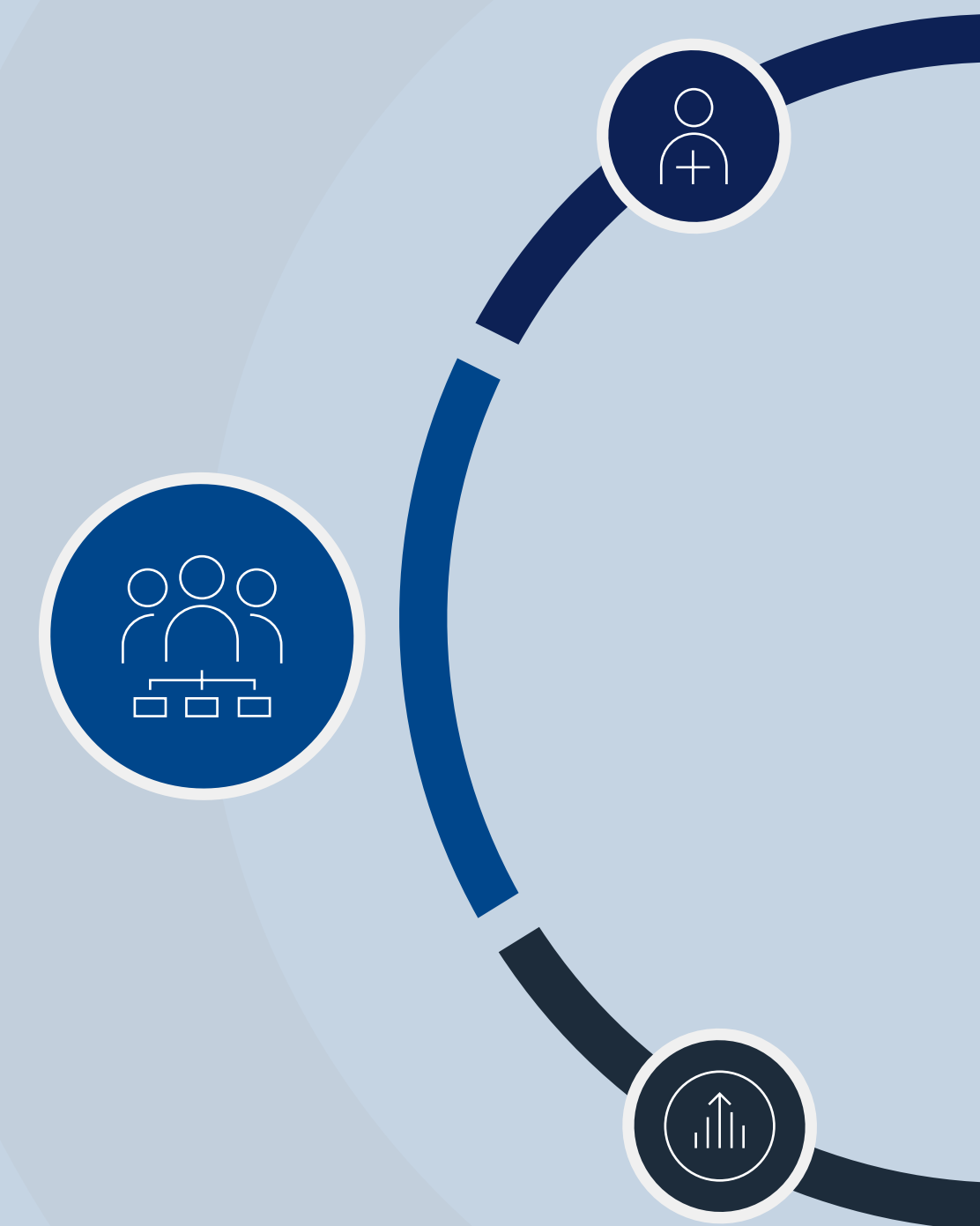


Polish your virtual presence with smart conferencing technology from **Windows Studio Effects**.



