

Work and innovate everywhere with our portfolio of intelligent solutions



Stay empowered with an ecosystem that adapts
to the unique ways you work.

Modern
Workplace →

Designed
to delight →

Simplified
IT →

Advanced
sustainability →

Modern Workplace

The modern workplace is being reimagined with AI at the forefront of transformation

With AI on the rise as this decade's most promising accelerator for innovation, now is the moment to capitalize on new technology to keep your business secure and competitive. The future holds endless possibilities for those ready to tackle these challenges head-on, turning them into opportunities for growth and creating workplaces that are resilient, adaptable, and future-ready.

The Modern Workplace thrives on digital transformation. By bringing AI-enabled, secure, and sustainable technologies, we lead the way in delivering smart, simple, and impactful experiences for all.

Dell Technologies offers an **unmatched, comprehensive portfolio** of intelligent solutions that...



Delight end-users



Simplify IT



Advance sustainability



Why Dell Technologies?

Legacy and Trust



With our legacy of over 40-years of delivering world class products that businesses trust. More commercial clients have rated their experiences with Dell higher as a strategic partner and trusted advisor than our competitors.¹

Most comprehensive security and support makes IT a breeze



We offer multi-layered defense no one else does. Strict supply chain controls and Secured Component Verification ensure you're secure from first boot. Off-host BIOS and firmware verification give you greater visibility and control. Dell's ProSupport Suite for PCs saves up to 641 hours of admin time per year⁷.

We design our products to delight our end-users



Our portfolio of the #1 commercial AI PCs worldwide² are thoughtfully designed to be the smallest³, thinnest, and most powerful⁴ commercial PCs for productivity and collaboration everywhere. Dell enhances workspaces with the worlds #1 monitors⁵ offering display quality and best eye comfort⁶.

A proven leader in end-to-end sustainable innovation



Leading with innovative materials in our products like recycled steel⁸, recycled cobalt⁸, recycled aluminum⁸ and recycled copper⁸ and energy savings with products that have achieved EPEAT Climate+ designation⁹, recycled packaging¹⁰ and secure and responsible Asset Recovery Services.

Designed to delight

Dell delivers AI PCs and AI-powered products with intuitive interfaces, sleek designs and innovative features that make it easy for users to get more work done the way they want, faster.

Our design philosophy is focused on user experience and built to deliver AI-level productivity that keep you ahead of the curve. Dell's professional-grade AI PCs are built to save you time and help you stay ready for whatever comes next offering innovative designs and features. You can work however you like by easily connecting a range of displays and client peripherals, creating a seamless and efficient workspace that fits your needs.

Dell enables seamless collaboration and productivity with personalized technology on the Intel vPro® platform and a world-class ecosystem designed to delight users.



Designed, tested and certified to work seamlessly together with Dell systems. We offer full productivity and collaboration solutions.

Simplified IT

Our most secure¹⁵ and most manageable¹⁶ offerings, coupled with direct services and support – **all in one easy payment.**

ENDPOINT SECURITY



1

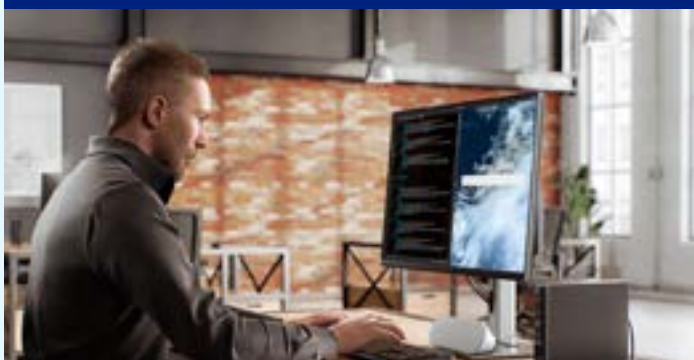
Secure anywhere-work with Dell Trusted Workspace

Attacks are inevitable. Catch and repel malicious activity before it compromises your fleet. Reduce the attack surface with intelligent hardware and software defenses built for today's cloud-based world.

