Client solutions for your evolving workforce

Name of presenter

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?

Only Dell offers the **complete portfolio of end-user computing solutions** to tackle your challenges, seize your opportunities

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

Apple only provides client devices

Lenovo doesn't offer end-to-end solutions

Neither does HP

No one makes it easier to do business than Dell
Most popular, best value systems ship fast

Easiest to choose

- Our **most popular** configurations are stocked and ready to ship.
- Our pre-configured systems range from **entry-level to top-of-the-line**
- We recommend **software & peripherals that complement** these products, making your users even more productive

Easiest to buy

- Smart Selection **ships within 24 hours**[*] of your order
- Only Dell offers **globally standard configurations** to serve your global business
- It's easy to order pre-configured systems from your personalized **Premier Page**

Easiest to own

- We offer the world's **most secure, manageable, reliable** business PCs
- **Easy online self-support** helps you resolve tech issues quickly
- Dell's pre-configured systems are available with Dell's best-in-class **Configuration Services, ProSupport, and Accidental Damage coverage**

[*]*In countries where Smart Selection is available; On Dell Latitude, OptiPlex, Precision, Venue and XPS products only*

Dell solutions help **connect** and **protect end-users**, now and into the future
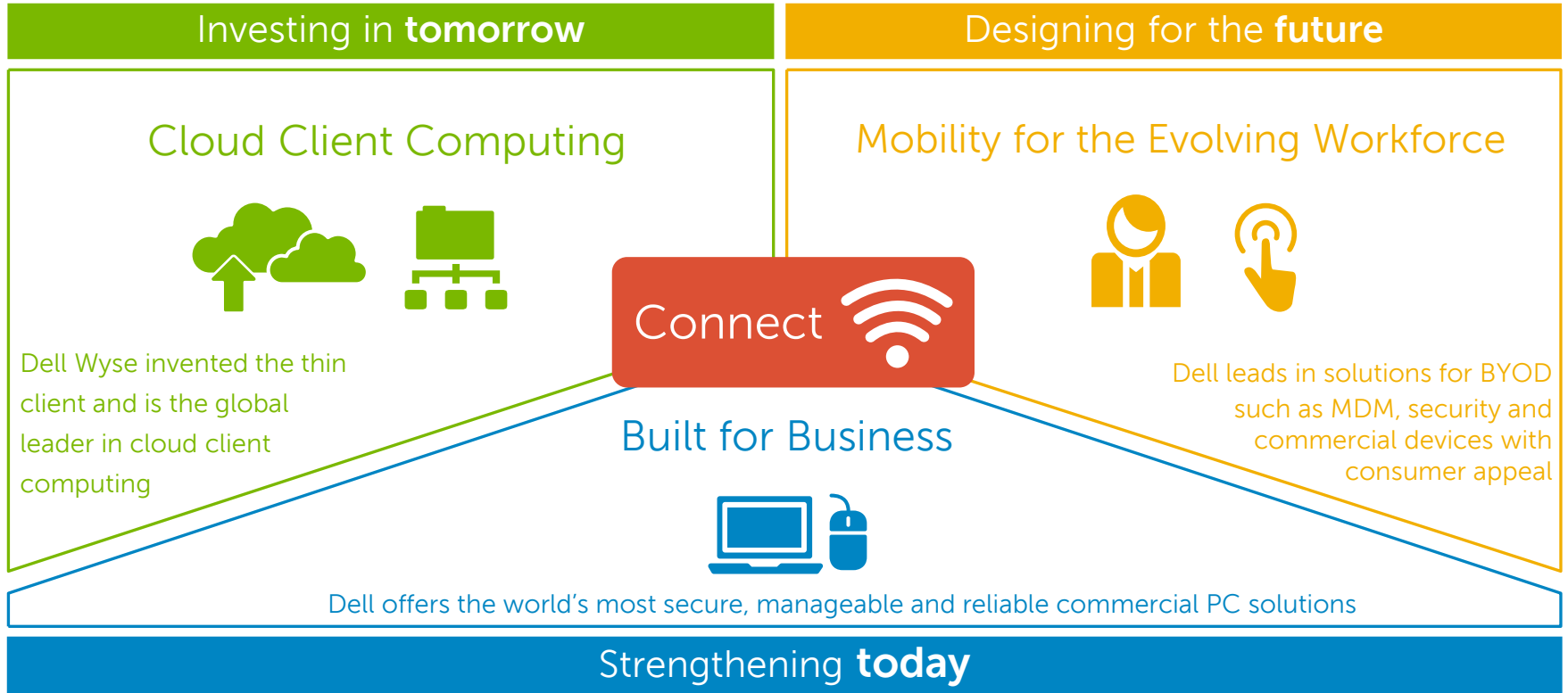
Investing in **tomorrow**

