

# Opportunity in a **New PC Era**

Maximize your potential  
with Dell Technologies

**DELL**Technologies  **Windows 11**





Introducing our comprehensive Customer Solutions eGuide, designed to empower you in a new PC era. Uncover the full potential as we guide you through our innovations in intelligence, security and collaboration. With integrated hyperlinks, videos and informative pop-ups, you can effortlessly navigate and make the most of this guide.

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Dell Displays & Client Peripherals

## PERSONAS

The Builder  
The Connector  
The Specialist  
The Producer





# Industry Insights

Major tech trends continue to accelerate, posing both disruption and opportunity.



## Navigating an uncertain future

**57%** of decision makers admit they are struggling to keep up with the pace of disruption.\*

Nearly **1 in 2** organizations are uncertain about the near-term future of their industry.\*

## GenAI, the innovation accelerator

**81%** agree that AI/GenAI will transform their industry\*, but dissension around strategy and budget alignment combined with regulation and security risks present challenges to the implementation of GenAI tools.



**8 in 10** agree that machines won't replace us; they will augment our capabilities and human productivity will reach new heights.\*

## Security

**83%** have been impacted by a security attack in the past 12 months. Top attacks: malware, phishing, data breach.\*



**2 in 3** believe employees go around IT security guidelines and practices because they delay efficiency and productivity.\*

## Workforce

**2/3** flag that there is currently a shortage of talent required for innovation in their industry. About the same agree that the jobs and skills needed in 2030 haven't been invented yet.\*

ITDMs feel more pressure for data overload, lack of senior strategy/support, lack of ROI data.\*

Middle & junior management feel more pressure for lack of talent, time and employee buy-in.\*

## Everywhere-work with the right tools

**90%** have a hybrid workforce model.

**72%** with at least half a week in office (80 onsite/20 remote).\*

### The perception paradox

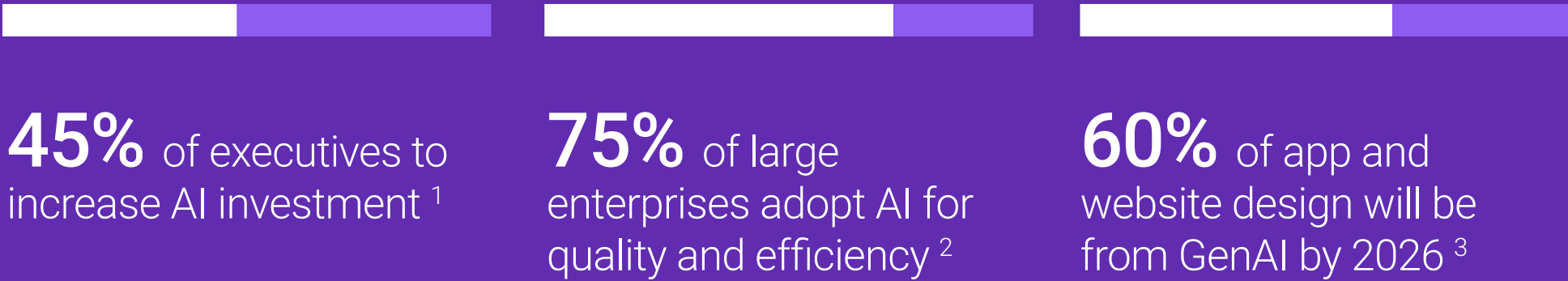
**32%** of respondents report not having the tools/technology needed to effectively work and innovate everywhere yet 81% report they are providing the necessary technology to their workforce based on individual needs, workloads and preferences.\*



# Intelligent tech: The rise of AI and GenAI

Generative AI signals another pivotal moment, marking significant shifts in commercial PC history. This transformative technology has the opportunity to reshape jobs by automating tasks, streamlining innovation, and aiding in problem-solving.

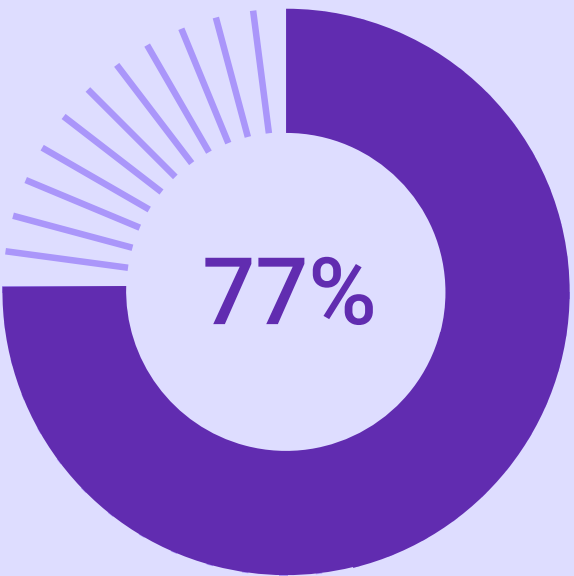
## GenAI is reshaping enterprises:



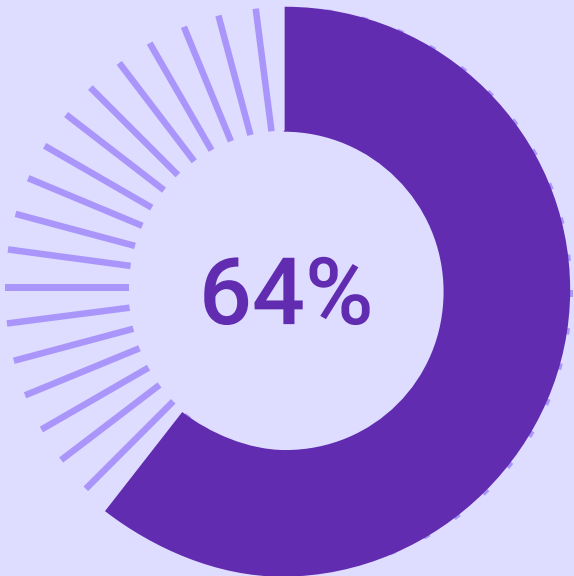
<sup>1</sup> TechRepublic. The publicity surrounding Open AI's ChatGPT has prompted 45% of executives to increase their investments in artificial intelligence, a Gartner poll reveals. <https://www.techrepublic.com/article/gartner-executives-chatgpt-investments/>  
<sup>2</sup> IDC, "IDC Futurescape, Worldwide AI and Automation 2023 Predictions", 2022  
<sup>3</sup> Predicts 2022: Generative AI Is Poised to Revolutionize Digital Product Development 11 January 2022 -ID G00757883 <https://www.gartner.com/document/code/757883>



Business leaders prioritize GenAI:



believe it will have the largest impact of all emerging technologies <sup>4</sup>



believe it will help them gain a competitive advantage <sup>4</sup>

<sup>4</sup> Source: KPMG, Generative AI: From Buzz to Business Value, May 2023



Things to consider when building an AI strategy

1

Top 3 impact areas:

- Improve IT security posture
- Productivity gains
- Improve end-user experience

2

Top 3 use cases:

- Customer interactions
- Improve dev productivity
- Streamline IT ops

3

Top 3 challenges:

- Security/data leakage
- Reputation loss
- Lack of skills

4

Some key concerns:

- Lack of security and data privacy protections
- Lack of legal and copyright clarity
- Inaccuracy of results



# Sustainability

Study findings reflect a broader trend of concerns about climate change and the environment - pushing businesses to adopt sustainable practices and expecting the same from others.

**49%** of the ITDM respondents agree that climate change is accelerating their innovation efforts.\*

**81%** expect their tech vendor to have transparent and clear sustainability goals and demonstrate accountability for the emissions generated across their value chain.\*\*

**79%** say they are experimenting with as-a-Service solutions to manage their IT environment more efficiently to reduce their energy costs and carbon footprint.\*\*



## The impact of GenAI on sustainability efforts

Nearly **6 in 10** believe using AI will compromise our environmental sustainability efforts.\*\*

Almost **3 in 10** say that environmental concerns about the increased energy used to train AI models is holding them back.\*\*

**7 in 10** are working to limit the energy consumption of GenAI by right-sizing their model.\*\*

**34%** of respondents believe GenAI should first be applied to improve environmental footprint.\*\*

\* Source: The Innovation Index, Dell Technologies, February 2023.  
\*\* Source: Innovation Catalysts study, Dell Technologies, February 2024





## STAY AHEAD

# Stay ahead with modern tech

In the fast-paced world of technology, staying ahead is not just an option; it's a strategic necessity. For your business, transitioning to modern PCs and other devices is not merely an upgrade – it's an investment in efficiency, security, and the overall well-being of your workforce.



## A Safer And Better Experience With Windows 11 Pro

Microsoft plans to end support for Windows 10 in October 2025, meaning no new features will be added to the operating system. Upgrading to a new Dell PC with Windows 11 ensures your employees get the latest enhancements and security protections.



Dell Services can help with the transition to Windows 11





Stay ahead by focusing on these 5 key areas:

01. GenAI advantage

Businesses want AI and see the potential it can bring.



76% of ITDMs are increasing their budgets to pursue AI <sup>1</sup>

02. Bolstering security

Security is the top IT priority.



43% of ITDMs/BDM rank security as their 1<sup>st</sup> top priority <sup>2</sup>

03. Cost considerations

Modern devices help save time and money.



80% reduced number of incoming help desk tickets <sup>3</sup>

04. Improve user experience

Continued need to support the hybrid workforce with the right technology.



