RETAIL USE CASES

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

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

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

INDUSTRIAL-GRADE MOBILE POINT OF SALE
Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.

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

PURPOSE-BUILT POINT OF SALE
Customize your unique retail workspace with solutions built for demanding jobs.

INDUSTRIAL-GRADE INVENTORY MANAGEMENT
Master every area of retail logistics and product management with solutions that work smoothly in the harshest environments.

UNIFIED WORKSPACE
Revolutionary solution with intelligence and automation providing visibility across the entire endpoint environment.

SUPPORT & DEPLOYMENT SERVICES
Upgrade to the most complete support service with ProSupport Plus.
Hospitality

PROVIDE A WELCOMING, STREAMLINED EXPERIENCE WITH INTERACTIVE DEVICES IN CUSTOMER SERVICE KIOSKS OR RECEPTION SPACES.

Recommended Dell Solution

A. Dell Single Monitor Arm - MSA20 with Ultra and Dell Monitor mounted on it
B. Dell 27 Monitor - P2719HC without stand
C. Dell Wireless Keyboard and Mouse - KM636

OptiPlex 7070 Ultra’s beautiful design and hassle-free technology create a lasting first impression. For a clean and future-ready workspace, choose the Height Adjustable stand to hide the Ultra PC module and quickly attach a Dell P Series USB-C Monitor. Cable management is neat and easy with a single cable that connects the monitor and PC to the power outlet.

Additional options

For interactive, touch experiences:

D. OptiPlex 7480* or 7780 All-in-One touch enabled
E. OptiPlex All-in-One Articulating Stand*
F. Dell Premier Wireless Keyboard and Mouse - KM717

Engage customers with beautiful, innovative technology including the OptiPlex 7780 All-in-One and outshine your competition.

*Not pictured
Digital collaboration

REACH CUSTOMERS WITH IMMERSIVE TECHNOLOGY THAT EXPANDS THE BORDERS OF COLLABORATION.

Recommended Dell solution

A. Dell 86 4K Interactive Touch Monitor - C8621QT
B. OptiPlex 7080 Micro with Intel® Core™ vPro™ *
C. Intel Unite®

Transform hotel meeting spaces into on-demand collaboration hubs with the right-sized solution powered by Dell.

*Not pictured

OptiPlex 7080 Micro PC enabled with Intel Unite® and a Dell 4K Interactive Touch Monitor bring to life a powerful, collaboration solution for the modern ways people meet. Run smarter, more productive business conferences with simplified access to Wi-Fi and meeting room management applications.

Additional options

For personalized retail design collaboration:

D. Dell Precision 5750
E. OptiPlex 7080 VR-Ready Tower
F. HTC VIVE Pro

The 7080 tower is designed for OptiPlex users who need breakthrough performance on demanding workloads. By growing customer demand, this solution offers ultimate expandability and rich VR experiences.
Mobile point of sale
BRING THE SALE TO THE CUSTOMER WITH AGILE DEVICES, WHETHER ON-THE-GO OR ON THE SALES FLOOR.

Recommended Dell solution

A. Latitude 7210 2-in-1
B. ID Tech Magstripe Reader*

As versatile as your workday, the 2-in-1 detachable works in multiple modes with flexible connectivity. Secure your critical data with optional fingerprint, contacted or contactless smart card reader.

*Not pictured

Additional accessories

C. Latitude 7210 2-in-1
D. Dell Premium Active Pen | PN579X
E. Dell USB-C Power Adapter Plus | 90W PA901C
F. Dell UltraSharp 27 4K USB-C Monitor | U2720Q
G. Dell Mobile Pro Wireless Mouse | MS5120W

With the right technology at your fingertips, enable all new sales opportunities using a device built thin, light and versatile to meet your customers where they are.
Recommended Dell solution

A. Latitude 7220 Rugged Extreme Tablet
B. Rugged Cross Strap

Work hard and play hard with the Latitude 7220 Rugged Extreme Tablet. It stands up to long hours in the sun with a 1000-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 accessories

C. Rugged Tablet Shoulder Strap
D. Rugged Tablet Dock and Battery Charger
E. Rugged Tablet Scanner Module (Barcode, Magnetic Stripe)
F. Rugged Active Pen

The Latitude 7220 Rugged Extreme Tablet is a tough and light mobile point of sale device, weighing in at only 2.9 lbs. It features hot-swappable dual batteries and is in tested to withstand extreme temperatures of -20°F to 145°F. This solution is highlighted by robust accessories including the scanner module, optimized for the ergonomics of both scanning barcodes and reading cards with magnetic stripes.
Versatile retail endpoints
ENABLE RETAIL INNOVATION WITH STREAMLINED, CUSTOMER-CENTRIC SOLUTIONS FROM THE SALES FLOOR TO THE DATA CENTER.

Recommended Dell solution

A. OptiPlex 7080 Micro with Intel® Core™ vPro™ and Intel® Optane™ memory*
B. Dell 24 Monitor | P2419H
C. Dell Micro All-in-One Stand | MFS18
D. Dell Mobile Pro Wireless Mouse | MS5120W

Now featuring the built-in AI of Dell Optimizer ExpressResponse that allows users to optimize the performance of their top 5 apps with every use.

*Not pictured

Additional options

For virtual, secure workspaces with ample legacy support:

E. Wyse 5070 Thin Client
F. Dell UltraSharp 27 4K USB-C Monitor | U2720Q (x2) with a Dell Dual Monitor Stand
G. Dell All-in-One Mounts

The Wyse 5070 Thin Client is a smart choice for IT Retail. By centralizing customer data at the data center, it reduces the risk of data loss or theft. This solution features a broad choice of connectivity options to support retail peripherals.

