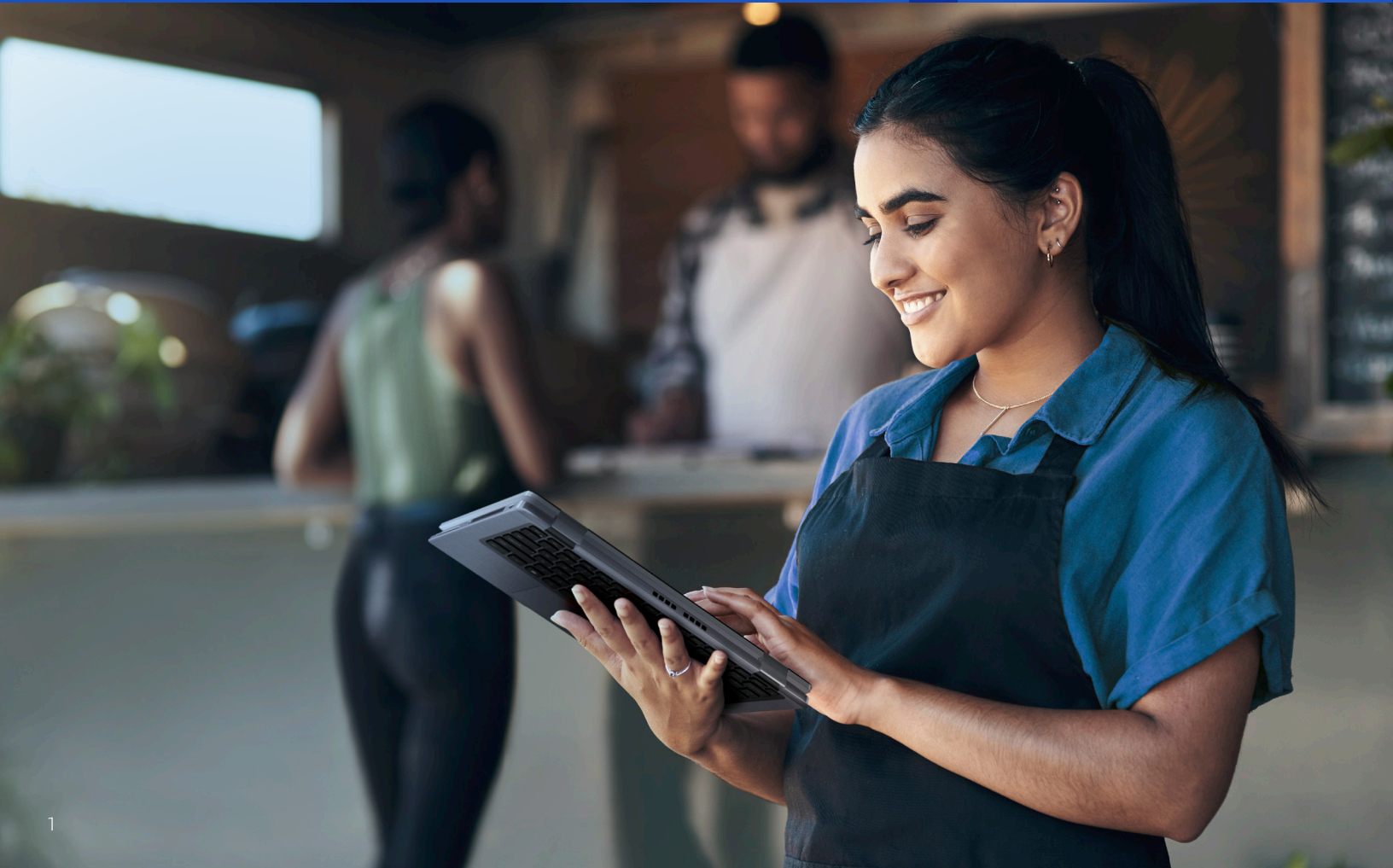


Transforming Customer Experiences With Connected Retail Solutions



RETAIL USE CASES



Hospitality

PAGE 03

Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.