43% of organizations will be increasing the number of collaborative spaces available at the office <sup>4</sup>

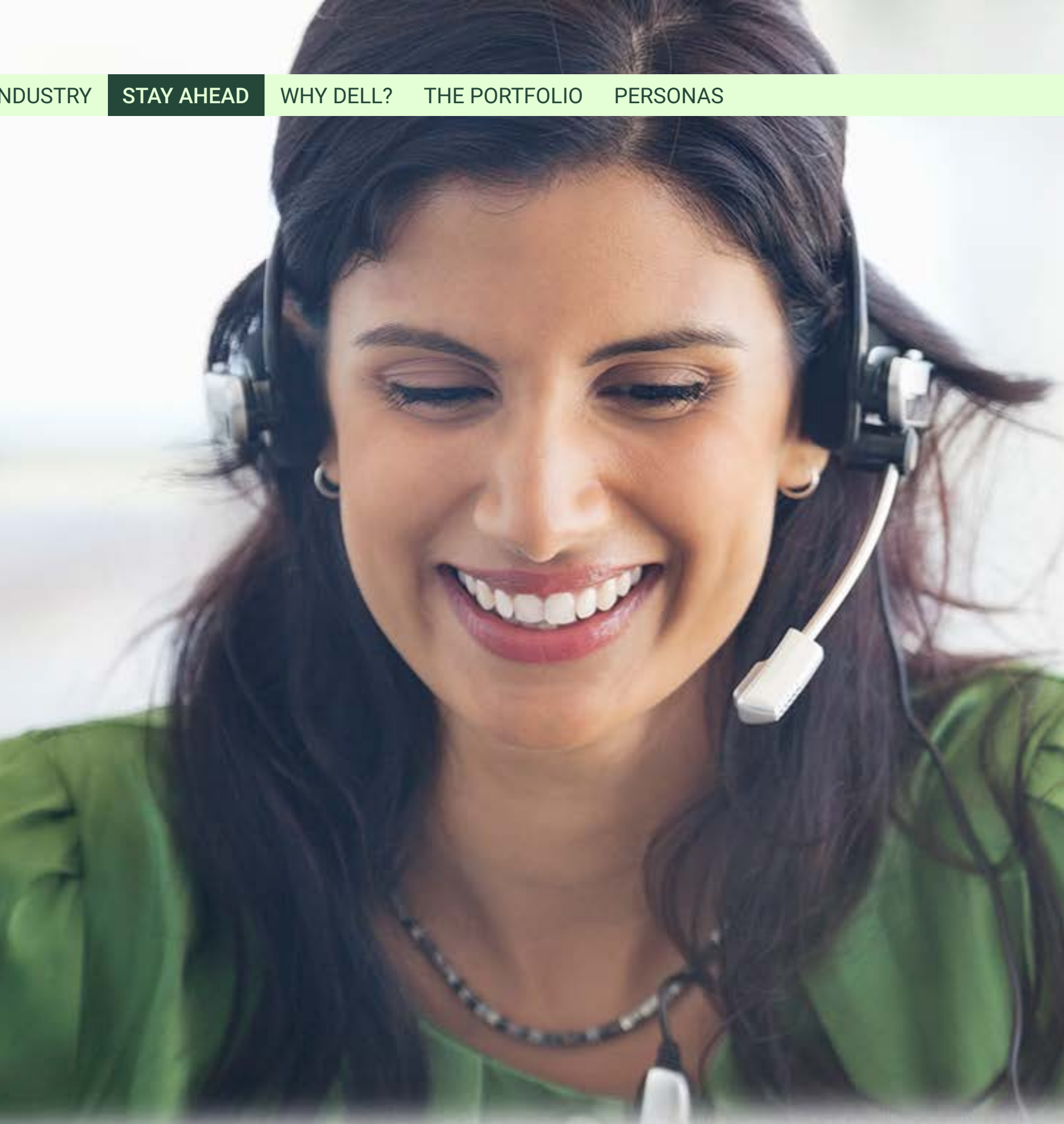
05. as-a-Service for seamless refresh

Payment and aaS solutions to help organizations transform.



33.5% reduced device lifecycle support costs <sup>4</sup>

1 Generative AI Pulse Survey, Sept 2023 <https://www.dell.com/en-us/perspectives/new-research-the-dell-genai-pulse-survey/>  
2 Windows 11 Survey Report, Techaisle, December 2022  
3 Commissioned study delivered by Forrester Consulting "The Total Economic Impact™ of Windows 11 Pro Devices", December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.  
4 Based on a Forrester Total Economic Impact™ Study commissioned by Dell "The Total Economic Impact™ Of Dell's PC As A Service" November 2022. Results derived from customer interviews and survey data. Estimated savings in U.S. Dollars, calculated over 3 years for 4,000 users. Actual results will vary. Full report: <https://www.delltechnologies.com/asset/en-us/solutions/business-solutions/industry-market/forrester-the-total-economic-impact-of-dells-pc-as-a-service.pdf>





# GenAI advantage



The rapid evolution of technology introduces new and exciting possibilities. GenAI's many benefits include heightened productivity, cost reduction, innovation, and end-user satisfaction.

It makes PCs and workstations more intelligent, self-aware and user aware, empowering organizations in all segments.

It's essential for businesses to update to the latest modern PCs with Windows 11 to take full advantage.



# Bolstering security



Outdated hardware is an open invitation to cyber threats. Modern technology ensures that you are utilizing the latest security features to safeguard your sensitive data.

Windows 11 Pro includes layers of protection, enabling out-of-the-box for a reported 3.1x reduction in firmware attacks.\*

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



# Cost considerations




Investing in new technology may seem like an optional incremental expense, but in the long run, it saves money by reducing the need for constant repairs and upgrades. Modern tech also mitigates potential financial losses due to security breaches.

The same Windows 11 study found a 20% reduction in the risk of a successful security attack. \*

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



# Improve user experience



Older devices may struggle with slower performance and low-quality microphones and cameras, hindering communication and collaboration. By transitioning to modern technology, businesses ensure that their workforce remains equipped with the essential tools for success everywhere.

As more people return to the office, collaboration is key. Decision-makers are reconsidering office design and technology to create an environment that fosters productivity and efficiency.



# as-a-Service for seamless refresh



Our as-a-Service offerings provide budget predictability and eliminate upfront costs, making it easier for businesses to stay current with the latest technology without straining their financial resources.



# Why Dell Technologies?

For nearly four decades, Dell Technologies has been delivering world-class products at global scale with an unmatched supply chain.

Explore our comprehensive portfolio to find out how you can accelerate from ideas to innovation to a lasting impact.



## Delight end-users

by integrating AI-ready solutions that are tailored to their needs.



[Learn More](#)



## Simplify IT

by deploying secure, simple-to-manage devices and solutions.



[Learn More](#)



## Advance sustainability

by embracing circular design, sustainable materials and responsible packaging.



[Learn More](#)

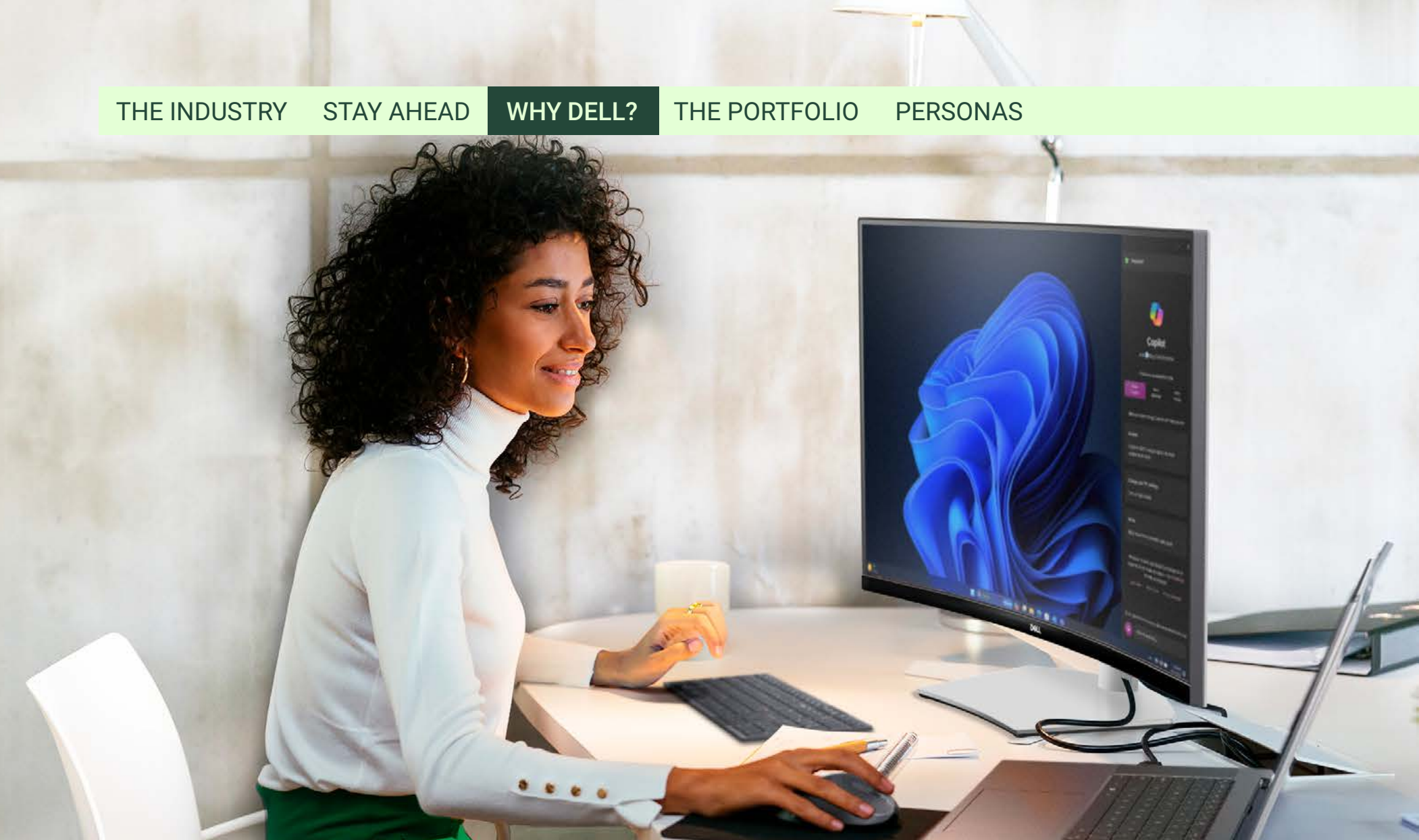




# Delight end-users

Achieve new levels of efficiency and productivity.

Empower your employees with the best designs and intelligent experiences. Enable them to work from anywhere with world-class collaboration features and AI-based optimization.



**Seamless collaboration and productivity** with the world's most intelligent commercial devices<sup>1</sup> and Windows 11. Dell Optimizer is the only business AI-based optimization software that learns and responds to the way you work, designed to automatically improve app performance, and battery life<sup>1</sup> for a personalized experience.



**Dell Precision Workstations** have provided over 25 years of innovations and is the number one workstation brand in the world.<sup>2</sup>



**Dell Technologies end-to-end accessories** enable efficient collaboration reducing the time spent in meetings by 3 hours per week.<sup>3</sup> An extensive range, designed and tested to work better together.



Dell Technologies is **the world's #1 monitor company**<sup>4</sup> for 9 years with a broad range of monitors for any workstyle.



**Simplified management** of a distributed workforce with the industry's only hybrid cloud management solution for thin clients.<sup>5</sup>



Dell Technologies offers some of **the world's smallest and lightest**<sup>6</sup> commercial laptops designed with cutting edge technologies and Dell Latitude PCs for the industry's best connectivity & collaboration experience.<sup>7</sup>

<sup>1</sup> Based on Dell Technologies analysis, November 2023. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model.

