

**DELL**Technologies /Forum

# REAL TRANSFORMATION

GLOBAL SPONSORS





**DELL**Technologies /Forum

# Work at Full Speed

with Dell Client Solutions

# Workforce Transformation



Using technology to help people work the way they want to.  
Improving productivity, simplifying management and enhancing security.  
Enabling you to put your employees first.



## Workers want technology that works *with* them...



**Flexible**

I want the same work experience anywhere, any time, and on any device.



**Efficient**

I need to create, manage, and share data easily, efficiently, and securely.



**Hassle-free**

I want a simple, hassle-free experience where everything just works.

# User experience is becoming a differentiator...

61%

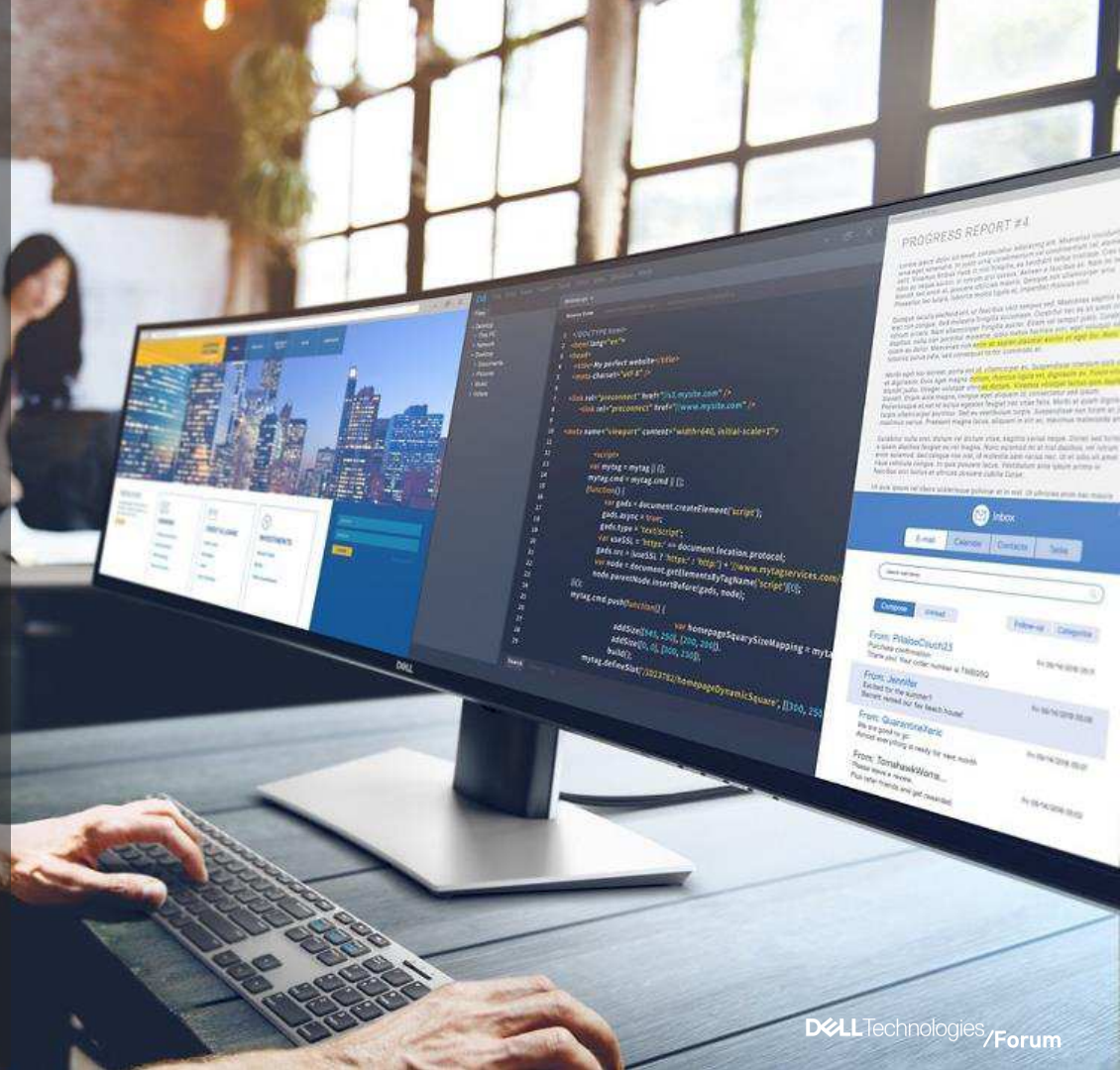
Freezes, bugs and glitches negatively affect my motivation and engagement

84%

Improving employee productivity is a critical or high priority

77%

Improving employee experience is a critical or high priority





At Dell we're focused on delivering **faster, smarter** user experiences that **get people productive more quickly and easily**, and **help them stay there**, no matter where or how they work.

