Building security, manageability, and reliability into the commercial endpoint

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Built for business

Dell offers the world’s most secure, manageable, and reliable commercial endpoints.

Products + Software & Accessories + Services

Dell Latitude   Dell OptiPlex   Dell Precision   Dell Venue

most secure | most manageable | most reliable
Technology trends are **forcing changes** in the way you do business.

- **3 Billion** people worldwide now use the Internet, and many access social media.
- **86%** of workloads expected to be **virtualized** by 2016.
- **350 Million** employees will use smartphones by 2016. 250M employees now bring their own device to work.
- **>50%** of mid-market companies are using cloud models in their business (SaaS).
- **58 Billion** mobile application will be downloaded by 2015.
- **2.5 Quintillion** bytes of data being created every day. How will you manage that to your benefit?
With these changes come major challenges...

**Security**

$49,246
average value of a lost laptop. 80% is due to data breaches.¹

**Manageability**

48%
Increase in annual IT costs to support smartphone security & management needs as workers bring consumer smartphones to work

**Availability**

99.999%
“Five nines uptime” – standard goal for system availability. How do you get there?

**Reliability**

500%
Increase in bandwidth needed by 2017 to handle increased amount of data – video, voice, content

**TCO**

100x
Data centers consume 100 times more energy than the offices they support

**Scalability**

100,000
Registrants for your upcoming webcast – can your infrastructure support them?

Dell Solutions Tour 2014
Dell offers a complete portfolio of client computing solutions to tackle the challenges

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**Services & Accessories**
Desktop as a Service, consulting, deployment, support, managed services, recommended essential accessories and award-winning monitors
Common end-user security **challenges**

- **Jane uses “password” as her password**
  - **123456** and **password** are two of the most common passwords
  - **91%** of companies have experienced a cyber attack targeting end users, with key counting among the most frequently used attack basis.

- **Joe’s corporate laptop is stolen while he’s at the gym**
  - **1 out of 10** laptops are lost or stolen over the lifetime of the device
  - **46%** of lost laptops contain confidential data
  - The average value of a lost laptop is **$49,246**

- **Jim downloads malware which emails itself to his contacts**
  - In just one month, **280 million** malicious programs, **134 million** web-borne infections, and **24 million** malicious URLs are detected
  - Spear-phishing attacks have **98%** success after only 14 emails
Dell solutions can help

**Authentication**
Ensure only authorized users have access to your data

**Dell Data Protection | Security Tools**
- Broadest range of fully-integrated advanced authentication options
- FIPS 140-2 compliant TPM, hardware password manager for more secure credential protection

**Encryption**
Protect data no matter where end users take it

**Dell Data Protection | Encryption**
- Deploy, enforce, and audit compliance policies
- Protect data on any device, external media and in the cloud

**Malware Prevention**
Proactively protect users and data against daily threats

**Dell Data Protection | Protected Workspace**
- Automatically detects and blocks all malicious behavior – even zero-day attacks
- End users securely work as they always have using the tools they need, without interruption
Security Video

• Security (DDP|Protected Workspace) animation video: (2’)
  http://www.youtube.com/watch?v=aOEw-HHMtNI
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<td>Secure hardware credential processing</td>
<td>Included on every commercial PC</td>
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<td>Removable media, mobile and public cloud storage protection</td>
<td>FIPS-certified TPM, fingerprint and smart card readers</td>
<td>Virtual sandboxing technology</td>
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<td>Full-disk encryption or self-encrypting drives</td>
<td>Pre-Boot Authentication and Single Sign-On</td>
<td>Protection against zero-day threats</td>
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**Centralized, remote management**

- Single console to enforce encryption and authentication policies
- Automatic deployment and provisioning of encryption
- Seamless integration into existing IT processes
Fortune 100 retail company

Thousands of off-site employees with customer data on mobile devices still work securely

Challenge

• Retailer needed to enable their workforce while protecting sensitive data and meeting compliance requirements

Results

• Company encrypted data on corporate laptops with Dell Data Protection | Encryption
• Company met compliance with relevant state laws and HIPPA regulations
• IT centrally manages solution, end users aren’t disrupted

“For our employees, once DDP | E is implemented, they don’t see a difference in performance on their laptops at all. They don’t even notice it’s there, and that’s exactly what we were hoping for.”