Designing for the **future**

Cloud Client Computing

Mobility for the Evolving Workforce

Connect

Dell Wyse invented the thin client and is the global leader in cloud client computing

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

Strengthening **today**

Investing in **tomorrow**

Designing for the **future**

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Strengthening **today**

Why Dell Latitude, OptiPlex and Precision?

Most Secure

Protect

Dell Data Protection | Encryption

Fully-integrated advanced authentication options: Fingerprint, smart card and contact-less smart card readers and hardware credential processing

Leading-edge malware protection

Most Manageable

Intel vPro extensions **updates your entire fleet of commercial PCs at once**, even if they're powered off

Faster deployments with 77% fewer steps* to import drivers

Supported updates for 5 generations of commercial laptops

Outstanding Reliability

The world's **most durable** Ultrabook: Latitude 7000 Series are the only one subjected to 16 MIL-STD-810G tests
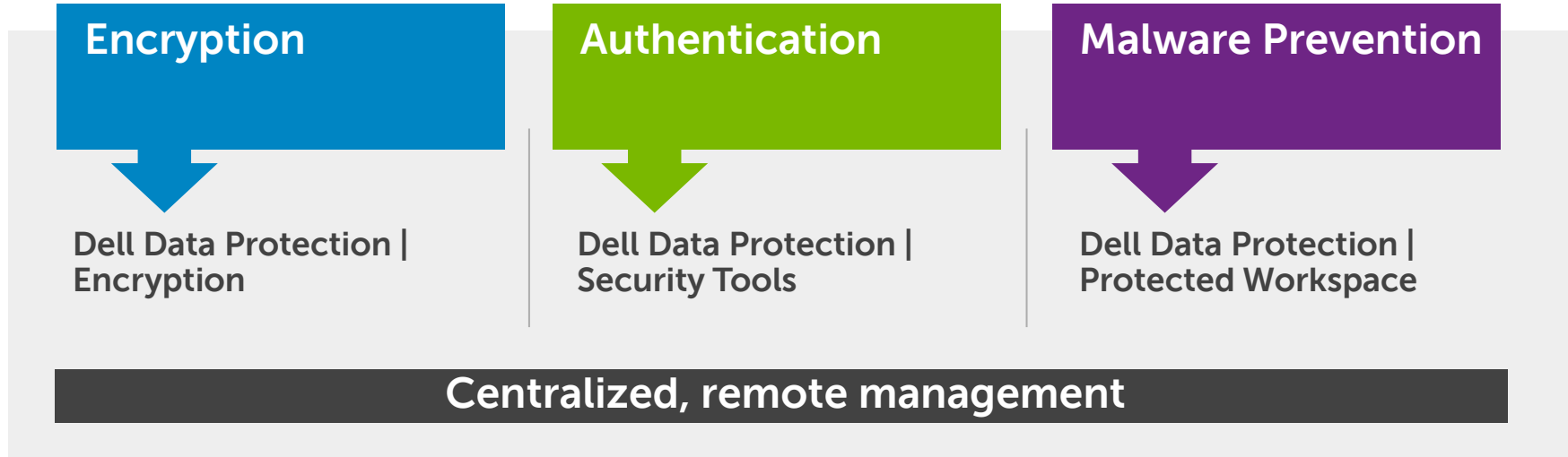
The world's **most powerful mobile workstation** and tower workstation