<sup>2</sup> Source: IDC Quarterly Workstation Tracker, CY23 Q2 (based on units).

<sup>3</sup> A commissioned study conducted by Forrester on behalf of Dell Technologies, February 2023: The Total Economic Impact™ Of Dell Peripherals.

Dell peripherals enable efficient collaboration reducing the time spent in meetings by 3 hours per week.

<sup>4</sup> Source: IDC Worldwide Quarterly PC Monitor Tracker, Q3 2023

<sup>5</sup> Requires Wyse Management Suite Pro edition. Based on Dell Internal Competitive Analysis, December 2022

<sup>6</sup> Based on Dell internal analysis, October 2022. - Latitude 9440 the world's smallest 14-inch commercial PC and Latitude 7340/7440 the world's smallest and lightest 14-inch and 13.3-inch premium commercial laptops.

<sup>7</sup> Based on Dell analysis, October 2021.





# Secure anywhere-work with Dell Trusted Workspace

Reduce the attack surface and improve long-term cyber resilience with the industry's most secure commercial PCs\* and software solutions that support Zero Trust principles.

## Multiple layers of defense

### Built-with Supply Chain Security

Empower your employees to work confidently knowing their device is secure from first boot. Secure PC design, development and testing help reduce the risk of product vulnerabilities, and Dell Technologies protocols and policies ensure a robust and resilient supply chain.

### Rigorous controls and additional supply chain assurance reduce the risk of product tampering:

- Dell SafeSupply Chain - includes Dell-unique Secured Component Verification

### Built-in Hardware & Firmware Security

Prevent and detect foundational attacks with the industry's most secure commercial PCs.\* Deep defenses at the BIOS/firmware and hardware levels keep the device protected in-use. Only Dell Technologies integrates PC telemetry with industry-leading software to improve fleet-wide security.\*

### Stay protected from evolving threats:

- Dell SafeBIOS
- Dell SafeID
- Dell SafeShutter
- The latest Intel vPro based PCs provide an estimated 70% attack surface reduction compared to four-year-old devices.\*\*

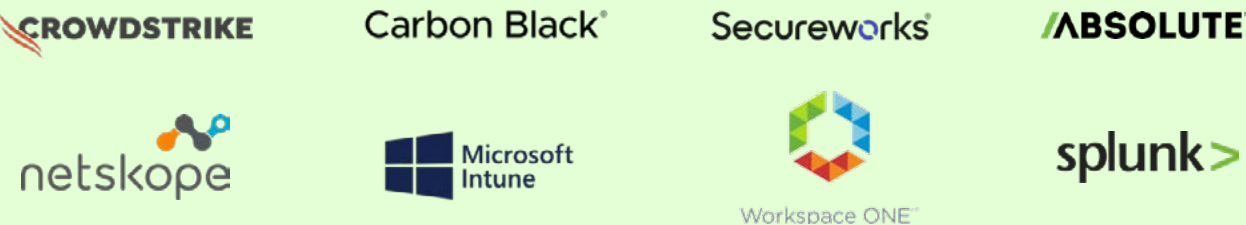
### Built-on Software Security

Layer on advanced threat protection with software from an expertly selected partner ecosystem. Take advantage of the benefits and efficiencies that come from consolidating security purchases.

### Prevent, detect and respond to threats wherever they occur:

- Dell SafeGuard and Response
- Dell SafeData

\* Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features.  
\*\* 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](https://www.intel.com/performance-vpro). Results may vary.







# Dell Trusted Update Experience

Dell Trusted Update Experience is a simplified way of updating a fleet of devices with the latest BIOS, driver, and firmware versions.

- Validated against hardware models
- Aligned with industry release dates
- Can be configured to receive automatic updates with minimal interruption
- Support every step of the way

Protect your endpoints, optimize your devices’ health and performance, and enhance end-user productivity with:

### Cutting-edge security

- Quickly patch vulnerabilities
- Regular and timely updates
- Ensuring compliance

### Optimized performance

- Reduce support costs
- Improve system performance
- Minimize downtime

### Seamless experience

- Reliable and trustworthy
- Effective updates
- Smooth end-user experience

 See how Dell Technologies differentiates from competitors



## Dell APEX PC-as-a-Service

Get the flexibility to transform your IT.

When organizations use Dell APEX PCaaS, they can simplify the daily burden of PC lifecycle management and improve employee experience at the same time.

Reduce support costs by 30% and refresh your PCs 18 months sooner with APEX PCaaS.\*\*

 Key Benefits of Dell APEX PCaaS\*

\* Offers may not be available or may vary in certain countries.  
\*\* Source: This document is based on a Forrester Total Economic Impact™ (TEI) study commissioned by Dell Technologies. A composite organization was designed based on characteristics of the interviewees’ organizations. To read the full study, including the TEI framework and methodology, please visit PC-as-a-Service | Dell USA Forrester Consulting provides independent and objective research-based consulting to help leaders succeed in their organizations. For more information, visit [forrester.com/consulting](https://forrester.com/consulting).



# Dell Technologies is the only Top 5 PC vendor that:

- Publishes a device drivers and downloads release schedule for predictable and reliable planning and deployment of fleet-wide device updates.\*
- Does integrated validation of all driver and BIOS modules in an update for a trusted, system-compatible update deployment, across a fleet of devices.\*\*

\*When comparing publicly available device drivers and downloads release schedules published by the Top 5 PC vendors, as of May 2023. Based on internal analysis, May 2023.

\*\*Based on Dell internal analysis, May 2023, of integrated validation approaches of Top 5 PC vendors, for driver and BIOS modules in an update, by currently shipping and future-state product system images.



# Key benefits of Dell APEX PCaaS



## **- IT efficiency with low costs**

Make IT more efficient and adaptable with simple and seamless centralized management capabilities for monitoring and updates.

## **- Predictable monthly pricing\***

No upfront investments required; instead predictable payments spread over time giving flexibility to scale.

## **- Modern end user experience**

Select from a broad portfolio with the latest high performing technology, including displays and client peripherals to enhance your productivity.

\* Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Restrictions and additional requirements may apply to transactions with governmental or public entities. Dell APEX PCaaS: At the end of the contract, the customer may renew the contract or return the equipment to DFS.



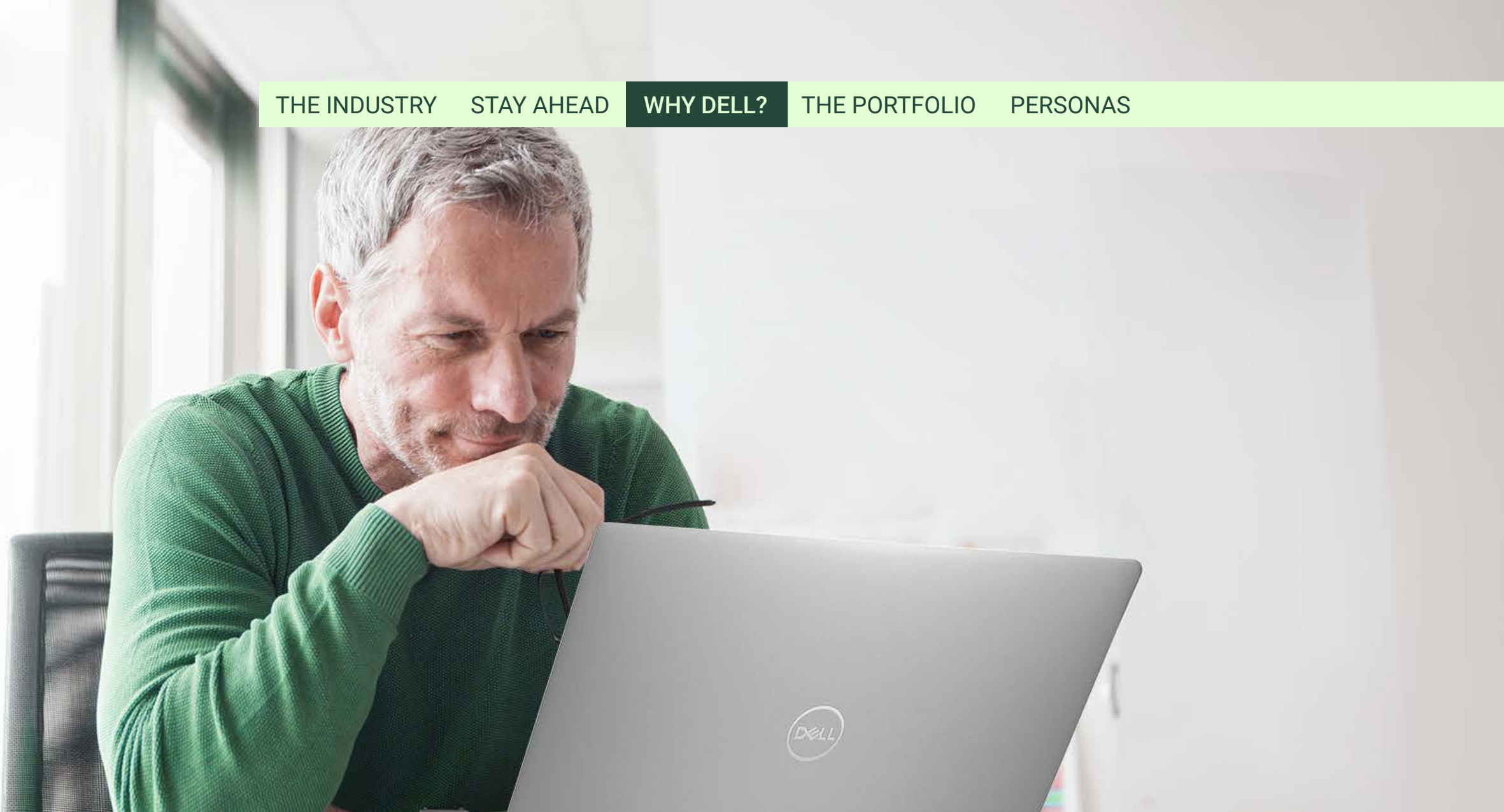


SIMPLIFY IT

# Why Dell Services?

Accelerate your digital journey with modernized services and support.

Our advanced technologies and highly trained experts deliver all your hardware and software needs, as well as strategic guidance and proven practical skills to improve IT value and efficiency.




## Dell ProDeploy Client Suite

**Deploy with greater speed, less effort and more flexibility.**

From planning and set-up to configuration, installation, data management and asset retirement, Dell Technologies provides the expertise needed to help your end users be productive right out of the box.