- **Built-with security:** Rigorous controls and supply chain assurance help ensure PCs are secure from factory to first boot
- **Built-in security:** The world's most secure commercial PCs⁴ offer cutting-edge hardware and firmware-based defenses, further bolstered by Intel® Core™ silicon
- **Built-on security:** Layer on advanced threat protection with AI-enabled cybersecurity software from industry-leading partners

Shrink the IT-security gap with integrated endpoint security. Explore our hardware-assisted security solutions:

- **Dell, Intel, and CrowdStrike >**
- **Dell and Absolute >**



MANAGEABILITY



2

Manage your fleet of PCs - reliably and easily

Help secure and optimize your endpoints and deliver end-user productivity with Dell Manageability Solutions

- **With Dell Management Portal**, you can manage Dell PCs, over the cloud, in conjunction with Microsoft Intune
- Update and secure your fleet of Dell PCs, with one application – **Dell Client Device Manager**¹⁷
- **Dell Trusted Update Experience** makes it simple to update endpoints with the latest BIOS, driver, and firmware versions

Dell is the only Top-5 PC vendor that:

- **Publishes**¹⁸ device drivers and downloads release schedule, so IT admins can deploy fleet-wide device updates on a predictable timeline

Dell has the industry's first:

- **Partner Portal** accessible in Microsoft Intune, with fleet-wide BIOS password access capability and Enterprise application access and publication capabilities¹⁹
- **Binary Large Object (BLOB)** package-based solution, for endpoint BIOS settings configuration, using Microsoft Intune²⁰
- **Hardware OEM systems management solution**²¹ to integrate with Intel vPro - for remote management of systems, regardless of power-state

Simplified IT

Make IT a breeze with comprehensive services with intelligent technology management

DELL APEX



3

Subscribe to your IT

Simplify PC management and deploy the latest technologies with predictable costs

- **APEX PC-as-a-Service** – Dell APEX PCaaS is a fully customizable subscription that can include hardware, software and services for one monthly payment. This model makes refreshing PCs affordable and helps create a long-term strategy for every stage of the lifecycle from deployment to secure device takeback.
- **ProDeploy Client Suite** – Streamline operations and increases productivity with configured PCs that are ready to use on day one.
- **ProSupport Suite for PCs** – Arm IT with insights and make targeted updates with telemetry-driven data, all controlled from a single dashboard.

DELL AI SOLUTIONS

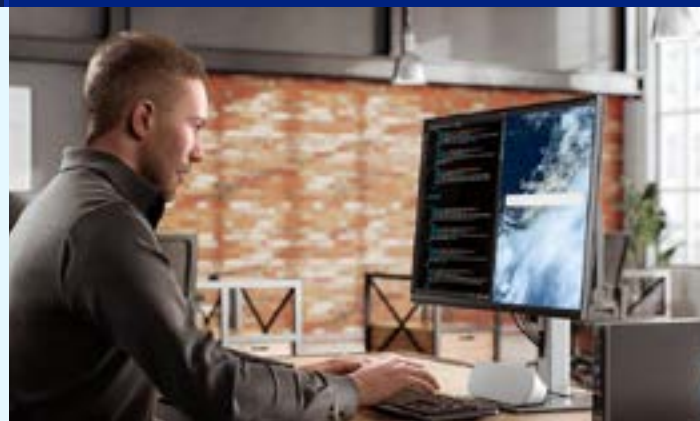


4

Bring AI to your PCs

With the industry's broadest end-to-end AI infrastructure portfolio²², Dell offers enterprise-ready AI PCs that bring cloud-like convenience without the costs. These systems maximize efficiency and seamlessly operate across diverse silicon vendors, ensuring reliable performance for any organization.

