DELL Technologies
Modern Workplace: Dell AI PCs

Headaches of a CIO

- Windows 10 End of Support Oct 2025
- 1 in 4 PC's ineligible for Windows Upgrade
- 40% of Windows PC's due for a refresh
- 59% of PC's will be GenAI PC's in 2026

Choice point: Wrong decision costs $, time, security...

Michael Dell

Portfolio Simplification

Since 1984, our innovation has simplified computing for our customers

Dell | Dell Pro | Dell Pro Max

Silicon Diversity

Why Dell?

PC Experience

- We make a Quiet device (Up to 30% quieter[1])
- Only commercial laptop with 8MP + IR camera with HDR standard[2]
- Better screen (World's first commercial notebooks with Tandem OLED[3])
- High-quality speakers
- Wifi 7[4]
- Up to 67% longer battery life[5]
- Quickly and easily control Zoom and Teams calls with a Collaboration Touchpad.[6]

The Dell Desk

- #1 Worldwide for 11 years![7]
- Dell Peripheral Management Solution - remotely manage firmware and inventory
- Save up to 33 minutes per device[8]
- Boost productivity by 44% with Dell accessories.[9]

Sustainability

- Modular mainboards and I/O boards improve access for repairs and help reduce e-waste[10]
- All notebooks ship in packaging made from 100% recycled materials.[11]
- Options for batteries made with 80% less cobalt or 50% recycled cobalt[12]
- Up to 21% cooler and are 32% more energy efficient [13]

Durability

- 1600 Micro drops
- 3-4x more durable than our competitors
- World's first commercial PC built with a more durable modular USB-C [14]
- Rugged MIL Specs
- Dell Pro desktops: under 1% need service in year one.[15]

Security

- Improve fleet-wide resilience with the most secure commercial AI PCs[16]
- Device-based attacks are on the rise
- Advanced threat protection from industry-leading software partners
- Keep PCs protected in-use with Dell-unique* SafeBIOS and SafeID with ControlVault*[17]

Manageability

Best-in-class PCs and peripherals management:

- Dell Management Portal
- Dell Device Management Console

Services

- No dual ship: ~$50/device
- Support- Proactive and predictive support
- Lifecycle Hub
- Asset Recovery Services
- Security Services
- APEX PC as a Service
- Persona/AI
- Digital Employee Experience
- Image asset tagging at factory
- Deployment- device ready to go from day one- sent anywhere

AI is coming!

Inflection Point

Windows 10 EOS is October 2025. This means:

- No security updates
- No feature enhancements
- No bug fixes
- No support from Microsoft

Should I go to an AI PC???

Future-proofing

Why you need to refresh

Why Dell wins the refresh

AI OPs + DEX

- Dell Tooling + Telemetry
  - Better user experience
  - Proactive/preventitive management
  - Save the customer time/money
  - Right size for the users needs

User | Device

Image Generation | Agentic AI | Real Time Language Processing | Threat Detection | Code Generation | Content Creation | Writing Assistants | Predictive Analytics

AI inferencing happens on-device on AI PCs

15% TCO savings

Must have an NPU in device!

AI PC

Need to have the best possible experience at the device level

Predictable monthly payments with APEX PC as a Service

Shorter refresh lifecycle

Opportunity with AI and DEX

From 11 up to 50 TOPs
Transformational gains in battery life.

AI in the Data Center

VDI | GPUs

Industry-wide Data Center Modernization

AI at the Edge

Inferencing at the Edge

LLMs

1 in 3 people using AI today

460B | 200B

Qualcomm | Snapdragon

Build Your Own AI (Digital Assitants, Chatbots, etc)

Buy AI (Chat GPT, Gronk, etc)