We help your employees work at full speed.

# 3 key productivity needs



## Always ready

Eliminating lag and downtime



## Immersive Productivity

Removing distractions and increasing focus



## Working Together

Making collaboration as seamless and easy as possible

# 144 Awards and honors at CES this year!



UltraSharp 49" Curved



UltraSharp 27" USB-C



Precision 7000 MWS



Latitude 7400 2-in-1



XPS 13



vPro enabled option



vPro enabled option



vPro enabled option



# What the press is saying...



“...experiences like ExpressSign-in... will set this and future Latitude laptops **apart from the crowd.**”

**LAPTOP**

“The **ThinkPad Killer Is Here...** looks and feels like a laptop from the future.”

**LAPTOP**

“Dell is truly **shattering the mold...**” [Reviewed.com](#)

Powered by Intel® Technology

**DELL**Technologies/Forum





# Latitude | XPS portfolio



**3000 Series**

Enterprise features within reach for any business.  
New 13" ultrabook



**5000 Serie\***

Redesigned in a sleeker, smaller footprint with scalable and flexible choices from performance to ports



**7000 Series\***

Smaller and lighter design with premium finishes, design and smarter, faster features to keep you productive anywhere



**XPS**

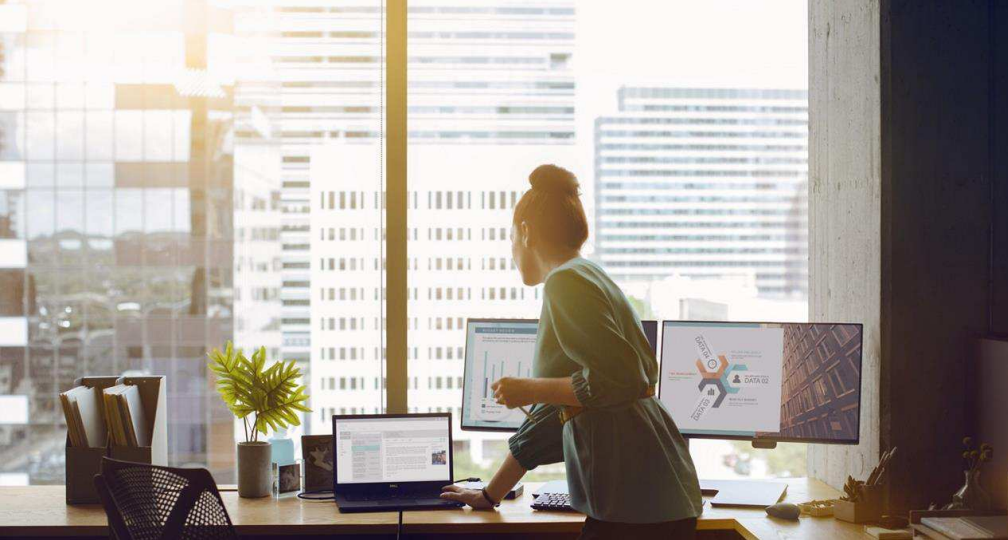
Stunningly beautiful with commercial tenets



Completely redesigned for smarter, faster end user experiences featuring the latest Intel® Core™ vPro Processors and Windows 10



