Setting the record straight with Dell Optimizer

Dell Optimizer uses AI to provide power and battery optimization to enhance productivity and PC performance.

There have been current misconceptions about the Dell Optimizer software, we're here to debunk all these myths.

Myth#1:
Dell Optimizer is bloatware that slows down your PC and takes up space.

- Our application module has a machine-learning algorithm that evaluates your favorite applications and optimizes system resources for faster and better PC performance.

- Intelligent Audio reduces background noises while you're in a conference call.

- The software takes no more than 3% or less of system resources, which will not interfere with optimizing your overall system performance.

- You can get up to 18% power savings by turning Quiet Mode[1] within Dell Optimizer's power module.

- Network technologies help connect you to the best internet connection available.

- The comprehensive suite of intelligence features is meant to uplevel your PC experience based on how you use your device and provide connectivity, collaboration, onscreen privacy and productivity - all under one house.

[1]*Disclaimer: This is based on a Dell internal study, testing power and performance within our Dell Optimizer power module. White paper published November 2022 Maximizing Power Efficiency with Dell Optimizer – A Case Study.*
Image Disclosure: The dashboard look and features vary by model

Myth#2:
Dell Optimizer's AI algorithm collects data and personal information.

When people learn that Dell Optimizer uses AI technology and that it's free software available with the system-some immediately assume it's there to collect personal data. Dell Optimizer was created for the following reasons:

- Dell Technologies aims to continue to elevate the PC experience and use technology to drive human progress. AI, automation, and the benefits that come with it serve to benefit our customers and help elevate the PC experience.

Dell Optimizer is opt-in :

When you first install the software, there's a privacy notice asking you whether you want to share your telemetry data. You can opt out and still enjoy the benefits of improved app performance and battery runtime, collaboration, and onscreen privacy.

When you opt-in, you are 100% in control :

If you decide to opt-in, telemetry data is exported to Dell to improve our machine-learning models. All telemetry data sent to Dell is anonymous and not personally identifiable. It is aggregated in a data pool that is used to further enhance the functionality of our software.

No resource utilization data is sent to Dell without your explicit consent :

Sensitive, personal data is never collected.

It is 100% up to the end-user or the IT ad min to opt-in. This decision can be changed as well-if the person elects to opt-out they can go to the Privacy section and change their preferences.

Our technology gathers and analyzes optimization data locally on the system, and never leaves the PC. All telemetry information used to optimize your experience stays ON THE BOX.

If you choose to opt-out, the only data Dell Optimizer will collect would be operational event data that helps us understand if the application is working as it should be. The information collected includes:

A one-time ping when you first launch the software.
A heartbeat ping every 30 days.
A notification when the app is opened and closed.

It is important to remember that none of the information sent to Dell – whether you opt in or out is personally identifiable.

Myth#3:
There are little to no management capabilities.

We know the importance of keeping your information secure and manageable, while having a choice in how your PC is set-up. With **centralized management** and **modular installation** we offer enhanced productivity and flexibility in how you manage our software.
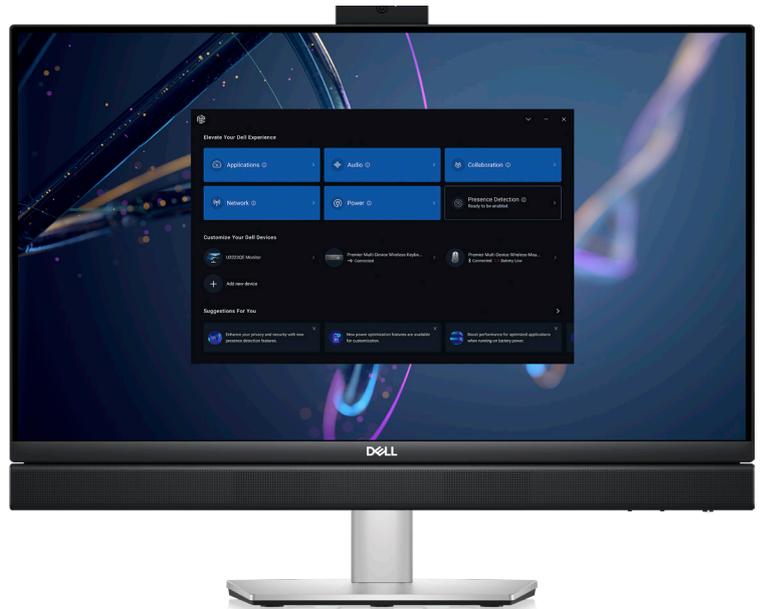
Experience productivity without disruptions.

Dell Optimizer can easily be controlled via the GUI or CLI/WMI scripts. **Centralized management** provides as much or as little control to the users, addressing issues remotely and proactively. IT admins can deploy updates and optimize multiple systems simultaneously eliminating the stress of individual PC management, and ensures minimal interruptions to your employee's workflow.

Decide which features are best for you.

Dell Optimizer has a comprehensive suite of intelligent features, and we understand that a person or an organization may not need all of them. **Modular installation** enables users and IT admins to pick and choose what features to include within their PC or corporate image, allowing for a more personalized experience that fits their work environment. Additionally, you can easily restore the software after the device has been reformatted at any time.

All these improvements are key to delivering an improved remote user experience, which we know is top-of-mind for many end users and IT teams. With these management capabilities, we offer the ability to choose which features to install and the option to install them separately.

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Dell Optimizer has evolved through the years with customer-led innovation, research, and learning. Our aim is to elevate the hardware experience and have our customers experience the benefits of the our intelligent solutions.

[Learn more]() about Dell solutions

For full PC compatibility, view our [Feature matrix]()

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