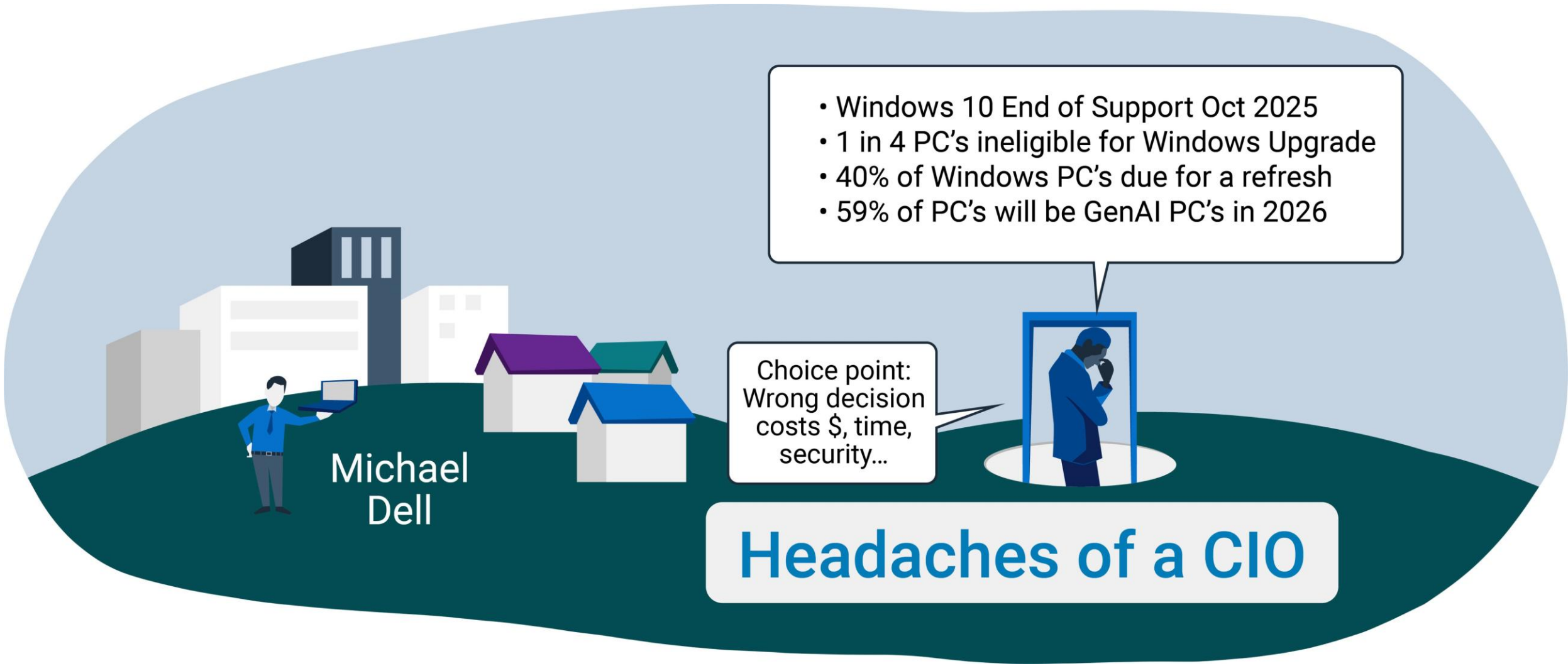
Someone Else Builds AI That You Use

Supports critical apps - TOPS

Adobe | Copilot | citrix | zoom | McAfee | CANVA

Dell AI Factory

Dell Pro AI Studio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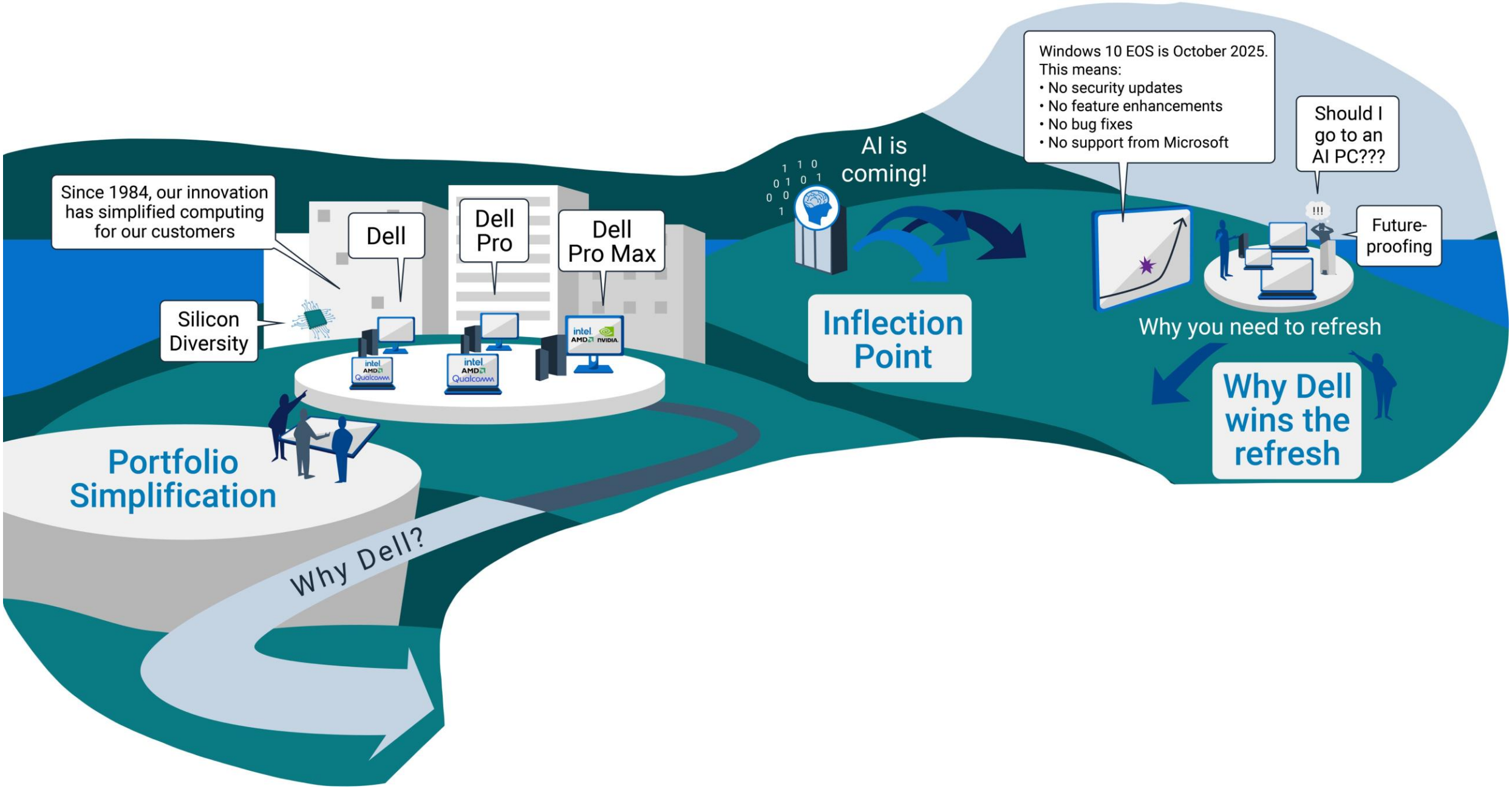
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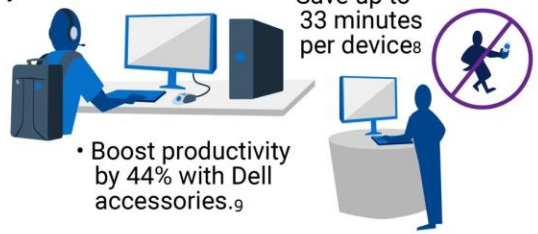

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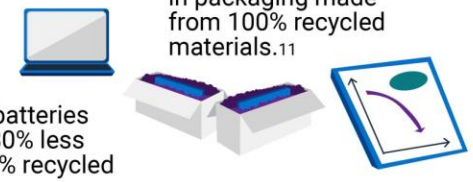

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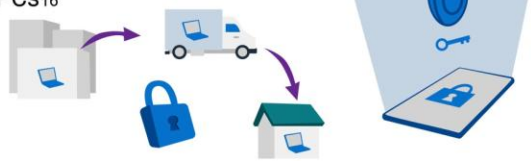