\*vPro enabled option

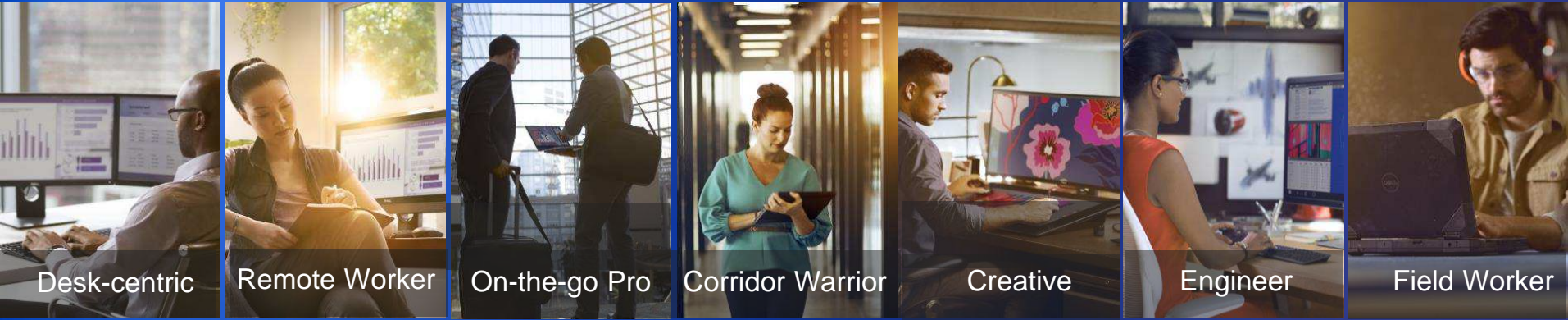


# Smarter, faster mobility...

- Dell **ExpressSign-in**, featuring the world's first PC proximity sensor enabled by Intel® Context Sensing Technology, instantly logs you in using Windows Hello
- Up to 26 hours of run-time, and faster charging: 80% Charge in 1 hour with Dell **ExpressCharge** 35% Charge in 15 min. with Dell **ExpressCharge Boost**
- Faster connectivity with Dell **ExpressConnect** and Gigabit LTE
- Smaller, lighter and more beautiful designs with the latest Intel processors



# The broadest portfolio no matter how you work



Powered by Intel® Technology

**DELL**Technologies/Forum

# Windows 10 Pro & Workforce Transformation



Microsoft

# Windows 7 End of Support: Jan 14, 2020



**Oct. 31** Last date  
OEMs can manufacturer  
Windows 10 Downgrade Skus

**After January 14, 2020, Windows 7 will continue to start and run, but users will no longer receive updates or support—including new security updates, non-security hotfixes, free or paid assisted support options, and online technical content updates—from Microsoft.**

**PCs running Windows 7 after January 14, 2020 should not be considered protected.** It is important that users migrate to a current, supported operating system such as Windows 10 so they can receive regular security updates to help protect their device from malicious attacks.

<sup>1</sup> Based on current Windows 7 telemetry and other data (April 2018). • <sup>2</sup> Based on Windows Device Age Report (April 2018).



# Windows 10 Pro

## Work even smarter.



**Windows 10 Pro is designed to give teams the power to do more, without just working more.**

With comprehensive security, business-class tools, flexible management, and the freedom to choose your own hardware, As the foundation of the modern workplace, Windows 10 Pro is not only designed for how you work now—it's ready for how you'll work tomorrow.

# Research shows Features prioritization



## Security pillar

Data encryption

Regular security updates

Increased level of overall protection



## Productivity pillar

Enabling an employee to do more work in same amount of time

Less downtime or troubleshooting

Enabling an employee to take their work home with them



## Manageability pillar

Ease of connecting to networks

Remote device management

Application support

Source: Modern Device Concept Claim Exploration, June 2019

SMB TDMs: n399



# The workplace has evolved

## **Classic** workplace

---

Single device platform

Business-supplied devices

Work in the office

Full-service tailored to  
Boomers & Gen-X

## **Modern** workplace

---

Multiple device platforms

User- and business-owned  
devices

Work anywhere

Self-service tailored to  
Millennials & Gen-Y



**Simpler**



**More secure**



**Lower TCO**



**Better experience**

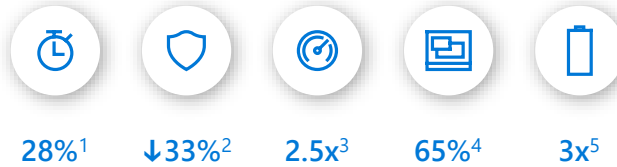
# Legacy devices

- Software based security
- Keyboard, mouse
- More costly to maintain



# Modern devices

- + Hardware based security
- + Pen, touch, voice and gesture
- Reduced TCO (compared to 4+ year old devices)\*
- Password-free sign in\*\*



# Advantages of modern devices

Get the most from Windows 10 Pro on modern hardware. Although you can upgrade existing Windows 7 devices to Windows 10, you'll get more from both your experience and investment if you choose new devices. Modern devices are designed to take full advantage of Windows 10 Pro capabilities. Advantages include:

**Better protection with hardware security features** built in

Enhanced productivity and flexibility with **2-in-1 laptops**

**Improved portability** with devices less than 1" thick, as light as 2.5-3 pounds, and batteries ranging from **8-17 hours<sup>1</sup>**