Get a more inclusive experience with integrated **AI ASL auto-translations** via Omnibridge. [Watch now >](#)

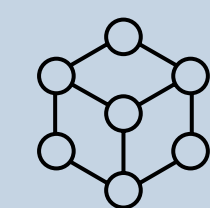
Channel your
inner creativity >



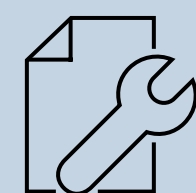


AI END-USER

Accomplish more with AI PCs to help you be productive and innovate like never before



Turn ideas into reality with **Copilot for Microsoft 365** and AI applications that help you draft your visions quickly.



Unlock creative possibilities with AI video and photo editing tools with **Cyberlink**

2.5x

longer battery life when using Cyberlink's PowerDirector AI Background Remover feature, with NPU hardware acceleration enabled.¹⁰

Create fully editable custom designs and text

1.9x

faster, even offline with Cyberlink's Promeo AI Magic Designer.¹¹

Use up to

49%

less power when utilizing AI editing features like Image Upscale to enhance low-quality images.¹²

^{10.} Based on internal analysis and testing, November 2024. Cyberlink's Power Director AI video editing features running on devices with Intel® Core™ Ultra 200V series processors with NPU hardware acceleration enabled compared to Intel® Core™ Ultra 200V series processors without NPU hardware acceleration enabled. Results may vary.

^{11.} Based on internal analysis and testing, November 2024. Cyberlink's Promeo AI Magic Designer running on devices with Intel® Core™ Ultra 200V series processors was compared to previous-generation Intel® Core™ Ultra processors.

^{12.} Based on internal analysis and testing, compared to previous generation Intel® Core™ Ultra processor, November 2024. Results may vary.





The AI revolution is shaping industries and bringing potential for transforming the way we work

But diving into AI can feel daunting with all the uncertainties around.



Where do I start? ›



Is it secure? ›



Is it sustainable? ›

At Dell, we have implemented tailored services and solutions to accelerate your AI Journey.



Simplify your AI journey

Take advantage of Dell's expertise with end-to-end AI support and services from inception to expansion and strategic investment in AI technologies.



Dell Professional Services can help you

Establish
strategy



Prepare
data



Choose
platform



Deploy
and test



Operate
and scale

Implement Microsoft Copilot offerings across your organization with Dell Services ›

Tailor GenAI technologies to the needs of end users with Dell Digital Employee Experience Services for GenAI ›

Get started with Dell Accelerator Workshop today ›



Access the latest technologies to quickly transform your IT with flexible payment options with Dell APEX PC as-a-Service

30% savings in support costs with Dell APEX PCaaS.¹³

Visit Dell APEX PC-as-a-Service ›



Trust and secure your data

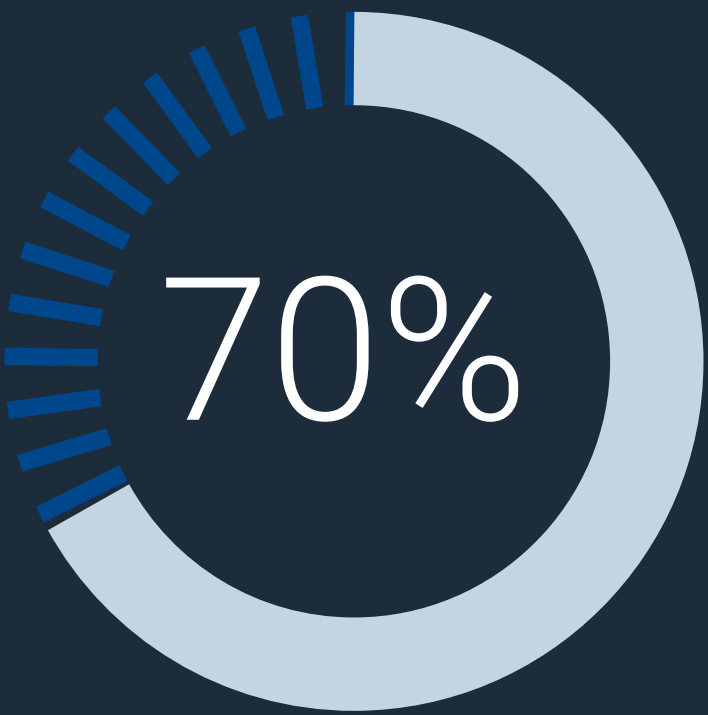
Protect your data and devices with the world's most secure commercial PCs.¹⁴



Stay secure using our device's built-in defenses with AI-enabled cybersecurity software integrations for advanced threat combat and improved cyber resilience.