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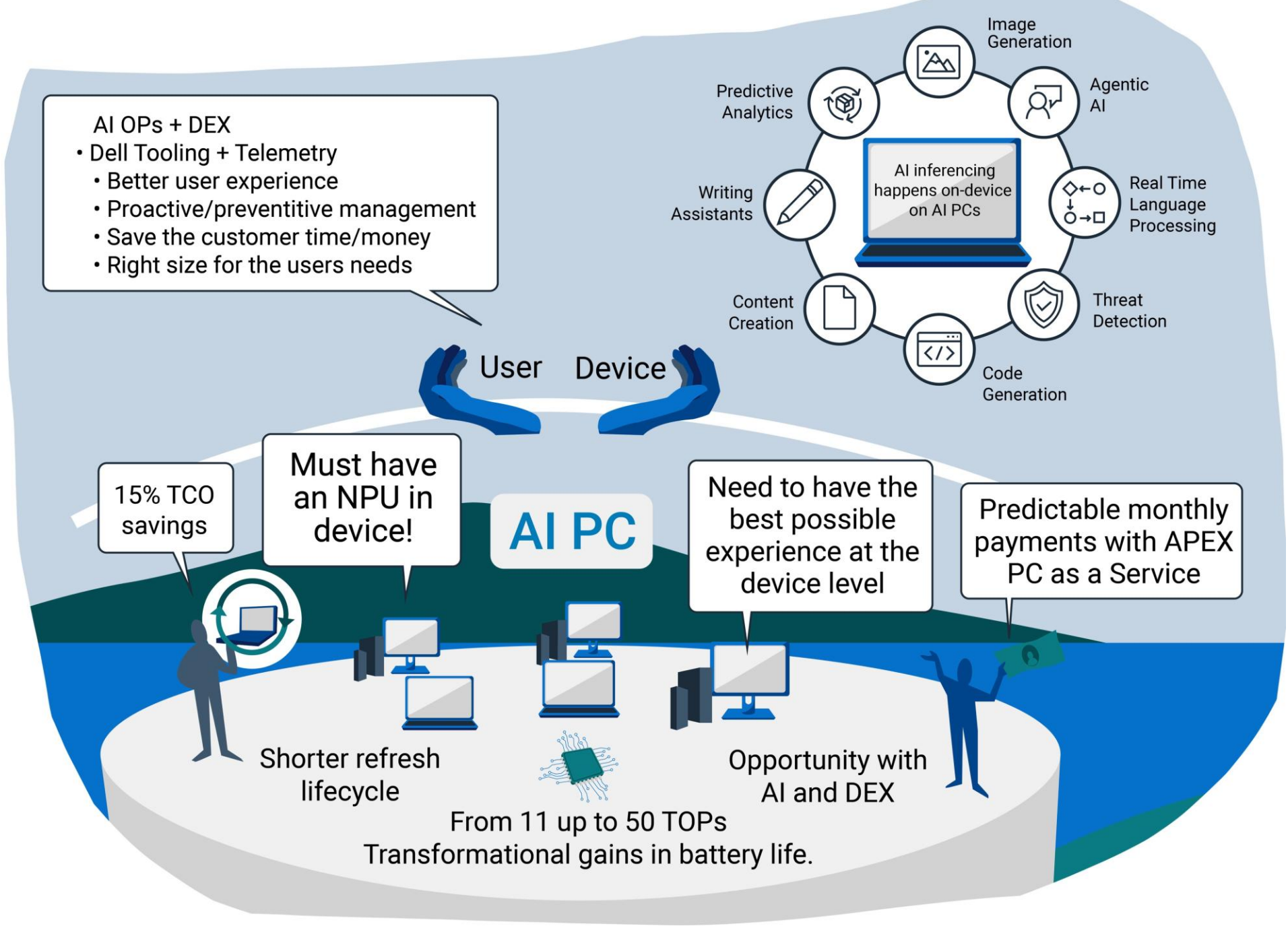
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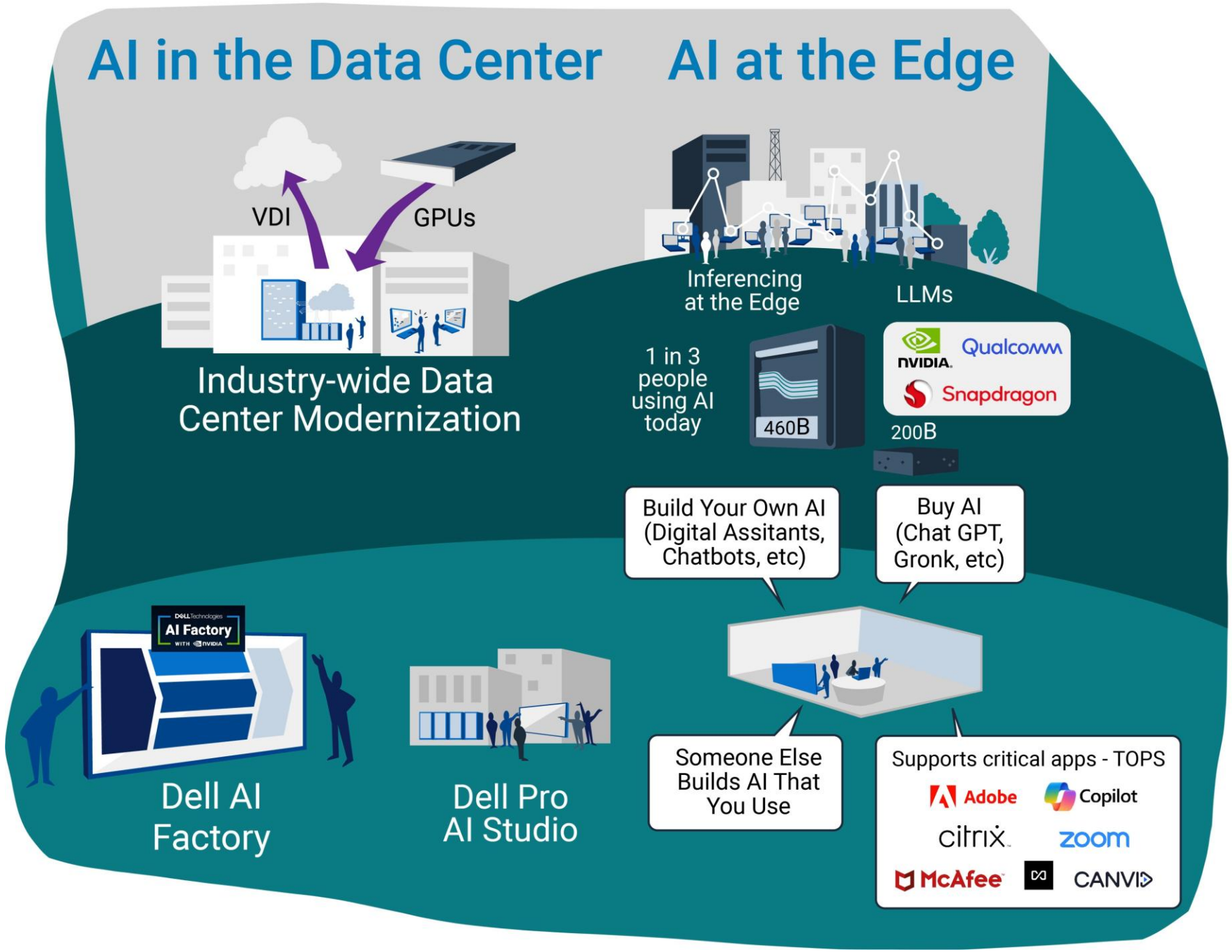
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1 in 3 people using AI today
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200B
NVIDIA
Qualcomm
Snapdragon
Build Your Own AI (Digital Assitants, Chatbots, etc)
Buy AI (Chat GPT, Gronk, etc)
Dell Technologies AI Factory WITH NVIDIA
Dell AI Factory
Dell Pro AI Studio
Someone Else Builds AI That You Use
Supports critical apps - TOPS
Adobe
Copilot
citrix
zoom
McAfee
CANVA