- **Dell Pro AI Studio** is a comprehensive set of Dell-validated tools, frameworks, templates, and models which enable developers and IT admins to build and manage AI software designed to utilize NPUs across various silicon vendors. Dell Pro AI Studio is the industry's most comprehensive AI toolkit leveraging NPU technology²³.
- **Dell Validated Designs** are open-source reference guides that streamline development of AI applications meant to run on Dell AI PCs with Neural Processing Unity (NPU) technology.



Advanced sustainability

Sustainable products and solutions

For 30 years, Dell Technologies' commitment to climate action and the circular economy has helped us drive innovation for our industry and beyond. Whether it's making our products and packaging more sustainable or helping you meet your organization's sustainability goals,

we are your true
end-to-end solutions
partner in sustainability.



Building PCs to be more durable and last longer

We are designing our PCs to be more modular, for greater durability and easier repairs, while providing access to spare parts and tutorials to encourage PC longevity and reduce e-waste. We've launched the world's first commercial PC built with modular USB-C port that is up to 4 times more durable and enables easier repairs.²⁴

A proven leader in sustainable materials

We are the first PC manufacturer to use bioplastics²⁶, closed-loop materials²⁷, reclaimed carbon fiber,²⁸ and ocean-bound plastic²⁹, and 50% recycled steel chassis³⁰ and 80% recycled copper adapter cable³¹ in products. We are shipping the world's first commercial PCs with around 80% lesser cobalt in the battery.³²

Improving energy efficiency, without compromising performance

We offer a seamless PC ecosystem with our energy-efficient AI PCs, Displays and Docking Stations with software enabling optimized energy use. Dell Pro Docks reduce power consumption by up to 72% in standby mode.²⁵

Evolving our business to support a circular economy

Our aaS and APEX offerings alongside our comprehensive Dell Services portfolio support the responsible procurement and retirement of end-of-life devices to reduce e-waste.



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United in our
purpose to deliver
human progress
through the power
of technology.

Learn more about Dell Client Software and Solutions or set up a meeting with your Dell representative.

- | | |
|-----------------------|------------------------|
| Dell AI PCs → | Endpoint Security → |
| Dell PC Accessories → | Manageability → |
| Dell and Microsoft → | APEX PC-as-a-Service → |
| AI Solutions → | Sustainability → |

Sources and disclaimers

1 Based on Dell analysis, August 2024, using double-blind, competitive benchmark Net Promoter Score (NPS) data gathered in May 2024 by third party commissioned by Dell.

2 Based on IDC Worldwide Quarterly Personal Computing Device Tracker, Nov 6, 2024 – Units

3 Based on internal analysis of Precision 5690 45W processor vs HP Zbook Studio G10 and Lenovo P1 Gen6 14" workstations. December 2023

4 Based on internal analysis of Precision 5480, April 3, 2023

5 IDC Worldwide Quarterly PC Monitor Tracker, Q3 2024

6 Based on internal analysis of 27" and 31.5" monitors with eye comfort features, October, 2024

7 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: Dell Technologies Simplify PC management report.

8 Leading the industry in the use of 50% recycled steel in the desktop PC chassis: Includes OptiPlex Micro, OptiPlex Micro Plus, OptiPlex Tower, OptiPlex SFF and OptiPlex SFF Plus and applies to select configurations launching in March 2024. Based on internal analysis of publicly available information, February 2024. 98% recycled aluminum in aluminum in adapter thermal shield. Based on internal analysis, March 2024. 65W USB-C Adapter, 130W SFF Type-C Adapter, 100W SFF Type-C Adapter, 280W Type-C Adapter, 360W Type-C Adapter. 50% recycled copper in power adapters. Applies to the 100W Type-C, 100W USFF Type-C, 130W SFF Type-C, 165W Type-C, and 360W SFF 7.4mm adapters. Based on internal analysis, April 2024. 80% lesser cobalt in PC batteries: Based on internal analysis, January 2025. Entry battery(45 whr) uses NCM technology and has 80% lesser cobalt compared to LCO technology. 65% post-consumer recycled plastic in docking stations: Based on internal analysis, December 2024. 65% post-consumer recycled plastic in the chassis. Applies to docks comparable with the Dell Pro Dock - WD25, Dell Pro Smart Dock - SD25, Dell Pro Thunderbolt 4 Smart Dock - SD25TB4 and Dell Pro Thunderbolt 5 Smart Dock - SD25TB5"