**End-to-end PC deployment:**


- Set up, planning and configuration services
- Managed deployment and data management
- Asset retirement

 Key Benefits

## Dell ProSupport for PCs Suite

**Intelligent, predictive and automated support for today's modern workforce.**

Work happens everywhere, all the time. And IT teams don't need to just keep up, they need to stay ahead. With our advanced telemetry and AI, IT teams can remotely manage the health of their Dell fleet, anticipate and resolve issues and automate PC updates.


 Key Benefits

## Managed Detection and Response

**Protect your business with enterprise class security expertise, tools and analytics, 24x7.**

IT organizations struggle to keep pace with more frequent and ever-evolving security threats. Stopping attacks before damage is done requires quick and effective threat detection and response.

Dell Technologies security experts combined with your choice of select industry-leading XDR platforms help thwart attacks across endpoint, network and cloud.

 Key Benefits

\* Partner eligibility may vary by location, partner type and partner tier. Please refer to the **Partner Program Benefits & Requirements** for full eligibility and criteria.  
\*\* Availability differs by service and country. Check with your Dell representative for further information.





## Key Benefits of Dell ProDeploy Client Suite

Deploy PCs with cloud-based services offering greater speed, less effort, and more flexibility for an exceptional end-user experience.

Proven Dell Technologies tools, processes, and expertise combine flexibly into three easy-to-order, end-to-end deployment services that meet a broad range of needs.

### **ProDeploy Essentials if you:**

- Have no need for configuration services
- Want assistance with installing new systems whether remotely or onsite.
- Are a business with a small or no IT department
- Might want onsite technician to setup system(s) or help with retiring old devices

### **ProDeploy if you:**

- Need a faster or better way to prepare/build/configure PCs with specific images, software and network protocols
- Want logistics like asset labels/tagging and detailed reporting on devices

### **ProDeploy Plus if you:**

- Are using system management software such as Microsoft Autopilot
- Want a comprehensive deployment solution with ready-to-work systems that includes the retirement of old devices
- Might want an onsite technician to setup system(s)





## Key Benefits of Dell ProSupport for PCs Suite

Find the features best suited for your support needs.

ProSupport Suite for PCs provides services across the board, whether you need just a little help or the most complete service available.

The Dell Technologies suite of support services includes:

- **ProSupport for PCs:** For when a basic hardware warranty just won't cut it and you need extra support to stay productive
- **ProSupport Plus for PCs:** For the IT team that wants automated, customized, AI-driven support to manage their entire Dell Technologies fleet and the complete employee experience
- **ProSupport Flex for PCs:** For the IT team of a large enterprise that needs flexible options to supplement in-house IT





## Key Benefits of Managed Detection and Response

- 54% of responding companies said threat actors had exploited configuration flaws to gain entrance to their networks\*

With the frequency, intensity and cost of cyberattacks on the rise, it's more important than ever for you to take preventive and responsive measures to protect your IT environment.

Whether it is identifying and patching vulnerabilities or training employees to identify phishing attacks, these types of measures put an enormous strain on key IT resources and leave little time to focus on other core business responsibilities. However, not taking these preventive measures puts your organization at enormous risk of a cyberattack.

Dell Managed Detection and Response Pro Plus is Dell's fully managed, 360° security operations solution comprised of our most cutting-edge, preventive and responsive cybersecurity services. MDR Pro Plus was designed with your top security concerns in mind, allowing you to focus on your core business goals while Dell Technologies handles your security operations.

\* Source: Gartner (2023) <https://www.gartner.com/en/newsroom/press-releases/2023-02-22-gartner-predicts-nearly-half-of-cybersecurity-leaders-will-change-jobs-by-2025>



# Advancing sustainability

Our 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 empowering you to meet your sustainability goals, we are your true end-to-end solutions partner in sustainability.

## Reducing product carbon footprints (PCFs)

We invest in sustainable materials, work with responsible supply chain partners and are lowering energy consumption in our products to reduce PCFs for customers.

**Implementing circular design allows our products to be more easily disassembled, making them easier to repair, reuse, and recycle.**

[+ Read Disclosures](#)

## Improving energy efficiency without compromising performance

**Reduced energy intensity by 76% across our entire portfolio since 2011** and continuing to adhere to strict energy efficiency guidelines and environmental standards such as ENERGY STAR certifications®, TCO certifications, EPEAT registrations with the new Climate+ designation.



**Dell Optimizer's Quiet Mode delivers up to 21% improvement in performance per watt<sup>1</sup>.**

Dell Technologies has the industry's widest portfolio of product types that have achieved the EPEAT Climate+ designation<sup>2</sup>.

## A proven leader in sustainable materials

- First in the PC industry to use bioplastics from trees<sup>3</sup>.
- Latitude 9440 is the worlds first PC with Low Carbon 75% Recycled Aluminum<sup>4</sup>.
- Industry's first commercial notebook power adapters made with 50% recycled copper<sup>5</sup>.



**Dell Technologies leads in the adoption of 100% recycled and renewable materials in our new commercial notebook packaging<sup>6</sup>.**


## Evolving our business to support a circular economy

Our APEX PC-as-a-Service offering alongside our comprehensive Dell Services portfolio, including Dell Asset Recovery Services, support the responsible procurement and retirement of end-of life devices to reduce e-waste.

**These Dell services make it easier for you to modernize responsibly, eliminating overprovisioning and e-waste on your schedule and budget.**



# Disclosures

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- <sup>1</sup> Based on a Dell internal study, testing power and performance within our Dell Optimizer power module. These workers primarily focus on general compute activities such as video conference calls, web browsing and general response time of opening and closing applications. White paper published November 2022
  - <sup>2</sup> Dell Technologies has the industry's widest portfolio of product types that have achieved the EPEAT Climate+ designation.
  - <sup>3</sup> Based on Dell analysis, September 2020. Applies only to Latitude 5320, 5420 and 5520.
  - <sup>4</sup> Based on Dell internal analysis, October 2022.
  - <sup>5</sup> Based on Dell internal analysis, January 2023. Applies to Precision 3000/5000, Latitude 5000/7000/9000, Inspiron 16 Plus (7630), and Inspiron 14 Plus (7430). Recycled copper is 50% of total copper weight in the power adapter cable.
  - <sup>6</sup> Based on internal analysis of publicly available data, April 2023. New packaging is made with up to 94.8% recycled content and up to 64.4% renewable content in the form of renewable paper fibers. Material makeup varies by product and size. Applies to new models shipping after 2022.



# Dell Asset Recovery Service (ARS)

When it comes to returning legacy assets, IT departments find themselves wrestling with complicated logistics, worrying about the security of their data all the while balancing regulatory recycling guidelines as the vigilance around environmental responsibility continues to grow. Balancing these challenges can seem daunting.

Asset Recovery Services helps you retire IT equipment in a secure and sustainable manner, while unlocking value that can be put towards future innovation.

## Key Benefits

## Circular Economy



By **2030**, for every metric ton of our product a customer buys, one metric ton will be reused or recycled.



By **2030**, **100%** of our packaging will be made from recycled or renewable material.



By **2030**, more than **half** of our product content will be made from recycled, renewable or reduced carbon emissions material.

 Read more about our commitment to sustainability: **FY23 ESG Report**







## Key Benefits of Asset Recovery Services

- Secure your sensitive and important data
- Address your corporate environmental compliance concerns and reduce your overall footprint
- Reinvest value from aging equipment to grow your business
- Gain control and insight through our centralized online portal

Dell Technologies believes we have a responsibility to protect and enrich our planet together. With Asset Recovery Services, you aid in accelerating the circular economy. By putting legacy equipment “back in the circle”, you make a real contribution to the future of our planet.

\* Cyberwarfare in the C-Suite, Steve Morgan, November 14, 2020, <https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021>

\*\* Please refer to the Dell Technologies Partner Program Benefits and Requirements for full eligibility and criteria.



# AI-Ready Portfolio

Dell Technologies makes it easy to integrate AI into your business with the world's broadest AI portfolio from deskside to data center to cloud.\*



Learn More

\* Based on Dell analysis, August 2023. Dell Technologies offers solutions to support AI workloads across 12 product and service categories

## AI at Work with Client Solutions

Transform your workforce and elevate productivity

### All Business Workers

- Integrate AI into everyday business with Dell Technologies and Windows Gen-AI ready devices and solutions.
- Dell Optimizer and Copilot in Windows\*\*, AI assistant with end user personalization.

### AI & ISV Developers and Creators

- Accelerate AI and GenAI workloads with scalable Precision AI-ready workstations.
- Dell AI Solutions that benefit you with efficient development, real-time creativity and improved user experiences.

### Bring Generative AI to your business

Accelerate and simplify your AI journey with Services that help you:

- Develop a GenAI strategy and roadmap tailored for your organization
- Prepare your data for GenAI integration, inferencing and model customization
- Build your GenAI operations with training and infrastructure management expertise

\*\* Copilot availability and rollout timing varies by market. Copilot is NOT available to market in European Economic Area and China. Copilot with commercial data protection is turned on by default for eligible M365 users. It is available to any organization using Microsoft Entra ID at no additional cost.







### The definition of AI:

A digital system’s ability to mimic and replicate human cognitive abilities (solve complex problems, automate tasks, improve decision-making, and enhance efficiency and productivity).

### The definition of Generative AI Technology:

Generative AI Technology creates content (text, images, video, computer code) by identifying patterns in large quantities of training data and creating original material with similar characteristics (i.e., ChatGPT, DALL-E and Midjourney).

## Cloud-Based AI

Discover AI-powered features and increase your personal productivity with intelligent PCs and Windows 11 devices from Dell Technologies.

- The AI journey starts with the device and it all begins with your transition to Windows 11.
- Enhance your organization’s capabilities in the digital era for a range of benefits.


 Key Benefits

## Built-In AI

New AI-enabled features and usages with AI-accelerating built-in Neural Process Units (NPU), in addition to cloud-based AI.

### What’s new:

- NPU: Dedicated AI chip specifically designed to offload a computer’s CPU and GPU when running AI-related workloads, providing enhanced collaboration, productivity and creativity.
- Better performance at 10 TOPS and longer battery life

 Key Benefits





# Cloud-Based AI Benefits

- Jumpstart AI productivity through cloud-based AI
- Copilot in Windows, AI assistant (cloud-based)

## **Combined with device benefits:**

- Personalized performance, intelligent collaboration and productivity with Dell Optimizer
- Industry's most secure PCs\* with the most secure Windows ever

## **Ideal for TASK WORKERS:**

workers who want to take advantage of AI automation today based on cloud-based AI technologies with Dell Windows 11 devices.

\* Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features.





## Built-In AI Benefits

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- Faster, better AI performance

Ideal for **KNOWLEDGE WORKERS:**

For knowledge workers who operate in both hybrid and remote spaces, Built-in AI PCs will be a key driver – prioritizing improved PC performance and new collaboration and communication features to elevate productivity.

- New to AI definitions - use this glossary to learn all the terms in the field of Artificial Intelligence.



AI Glossary



# Dell Technologies and Microsoft are invested in joint innovation

We've been partnering with Microsoft for over 35 years to help businesses achieve their goals through a suite of offerings and services. Leverage AI-driven productivity and efficiency to streamline workflows and enhance organizational performance, all while prioritizing the security and confidentiality of your data.



## PLAN YOUR TRANSITION NOW

### Windows 10 end of support is October 2025

- Upgrade eligible PCs to Windows 11
- Replace old devices with new for the latest security, performance, and management benefits
- Leverage Dell Services to support your transition

## SECURITY FOR BUSINESS ANYWHERE

Protect your data, your employees and your apps with multi-layered protection:

- Proactive out-of-the-box security including TPM 2.0
- Enhanced phishing protection with Microsoft Defender SmartScreen
- Copilot in Windows with commercial data protection\*



**58%** reported drop in security incidents with Windows 11 Pro devices\*\*

**20%** reported increase in productivity for security and IT teams\*\*\*

\* Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time. Timing of feature delivery and availability varies by market and device. Screen simulated, subject to change.

\*\* Source: Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.

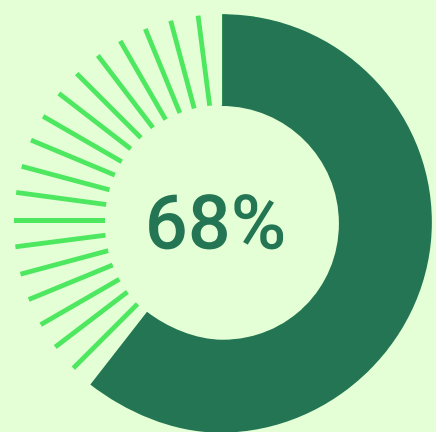
\*\*\* Source: Commissioned study delivered by Forrester Consulting "The Total Economic Impact" of Windows 11 Pro Devices, December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.



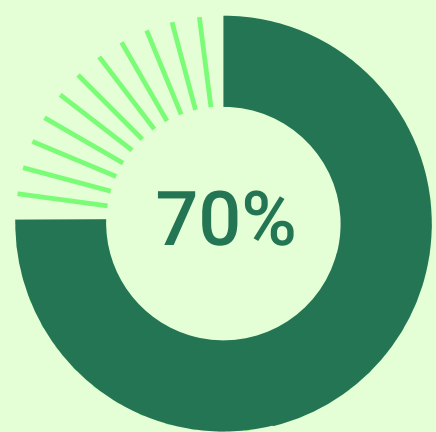
JOURNEY TO AI

Let the personal AI journey begin with Dell Technologies PCs and Windows 11. Unlock AI-level productivity that drives meaningful work by automating day-to-day operational tasks through intelligent devices.

Data reveals that employees are more eager for AI to optimize their work than they are afraid of job loss to AI. It’s obvious that the more people understand AI, the more they see its promise to help with the most meaningful parts of their jobs, with early users already reporting improved performance.



reported improved quality of work<sup>1</sup>



would delegate as much work as possible to AI to lessen their workloads<sup>2</sup>

COPILOT:

The AI Assistant at work. Microsoft Copilot combines natural language with Microsoft AI models to perform tasks, find information, and create content. Powerful and easy to use so users can work smarter and faster.

- Copilot in Windows<sup>3</sup> enables users to interact with their PC to personalize settings, accessories, and other actions.
- Copilot in Microsoft 365<sup>4</sup> enables users to interact with their suite of Office apps, Teams, and files.

User and company data stays protected. Copilot in Windows<sup>3</sup> offers commercial data protection when users sign into their work or school account (Microsoft Entra ID). Chat and search data isn’t saved, accessed, or viewed by Microsoft, or used to train the AI model.

With Dell Windows 11 Pro PCs, you can stay protected while achieving more with less time and effort.

WINDOWS STUDIO EFFECTS:

Smarter video conferencing including intelligent noise cancellation and background blur, with optional AI enhancements including natural eye contact.



SERVICES

Dell Technologies and Microsoft make life easier for IT teams with fast, zero-touch device management.

- IT can customize, provision and control end-user devices – faster and with less effort – with Dell Connected Provisioning and Windows Autopilot.
- Dell Command + Endpoint Configure for Intune remotely automate and configure BIOS settings to fit IT teams’ needs.
- Microsoft App Assure reduces migration complexity by ensuring 99.6% of applications are compatible with Windows 11.
- Leverage our offerings to strategically implement and maximize the value of Windows 11 on Dell PCs.

<sup>1</sup> Work Trend Index Report “What can Copilot’s earliest users teach us about generative AI at work”, November 2023.  
<sup>2</sup> Will AI fix work, Work Trends Index Annual Report, May 2023  
<sup>3</sup> Timing of feature delivery and availability varies by market and device. Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time.  
<sup>4</sup> Copilot for Microsoft 365 is available with a Microsoft 365 E3 license and additional licensing



# Here's what we're launching

Explore our latest innovations on the following pages to discover how you can boost business productivity in a new AI era. From AI-ready PCs to intelligent accessories, our fresh launch provides everything you need to maximize your opportunities with Dell Technologies.





# New products launching

Latitude Laptops and 2-in-1s	11"	13"	14"	15"	16"
	3000		3450	3550	
	5000	5350	5450	5550	
	7000	7350*/7350 Detachable		7450	7650
	9000		9450		
Chromebook	3120				

\*7350 Detachable and Laptop options

OptiPlex Desktops and Thin Clients		Desktop				All-in-One
		Tower	Small Form Factor	Micro	Thin Client	24"
	Standard Config	x	x	x	3000	x
	Plus Config	x	x	x		x
Long Life Cycle		XE4	XE4			

Precision Mobile Workstations	14"	15"	16"	17"
	3000	3490	3590	
	3000*		3591	
	5000	5490		5690
7000			7680	7780

\*With Intel H processor

Precision Towers & Rack Workstations	Rack	Tower	Compact/SFF
	3000	3680	3280 & 3460
	5000	5860	
	7000	7960	7875* & 7960

\*Launched December 2023

- Hero Products
- Dell Marketing Focus – driving brand perception for intelligent innovation
- Existing Portfolio

Latitude Rugged	10"	12"	13"	14"
PC & Tablet	7030*	7230	7330	5430

Monitors	Monitor	USB-C Monitor	Video Conferencing	Curved Hub Monitor
	P Series			
	22"	P2225H		
	24"	P2425H & P2425*	P2425HE & P2425E*	P2424HEB
	27"	P2725H	P2725HE	P2724DEB
	34"			P3424WEB**
				P3424WE
	UltraSharp			
	24"	U2424H	U2424HE***	
	27"	U2724D	U2724DE****	
	34"			U3425WE
	40"			U4025QW

\*16:10   \*\*Curved Monitor   \*\*\*Hub Monitor   \*\*\*\*Thunderbolt™ Hub Monitors

Headsets	Entry	Mid	Premium
	Wireless	WL3024	WL5024
	Wired	WH3024	WH5024

Carry Cases	Dell Ecoloop Essential Backpack 14-16	CP3724
	Dell Ecoloop Essential Briefcase 14-16	CC3624
	Dell Ecoloop Pro Classic Briefcase 14	CC5425C

Products and offerings may vary by country. Please contact your account manager for further details.





## NEW INTEL® CORE™ ULTRA PROCESSORS

Refreshed range of the industry's most secure commercial PCs.\*



### Dell Latitude 3000 Series

Affordable, yet powerful commercial class notebooks.



### Dell Latitude 5000 Series

Scalable, secure performance and most sustainable.



### Dell Latitude 7000 Series

Upgrade Latitude 5000 users to Latitude 7000 for a premium mobility and productivity experience.



### Dell Latitude 9000 Series

Our best collaboration and connectivity experience.

# Dell Latitude

## Cloud Client Workspace

Dell ThinOS, Dell Hybrid Client and Windows 10 IoT Enterprise will help enhance virtual workspaces with strong security, operational excellence and better user productivity.

[+ Learn More](#)

[+ What's new with Dell Latitude](#)

[⌘ Displays & Client Peripherals that complement Dell Latitude](#)

[+ What's new with Dell Optimizer, unique AI software](#)

\* Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features



# What is Cloud Client Workspace?



A complete solution that pairs our thin client software options with a selection of industry-leading Latitude and OptiPlex systems to enhance virtual workspaces with strong security.

At Dell Technologies, we can also provide all the components for a VDI environment - from IT infrastructure to devices and services.

## **Why it matters:**

Having the right VDI endpoint strategy is critical for a successful VDI implementation. Enhance your virtual workspaces with strong security, operational excellence and better user productivity with best-in class technology.



## What's New with Dell Latitude

- Collaboration keypad icons, camera on/off, share content, open/close chat, mic on/off right at your fingertips (extended to 7350 Detachable, 7350 & 7450 Ultralight and 9450).
- Expanded Haptic Collaboration Touchpad (9450)
- Both Microsoft Teams and Zoom are compatible with the Collaboration Touchpad (7350 Detachable, 7350 & 7450 Ultralight, and 9450)
- Windows Copilot Hardware Key, provides quick access to AI tools (available on 2024 Latitude xx50 models).
- Dell Optimizer new and enhanced Intelligent Audio providing a better collaboration experience.
- HDR camera technology and TNR4 (capturing the best lightning).

We will also be world's first commercial PCs to use 50% recycled cobalt in laptop batteries\*. Please note this is targeted to Latitude launches in 2024\*\*.

## Intel® Core™ Ultra Processors

- Improved power efficiency with longer battery life for hybrid work
- Integrated NPU (10 TOPS) for early adopters of AI applications
- Enhanced security
- AI-powered efficiency with NPU for Intel® AI Boost with vPro options and Copilot in Windows\*\*\*.

\* World's first commercial PCs to use recycled cobalt in their batteries

\*\* Applicable to Latitude 7x50 and 5x50 that use 50% recycled cobalt in the battery and launched March 2024. Based on Dell analysis of publicly available information, November 2023.

\*\*\* Timing of feature delivery and availability varies by market and device. Screen simulated, subject to change. Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time.



