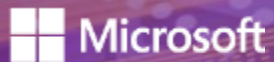


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REAL TRANSFORMATION

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The Need for Speed

How Dell helps clients deliver
when the stakes are highest

Amit Asdhir

Senior Manager, Client Solutions Group



```
const myApp = {
  name: 'myApp',
  version: '1.0.0',
  url: 'http://www.myapp.com',
  data: {
    name: 'myApp',
    version: '1.0.0',
    url: 'http://www.myapp.com'
  }
};

const myApp = {
  name: 'myApp',
  version: '1.0.0',
  url: 'http://www.myapp.com',
  data: {
    name: 'myApp',
    version: '1.0.0',
    url: 'http://www.myapp.com'
  }
};
```





Forme 2 Simulation

Power Level

Power Level



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



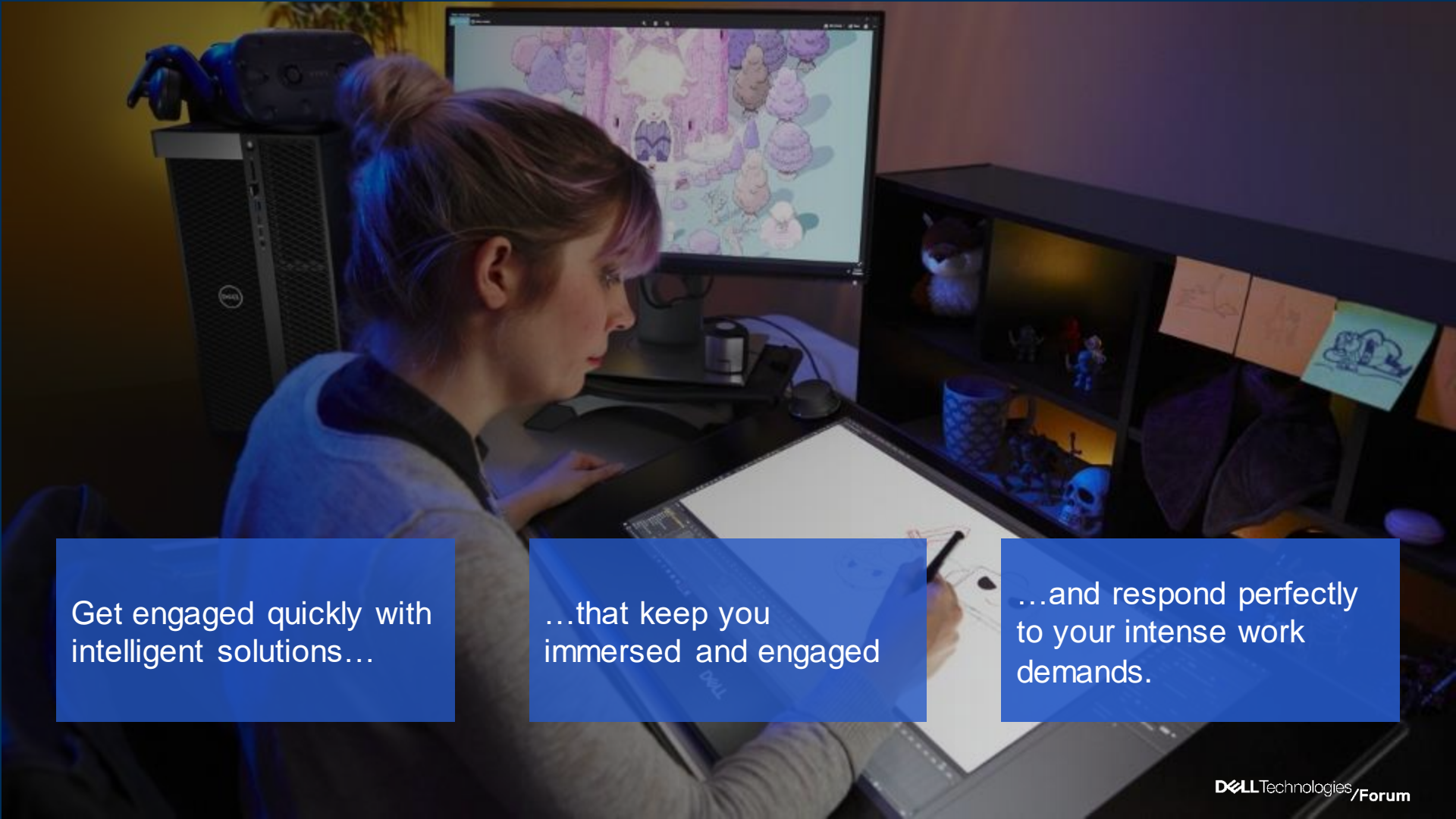
Immersive Productivity

Removing distractions and increasing focus



Working Together

Making collaboration as seamless and easy as possible



Get engaged quickly with intelligent solutions...

