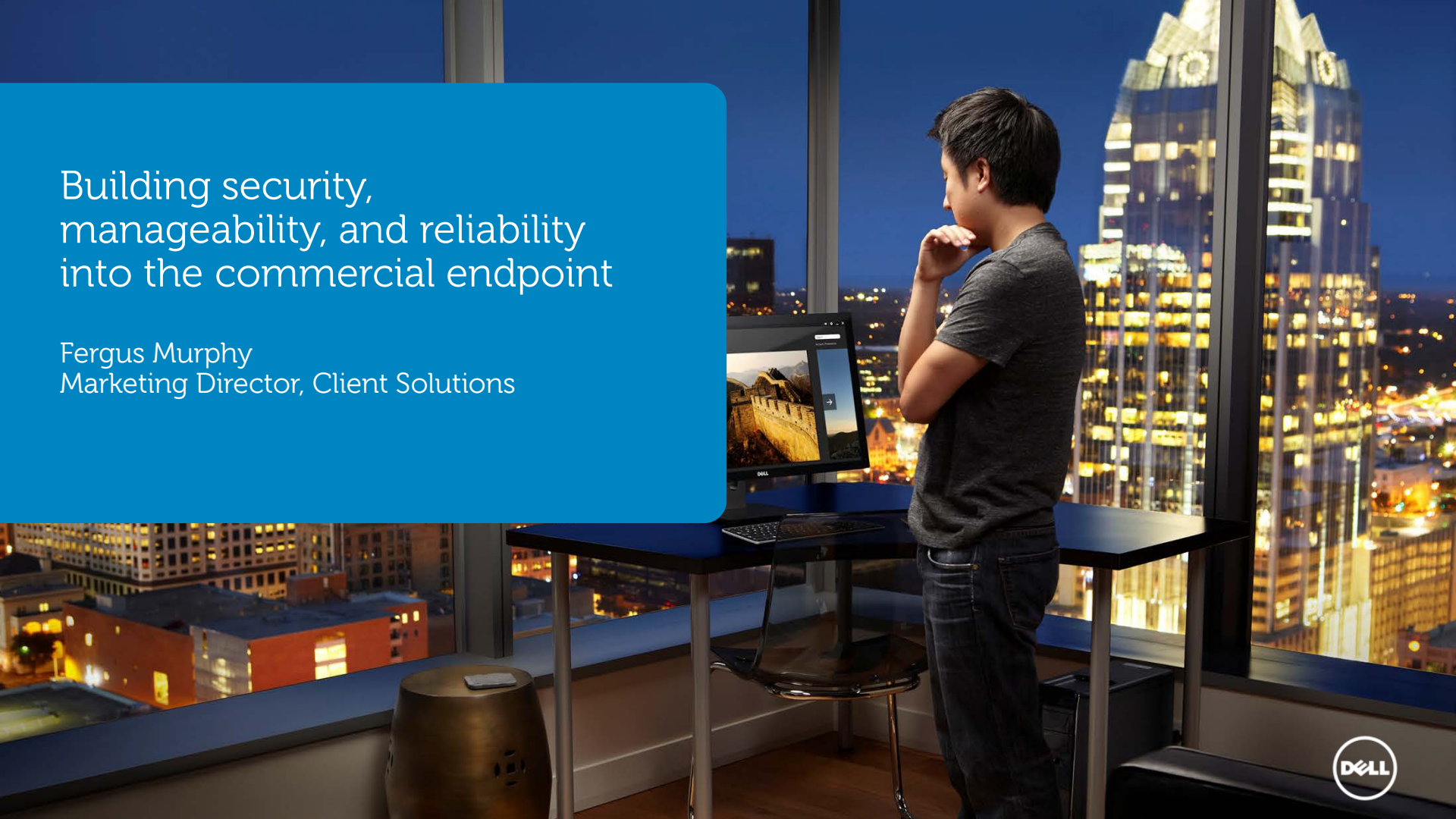


Building security,
manageability, and reliability
into the commercial endpoint

Fergus Murphy
Marketing Director, Client Solutions



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.†

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 offers a complete portfolio of client computing solutions to tackle the challenges

Infrastructure



Networking



Storage



Network and
Datacenters

Software



Cloud



Management



Security

Right devices



Personal
computers



Tablets



Thin / Zero clients



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 experience a cyber attack targeting end users, key counting among 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

Centralized Management

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>

Dell endpoint security solutions

Encryption



Data-centric encryption



Removable media,
mobile and public cloud
storage protection



Full-disk encryption or
self-encrypting drives



Pre-set compliance
templates & policies



FIPS 140-2, level 3

Authentication



Secure hardware
credential processing



FIPS-certified TPM, fingerprint
and smart card readers



Pre-Boot Authentication
and Single Sign-On



Fully-integrated
multi-factor authentication

Malware prevention



Included on every
commercial PC



Virtual sandboxing
technology



Protection against
zero-day threats



Traditional AV/AS



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



Dell client systems management solutions

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"



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

Voice of the Customer Feedback Cycle



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



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''):

<http://www.dell.com/learn/us/en/04/videos~en/documents~commercial-laptops-reliability-video.aspx?c=us&l=en&s=bsd&cs=04>



Dell business PCs deliver outstanding reliability

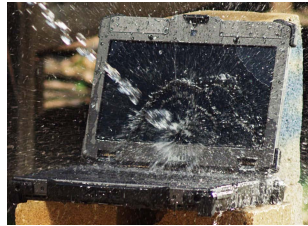


Designed, tested and engineered to deliver a flawless customer experience every time