—IT Manager
Mid-size financial company

Challenge
• Cybercrime creating increase risk & costs
• 33% of devices remediated in 2012
• Forcing locked down systems which created employee dissatisfaction

Results
• Company protecting devices using Dell Data Protection | Protected Workspace technology
• Not a single machine re-imaged in last 6 months
• 6 targeted attacks blocked that had bypassed other controls
• Improved employee satisfaction with access to email, social networking sites
Managing end-user devices is still too time consuming

Automated tools drive efficiencies throughout the device lifecycle

Deploy

- Faster deployments
  Save an hour per PC with best-in-class Microsoft SCCM integration

Monitor

- Better monitoring
  Detailed system inventory for monitoring health and policies

Update

- Easier updates
  Update BIOS in one step vs. 5 hours of hands-on time with unique vPro extensions

Lifetime support

- Support for five generations of laptops – more than any other hardware vendor

Dell Services

- Covering the PC lifecycle, from configuration and deployment to Dell ProSupport
Manageability Video

Client management animation video (2’ 42’’);
http://salesedge.dell.com/doc?id=0901bc828071820d&ll=sr
A day in the life of Phil, the IT professional

8AM  The morning challenge:  
200 new systems need to be handed to new employees this afternoon

1PM  The afternoon challenge:  
Check on systems deployed six months ago across the globe
<table>
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<th>Dell client systems management solutions</th>
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### Configure & Deploy
- Flexible BIOS configuration with reusable templates for automated deployment
- Pre-OS BIOS and TPM configuration
- Single CAB file OS Deployment
- Published schedules for image refresh planning

### Monitor
- Best in class integration with SCCM and KACE
- Remote system health monitoring
- Deep inventory information for improved manageability
- Remote "out of band" battery management

### Update
- One to many updates of out of band systems with vPro extensions
- Patch management of offline systems
- Easy to use tool for automating updates
- DASH "Certified"

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**Support for up to 5 Generations of PCs**
Last year's systems aren't second-class citizens
Device reliability has direct impact on productivity

In a recent TBR study companies rated the most important factors of reliability:

1. Performance
2. Durability
3. Stable connectivity
4. Data protection (backup)
5. Uptime

#1 answer to how often companies refresh their systems

3 years
Gather Customer Feedback
Collect input from multiple sources
- Customer on-site interview process
- Sales teams
- Social Media, ratings and reviews
- User trials

Aggregate Findings
Findings are then integrated into a database of feedback and issues

Share Feedback
Share findings with key stakeholders to raise awareness
- Planning team
- Design and engineering
- Quality team

Create Action Plan
Cross-functional team makes recommendations for customer-led improvements

Track Progress
Quality team continues to watch issues post recommendations
Voice of the Customer – Driving Product Improvement

- HDD Isolation for enhanced reliability due to vibration and MB Free Fall Sensor
- Reduction in AC Adapter size
- Optional pointer stick
- Model Identification on bezel
- Touchpad disable button
- Improved battery run times
- Improvements to battery latch
- HDD Isolation for enhanced reliability due to vibration and MB Free Fall Sensor
- New materials to reduce fingerprints
- MSATA support
- Improvements to AC Adapter cable management
- Reduction in AC Adapter size
- Return of AC Adapter LED ring
- Locking connectors on LCD side for LVDS cable
- Hard Disk Drive status activity LED added
- Improved battery run times
- Improvements to battery latch
Structural integrity

You do this

Drops & bumps

Heavy packing and sightseeing

One-handed carries

Turbulent & rough traveling

So we do this

We drop systems at all possible angles from table height onto hard surfaces

Tested to withstand the expected high pressure impacts that occur while traveling

Bases and LCD screens are twisted for 50,000 cycles and our unique hinge strength tests ensures robust performance

