DELLTechnologies

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Windows 11

Transform Work & Innovate Anywhere

Dell Technologies, CDW, Intel & Microsoft
at DTX Manchester 2024, part of
Manchester Tech Week.

Innovation starts with people and ideas. If employees don't have the right technology, they can't innovate. That's why we take a people-first approach when it comes to delivering innovation through intelligent, secure and sustainable technologies that empower users, IT and organisations alike to revolutionise work. Modern IT is about collaborating, and no one provider offers the entire end-to-end solution each customer needs. It's for precisely this reason why Dell Technologies continues to partner closely with Microsoft and Intel to delight end users bring ideas through to action.

And we did just that recently, sponsoring DTX Manchester, part of Manchester Tech Week, the North's biggest enterprise IT event, focused on helping organisations embed innovation, digital transformation and cutting-edge technologies. Check out what our experts were covering, and how we can support you to take your business to the next level.

Is the Customer Always Right?

On the main stage, Dell Technologies Director, Stephen Bosarge joined a panel of executive peers to discuss whether customer-focused transformation was the only way to truly stay competitive, and also offered some advice on how to connect with customers through personalisation.

A great example of putting the customer first? Our Tech Rally Residency; a space for customers to get hands-on with Dell Technologies and subject matter experts to help figure out the right solution to elevate business to the next level. Interested? Learn more via the **Dell Drive page.**

Data Commandments in the Online Era

AI is everywhere, and we all need to be in control of the data we operate with, whether that's customer data or otherwise. Senior Manager of UK Services at Dell Technologies, Julian West, discussed precisely that, covering the 'Data Commandments" alongside Heads of AI and Data Governance from the likes of Frasers Group Financial Services, Cambridge Consultants, and the University of Leeds.

Are you protecting your data? Here's how we're already doing it for you!

When it comes to AI and data protection, there's a lot to think about. Fortunately for our customers, working with Microsoft and Intel helps us deliver a holistic approach that integrates hardware-focused "below the OS" protection against attacks, along with silicon-based protection from Intel that helps protect the deepest levels of a device.

When it comes to the operating system, Windows 11 on Dell devices marry hardware and software that minimise the attack surface available, protecting your system's integrity, and shielding users and data.

Learn more in our White Paper on how Microsoft, Intel, and Dell Technologies combine to offer the ultimate IT protective infrastructure for businesses.
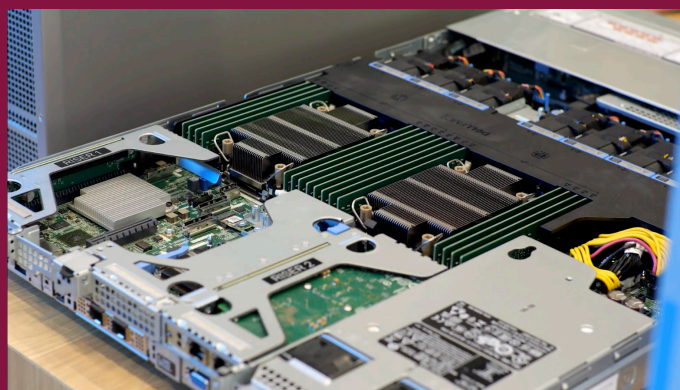
AI-nnovating Your Data

Following a panel on protecting and managing sensitive data alongside AI, our very own Des O'Connor, GenAI Strategy Lead here in the UK delivered an excellent keynote on how organisations can effectively use AI to generate value from data. Des showcased a range of use-cases and best practices when it comes to adopting AI for successful outcomes, including how the right mix of AI, tech, and people can foster long-term innovation.

If you're interested in how Dell Technologies is working with companies to bring AI to the right places in your business, make sure you **visit the Dell Drive website** to get exclusive insights, news, and recommendations.

Uniting Tech for Business Success

Do you find yourself and your team asking how you could do more with your data? Or how a better IT environment could lead to better value for customers, and a leading edge in the market for you?

Dell Technologies duo James Tromans – Senior Manager of UK Services Presales – and Carmen Vinyard – Strategic Pursuits Lead – joined CDW's Chief Technologist of Hybrid Platforms Rob Sims to discuss precisely that and more, detailing how partnerships between companies like CDW, Dell Technologies, Intel, and Microsoft can have profound impacts on outcomes – both for businesses and customers.

Manufacturing: The Next Wave of Innovation

AI is the latest emerging technology, the key to changing how many businesses and industries operate. In this keynote, Dell Technologies CTO UK Arash Ghazanfari, covered emerging technologies like AI and their transformation of sectors like manufacturing, showing how the strategic considerations leaders take can reduce risk, and the adoption of AI can help deliver new prospects to manufacturers while ensuring sustainable growth and a competitive advantage.

Upgrade Your End-User Experience

Companies like Dell Technologies, Intel, and Microsoft are constantly looking to upgrade the end-user experience; how users take advantage of the tech in their hands, how the hardware supports future business, and how software supports user-friendly experience from the moment the system is switched on.

It's why a panel of Dell Technologies experts sat down to discuss automation strategies and technologies that enhance the user-experience for everyone, from IT and business managers to employees. They also covered AI strategies that improve the employee experience, and how to implement them without causing disruptions in day-to-day work.

Why not challenge Dell Technologies to upgrade your end-user experience? Come and experience innovation at our Tech Rally Residency with our team of experts.

Register your interest today.

Multicloud in Action, with Microsoft

Wrapping up Day 2, Mark Mulvany, Dell Technologies' EMEA Multi-Cloud Advisory Lead, led a keynote on multicloud use, covering the benefits and challenges of universal storage across multiple clouds, what a strategy around multicloud looks like, and what it offers to companies not already using multiple platforms.

If you want to learn how to harness the power of AI in a modern workplace, achieve new levels of productivity, and elevate your own AI journey, visit the Dell Drive website today.