Dell touch-enabled displays offers **optimal viewing experience**, touch sensitivity and durability

Dell offers the **world's most secure business PCs**

- **Protect data** wherever it goes
- Avoid risk/**meet compliance** with ease
- **Simplify management** of endpoint security
- Enable end-user data access **without disruption**

Encryption	Authentication	Malware Prevention
↓	↓	↓
Dell Data Protection | Encryption	Dell Data Protection | Security Tools	Dell Data Protection | Protected Workspace

Centralized, remote management

Dell endpoint security solutions

Only Dell offers the complete portfolio of endpoint security solutions with the capability to address these challenges

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

Dell offers the world's most manageable business PCs

- Faster Deployments
- Unique vPro capabilities
- Most Generations of Updates
- Integrated monitoring of Power, Inventory & Warranty

Dell Client Command Suite's free automation tools work with whatever management infrastructure you have allowing simplified ways to:

Deploy
77% fewer steps to import drivers vs. competition

Monitor
Detailed system inventory for monitoring health and policies

Update
Update BIOS in 13 seconds with 75% less time vs. Lenovo

Lifetime support Dell clients supported for five generations

Out-of band mgmt Only 1-many capability in the industry

>15M Updates downloaded annually

$5,700 in cost savings for every 100 users/yr. using Dell Client Command Suite

Download & learn more at **dell.com/command**

Dell client systems management solutions difference

Dell delivers the most manageable commercial endpoints in the industry.

Configure & Deploy

Flexible BIOS configuration with reusable templates for automated deployment

Pre-OS BIOS and TPM configuration

Single Deployment Pack for OS Deployment

Published schedules for image refresh planning

Monitor

Best in class integration with Systems Center 2012 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"

Updates for up to 5 Generations of PCs
Last year's systems aren't second class citizens

DELL

Dell business PCs deliver **outstanding reliability**
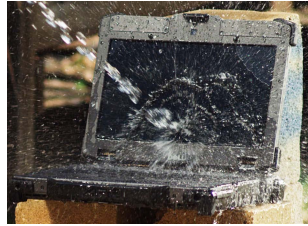
> ✓ Designed, tested and engineered to deliver a flawless customer experience every time

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

Leading the way for touch devices in the enterprise

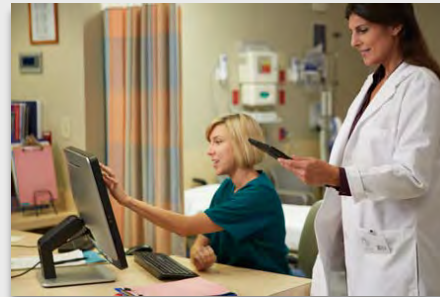For better interaction with customers

And enhanced student engagement

To improved patient care

And collaboration among knowledge workers

Dell Venue tablets

Latitude Notebooks & Ultrabooks

OptiPlex All-in-One Touch Desktops

Dell touch monitors & peripherals

There is a gap between the harsh reality of IT requirements and the promise of mobility

