Building security, manageability, and reliability into the commercial endpoint

Name of presenter

Get more from a technology partner

Quality and durability
Built and tested to last

Innovation
Award-winning design

Support
24x7 support for 115M+ systems

Dell is your global technology partner for:

Superior experience
From device to the surrounding ecosystem

Management
Efficiencies throughout the lifecycle

Security
Built-in data protection

Dell Solutions Tour 2014

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

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

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

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

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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

HP doesn't do this

Encryption

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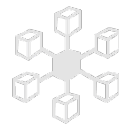Included on every commercial PC

Virtual sandboxing technology

Protection against zero-day threats

Traditional AV/AS

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Lenovo/ThinkPad doesn't do this

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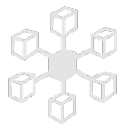Included on every commercial PC

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Apple doesn't come close

Encryption | **Authentication** | **Malware prevention**

Data-centric encryption

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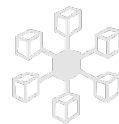
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New – Encryption virtual appliance

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

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*

DELL

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

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

Dell product reliability is second to none

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

Designed to last

- Premium **materials**

- Thoughtful **design** that improves usability

- Reflected throughout our product lineups

Proven testing

- Going beyond standards with **military-grade** testing

- **Usability** testing that ensures products work the way you do

Superior experience

- Complete, prequalified **ecosystem** of accessories

- Proactive approach to **quality control**

- Software and services that always keep you 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

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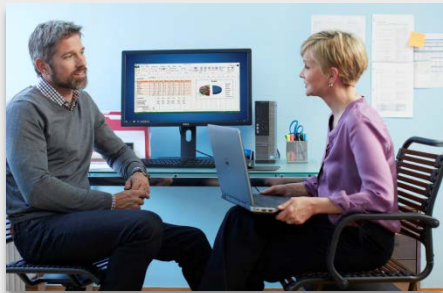
Dell Latitude, OptiPlex, Venue, and Precision: **Built for business**

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

Visit **www.Dell.com/dataprotection**

The power to do more