Digital Collaboration

PAGE 04

Reach customers with immersive technology that expands the borders of collaboration.



Mobile point of sale

PAGE 05

Bring the sale to the customer with agile devices, whether on-the-go or on the sales floor.



Industrial-grade mobile point of sale

PAGE 06

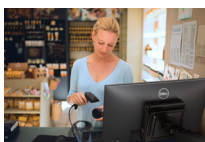
Discover the right tools that endure dust, moisture, heat, and cold weather for extreme mobile point of sale environments



Versatile retail endpoints

PAGE 07

Enable retail innovation with streamlined, customer-centric solutions from the sales floor to the data center.



Purpose-built point-of-sale

PAGE 08

Customize your unique retail workspace with solutions built for demanding jobs.



Industrial-grade inventory management

PAGE 09

Master every area of retail logistics and product management with tools built for the job.



Simplify IT

PAGE 10

Our most secure* & simple-to-manage offerings make IT management a breeze for our customers.

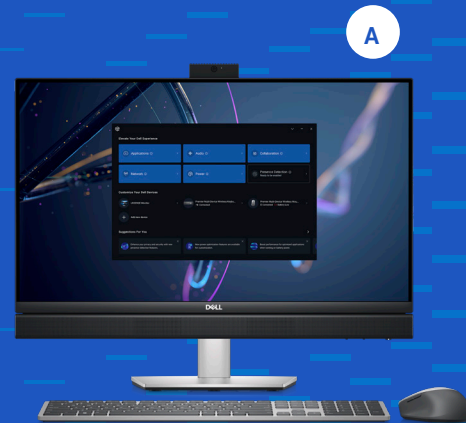
*Based on Dell internal analysis, September 2022. Not all features available with all PCs. Additional purchase required for some features.

Hospitality

Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.

Recommended Dell Solution

- A OptiPlex All-in-One
- B Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W
- C OptiPlex Premier 24 All-in-One Height Adjustable with Flex Bay (ODD Drive) Stand
- D OptiPlex Premier 24 All-in-One Fixed Stand
- E OptiPlex Premier 24 All-in-One Height Adjustable Stand



OptiPlex All-in-One's sleek new design and hassle-free technology create a lasting first impression. Work comfortably all day with a large FHD touch or non-touch display with Low Blue Light (LBL) capability and more secure collaboration features built-in.



Additional options

- F OptiPlex Micro (35W)
- G Dell 27 USB-C Hub Monitor - P2723DE x2
- H Dell Micro All-in-One Stand - MFS22
- I Dell Premier Wireless ANC Headset - WL7022*
- J Dell Pro Wireless Keyboard & Mouse - KM5221W

Engage your customers with a clean, modular "all-in-one" experience. OptiPlex Micro (35W) is available with a single cable Type-C power delivery solution, providing power, video and data to the PC from a USB-C Hub monitor (90W) with a single USB-C connection and neatly mounts to the Micro All-in-One Stand.

* Not pictured

Digital Collaboration

Reach customers with immersive technology that expands the borders of collaboration.



Dell recommended solution

- A** Dell 4K Interactive Touch Monitor - P8624QT
- B** P7524QT
- C** P6524QT
- D** P5524QT
- E** Chief Large Fusion LSA1U Fixed Wall Display Mount for P7524QT, P6524QT or P5524QT
- F** OptiPlex Micro
- G** Logitech Room Solutions (Logitech MeetUp, Logitech Rally, Logitech Rally Plus)*



A B C D

Simplify collaboration in any meeting space with a total conference room solution delivered with Dell Large Format Monitors, Logitech Room solutions and Microsoft Teams Rooms or Zoom Rooms software powered by the unmatched performance of OptiPlex Micro. Solutions are available for small, medium or large meeting spaces.^

Additional Options



- H** Dell Precision 5680
- I** HTC VIVE Pro 2^

Open new retail opportunities with rich VR experiences. Designers trust the powerful solutions from Precision to create stunning VR content for retail.