Get powerful protection by default with Windows 11. With phishing safeguards, passwordless security, and app control, Windows 11 reported a reduction in security incidents by up to 58%.¹⁵



Attack surface reduction vs older PCs, according to Intel® and IOActive.¹⁶

¹⁴ Based on Dell internal analysis, October 2024. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features. Validated by Principled Technologies. A comparison of security features, April 2024.
¹⁵ Windows 11 results are in comparison with Windows 10 devices. "Windows 11 Survey Report," Techaisle, February 2022.
¹⁶ Based on IOActive's "Intel vPro 13th Gen Attack Surface Study" published March 2023 (commissioned by Intel), which evaluates Intel vPro devices powered by 13th Gen Intel Core processors against four-year-old Intel-based PCs on Windows OS. Details at www.intel.com/performance-vpro [intel.com]. Results may vary.

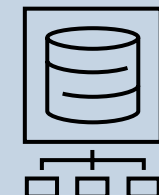


Advance sustainability

Responsibly use AI and take advantage of AI-driven insights for energy and resource consumption.



Use AI-driven insights and data to act on your business and sustainability goals.



Put AI to work faster with responsible, right sized AI investments for energy efficient workloads.



Implement secure, private, and ethical AI to prioritize your goals with maintaining data sovereignty.



Unlock the boundless potential of people by choosing to invest in AI

Tap into the full power of your workplace by setting up the right programs
and building a strong AI foundation to transform how we work.

37%

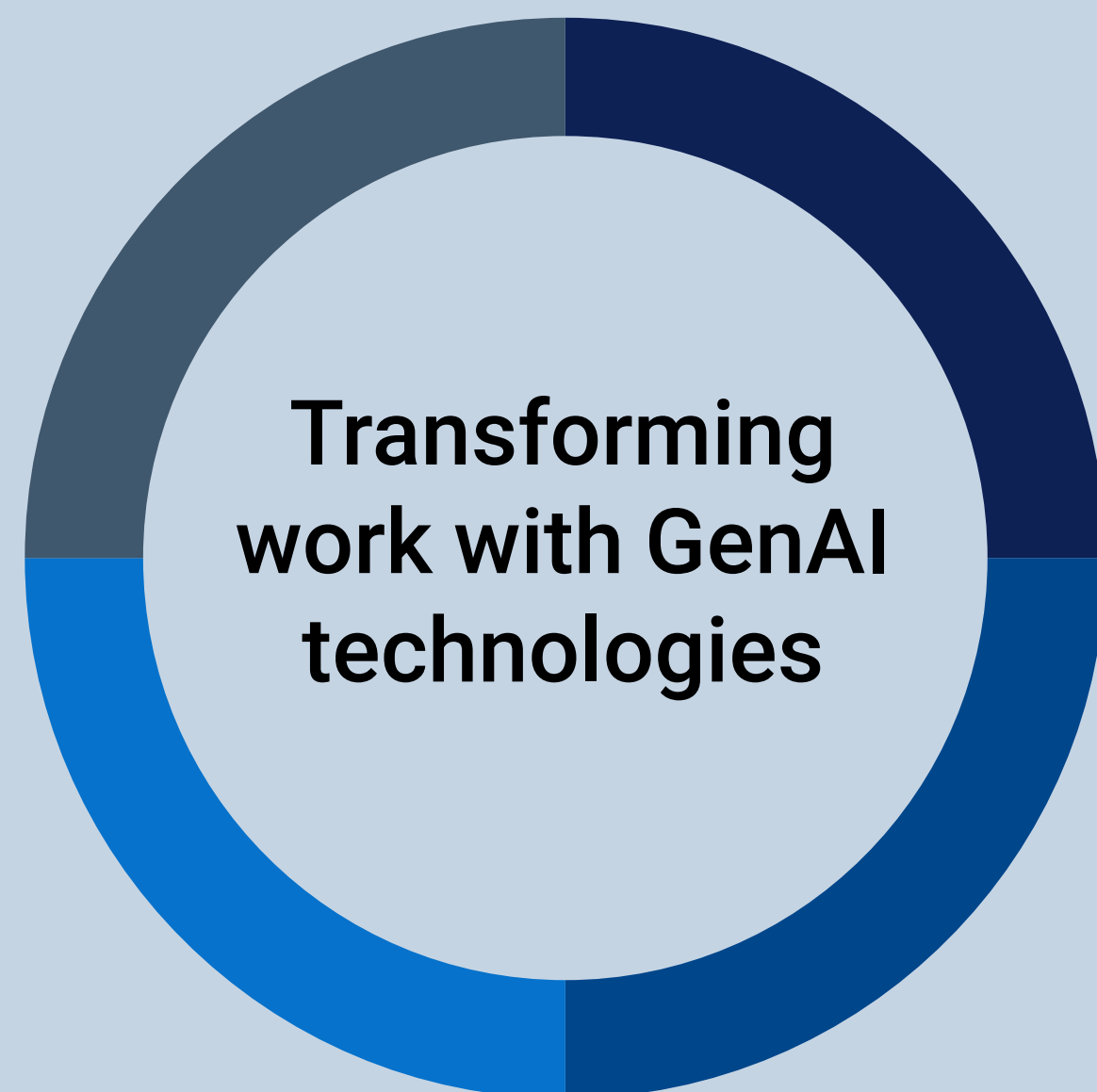
of organizations will invest in
technologies for improvement
communication and
collaboration.¹⁷

