

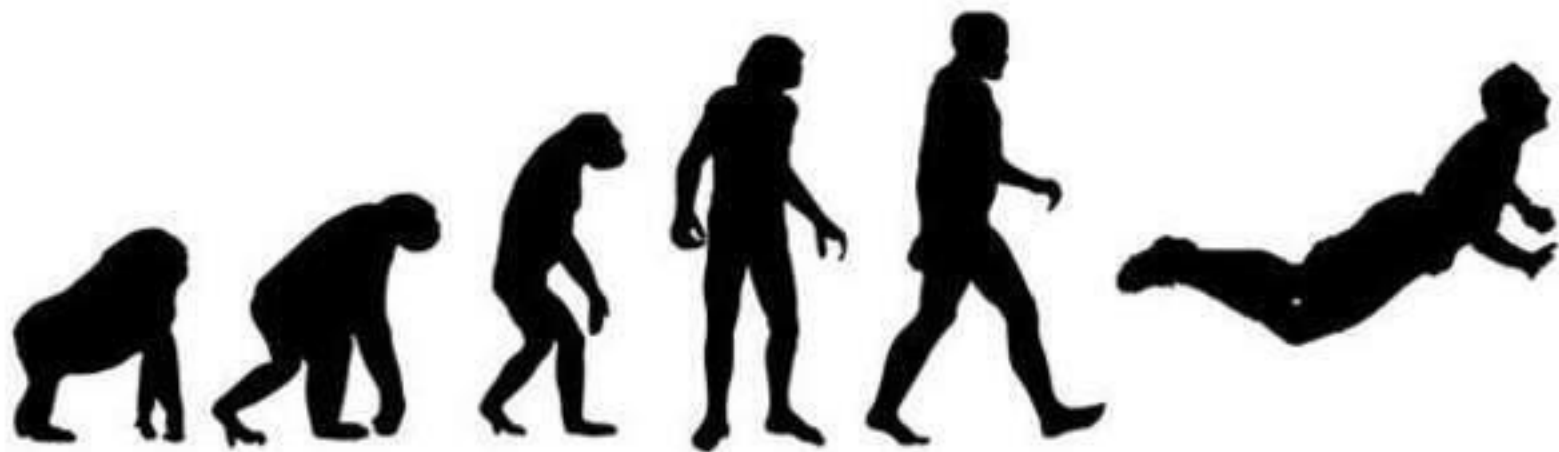
Mobility solutions for your evolving workforce

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EUC Marketing Manager



Evolution of Workforce





EVOLUTION



End users will **work around IT** to get what they need

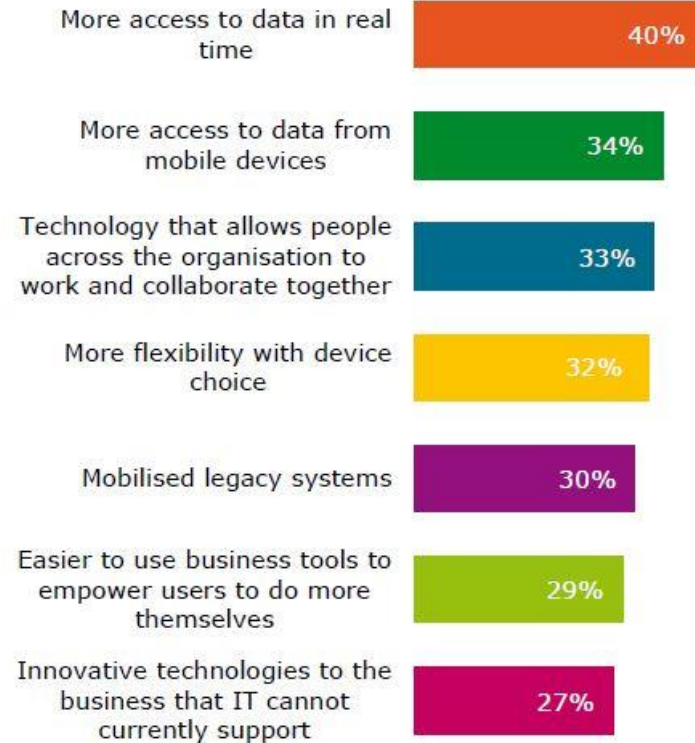
92%

of IT heads say that business managers want things that IT cannot deliver – **many involve BYOD**