1 Up to 30% quieter thanks to an improved thermal design*
*Based on Dell internal testing, November 2024. The claim applies for Dell Pro Plus configurations with an Arrow Lake or Raptor Lake-Refresh generation processor.

2 Only commercial laptop featuring 8MP + IR camera with HDR standard*
*This claim applies to Dell Pro Premium laptops. Based on Dell analysis of publicly available information, November 2024.

3 Better screen (World's first commercial notebooks with Tandem OLED)*
*Tandem OLED is available as an option on Dell Pro 14 Premium. Based on confirmation from Tandem OLED panel vendor (LG Display USA), November 2024.

4 Wifi 7*
*Wi-Fi 7 certified products will roll out in accordance with the Wi-Fi Alliance certification schedule throughout 2024. WiFi 7 requires the latest Wi-Fi Alliance certification, Windows HLK certified device driver, hardware update, supported Windows OS version and compatible router. Wi-Fi 7/ 6E connectivity (6 GHz) with Windows 11 is limited and will leverage prior generation of Wi-Fi 6E/ Wi-Fi 6 speeds until drivers are available and hardware adoption increases. Ubuntu OS will not support Wi-Fi 7 and will operate on WiFi 6E/6 speeds when configured for WiFi 7. Router requires a separate purchase. Wi-Fi 7/ 6E (6 GHz) connectivity is only available in select locations. Check availability with your service provider. The Bluetooth wireless card version may vary depending on the operating system that is installed on your computer.

5 Up to 67% longer battery life*
*Dell Pro 13 Premium and Latitude 7350 tested. Battery life results were compared for like-to-like configs (i.e., same or similar memory, storage, display, etc.) except for CPU and Battery (3Whr gen over gen increase in capacity). Based on testing using the Mobile Mark 2025 battery life benchmark test in December 2024. For more information about this benchmark test, visit www.bapco.com. Actual battery life may be significantly less than the test results and varies depending on product configuration and use, software, usage, operating conditions, power management settings and other factors. Maximum battery life will decrease with time.

6 Quickly and easily control Zoom and Teams calls with a Collaboration Touchpad.*
*The collaboration Touchpad is available as an option on Dell Pro Premium laptops. Collaboration icons are only visible during Zoom or Microsoft Teams calls. Compatible video conferencing platforms are subject to change.

7 Dell Monitors are #1 Worldwide for 11 years!*
*Source: IDC Worldwide Quarterly PC Monitor Tracker, Q4 2024. From 2014 to 2024.

8 Save up to 33 minutes per device*
* Based on Dell internal analysis April 2025, actual results may vary. This calculation is based on time to execute typical actions in deploying firmware updates across a fleet of 1,000 smart docks from the cloud-based management platform, Dell Device Management

9 Get 44% productivity gains from reduced daily setup time1 and customized shortcuts with Dell PC accessories.*
*Based on a commissioned study conducted by Forrester on behalf of Dell Technologies, February 2023: The Total Economic Impact™ Of Dell Peripherals.

10 Modular mainboards and I/O boards improve access for repairs and help reduce e-waste*
*Based on internal analysis, November 2024.

11 All notebooks ship in packaging made from 100% recycled materials.*
*Dell leads in the adoption of 100% recycled and renewable materials in our new commercial notebook packaging Disclosure: 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

12 Options for batteries made with 80% less cobalt or 50% recycled cobalt*
*Based on internal analysis. Entry battery(45 whr) uses NCM technology and has 80% lesser cobalt compared to LCO technology. Upsell battery (55 whr) is made with 50% recycled cobalt.

13 Up to 21% cooler and are 32% more energy efficient/ Dell AI PCs run up to 21% cooler and are 32% more energy efficient when using AI-enhanced collaboration workloads on Zoom.*
*Disclosure: Based on internal analysis and testing, February 2025. Dell AI PCs running on devices with Intel® Core™ Ultra 200 K/U/H/HX/S series processors was compared to previous-generation Intel® Core™ Ultra processors. Results may vary.

14 World's first commercial PC built with a more durable modular USB-C*
*Applies to Dell Pro, Dell Pro Plus, and Dell Pro Premium notebooks launching in 2025. Based on internal analysis, November 2024. New USB-C port design is a screwed-on connection for easier repairs and improved durability. Read warranty information for USB-C port replacement instructions.

15 Dell Pro desktops: under 1% need service in year one. Dell Pro desktops are built for reliability and durability, with less than 1% requiring service in their first year.*
*Disclaimer - *Source: Based on Dell Quality Intelligence (Qi) tool - Dell Internal Analysis, January 2025.

16 Improve fleet-wide resilience with the most secure commercial AI PCs*
*Based on Dell internal analysis, October 2024 (Intel) and March 2025 (AMD). Applicable to PCs on Intel and AMD processors. Not all features available with all PCs. Additional purchase required for some features. Intel-based PCs validated by Principled Technologies. A comparison of security features, April 2024.

17 Keep PCs protected in-use with Dell-unique* SafeBIOS and SafeID with ControlVault*
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