Challenges

The current approach

Opportunities

Risk

Complexity

Lack of resources

Productivity

Customer experience

Organizational performance
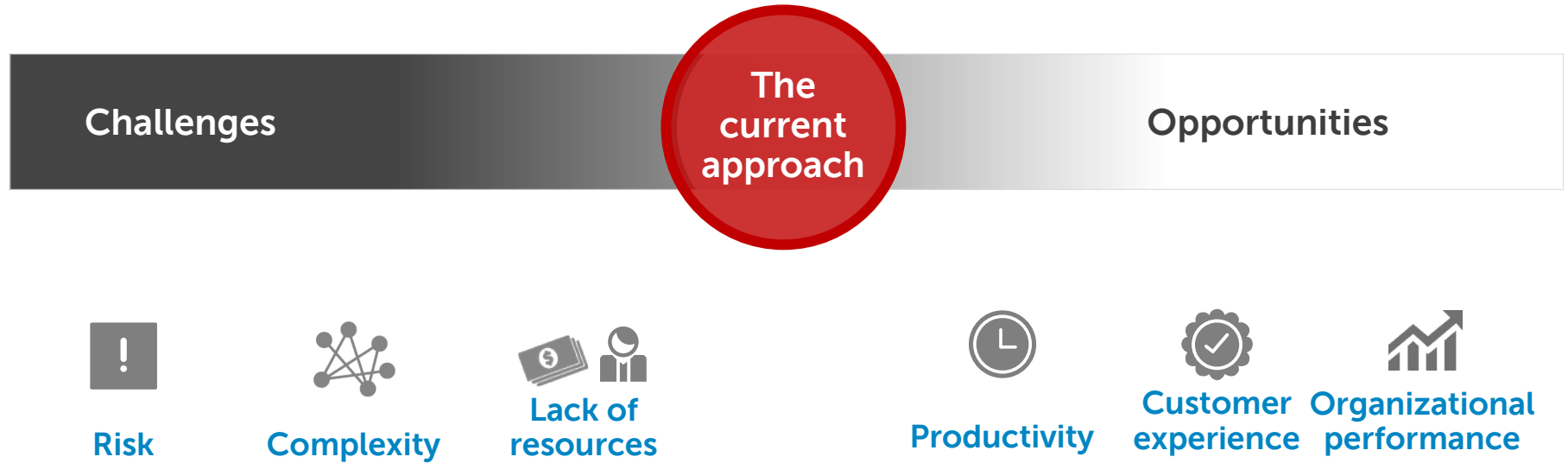
There's a disconnect between mobility's potential impact on the business and the harsh reality of IT requirements

IT Professionals

Want to support organizational goals and must ensure **security and cost control** and don't have **budget or bandwidth** to create apps for iOS or Android

Business owners

Facing constant pressure to improve **organizational performance** and are frustrated with the **lack of collaboration**

End-users

Need instant access to **applications, content and collaboration tools** to improve **personal productivity** and influence their **customers' experience**

DELL

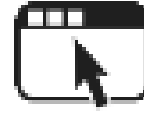# Dell's end-to-end portfolio enables an objective, holistic and usage-centric approach

Devices
- Dell Venue tablets
- Dell Latitude laptops & Ultrabooks
- Dell Precision™ mobile workstations
- Dell CloudConnect

Applications
- Application development services
- Application modernization services
- Dell Cloud Client-Computing

Management
Dell Enterprise Mobility Manager (EMM):
- Dell Mobile Management
- Dell KACE K1000 as a Service
- Dell Mobile Workspace
- Dell Desktop Workspace

Security & Infrastructure
- Dell Data Protection
- SonicWALL SRA, SMA, Next-Gen Firewall
- One Identity Manager
- Dell Networking W-Series

Dell Services:
- Consulting
- Deployment
- Image engineering
- IT outsourcing
- Mobility assessment
- Support

Dell helps customers mobilize their potential:

Empower the workforce to be more productive, more satisfied, and better able to serve customers.

Drive business performance by redesigning workflows and streamlining processes.

Enable IT control and innovation through simplified management and comprehensive security, making IT a valuable contributor to enterprise success.