...that keep you immersed and engaged

...and respond perfectly to your intense work demands.

Professional-grade Tools

for your most demanding work



Precision Workstations

#1 workstation brand in the world.



Latitude Rugged Series

The best PCs for the worst conditions.



UltraSharp Monitors

See everything. Do anything.

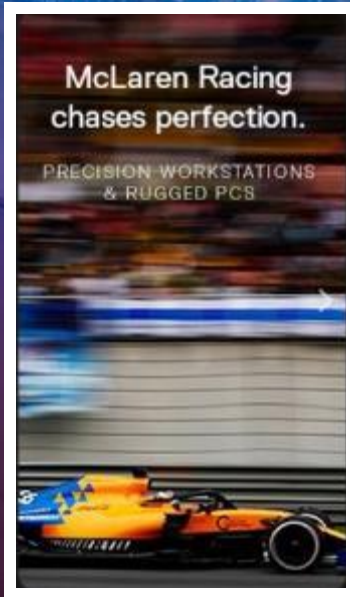


ALIENWARE 

Boundaries not included.

Customer stories

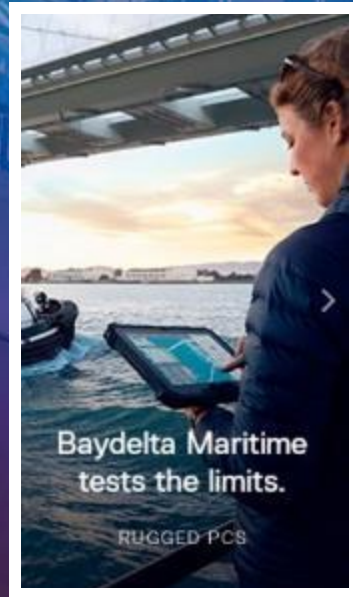
With tools built for performance there's no limit to what you'll do next.



McLaren Racing
chases perfection.

PRECISION WORKSTATIONS
& RUGGED PCS

A blurred image of a McLaren Formula 1 race car in motion, with a white arrow pointing to the right.



Baydelta Maritime
tests the limits.

RUGGED PCS

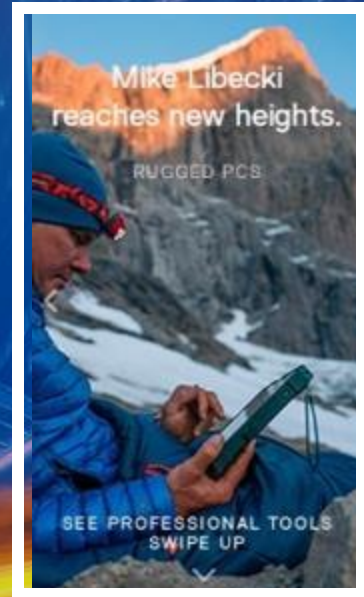
A woman in a blue jacket looking at a rugged PC tablet on a boat. A white arrow points to the right.



Powerhouse Animation
brings visions to life.

PRECISION WORKSTATIONS

A woman with glasses looking at a computer screen. White arrows point left and right.



Mike Libecki
reaches new heights.

RUGGED PCS

SEE PROFESSIONAL TOOLS
SWIPE UP

A man in a blue jacket using a rugged PC in a snowy mountain setting. A white arrow points down.

McLaren

When work travels fast, you need the PCs and accessories that are sure to keep up.

“We get excellent performance at a really good weight and battery life with the Dell laptops, and that’s very important for our engineers.”

Paul Brimacombe,
Head of Enterprise Architecture,
McLaren Technology Group



Baydelta Maritime

When you work in wet, salty conditions you need a PC that can handle corrosion and offer protection.

“You can never go into a job thinking...`oh, I know how this is going to go’ because it always changes and you have to be prepared for that.”

Mark Barnum
Captain
Baydelta Maritime



Mike Libeck

Go the distance and handle everything along the way with Rugged PCs.

“I was on this trip to Siberia. It was minus 67 degrees. I had to embrace that moment, that if my equipment had failed, I would freeze to death within minutes.”

Mike Libeck
National Geographic Explorer and Dell
Rugged Ambassador



Powerhouse Animation

When you create the world's most impressive animations, you need technology that can keep up.

“We’re seeing a 40 percent improvement in rendering times with our Dell Precision workstations.... For some projects, that equates to an extra day of editing.”

Brad Graeber CEO and Chief Creative Officer, Powerhouse Animation