## Displays & Client Peripherals that complement Dell Latitude

The ultimate collaboration and connectivity experience anywhere. These Dell Displays & Client Peripherals are designed and tested for seamless compatibility with Dell Latitude.



### Dell Premier Collaboration Keyboard – KB900

Innovative keyboard with dual mode RF and BT connectivity and built-in collaboration **touch controls** for Microsoft Teams & Zoom. Paired with the ultra-precise wireless mouse, this duo puts **increased productivity** and **effortless team collaboration** right at your fingertips.



### Dell Premier Rechargeable Mouse – MS900

Masterfully crafted for optimal all-day comfort and ease-of-use, this premium mouse features **multi-device pairing** with Dell Peripheral Manager, **adjustable 8000 DPI** at 400 increment, and **long-lasting battery** life that works up to 3 months with a full charge.



### Dell Pro Wireless ANC Headset – WL5024

Collaboratee with ease anywhere with this **Microsoft Teams (Open Office) and Zoom certified** wireless headset which offers **hybrid ANC** and smart sensors that automatically mute and unmute on calls.



### Dell UltraSharp 34 Curved Thunderbolt™ HUB Monitor - U3425WE

A revolutionary 34-inch dual QHD curved monitor with ultra-wide views, multitasking features and seamless connectivity for an immersive work experience.



### Dell UltraSharp 4K Webcam – WB7022

Experience the best image quality in its class with **the world's most intelligent 4K webcam\*\***. 4K High Dynamic Range (HDR) and 4K Sony STARVIS™ CMOS sensor deliver crystal-clear video and true-to-life color.



### Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W

Seamlessly connect up to three devices with this premium keyboard and mouse combo. The dual mode RF 2.4 GHz and Bluetooth 5.0 connectivity lets you effortlessly switch across devices with the connection-mode key or button on your keyboard and mouse.



### Dell Thunderbolt™ 4 Dock – WD22TB4

Modular thunderbolt dock with swappable modules for easy upgrades and SuperBoost technologies for fast charging.



### Dell UltraSharp 32 6K Monitor - U3224KB

The ultimate productivity powerhouse packed with advanced features. Combining exceptional clarity and details with **6K resolution**, and future-ready connectivity with **Thunderbolt™ 4** connection, the U3224KB raises the bar for innovation.



# Dell Optimizer



AI-based optimization software that learns and responds to the way users work, offering a more personalized experience.

- Collaboration Touchpad Support. Expanded to Latitude 7350 Detachable, 7350, 7450 and 9450 with haptics.
- Intelligent Audio new and enhanced features for improved conferencing experience.
- Microsoft Intune Deployment - the latest Dell Optimizer available in the Microsoft App Store, streamlining download and deployment for end-users and IT Admins.

Enjoy AI-level productivity with Copilot in Windows\*, an AI Assistant, on the world's most intelligent PCs.\*\* A unique offering of centralized AI assistance on top of user personalization to help your employees be more productive and effective at work.

\* Timing of feature delivery and availability varies by market and device. Screen simulated, subject to change. Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time.

\*\* Based on Dell analysis, November 2023. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model.



30+ YEARS OF  
CUSTOMER-LED  
INNOVATION



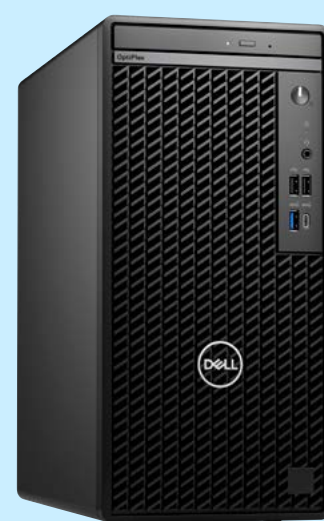
DELL OPTIPLEX  
MICRO

Refreshed range of the world's most intelligent\* desktop solutions.



### Dell OptiPlex All-in-One

Intelligent collaboration and security features. Built-in to a sleek and easy-to-set-up design.



### Dell OptiPlex Tower

Ultimate configurability with the most storage and expansion options.



### Dell OptiPlex Micro

Super compact desktops with the most versatile mounting options.



### Dell OptiPlex Small Form Factor

Designed for flexible performance options in the slimmest footprint possible.



### Dell OptiPlex Thin Client

Our best-performing ultra compact desktop thin client, built for Dell Cloud Client Workspace solutions.

# Dell OptiPlex

## Cloud Client Workspace

Dell ThinOS, Dell Hybrid Client and Windows 10 IoT Enterprise will help enhance virtual workspaces with strong security, operational excellence and better user productivity.

[+](#) Learn More

- [+](#) What's new with Dell OptiPlex
- [↔](#) Displays & Client Peripherals that complement Dell OptiPlex
- [+](#) What's new with Dell Optimizer, unique AI software

\* Based on Dell analysis, November 2023. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model.



# What is Cloud Client Workspace?



A complete solution that pairs our thin client software options with a selection of industry-leading Latitude and OptiPlex systems to enhance virtual workspaces with strong security.

At Dell Technologies, we can also provide all the components for a VDI environment - from IT infrastructure to devices and services.

## **Why it matters:**

Having the right VDI endpoint strategy is critical for a successful VDI implementation. Enhance your virtual workspaces with strong security, operational excellence and better user productivity with best-in class technology.



# What's New with Dell OptiPlex



- Simplicity: Choose your form factor and best features for the job in two easy steps
- Innovation: Clear, productive conferencing experiences with better acoustics and network optimization from Dell Optimizer
- Sustainability: Includes 50% recycled steel for select products (only Dell Technologies offers this), EPEAT Climate + Champion, and innovations in energy efficiency.
- Responsive, secure business-class performance with Intel® Core™ Hybrid Core CPUs (14<sup>th</sup> Gen)
- New FHD HDR (High Dynamic Range) base camera for OptiPlex All-in-One
- DDR5 Memory on all configurations
- Wi-Fi 7 capable (select models) post-RTS
- All-in-One 90" screen rotation and 24" screen
- Single BIOS for 14<sup>th</sup> Gen AIO and a single BIOS for 14<sup>th</sup> gen Tower/SFF/Micro facilitates easy management.
- USB-C in front panel for Tower, SFF and MFF for all configurations
- SSD only for Micro and AIO
- Additional 1x USB-A for AIO



# Displays & Client Peripherals that complement Dell OptiPlex

Provide the ultimate collaboration and connectivity experience anywhere. These Dell Displays & Client Peripherals are designed and tested for seamless compatibility with Dell OptiPlex.

## Dell OptiPlex Micro Recommended Ecosystem



### Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W

Seamlessly connect up to three devices with this premium keyboard and mouse combo. The dual mode RF 2.4 GHz and Bluetooth 5.0 connectivity lets you effortlessly switch across devices with the connection-mode key or button on your keyboard and mouse.



### Dell OptiPlex and Micro Mounts

A choice of up to six versatile mounting solutions to provide flexibility to any workspace.



### Dell UltraSharp and P Series Monitors

Provides a near-seamless dual or triple-display experience with a full range of adjustable features, InfinityEdge\*\* or 3-sided ultra-thin bezels, and multiple connectivity ports.



### Dell Pro Webcam - WB5023

Professional 2K QHD webcam with outstanding video quality and picture clarity, certified for Microsoft Teams.



### Dell Speakerphone - SP3022

Experience crystal-clear conference-calls with the world's most intelligent\*\*\* Microsoft Teams certified speakerphone

\*\* Virtually borderless InfinityEdge is available on UltraSharp monitors  
\*\*\* Based on Dell analysis comparing against competitive personal conferencing speakerphones, October 2023

Product offerings differ by country. Please contact your local Dell Technologies representative for availability.



# Dell Optimizer



AI-based optimization software that learns and responds to the way users work, offering a more personalized experience.

- Intelligent Audio new and enhanced features for improved conferencing experience.
- Microsoft Intune Deployment - the latest Dell Optimizer available in the Microsoft App Store, streamlining download and deployment for end-users and IT Admins.

Enjoy AI-level productivity with Copilot in Windows\*, an AI Assistant, on the world's most intelligent PCs.\*\* A unique offering of centralized AI assistance on top of user personalization to help your employees be more productive and effective at work.

\* Timing of feature delivery and availability varies by market and device. Screen simulated, subject to change. Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time.

\*\* Based on Dell analysis, November 2023. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model.



OVER 25 YEARS  
OF INDUSTRY  
INNOVATIONS

The world's number one workstations.\*



**Precision 3000  
Mobile Workstations**

Designed for power users and entry design applications.



**Precision 5000  
Mobile Workstations**

Designed for creators, designers, and engineers.



**Precision 7000  
Mobile Workstations**

Designed for the most intensive industry applications, with desktop-like performance.



**Precision 3000 Series  
Fixed Workstations**

Cost-effective workstations, great for space constrained workspaces, Edge & data centers.



**Precision 5000 Series  
Fixed Workstations**

Exceptionally scalable mid-tower, powers many industry applications.



**Precision 7000 Series  
Fixed Workstations**

Ultra-scalable performance for massive datasets, as well as VR & AI initiatives.

DELL  
PRECISION 5690



What's new with Dell Precision



Why Workstations



Displays & Client Peripherals that complement Dell Precision



Unlock the Power of AI with Dell Precisions AI Workstations

\* Based on IDC Quarterly Workstation Tracker, Q3 2023.



# What's New with Dell Precision



## Mobile Workstations

- Latest Intel Ultra Core processors with NPUs for AI Boost and faster integrated Intel Arc graphics. vPro options available (3000 and 5000 Series).
- Improved security and enhanced sustainability (3000 & 5000 Series).
- Faster memory speeds (3000 & 5000).
- Windows Copilot Hardware Key, provides quick access to AI tools (3000 & 5000 Series).

## Fixed Workstations

- Improved performance with the new 14<sup>th</sup> Gen Intel Core processors and Unlimited Turbo Duration for 125W processors (3680 Tower).
- High performance with up to 80W processor, 280W PSU and better graphics up to NVIDIA RTX 4000 Ada" double wide"(75W), all in a larger chassis (3280 Compact).
- Multiple mounting and rack solutions (3280 Compact).
- Enhanced thermals to help keep your systems running at top speeds, for longer (3000 Series).



# Why Workstations

Workers in specialized and complex fields, performing analyses and detailed work, require top performance from a PC. Some are using PCs to power professional applications and while they may get it to work, they are unlikely to get the performance or reliability that a workstation-class product can deliver. Precision workstations provide top-end PC performance, deliver end-user productivity across the business and industry applications they use everyday.