Source: VansonBourne 2013




IT is not delivering what the business needs



Dell Mobility Solutions

Source: VansonBourne 2013



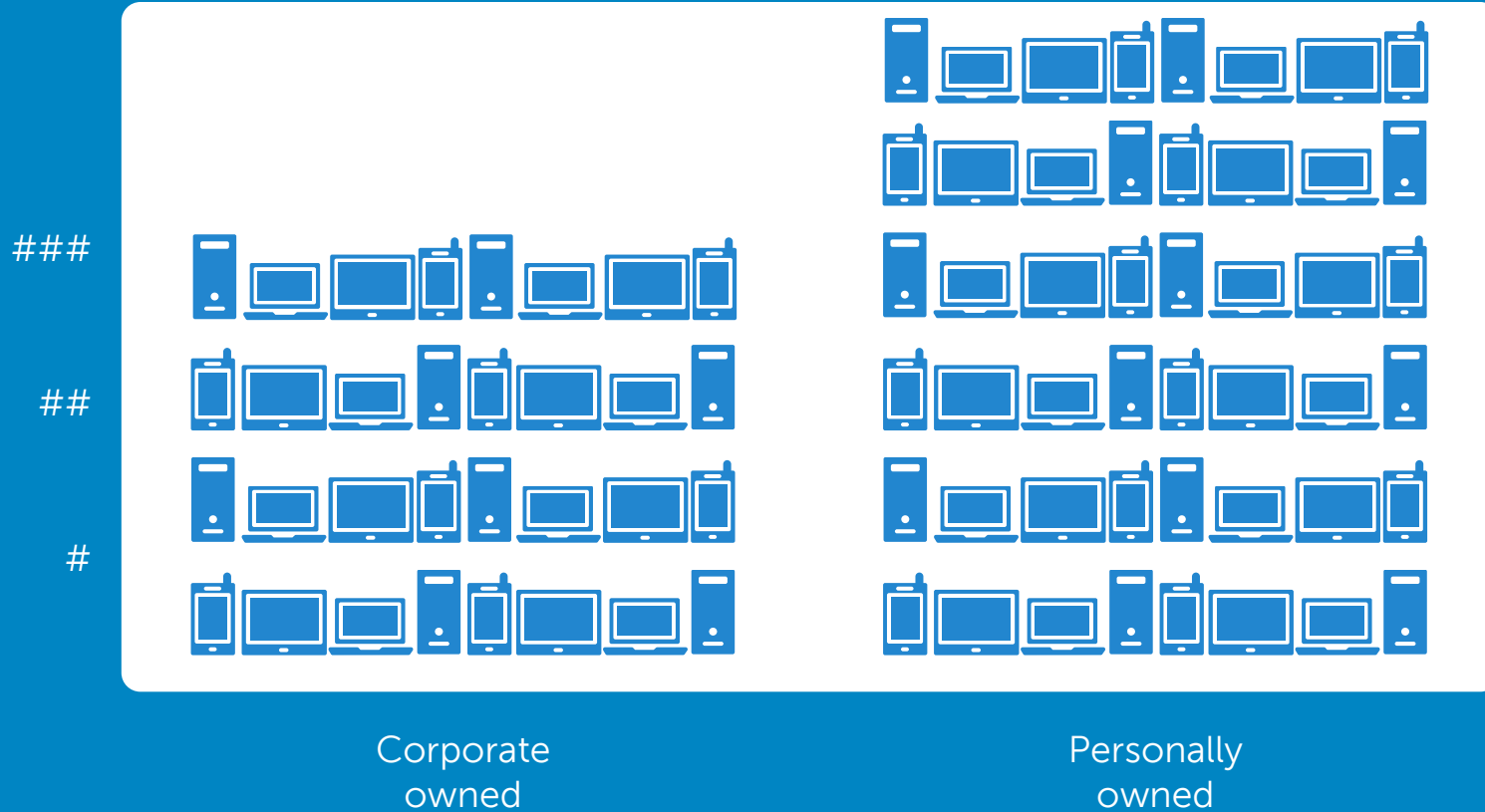
A high-angle photograph of four business professionals sitting around a glass-topped table in a lounge. The table has a tablet, a smartphone, and some food containers on it. The people are engaged in a discussion. A blue text box is overlaid on the left side of the image.