*Not pictured

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. Versatile mounting options & cable covers provide a secure & clutter-free workspace.
Purpose-built point of sale
CUSTOMIZE YOUR UNIQUE RETAIL WORKSPACE WITH SOLUTIONS BUILT FOR DEMANDING JOBS.

Recommended Dell solution
A. OptiPlex XE3 Small Form Factor
B. OptiPlex Small Form Factor All-in-On Stand – OSS17

Retail Accessories
For XE3 and OptiPlex:
C. Cherry Keyboard with Touchpad and Magnetic Stripe Reader*
D. Epson TM-T88V POS Thermal Receipt Printer*
E. Logic Control LD9900 Customer Pole Display with USB Port Powered Interface - Dark Gray*
F. APG Cash Drawer 16-inch x 16-inch Heavy Duty S100 Electronic Black Cash Drawer*
G. Honeywell Retail Linear Image Handheld Barcode Scanner*

A high performance, industrial-grade PC and retail accessories provide a powerful solution for modern customer environments. Fully expandable and OEM-ready, OptiPlex XE3 offers long-term stability and is sustainably built with 39% PCR* (post-consumer recyclables).

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

Additional option
For a durable, automated point of sale solution:

H. Embedded BOX PC 3000
I. Dell Edge Device Manager*

The small, fan-less Embedded BOX PC 3000 seamlessly integrates into space-constrained, lower power environments with uncompromised connectivity. Backed by Dell’s global supply chain to scale at the speed of retail business.

*Not pictured
Recommended Dell solution

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

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

*Not pictured

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 and accessories

G. Dell Rugged Active Pen
H. OptiPlex XE3 Small Form Factor or Tower
I. Embedded BOX PC 3000 or 5000*
J. Dell Small Form Factor All-in-One Stand | OSS17
K. Edge Gateway 5000*
L. OptiPlex Tower & Small Form Factor Cable Covers*
M. OptiPlex Small Form Factor and Tower Dust Filters*
N. Dell Multimedia Keyboard | KB216
O. Dell Laser Wired Mouse | MS3220

*Not pictured
Experience a new way to work with Dell Technologies Unified Workspace

Intelligence built in. Modernization built on.

We know that having the right device is just the start to a great workday. Employees need intelligent, intuitive and responsive experiences that allow them to work productively and without interruption. According to research, 1 out of every 4 users would question their job and the company they work for if they had a negative experience with their technology.¹

Dell Technologies Unified Workspace is transforming the employee experience and ensuring IT has proactive, predictive and automated solutions to deliver on the promise of a modern workday, while simplifying their ability to deploy, secure, manage and support their environment.

DEPLOY

ProDeploy in the Unified Workspace allows IT to move away from traditional, high-touch, manual deployment, and instead, ship devices preconfigured with company apps and settings from the Dell factory directly to their end users—having end users up and working on day one.

SECURE

Dell Trusted Devices provide a foundation to a modern workforce environment with invisible and seamless protection to ensure smarter, faster experiences. End users stay productive and IT stays confident with modern security solutions for the Dell Trusted Device.

MANAGE

Dell Client Command Suite + VMware Workspace ONE offers integrated capabilities that deliver a unified endpoint management experience for IT, enabling them to manage firmware, OS, and apps from one console, while also creating seamless experiences for end users.

SUPPORT

ProSupport resolves hardware issues up to 11x faster than the competition. ProSupport for PCs offers 24x7 access to in-region ProSupport engineers who contact IT when critical issues arise,² so you can focus on what’s next, not what just happened.

ProSupport Plus helps IT stay a step ahead and virtually eliminate unplanned downtime due to hardware issues. You get all the capabilities of ProSupport, as well as AI-driven alerts to prevent failures and repairs for accidents.³

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Hardware issues detected by SupportAssist include hard drives, solid state drives, batteries and fans.
ProSupport Plus
Upgrade to the most complete support service with ProSupport Plus.
Available with all PC systems.

The ProSupport Plus advantage

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<thead>
<tr>
<th>Basic</th>
<th>ProSupport</th>
<th>ProSupport Plus</th>
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<tbody>
<tr>
<td>- 24/7 hardware and software phone support</td>
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<td>X</td>
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<tr>
<td>- Direct access to in-region ProSupport engineers</td>
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<td>X</td>
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<td>- Automatically detects problems and opens trouble tickets</td>
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<td>X</td>
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<tr>
<td>- Automatically predicts issues before they become a problem</td>
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<tr>
<td>- Repair accidentally damaged devices and keep hard drive after replacement</td>
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When compared to key competitors, ProSupport Plus with SupportAssist reduced time to resolve a failed hard drive with:

92%
Up to 92% less time to resolution

68%
Up to 68% fewer steps to resolution

ProDeploy Plus
Deploy PCs with greater speed and less effort.

Experts
Enjoy unprecedented efficiency thanks to best practices learned from years of experience. Gain up to 56% faster deployments and $792 reduced deployment cost per PC.

Insights
Gain expertise from teams who do this every day. We custom-configure and image units globally every week, and provide project documentation with knowledge transfers.

Ease
Effortlessly deploy PCs by outsourcing to us. You’ll have the flexibility to select the level of service that matches your IT staff outsourcing needs, and we perform deployments after hours or on weekends for zero disruptions during business hours. We’re also available in 70 countries.

50%
Up to 50% reduced deployment time

$792
$792 reduced deployment cost per PC

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2Source: Based on IDC White Paper commissioned by Dell, “Business Value of Optimized Device Deployment”, October 2019. Results derived from a survey of 1000 organizations worldwide. Savings calculated reflect costs associated with IT staff time for deployment-related activities and do not include the list price of ProDeploy Plus. Cost savings in U.S. Dollars. Actual results will vary. Click here for the full report: www.dellEMC.com/idcdeploymentservicebusinessvalue