*Not pictured
 ^Subject to regional availability
 Compatible with OptiPlex 7000 XE MFF, OptiPlex 7080 XE MFF.

Mobile point of sale

Bring the sale to the customer with agile devices, whether on-the-go or on the sales floor.



Have the confidence to work anywhere with the Latitude 7340.

The beautifully designed **Latitude 7340** aluminum chassis is available in a Titan Gray color and versatile 2-in-1 form factor that transitions seamlessly between the office to the sales floor and everywhere in between.

For the ultimate in mobility, select the **Latitude 7340 Ultralight**, made from durable lightweight magnesium and available in a sleek River color.

Recommended Dell solution

- A Latitude 7340
- B Dell Premier Rechargeable Active Pen - PN7522W
- C Dell Premier Rechargeable Wireless Mouse - MS7421W



Additional Options

- D Dell 14 Portable Monitor - P1424H
- E Dell Speakerphone with Multiport Adapter - MH3021P
- F Dell Bluetooth® Travel Mouse - MS700
- G Dell EcoLoop Premier Slim Backpack 15



For the ideal balance of portability and productivity, stay connected from anywhere with lightweight peripherals and day-long battery life

Industrial-grade mobile point of sale

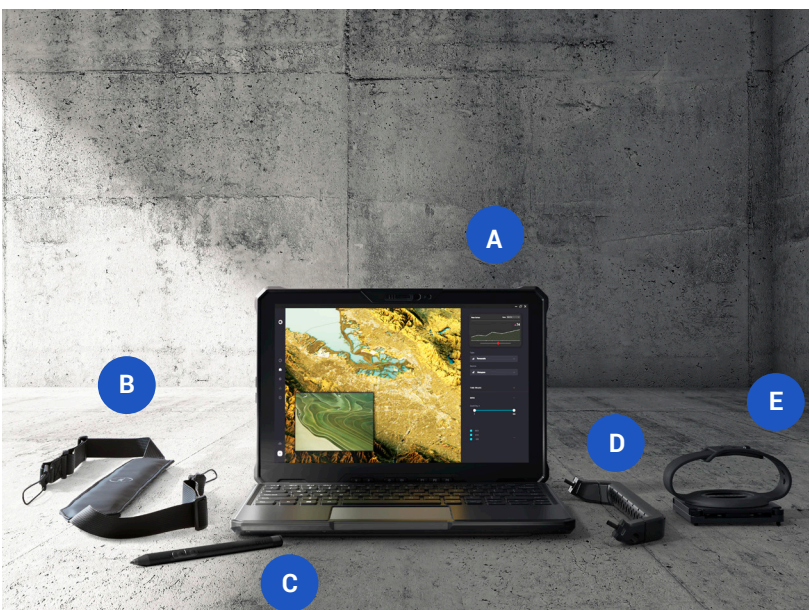
Discover the right tools that endure dust, moisture, heat and cold weather for extreme mobile point of sale environments.



Recommended Dell solution

A Latitude 7230 Rugged Extreme Tablet

Work hard and play hard with the Latitude 7230 Rugged Extreme Tablet. It stands up to long hours in the sun with a 1200-nit outdoor-viewable screen and no compromise on connectivity, making it the ideal point of sale device at large outdoor events and destination travel check-in.



