Modernize your workplace

Dell Technologies

Artificial intelligence (AI) is reshaping the workplace.

AI is changing how businesses operate and the rate and scale of what employees can achieve. Organizations are eager to embrace AI into their broader innovation strategies to enhance the employee experience and meet their evolving needs. In a recent survey conducted by Dell Technologies, 88% of business leaders said they expect AI and GenAI tools to make workplace applications more intuitive and personalized.[1]

Two major technological shifts are on the horizon for organizations, presenting both an urgent need and a strategic opportunity to modernize. The first is the upcoming end of support for Windows 10 in October 2025, requiring upgrades to newer devices to maintain security and functionality. The second shift is the rapid evolution of the AI PC market. On-device AI advancements are revolutionizing productivity and creativity across industries.

While AI PCs offer exciting possibilities, large-scale upgrades bring their own set of challenges. Organizations will need to address new IT complexities, manage potential security risks, and consider environmental impacts. **The path forward requires a strategic approach that focuses on three key objectives: meeting end-user expectations, simplifying IT management and advancing sustainability goals.**

With the right partner, these challenges can become opportunities to build workplaces that are more efficient, secure and sustainably responsible.

Delight the end user

Employees need to have the right tools to fully harness the power of AI — but many organizations are still relying on outdated hardware. This slows down efficiency, increases security risks and drives up costs. Canalys **notes** that two-thirds of the Windows 10 installed base is potentially ineligible for Windows 11.[2] Adding to the challenge, less than one-quarter (24%) of organizations have recently refreshed their workplace PCs, according to Dell's recent survey.[3]

It's clear that simply swapping out the old for the new won't cut it anymore. A transition to AI PCs, equipped with specialized AI processors, is essential to perform complex tasks more efficiently and adapt to individual users' unique working styles. Only an AI PC can provide the robust processing power needed to run modern AI applications effectively.

Dell's professional-grade AI PCs are purpose-built to drive productivity and ensure future readiness. These devices are the smallest, thinnest and most powerful commercial AI PCs, delivering up to 21.2 hours of battery life while running AI models three times faster so you can get more done.[4] Features like the world's most advanced displays in commercial laptops and zero-lattice keyboards enable users to work more efficiently and comfortably than ever before.
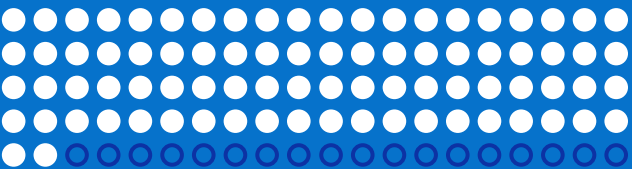
At Dell, we also understand that the modern workplace demands more than just powerful PCs. Our fully integrated ecosystem of Dell Desk Solutions and PC accessories creates a personalized workspace that adapts to individual preferences. From AI-ready docks to advanced visualization displays, every component is designed to work seamlessly together.

98%
of PCs will be AI PCs by 2028, according to IDC.[5]

82%
of IT decision-makers (ITDMs) say their organization plans to leverage GenAI to increase productivity, which will enhance employee experience over the next 12 months.[6]

Simplify IT

Maximizing AI's potential isn't just about the tools — it's also about creating a solid IT strategy that prioritizes security, streamlines management and maximizes value. For IT teams, the stakes are higher than ever, as the number of users, devices and data multiplies alongside increasingly sophisticated security threats.
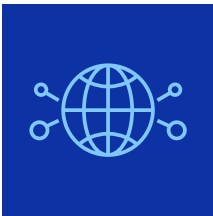
Dell addresses these challenges head-on. Our robust endpoint security and comprehensive management solutions are designed to make IT's job easier by streamlining device deployment and safeguarding data. Every Dell device is built with security in mind, embedding protection at every level — starting with hardware and firmware through Dell Trusted Workspace. These comprehensive layers make Dell the provider of the world's most secure commercial AI PCs.[7]

To simplify management, we deliver the world's most manageable commercial AI PCs and offer unparalleled manageability solutions that help IT teams oversee devices reliably and easily. For example, Dell Client Device Manager modernizes operations and simplifies device management into a single application, saving time and reducing effort.

Through Dell APEX PCaaS, organizations of all sizes can access the latest technologies without large capital expenses. Organizations can stay ahead and maintain security and manageability while staying agile and prepared for future demands.

36% of ITDMs say their current endpoint security solutions significantly increase their confidence levels in security posture.[8]

69% of ITDMs say they're concerned about their organization's ability to effectively manage their devices and protect their data.[9]

63% of ITDMs say their employees do not fully understand how to implement GenAI securely.[10]

Advance sustainability

81%

admit they need the help of a third party to achieve their sustainability goals.[11]

As organizations refresh their technology and accelerate AI adoption, sustainability must remain a top priority. In fact, 87% of IT decision-makers polled in our latest survey said that sustainable design and energy efficiency are key factors when selecting technology solutions.

Dell is committed to advancing sustainability through innovative practices. Our approach begins with circular design principles, using materials that extend product lifecycles and lower carbon emissions. Dell's AI PCs are engineered for energy efficiency, enabling organizations to right-size their workloads while minimizing environmental impact.

Through Dell's Asset Recovery Services, Dell manages the entire asset recovery process, prioritizing reuse and responsible recycling when devices reach end-of-life. This helps organizations reduce their overall environmental footprint while maximizing the value of their technology investments.

Partner with Dell to build your modern workplace

Building a modern workplace that can handle today's IT realities and is ready for the future isn't just about the technology — it's about finding a partner who can tie it all together. Dell combines best-in-class AI-enabled hardware, comprehensive security solutions and sustainable practices to help organizations navigate this transformation successfully.

With our extensive services and robust partner ecosystem, we can serve as your innovation catalyst to design smart, simple and impactful work experiences. When you partner with Dell, you gain access to a complete ecosystem that includes professional-grade AI PCs that amplify productivity, the world's most secure and manageable commercial devices, and end-to-end sustainable innovation. You'll also benefit from expert guidance to support your organization every step of the way.

Future-proof your business with Dell. Discover how our solutions can help you build a more efficient, secure, and sustainable workplace of tomorrow.

Learn how to accelerate from ideas to innovation with Dell **here**.

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1. Dell Technologies survey across 750 business and IT decision makers across US, UK, DE, FR and JP, all segments, Feb 2025.
2. The end of Windows 10 support could turn 240 million PCs into e-waste," Canalys, Dec 2023. https://www.canalys.com/insights/end-of-windows-10-support-could-turn-240-million-pcs-into-e-waste.
3. Dell Technologies survey across 750 business and ITDMs across US, UK, DE, FR and JP, all segments, Feb 2025.
4. Refers to the Dell Pro 14 Premium. 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.
5. IDC Worldwide AI-Enabled PC Forecast, 2024–2028: 2Q24.

6. Dell Technologies survey across 750 business and ITDMs across US, UK, DE, FR and JP, all segments, Feb 2025.
7. 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. A comparison of security features, April 2024. Exp. 10/10/2025 CLM-009566.
8. Dell Technologies survey across 750 business and ITDMs across US, UK, DE, FR and JP, all segments, Feb 2025.
9. Ibid.
10. Ibid.
11. Ibid.