How we do it: Building optimal mobile computing solutions focused on key challenges

Challenge

Dell Solution

Providing secure access to collaboration tools on smart devices

Enhance and expand mobile collaboration with EMM

Delivering full application access to professionals on mobile devices

Improve performance with Venue Pro tablets, Cloud Client-Computing and Dell Secure Workspace

Creating job-specific mobile solutions to improve mission-critical work

Transform business processes with mobile applications on professional-grade devices

Dell offers a full portfolio of business client systems to connect and protect your end-users

Latitude™ & XPS™ laptops

Venue™ tablets

Precision™ workstations

OptiPlex™ desktops

Dell Wyse™ thin- & zero-client solutions

Vostro™ laptops & desktops*

*not available in all countries

Dell Solutions Tour 2014

Dell Latitude
The world's most secure and manageable commercial laptops, delivering reliable productivity for your workforce

- **Latitude 7000 Series**

  – Thin and light for mobility at its finest

- **Latitude 5000 Series**

  – Business-class productivity

- **Latitude 3000 Series**

  – Affordable and reliable productivity

- **Latitude Education Series**

  – Purpose-built to meet the needs of virtually any student computing program

Dell OptiPlex

The most secure, manageable and reliable commercial desktops

- Comprehensive encryption, advanced authentication and leading-edge malware prevention

- Automated client management tools and exclusive Intel® vPro extensions

- Focus on premium materials, serviceable design, and extensive testing ensure a consistent, reliable end user experience

9 series – Performance Computing

The most secure desktop with premium performance, superior manageability and the greatest amount of expandability.

7 series – Mainstream Computing

Workhorse desktop providing significant performance, advanced manageability, and best-in-class security

3 series – Essential Computing

Offers essential computing power, productivity and collaboration features with basic manageability and best-in-class security.

Dell Venue

The power and adaptability to work when you must and play when you want

Venue 6   Venue 7   Venue 8   Venue 8 Pro   Venue 11 Pro

Dell Venue tablets offer the adaptability and choice you need, the portability you want, and the cutting-edge look you are proud to carry...all while maintaining enterprise-level management and security.

Secure

- Hardware
- Software security enhancements
- TPM
- Fingerprint reader
- Smartcard.

Manageable

- Complete manageability
- Both Android and Windows 8.1 with Intel
- Including vPro on select configurations.

Reliable

- Award winning support
- Optional Accidental Damage protection

Dell Solu

Dell XPS

The most elegant designs and premium experiences to enhance your work and personal success. Consumer appeal with IT-friendly features

- XPS 15: The highest resolution 15.6" display
- XPS 11: The world's thinnest, lightest and most compact 2-in-1 Ultrabook™
- XPS 13: The world's most compact 13" Ultrabook™
- XPS 12: The only premium Ultrabook™ with the elegant flip hinge design

Dell Precision Workstations

Focus on your work, not your technology

The world's most cutting edge workstations featuring the most powerful tower, rack, 15" and 17" mobile workstations