32%

of organizations believe
that GenAI will save
employee time and bring
productivity gains.¹⁷

45%

of organizations will
invest in technologies
for training and skill
development.¹⁷



29%

of organizations believe
that GenAI will enable
faster decision making.¹⁷

¹⁷ Based on IDC Workforce Upskilling for the AI Era, 2024.





FROM VISION TO REALITY

Establishing an AI-ready workplace

80%

of workers reported using Generative AI in their lives in some capacity and 63% indicated that they've used it for work.²²

45%

of companies lack a Generative AI policy, exposing them to significant risks such as data breaches, unintended biases by ungoverned AI systems, strategic misalignment and even potential legal complications.¹⁸

3 Steps to AI Workplace Transformation.

1 Foster a culture of learning

Educate and empower your employees

Identify AI evangelists and prioritize workforce upskilling for AI by identifying skill gaps and offering targeted AI, while fostering experimentation within supportive guidelines to spark innovation and demystify AI.

2 Craft the AI blueprint

Set up governance & ethical guidelines

Develop a robust AI governance framework encompassing policies and standards to align AI developments with organizational objectives, implementing ethical principles, alongside designed roles to oversee AI initiatives for regular compliance.

3 Strategically align

Integrate AI into business processes

Gain a competitive edge by promoting cross functional collaboration and dedicated a technical AI expert while investing in tools to ensure effective AI deployment.