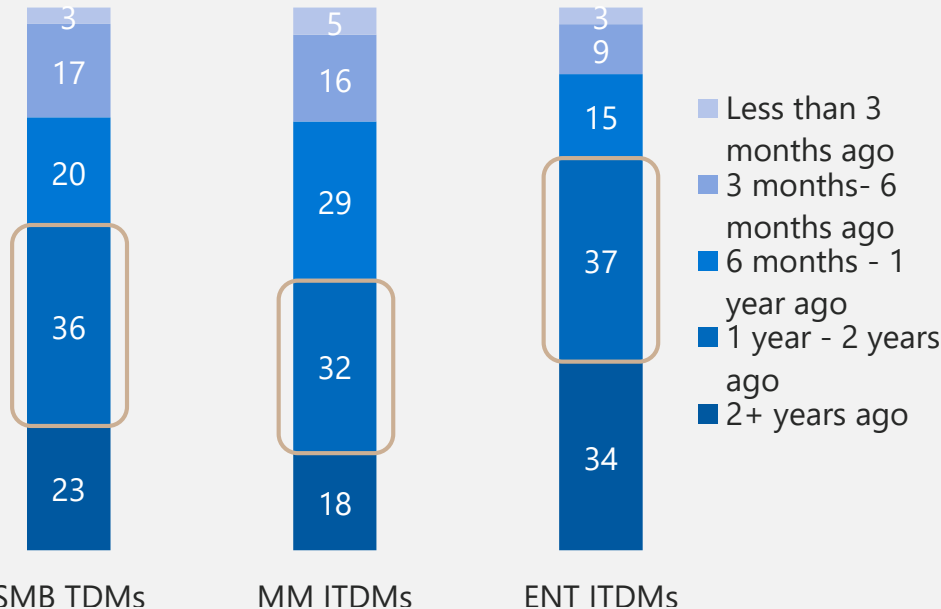
**Rugged devices** for tough environments

**Range of price points** to fit your budget and needs

<sup>1</sup> Battery life varies significantly with settings and usage

# Windows 7 EOS and hardware upgrades were, and remain, driving factors in deployment of modern devices, which began being deployed 1-2 years ago

## MODERN DEVICES FIRST DEPLOYED



## WHY DEPLOY MODERN DEVICES?

"When we learned that Microsoft will stop supporting Windows 7, we knew we needed to begin implementation of the next modern version." – ENT ITDM

"Easier mobility and portability. Lighter, faster, longer battery life. Great price and value. Powerful in such a small device." – ENT ITDM

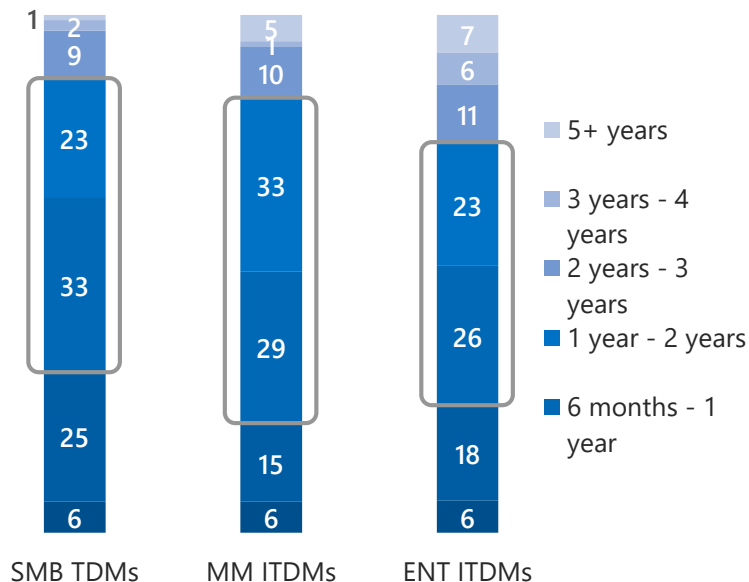
"Our workers needed lighter yet more powerful machines with the capabilities of desktops that are also portable so they could work at home and elsewhere." – ENT ITDM

"We want the most current and effective technology going forward. We always want to constantly upgrade and look to get better and more innovative. Supporting and utilizing the latest technology is vital to our company." – MM ITDM



# Modern device deployment decreases refresh cycles by 6 months to 2 years due to improved hardware

## DEVICE REFRESH CYCLE DECREASE WITH MODERN DEVICES



### WHY DECREASE?

"Productivity has increased by a noticeable amount so we felt it was in our best interest to keep these computers updated." – ENT ITDM

"Hardware is upgraded more quickly now. We need to keep up with our competitors by making sure our workers have the latest tools handy." – ENT ITDM

"Because better, faster computers are coming out every single year and we have to stay current so we can remain in business." – MM ITDM

"We want to stay more current with our tech to keep up with demands. It's very important to stay ahead of the tech curve where we can, that is why it is shortened now." – ENT ITDM

# Modern Workplace: Full Stack Offering



Productivity



Management



Security



Deployment



Device



Microsoft 365

*Office 365  
Windows Enterprise  
Enterprise Management + Security*

Windows  
Enterprise

Enterprise  
Management  
+ Security  
(EMS)



Windows 10

Windows AutoPilot



Modern Commercial Device



# DELL Technologies



DELL EMC

Pivotal

RSA

Secureworks

virtustream

vmware