Additional options

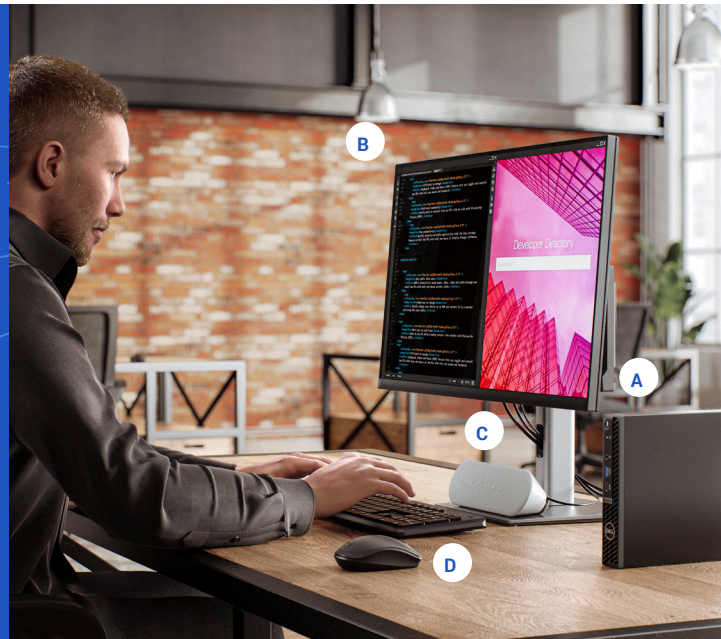
- B Rugged Shoulder Strap
- C Rugged Active Pen
- D Rugged Rigid Tablet Handle
- E Rugged Rotating Hand Strap

The Latitude 7230 Rugged Extreme Tablet is a tough and light mobile point of sale device, weighing in at only 2.78 lbs.*

*Starting weight. It features dual hot-swappable batteries and is in tested to withstand extreme temperatures of -20°F to 145°F. This solution is highlighted by robust accessories including the rotating hand strap and rigid handle, which maximize mobility and comfort in every environment.

Versatile retail endpoints

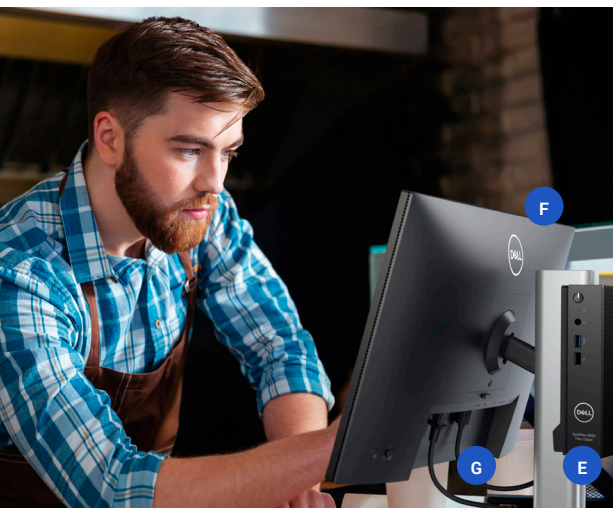
Enable retail innovation with streamlined, customer-centric solutions from the sales floor to the data center.



Recommended Dell solution

- A** OptiPlex Micro
- B** Dell 27 Monitor - P2723D
- C** Dell Speakerphone – SP3022
- D** Dell Pro Wireless Keyboard & Mouse - KM5221W

Enhance the customer experience while providing tools to power your workforce success. The ultracompact OptiPlex Micro pairs effortlessly with an existing monitor and its tool-less, compact design is easy to service. Create a secure & clutter-free workspace with versatile mounting options designed for OptiPlex.



Alternate solution for accessing virtual workspaces

The OptiPlex 3000 Thin Client is a smart choice for IT Retail. This solution features a broad choice of connectivity options to support retail peripherals. Dell thin client solutions with Dell ThinOS, Dell Hybrid Client or Windows 10 IoT Enterprise are secure and easy to manage and ultimately improve the in-store and online retail customer experience.

- E** OptiPlex 3000 Thin Client
- F** Dell 24 Monitor - P2425H without stand
- G** OptiPlex Micro All-in-One Stand - MFS22

[▶ Learn More](#)

Subject to regional availability

Purpose built point of sale

Customize your unique retail workspace with solutions built for demanding jobs.