Latitude Rugged

Extreme durability for world-class reliability in adverse conditions

Latitude 14 Rugged Extreme:
Fully rugged 14" notebook

Latitude 12 Rugged Extreme:
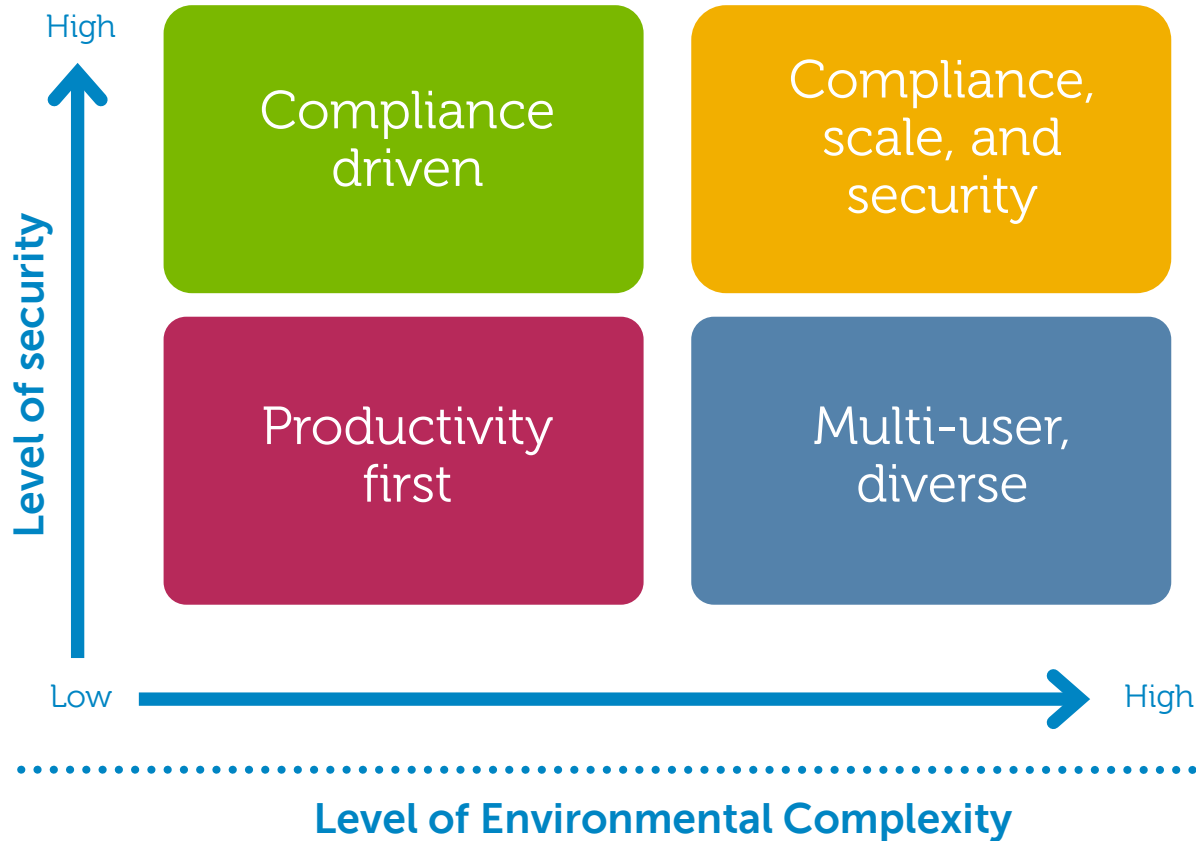Fully rugged 12" convertible
notebook/tablet

Latitude 14 Rugged:
Rugged 14" with
business- class appeal
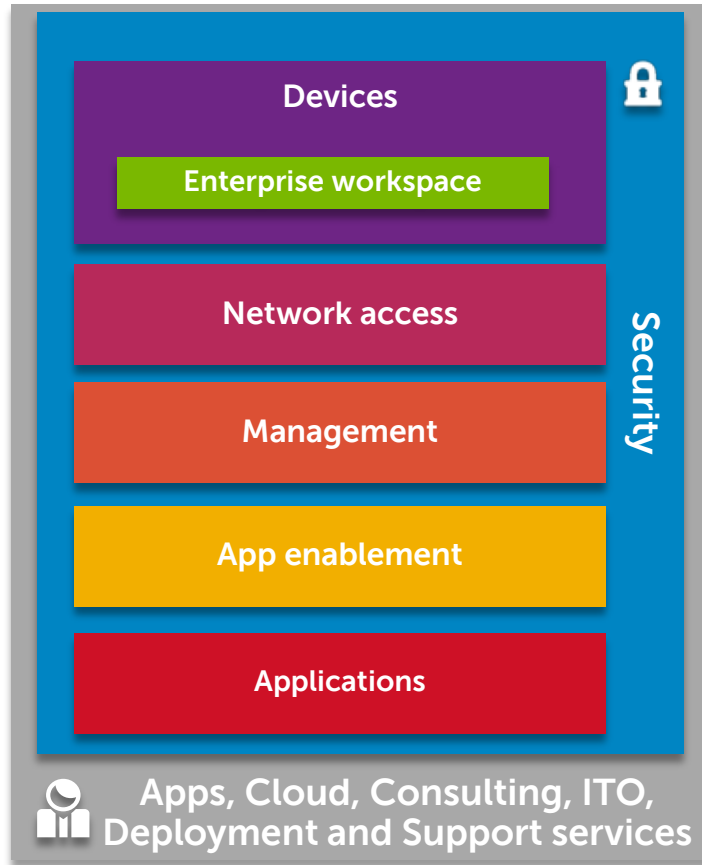
Rugged for the real world