Why is
mobility/
BYOD so
important?

460

Extra hours worked per
employee because of BYOD

Device ownership in 2014





Security
issues since
last year:

350 billion

Files uploaded to DropBox

>3 billion

Malicious programs detected



Embracing mobility is about **doing more** for your **business**

CEO/organization

- Improve productivity
- Improve employee satisfaction
- Improve talent acquisition & retention

CIO and IT staff

- Improve mobile data security
- Redirect IT to innovation
- Simplify deployment and management
- Improve IT process & policy adherence

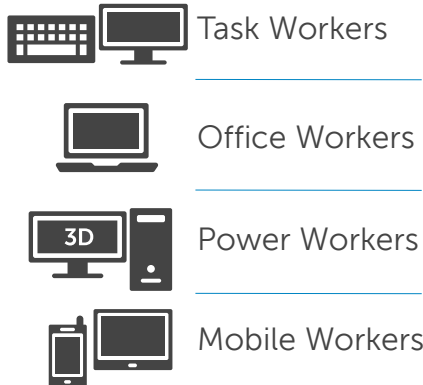
Employees

- Attractive / flexible work environment
- Improve productivity
- Broader device choice
- Improved ability to innovate & collaborate

Dell believes the solution starts with the **end user**

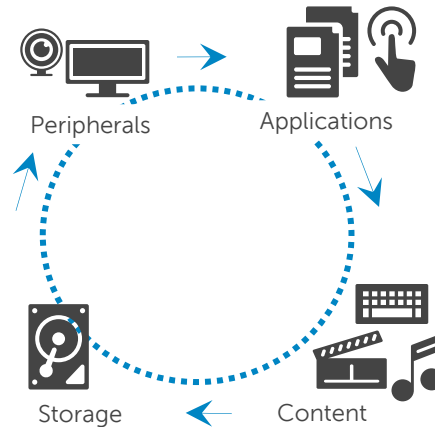
1

Define users and create profiles



2

Identify peripherals, apps and data access



3

Determine model based on user profile & data access

- Virtualization
- Cloud PC
- Web
- Thin clients
- Dell commercial client
- Dell Venue Pro tablets



Dell's mobility E2E solution

A value proposition to improve workforce productivity

Simplified application access

- Microsoft productivity applications
- Access to legacy Windows 7 apps
- Simplified application Deployment
- Ecosystem of key ISVs and Integrators

Built for Business

- Business Rugged durability
- Range of configurations
- Optional enhanced Security Features
- Simplified integration and management

Business accessory ecosystem

- Docking stations and keyboards for PC experience
- Broad array of mobile productivity tools
- Field worker ruggedized peripherals
- Vertical specific accessories

Robust services portfolio

- Windows 8 Boot Camp
- Application development services
- Configuration and deployment
- ProSupport



Application Readiness challenge

Tablets means migration to Windows 8.1

- The most common application compatibility challenges that you'll find out in the market are primarily around

- Microsoft productivity applications
- Access to legacy Windows 7 apps
- Simplified application Deployment
- Ecosystem of key ISVs and Integrators

Windows 7/8 & Server Migrations



- Application compatibility
- XP end of life April 2014
- 12-18 month migration time

Virtualization Adoption



- Determining which technology (App-V, XenApp, ThinApp, SWV)
- Packaging Apps for Virtual deployments

Office 2010/2013

- Application dependency



Browser Migration

- IE8 embedded in Windows 7
- 1 in 3 apps are web based

Application Lifecycle Management



- Patch Tuesday releases every month
- Converting non-std installers to MSI
- Managing multiple platforms

Automate Application Readiness with ChangeBASE

Simplified application access

- Microsoft productivity applications
- Access to legacy Windows 7 apps
- Simplified application Deployment
- Ecosystem of key ISVs and Integrators