Recommended Dell solution

A OptiPlex XE4 Small Form Factor or Tower

B Dell UltraSharp 27 Monitor - U2722D

C Dell Small Form Factor All-in-One Stand - OSS21

D Dell Premier Wireless Keyboard and Mouse-KM7321W or Dell Multi-Device Wireless Keyboard and Mouse-KM7120W

A high performance, industrial-grade PC and retail accessories provide a powerful solution for modern customer environments. Fully expandable and OEM-ready, OptiPlex XE4 offers long-term stability and is sustainably built with 39% PCR* (post-consumer recyclables).



Additional options

Discover a wide selection of point-of-sale solutions through your preferred Dell Technologies Sales Expert:

- Dell Touch Monitors
- Customer Transaction Displays
- Cash Drawers
- Retail POS Scanners,
- Printers and Keyboards

- E** OptiPlex Tower & Small Form Factor Cable Covers*
- F** OptiPlex Small Form Factor and Tower Dust Filters*

*Source: Dell Product Compliance Datasheet | ENV0023 | A12 | Dell Legal AD# G18000288

*Not pictured

Industrial-grade inventory management

Master every area of retail logistics and product management with tools built for the job.



Recommended Dell solution

- A** Latitude 7220 Rugged Extreme Tablet
- B** Rugged Chest Harness
- E** Forklift Mount*
- C** Rugged Tablet Dock and Battery Charger*
- D** Rugged Tablet Scanner Module (Barcode, Magnetic Stripe)*
- F** Dell Rugged Active Pen

The Latitude 7220 Rugged Extreme Tablet with barcode scanner delivers the connectivity that provides real-time inventory location, tracking and monitoring.

Long life and hot-swappable dual batteries provide for multi-shift productivity. The Latitude 7220 Rugged Extreme Tablet is protected against the drops, dust, high humidity and temperature extremes found in warehousing environments.

Additional options

- G** Dell Edge Gateway 5200
- H** Dell Edge Gateway 3200

Turn data into actionable insights with secure connectivity and uninterrupted performance from Dell Edge Gateway.

*Not pictured



Simplify IT

Our most secure* & simple-to-manage offerings make IT management a breeze for our customers.

Improve fleet-wide security with Dell Trusted Workspace

Reduce the attack surface with the **industry's most secure commercial PCs*** featuring protections competitors cannot match:

- **Be secure from first boot:**
Rigorous supply chain controls and Dell unique Secured Component Verification reduce the risk of product tampering.
- **Spot ticking timebombs:**
Early alert feature Indicators of Attack, offered only by Dell, scans for behavior based threats.
- **Stay protected from evolving threats:**
Only Dell offers off host BIOS and firmware verification, providing greater security than other PCs.

Layer on **advanced threat protection with software** from our ecosystem of best-of-breed partners (e.g., CrowdStrike, Absolute).

[Learn More >](#)

Manage your fleet of PCs - reliably and easily

Streamline how you deploy drivers, configure BIOS, monitor devices, and manage updates, with **Dell Manageability Solutions**.

And with **Dell Trusted Update Experience**, simplify how you update your endpoints with latest BIOS, driver, and firmware versions.

Dell is the only Top 5 PC vendor that:

- publishes* a device drivers and downloads release schedule
- does** integrated validation of all driver and BIOS modules in an update

So you can expect reliable updates, delivered on a regular cadence - minimizing downtime and optimizing end user productivity.

[Learn More >](#)

Flexibility to transform your IT

With our APEX client device portfolio we are enabling companies of any size to simplify IT and deploy the latest technologies with predictable costs. Our APEX device portfolio is made up of two offers:

- **APEX Managed Device Service** - designed for small and medium businesses with limited or no in-house IT, this fully managed subscription includes a team of IT experts that keep business devices up-to-date and secure.
- **APEX PC-as-a-Service** - designed to meet the specific IT needs of larger companies, this fully customizable subscription covers everything – devices, software and services available from one-to-five-year terms.

[Learn More >](#)

*Based on Dell internal analysis, September 2022. Not all features available with all PCs. Additional purchase required for some features.

**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.