Real-world durability - Go-anywhere productivity   -   Exceptional security & manageability

Dell Mobility/BYOD Solutions

Devices

Enterprise workspace

Network access

Management

App enablement

Applications

Security

Apps, Cloud, Consulting, ITO, Deployment and Support services

Services: supporting the evolving workforce

60+
Countries offering same business day response

160+
countries supported

1 Million
devices deployed annually

95%
Dell ProSupport enterprise customer satisfaction

5 Global Command Centers

Support in **55** languages

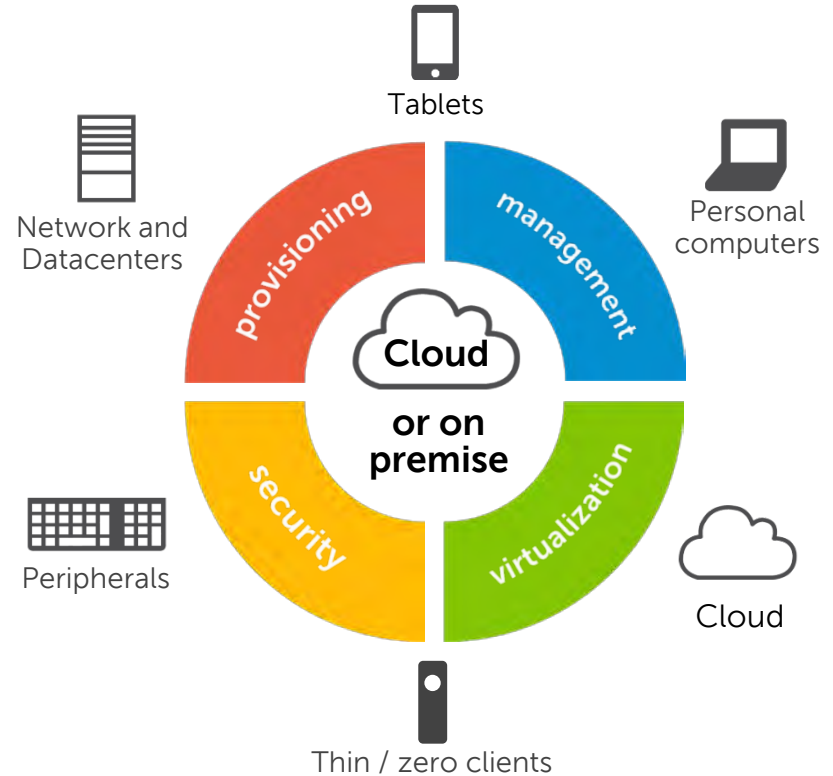**Over 115 Million**
systems supported worldwide

Our vision for cloud client computing:

Delivering **any application**

to **any user**

on **any device**,

**without limitations**

and with the **lowest TCO**

Tablets

Network and Datacenters

provisioning

management

Personal computers

Cloud

or on premise

security

virtualization

Peripherals

Cloud

Thin / zero clients

Dell Wyse + Desktop Virtualization Solutions
offer world-class components, from device to datacenter

A private, hybrid, public or personal cloud to store data/execute applications

Simpler, more reliable, lower cost endpoints
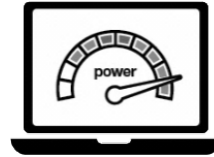
Choice of application delivery models, each optimized for specific objectives