Perform vibration testing while Notebook hard drive is operational and buffing tests to avoid cosmetic damage that can occur
Latitude E7240 vs. Lenovo X1 Carbon video
Reliability Video

Dell commercial laptops-Quality & Testing (1’ 32”):
Dell business PCs deliver outstanding reliability

Designed to last
- Premium materials that protect for a lifetime
- Thoughtful design that improves performance, reliability and usability
- Reflected throughout our product lineups

Proven testing
- Highest standards for torture, lifecycle and environmental testing
- Going beyond standards with highest military-grade (MIL-STD 810G) testing
- Usability testing that ensures each product works the way you do

Superior Experience
- Complete ecosystem of accessories to enhance productivity and experience
- Exclusive proactive approach to quality control and lifecycle management
- Software and services that always keep you up and running

Designed, tested and engineered to deliver a flawless customer experience every time
## Dell Global Support & Deployment Services

### Support Services
- 150+ Countries supported
- Keeping you connected and productive

### Deployment Services
- 40,000+ Team members – direct and indirect
- From factory to desk – integrated & ready to work

### Key Numbers
- 24x7 Phone/online availability*
- 55 Languages spoken
- 113M+ Systems supported
- 195+ 3rd party software vendor relationships

### Additional Info
- 11M Systems configured annually
- 55% Reduced PC deployment costs using Dell-optimized deployment
- 90%+ Dell ProSupport customer satisfaction

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* Availability and terms of Dell Services vary by region. For more information, visit [dell.com/servicedescriptions](http://dell.com/servicedescriptions).
Dell Latitude, OptiPlex, Venue, and Precision: **Built for business**

For task workers to mobile workers

To mobile workers that want to stay protected

For the toughest environments

And the toughest demands

**Dell Latitude and OptiPlex**
World’s most secure and most manageable desktops, laptops, and tablets

**Dell Venue Tablets**
Meaningful flexibility and choice, allowing you to easily connect, access and share in the way that is most natural.

**Rugged devices**
Built to withstand the harshest conditions

**Dell Precision**
Most powerful mobile workstations and most serviceable tower workstations
Next steps

Today - meet with Security and Client Computing subject matter experts in the expo.

Learn more by attending future events and workshops. Search www.dell.com/events for upcoming events in your area.

Schedule a post-event Whiteboard Session to address your specific requirements. Contact your account team for details.

Discover how Dell Solution Centers can help your business. Discover more: www.dell.com/solutioncenters.com
Q&A
The power to do more
Get more from a technology partner

Quality and durability
Built and tested to last

Superior experience
From device to the surrounding ecosystem

Innovation
Award-winning design

Management
Efficiencies throughout the lifecycle

Support
24x7 support for 115M+ systems

Security
Built-in data protection

Dell is your global technology partner for:
Dell solutions help connect and protect your end-users, now and into the future.

Investing in **tomorrow**

- Cloud Client Computing
  - Dell Wyse invented the thin client and is the global leader in cloud client computing.

Designing for the **future**

- Mobility for the Evolving Workforce
  - Dell leads in solutions for BYOD such as MDM, security and commercial devices with consumer appeal.

**Built for Business**

- Dell offers the world’s most secure, manageable and reliable commercial PC solutions.

**Connecting Mobility for the Evolving Workforce**

**Strengthening **today**
New – Encryption virtual appliance

Dell Data Protection | Encryption VS. Typical Competitive Solutions

- All-in-one Appliance
  - Under 30 minute deployment

- Multiple Servers
- Multiple Licenses
- Separate Database

= 4+ hour deployment
Dell Venue – delivering Dell commercial end-user device tenets

Secure

- Designed with hardware and software security enhancements
- Protect your data wherever it goes with Dell Endpoint Security Solutions (coming Q1)

Manageable

- Exclusive Dell Online PC Diagnostics troubleshooting
- Full suite of best in class support, configuration, and logistic services
- Compatible with existing commercial end-user management tools

Reliable

- One of the most field serviceable tablets in the world
- Software and accessories offerings hand selected and pre-qualified to complete your solution
- Dell’s award-winning support and optional Accidental Damage protection