18 Based on Dell Technologies Primary Research 2024 n =365.



**Harness the
power of AI**

Introduction

Understanding
AI PCs

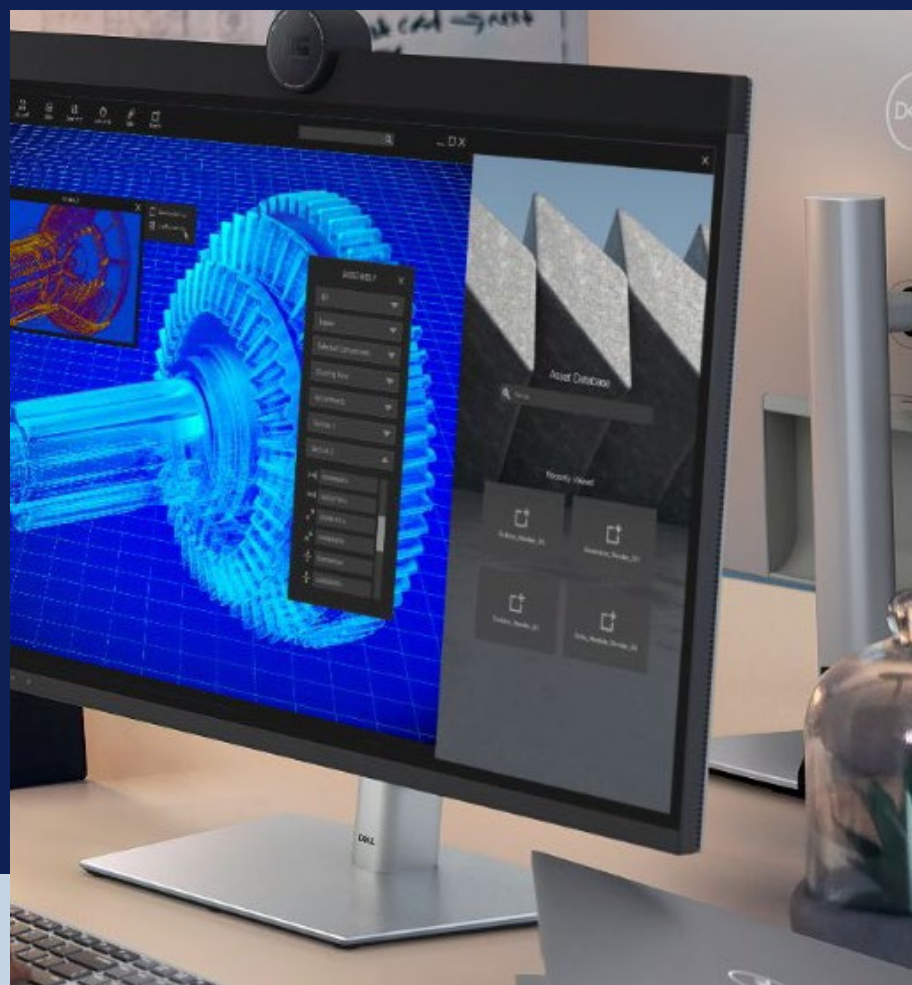
Modernize with an
AI PC Refresh

Embracing AI in
your daily work

Addressing
AI challenges

Futureproofing for
an AI driven world

Why Dell for AI



Dell AI PC Solutions
& Ecosystem for
Business Workers



Dell Pro Max AI PCs
for Developers



Dell Trusted
Workspace



Dell Services



Strategic AI Partners

END-TO-END AI CAPABILITIES

Dell has the world's broadest AI solutions portfolio from desktop to data center to cloud, all in one place¹⁹, with deep partner relationships.

¹⁹ 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 Highperformance Computing, Data Storage, Cloud Native Software-Defined Infrastructure, Networking Switches, Data Protection, HCI and Services.



Why Dell for AI Client Solutions?



Delight the End-User

**Best Designs with powerful
fixed workstations with more
memory and storage.**

**Most scalable mainstream
business laptops²⁰**



Simplify IT

**World's most secure and
manageable commercial AI PCs**

**With Dell Validated Designs for
AI PCs, Dell delivers seamless
cross-silicon optimization,
crucial for rapid on-device
AI deployment using NPU
technology.**

**Invest in new technology with
flexible payment options offered
by APEX PCaaS.**



Advance Sustainability

**Improve energy efficiency on
devices with AI-based features
and optimize AI investments
through Dell's Professional
services to reduce waste and
lower energy cost.**

**Responsibly retire hardware
with Asset Recovery Services
and recover value to invest in
new AI PCs.**

20 Based on Dell analysis, October 2022



Fast-track your AI transformation with

- Dell APEX PC-as-a-Service
- Professional Services

Don't know where to start?



Get started with the Dell
AI Accelerator Workshop ›

*fee waived



Learn more on
Dell.com/shopPCs ›



Reach out to your Dell
Sales Representative

DELLTechnologies