## Benefits Dell Precision workstations provide vs. commercial PCs:

Better PC and application performance, enhanced graphic display and visuals (including powering multiple 4K and 8K monitors), and purpose-built to support a variety of professional landscapes.

## Additional features in Dell Precision workstations include:

- ISV certifications
- Dell Optimizer for Precision
- Enterprise-class processors with Intel® Xeon® and higher cores
- ECC memory & Dell Reliable Memory Technology (RMT) Pro
- Professional grade graphic options and PremierColor software
- Scalable storage including UltraSpeed drive SSD

## Recommend Dell Precision when users:

- Work with 3D models or complex 2D graphics
- Need peace of mind with ISV certified, reliable performance
- Need the performance and reliability of professional grade processors, graphics, memory and storage
- Work with large data sets and complicated analysis

# Use cases

**3000 Series Mobiles** – "Business application" Power users, entry CAD to 3D CAD, cost-effective performance

**5000 Series Mobiles** – Design and creative applications with a sleek design and mid-high performance

**7000 Series Mobiles** – Designed for users who need the highest performance while on the go.

**3000 Series Fixed** – Affordable performance and reliability essential for design and creative applications, up to VR development

**7000 Series Fixed** – The most scalable workstation provide for up to 96 cores, 4 GPUs and massive memory and storage configurations.

**Dell Precision Workstations** – Customized performance for intensive user applications – from Power Users, to Creators and Designers, to AI Developers.



## Displays & Client Peripherals that complement Dell Precision

Experience the ultimate collaboration and connectivity experience anywhere. These Dell Displays & Client Peripherals are designed and tested for seamless compatibility with Dell Precision mobile and tower workstations.



### Dell UltraSharp 6K Monitor – U3224KB

The ultimate productivity powerhouse. 6K resolution with IPS Black panel and Display P-3 color, intelligent 4K HDR webcam, and Thunderbolt™ 4. Performance, connectivity, collaboration and usability in a stunning design.



### Dell Pro Webcam - WB5023

Professional 2K QHD webcam with outstanding video quality and picture clarity, certified for Microsoft Teams.



### Dell Premier Collaboration Keyboard – KB900

Innovative keyboard with dual mode RF and BT connectivity and built-in collaboration **touch controls** for Microsoft Teams & Zoom. Paired with the ultra-precise wireless mouse, this duo puts **increased productivity** and **effortless team collaboration** right at your fingertips.



### Dell Pro Wireless ANC Headset - WL5024

Collaborate with ease anywhere with this Microsoft Teams (Open Office) and Zoom certified wireless headset which offers **hybrid ANC** and smart sensors that automatically mute and unmute on calls.



### Dell UltraSharp 27 4K USB-C Hub Monitor – U2723QE

Boost productivity with a 27-inch monitor with brilliant color and contrast that features the world's first IPS Black technology and a connectivity hub.\*\*



### Dell Thunderbolt™ 4 Dock – WD22TB4

Modular thunderbolt dock with swappable modules for easy upgrades and SuperBoost technologies for fast charging.



### Dell Premier Rechargeable Mouse – MS900

Masterfully crafted for optimal all-day comfort and ease-of-use, this premium mouse features **multi-device pairing** with Dell Peripheral Manager, **adjustable 8000 DPI** at 400 increment, and **long-lasting battery** life that works up to 3 months with a full charge.



### Dell Speakerphone with Multiport Adapter – MH3021P

A seamless, all-in-one conferencing and connectivity solution that allows you to make calls while connected to multiple devices.

\* Partner eligibility may vary by location, partner type and partner tier. Please refer to the **Partner Program Benefits & Requirements** for full eligibility and criteria.  
\*\* Based on Dell analysis of publicly available data, August 2021.

Product offerings differ by country. Please contact your local Dell Technologies representative for availability.



# Unlock the Power of AI with AI-Ready Precision Workstations

Dell Precision workstations have powerful CPUs and GPUs that provide the computational horsepower needed for complex AI tasks.

- Develop, train and test your GenAI models locally before taking them to scale.
- Unlock AI-based technologies within your industry applications to open new worlds of possibilities.
- Efficiently create new content leveraging AI capabilities available today and in the future.



## Why Dell for Generative AI?

### Simplified

Solve practical machine and deep learning problems with robust systems out of the box – simplifying deployment and development on various AI apps.

### Tailored

Customize your workstation to fit your workloads and scale to meet future projects and initiatives.

### Trusted

As the world’s #1 workstation brand\*, and with a rich legacy of AI ready workstations, Dell Precision can secure anywhere work with hardware and software defenses for today’s data-driven world.

\* Source: IDC Quarterly Workstation Tracker, Q3 2023





**DELL DISPLAYS & CLIENT PERIPHERALS**



### Dell UltraSharp 40 Curved Thunderbolt™ Hub Monitor - U4025QW

World's 1<sup>st</sup> 40" 5K monitor with 120Hz refresh rate\*, Ambient Light Sensor and improved ComfortView Plus for all day productivity and multitasking performance.



### Dell Pro Wireless ANC Headset - WL5024

Experience crystal clear communications with an intelligent headset. Offers active noise cancellation and smart sensors that automatically mute and unmute calls.



### Dell UltraSharp and P Series Monitors

New top-tier UltraSharp monitors are packed with innovations in eye comfort, screen performance, and technology delivering unparalleled performance user experience. P Series monitors are packed with productivity features for any work style.



### Dell Large Format Monitors

Simplify meetings with 4K interactive touch monitors in sizes ranging from 55" to 86". Perfect for conference rooms, making it easy to annotate and collaborate with built-in features and software.

#### Delight end users

- Intelligent conferencing solutions and complete work setups
- Wide range of client peripherals to help users be more productive

#### Simplify work with software apps

- Dell Peripheral Manager and Dell Display Manager – makes it easier to manage peripherals and monitors
- Dell Pair – simple one stop click solution for pairing devices

#### Sustainability

- Components made from recyclable materials
- EcoLoop carry cases - made of eco-conscious material to complement any lifestyle

# Dell Displays & Client Peripherals



What's New with Displays & Client Peripherals

\* Based on Dell analysis of 5120 x 2160 resolution monitors, August 2023.



# What's New with Dell Displays & Client Peripherals



## New headset range

- Introducing the world’s most intelligent headsets in its class\*.
- Covering entry, mid and premium
- AI-based noise canceling microphones that pick up and filters out background noises
- Certified for Microsoft Teams (Open office) and Zoom

## New monitor range

- World’s first 5-star certified monitor for eye comfort\*\*
- Featuring 120Hz refresh rate, ambient light sensor, and an improved always-on low blue light screen
- Thunderbolt™ 4 connectivity with up to 140W of power delivery to power your PC and provide fast transfer speed

## EcoLoop carrying cases

- EcoLoop designated items represent our conscious effort to preserve natural resources and reduce our carbon footprint through sustainable practices such as embracing reclaimed materials and improved dyeing processes.
- Solution-dyeing: Fabrics are woven from solution-dyed yarns, incorporating color directly into the fibers prior to weaving. The result is a more colorfast, stain-resistant, and cleanable fabric.

## Customer recommendations

- Space-constraint environments: video conferencing monitor that includes speaker, audio and charging
- Enhance existing hot-desk spaces with keyboard and mouse combos and headsets

\* Based on internal analysis of publicly available data, August 2023.

\*\* Based off TÜV Rheinland® Eye Comfort certification, August 2023.

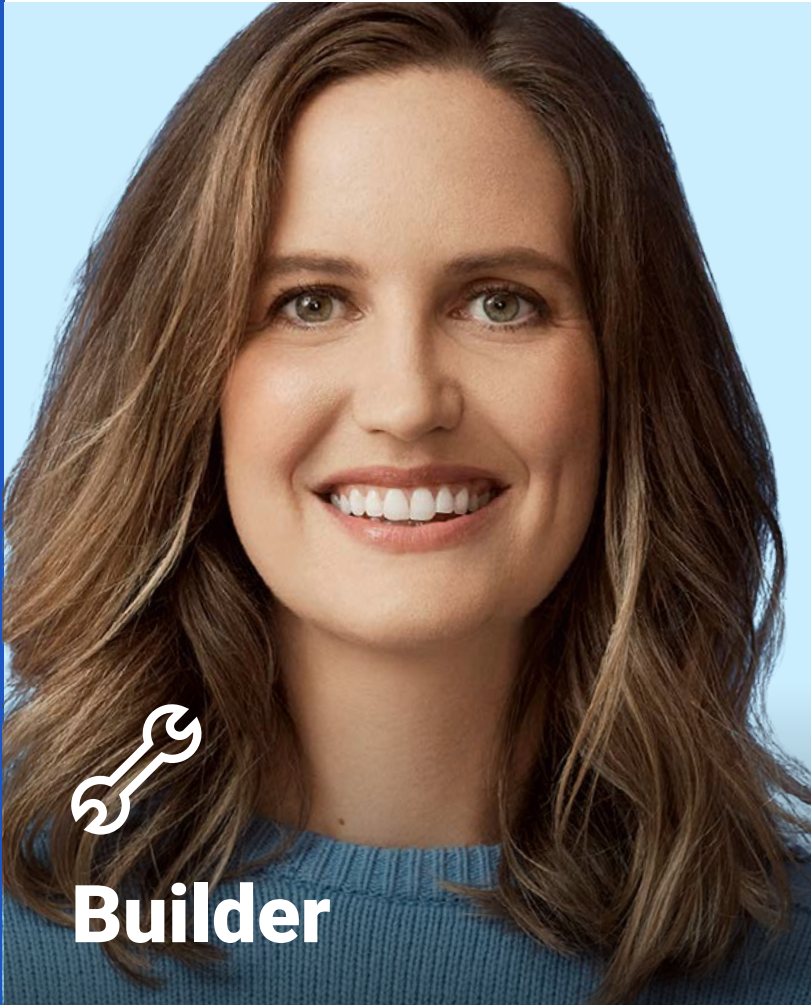


# Commercial Personas



## A new and accelerated way of working

Embracing hybrid work means understanding diverse work styles and unique collaboration needs. By creating personas based on varying work styles, we enable frictionless experiences that empower workforces.



**Builder**

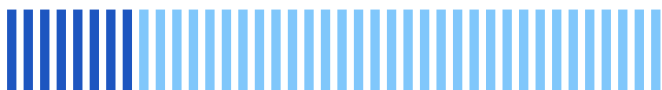
Driven to build and grow the business.