9 Based on EPEAT Climate+ Designations achieved by Product Type in all applicable countries. EPEAT registered where applicable. EPEAT registration varies by country. See www.epeat.net for registration status and tier levels by country. Data as available in September 2023

10 Based on Dell analysis of publicly available information, November 2024.

11 Based on Dell analysis of publicly available information, November 2024.

12 Based on internal analysis of Precision 5690 45W processor vs HP Zbook Studio G10 and Lenovo P1 Gen6 14" workstations. December 2023.

13 Based on Dell analysis, November 2023

14 Based on Dell internal analysis – January 2025. 'Solution' refers to Dell Device Management Console's cloud-based peripherals management capabilities. Dell Device Management Console and its cloud-based peripherals management capabilities planned for activation in March 2025.

15 Most secure is 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. <https://www.principledtechnologies.com/Dell/OEM-security-feature-comparison-0424.pdf>, April 2024.

16 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

17 Dell Client Device Manager app availability planned for March, 2025

18 When comparing publicly available device drivers and downloads release schedules published by the Top 5 PC vendors, as of May 2024. Based on internal analysis, May 2024.

19 Based on Dell internal analysis - October 2024. Based on Dell Management Portal capabilities in Microsoft Intune compared to competitor Partner Portal capabilities in Microsoft Intune

20 Industry's first device manageability solution to use a Binary Large Object (BLOB) package, recognized by Microsoft Intune, for secure endpoint configuration and management

21 Based on Dell internal analysis – November 2023.

22 Based on Dell analysis, July 2024. Dell Technologies offers hardware solutions engineered with AI-powered features and solutions to support AI workloads, from AI PCs and Workstations to Servers for High-performance Computing, Data Storage, Cloud Native Software-Defined Infrastructure, Networking Switches, Data Protection, HCI and Services.

23 Based on Dell internal testing against publicly available comprehensive information, November 2024

24 Applies to Dell Pro, Dell Pro Plus, and Dell Pro Premium notebooks launching in 2025. Based on internal comparison of the solder connection on Latitude 7450 vs screwed connection testing data of the Dell Pro Premium laptop subject to a repeated standard wrenching torque in multiple directions. New USB-C port design is as screwed on connection for easier repairs and improved durability. Read warranty information for USB-C port replacement instructions

25 Based on internal analysis, December 2024. Internal testing comparison between the Dell Pro Dock - WD25 130W and the Dell Dock WD19S 130W on standby mode

26 First in the PC industry to use bioplastics from trees in the LCD coverlid (21% by weight). Based on Dell analysis, September 2020

27 Based on internal analysis, October 2019

28 Based on internal analysis, October 2019

29 Latitude 5330/5430/5530 and Precision 3570/3571 contain 28% recycled ocean-bound plastic in the fan housing; OptiPlex 3000/5000/7000 MFF and Precision 3000 Fixed Workstation contain 13% recycled ocean-bound plastics in the fan and fan housing.

30 Includes OptiPlex Micro, OptiPlex Micro Plus, OptiPlex Tower, OptiPlex SFF and OptiPlex SFF Plus and applies to select configurations launching in March 2024. Based on internal analysis of publicly available information, February 2024

31 Based on internal analysis January 2025. Applies to the 280W GaN USB-C adapter

32 Based on internal analysis, January 2025. Battery (45 whr) uses NCM technology and has 80% lesser cobalt compared to LCO technology