Combined to enable any user to use any app from any device

No one can provide a **more comprehensive** cloud client computing **solution** than Dell

| End-to-end solutions | The fastest, most secure endpoints | Advanced software portfolio |

Next steps

Today - meet with Dell subject matter experts at the Expo

Explore our full set of solutions on the Mobility stand

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

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

The power to do more

Latitude 5000 Series

Launched September 15th

Latitude 5000 Series

- **The Latitude 5000 Series is designed to meet most workforce needs with 14.0" or 15.6" display options and all required ports and slots.**

- Get reliable mobile productivity with Intel iCore ultra low voltage processors, SSD or Performance Solid State Hybrid Drives options.

- Windows 8 ready, the Latitude 5000 Series offers touch display options.

- Mobile broadband1, Bluetooth and Wireless LAN options for mobility and connectivity virtually anywhere.

- HD webcam and microphone array enable efficient collaboration.

- A professional family docking that connects to your desk environment.

*Performance solid state hybrid drives available post-launch

Starting Windows

DELL

UNIFIED DOCKS
Backwards compatible with all E-series docking units

EASY ACCESS PORTS
Natural port location, with power and network in the corners.

COMMON BATTERY
Shared battery with 6000 series, including Long-Life and Extended options.

ABRASIVE RESISTANCE
Designed to hide scars from daily use.

PERCEPTION OF THINNESS
Chamfered edges

High contrast material banding on bottom assembly.

360º SCREEN SEAL
Cushions screen from impact, and helps prevent dust ingress when closed.

180°+

PROFESSIONAL WORK NEEDS A PROFESSIONAL KEYBOARD
Tighter keycap gaps
Dual point and backlit keyboard options.

INTERFACE IMPROVEMENTS
Enlarged track pad improves gesturing (on single point keyboards only)

014gesturing

BASE
Single door service access

COMMERCIAL-GRADE CHASSIS
Passed MIL-810G standard testing (15 tests)
Steel hinges for increased strength
Simplified assembly improves fit and finish

Latitude 14 5000 Series

System Specs

DIMENSIONS/WEIGHT:

- Width: 13.3" / 338.0mm
- Height: 1.1" / 28.6mm (non-Touch); 1.3" / 32.2mm (Touchscreen)
- Depth: 9.3" / 235.0mm
- Starting weight: 4.37lb / 1.98Kg w/no-ODD airbay and 4-cell battery

DISPLAY: 14.0" HD (1366x768) Anti-Glare LED, 14.0" HD+ (1600x900) Anti-Glare LED, 14.0" HD (1366x768) Touch Display, 14.0" HD+ (1600x900) Touch Display

PROCESSOR: Intel® 4th Gen Ultra Low Voltage Core i3[1], i5 and i7

SYSTEMS MANAGEMENT: Intel® vPro™ Technology's advanced management features (optional, requires Intel WiFi® Link WLAN), Intel® Small Business Advantage

STANDARD SECURITY: Optional FIPS TPM, Dell Data Protection SW, Smartcard Reader, Fingerprint Reader

GRAPHICS: Intel® Integrated HD 4400, Discrete Graphics with 2GB memory

MEMORY: 1600MHz DDR3L (Low Voltage); 2 slots supporting up to 16GB[1]

HARD DRIVES & STORAGE OPTIONS:

- Up to 500GB Hybrid drive, up to 256GB SSD
- Dell Fast Response Free Fall Sensor and HDD Isolation
- Intel® Rapid Start and Smart Connect Technologies

POWER SUPPLIES: 65W or 90W AC Adapter, 90W Auto/Air DC adapter (optional)

NETWORK: WLAN and Mobile Broadband[1] options

BATTERY: 4-cell, 6-cell, 9-cell

OPTICAL DRIVE: DVD-ROM, DVD+/-RW

MULTIMEDIA: Speakers, stereo global headset, optional HD webcam

[1] Some features will only be available post launch. Offers vary by country

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