10% of the workforce

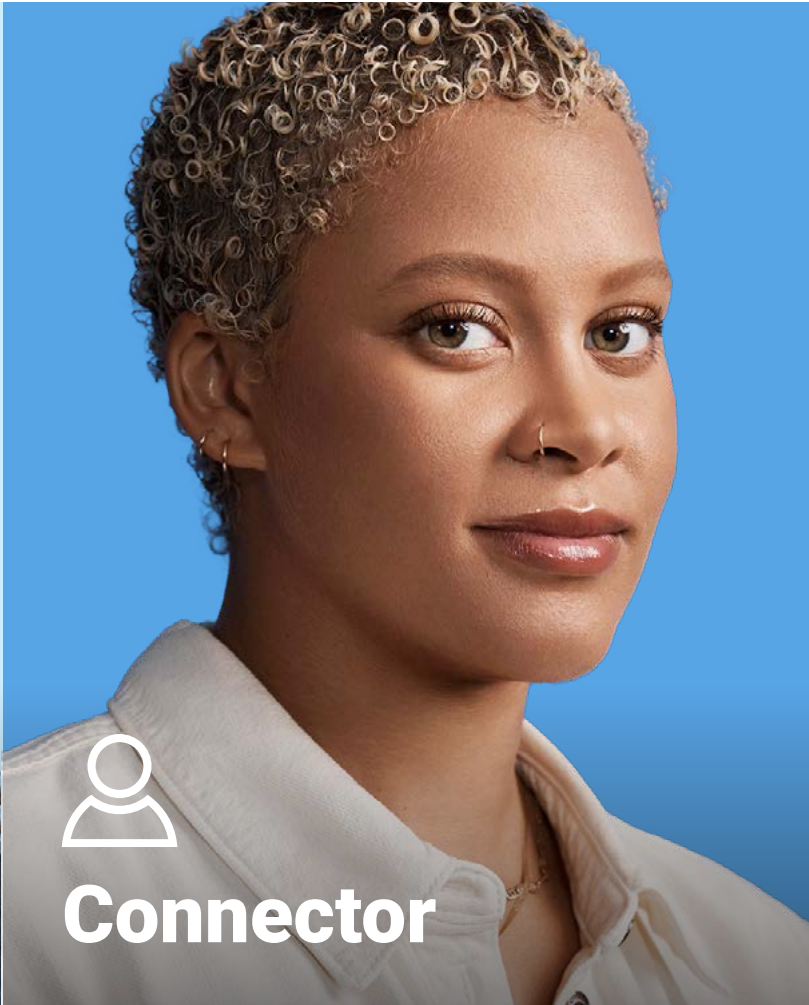


76% use multiple workspaces



20% more mobile  
(than other personas)

**+** **BUILDER**  
Solutions



**Connector**

Driven to connect teams and ensure collaboration.



19% of the workforce



68% use multiple workspaces

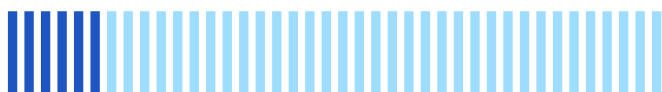
 **HIGH** Collaboration

**+** **CONNECTOR**  
Solutions

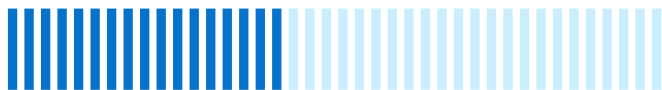


**Specialist**

Driven to specialize in unique, creative, and complex fields.



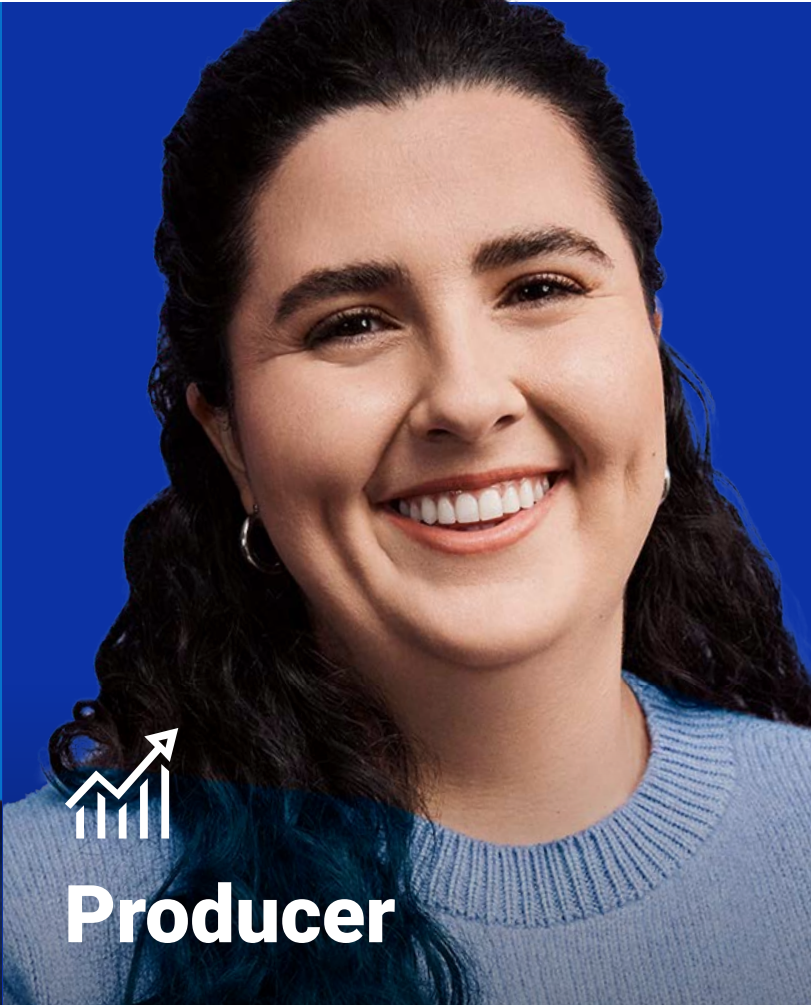
15% of the workforce



43% work from home

 **HIGH** Performance Needs

**+** **SPECIALIST**  
Solutions



**Producer**

Driven to produce results and strive for efficiency.



50% of the workforce



52% use fixed work stations

 22% **MORE** task focused compared to other personas

**+** **PRODUCER**  
Solutions





HYBRID WORK SOLUTIONS

# The Builder

Latitude 9450



Product offerings differ by country. Please contact your local Dell Technologies representative for availability.



Office



Dell UltraSharp 40 Curved WUHD Monitor **U4025QW**



Dell UltraSharp Webcam **WB7022**



Dell Thunderbolt 4 Dock **WD22TB4**



Dell Pro Wireless ANC Headset **WL5024**



Dell Premier Wireless Keyboard and Mouse **KM7321W**



Roam



Dell 14 Portable Monitor **P1424H**



Dell EcoLoop Premier Slim Backpack 15



Dell 7-in-1 USB-C Multiport Adapter **DA310**



Dell Pro Wireless ANC Headset **WL5024**



Dell Premier Rechargeable Mouse **MS900**



Home



Dell UltraSharp 32 6K USB-C Hub Monitor **U3224KB**



Dell Premier Collaboration Keyboard and Mouse **KM900**



Dell Dual Charge Dock **HD22Q**



Dell Speakerphone **SP3022**





## HYBRID WORK SOLUTIONS

# The Connector



Latitude 7350

Latitude 7450



Product offerings differ by country. Please contact your local Dell Technologies representative for availability.



Office



2 x Dell UltraSharp 27 4K USB-C  
Hub Monitor **U2724QE**



Dell Thunderbolt 4 Dock  
**WD22TB4**



Dell Pro Wireless ANC  
Headset **WL5024**



Dell Premier Wireless Keyboard  
and Mouse **KM7321W**



Roam



Dell 14 Portable Monitor  
**P1424H**



Dell Speakerphone with Multiport  
Adapter **MH3021P**



Dell Pro Wireless ANC  
Headset **WL5024**



Dell Premier Rechargeable  
Mouse **MS900**



Dell EcoLoop Premier  
Slim Backpack 15



Home



Dell UltraSharp 32 4K  
USB-C Hub Monitor **U3223QE**



Dell Pro Webcam  
**WB5023**



Dell Pro Wireless ANC  
Headset **WL5024**



Dell Premier Collaboration Keyboard  
and Mouse **KM900**



Dell Dual Charge Dock  
**HD22Q**





HYBRID WORK SOLUTIONS

# The Specialist

Precision 5690  
(Roam & Home)



Precision 3680  
(Office/Fixed)

Product offerings differ by country. Please contact your local Dell Technologies representative for availability.



Office



Dell UltraSharp 34 Curved  
Thunderbolt™ Monitor **U3425WE**



Dell UltraSharp Webcam  
**WB7022**



Dell Pro Wireless ANC  
Headset **WL5024**



Dell Premier Collaboration Keyboard  
and Mouse **KM900**



Roam



Dell 14 Portable Monitor  
**P1424H**



Dell Speakerphone with Multiport  
Adapter **MH3021P**



Dell Pro Wireless ANC  
Headset **WL5024**



Dell Bluetooth Travel Mouse  
**MS700**



Dell EcoLoop Pro  
Backpack **CP5723**



Home



2 x Dell UltraSharp 27 4K USB-C  
Hub Monitor **U2723QE**



Dell UltraSharp Webcam  
**WB7022**



Dell Performance Dock  
**WD19DCS**



Dell Premier Collaboration Keyboard  
and Mouse **KM900**



Dell Pro Wireless ANC  
Headset **WL5024**





## HYBRID WORK SOLUTIONS

# The Producer

OptiPlex Micro  
(Home)



OptiPlex All-in-One  
(Office)



Product offerings differ by country. Please contact your local Dell Technologies representative for availability.



Home



2 x Dell UltraSharp 24 Monitor  
**U2424H**



Dell Pro Webcam  
**WB5023**



Dell Pro Wireless ANC  
Headset **WL5024**



Dell Dual Monitor Arm  
**MDA20**



Dell Pro Wireless Keyboard and  
Mouse **KM5221W**



Office  
(Alternative Shop Floor  
/Service Desk)



Dell 27 Video Conferencing Monitor  
**P2724DEB**



Dell Micro All-in-One  
Stand **MFS22**



Dell Premier Wireless Keyboard  
and Mouse **KM7321W**



Dell Pro Wireless ANC  
Headset **WL5024**



Office



Dell 27 Video Conferencing Monitor  
**P2724DEB**



Dell Pro Wireless ANC  
Headset **WL5024**



Dell OptiPlex All-in-One Height  
Adjustable Stand



Dell Premier Collaboration Keyboard  
and Mouse **KM900**





# Thank You!



**DELL**Technologies

 **Windows 11**

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