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



Dell Global Support & Deployment Services

Support Services

Keeping you connected and productive

24x7

Phone/online availability*

Deployment Services

From factory to desk – integrated & ready to work

55

Languages spoken

150+

Countries supported



40,000+

Team members – direct and indirect



Experts, insights and ease

Giving you freedom to focus on what matters most



11M

Systems configured annually

55%

Reduced PC deployment costs using Dell-optimized deployment

113M+

Systems supported

195+

3rd party software vendor relationships

90%+

Dell ProSupport customer satisfaction



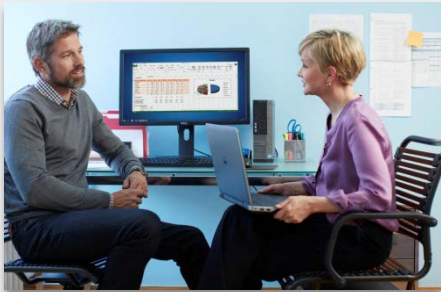
Dell Latitude, OptiPlex, Venue, and Precision: **Built for business**

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



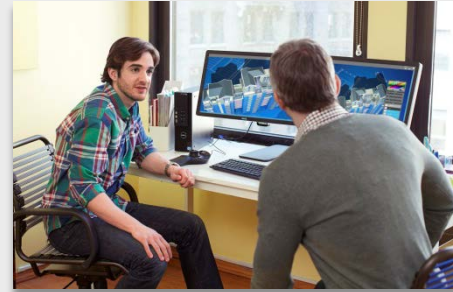
Dell Venue Tablets

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

Innovation

Award-winning design

Support

24x7 support for 115M+ systems

Superior experience

From device to the surrounding ecosystem

Management

Efficiencies throughout the lifecycle

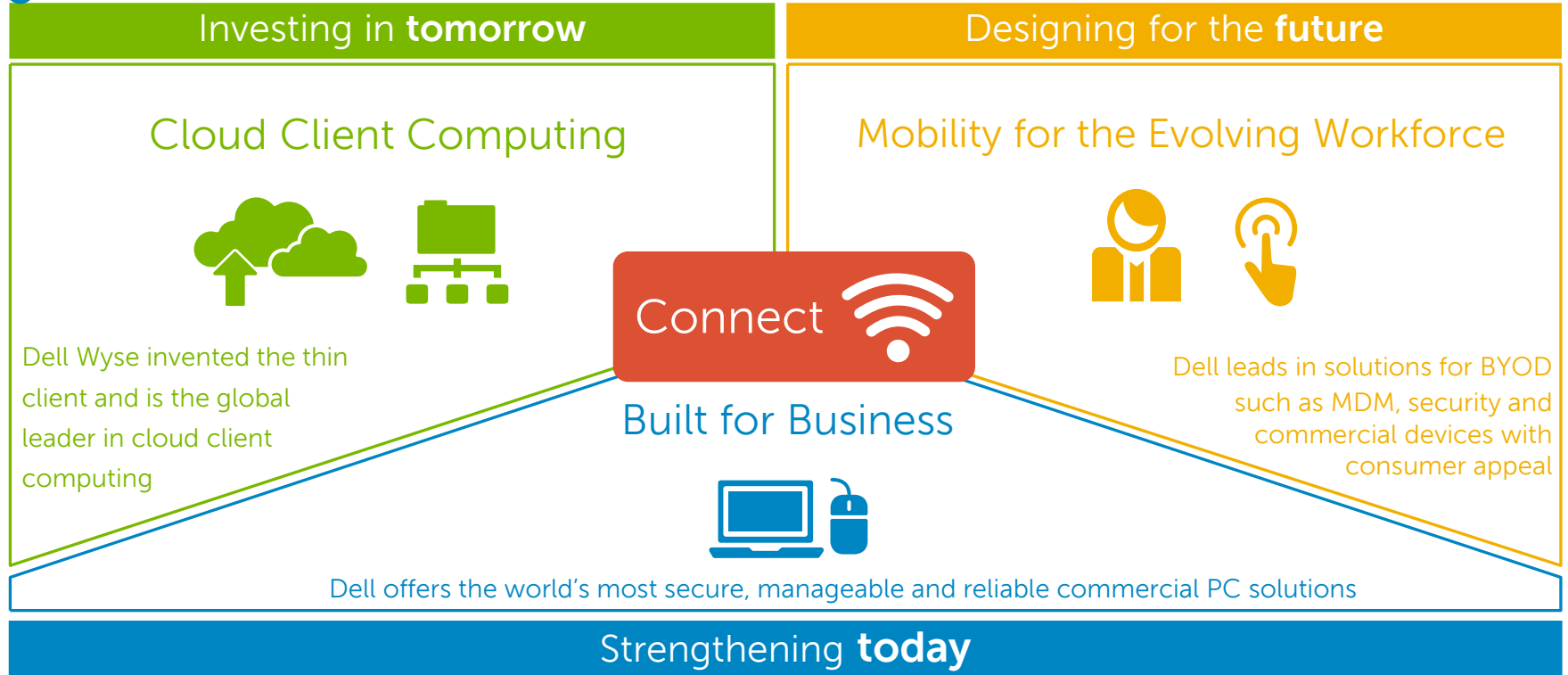
Security

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



New – Encryption virtual appliance

Dell Data Protection | Encryption

All-in-one Appliance



Under 30 minute deployment



VS.

Typical Competitive Solutions

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