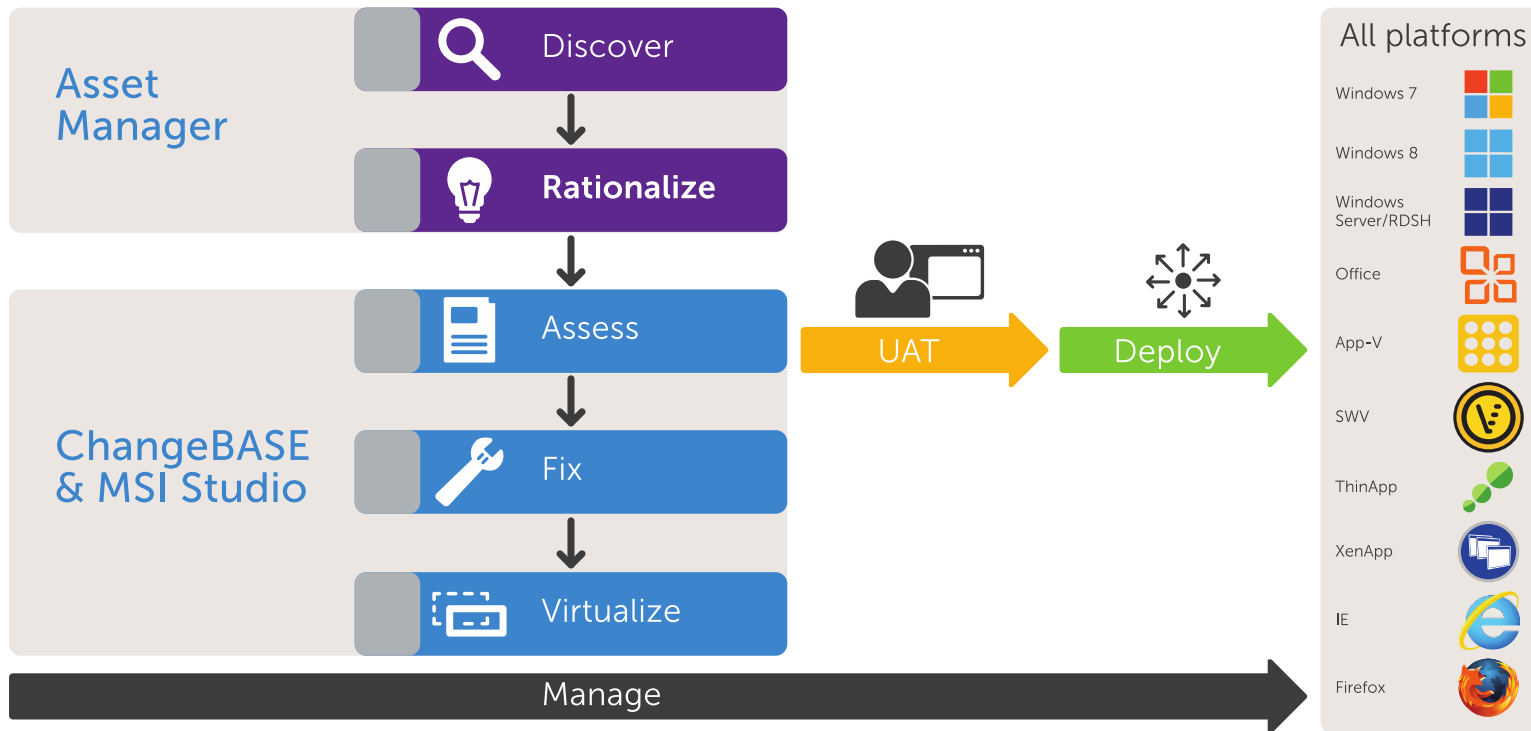
ChangeBASE allows you to: -

- Assess and remediate applications for compatibility with:
 - Windows 7
 - Windows 8 and Windows 8.1
 - 32-bit and 64-bit architecture
 - Windows Server 2008 R2 and 2012
 - Office 2010 and 2013
 - App-V, ThinApp, XenApp Profiler and SWV
 - Terminal Server environment "RDSH"
 - IE 8,9,10 and Firefox
- Re-package applications to MSI or Virtual format
- Assess monthly security updates and patches
- Write your own checks and fixes for company specific standards



Automated Application Readiness

Standard phases that should be followed as part of an application migration



Introducing **Dell Enterprise Mobility Management (EMM)**

Manage and secure *all* your devices—corporate-issued or BYOD

Your devices, your users, your mobile strategy

Built for Business

- Business Rugged durability
- Range of configurations
- Optional enhanced Security Features
- Simplified integration and management

- Complete, secure endpoint management
- Secure enterprise workspace on all devices
- Secure access to enterprise data
- Integrated console management
- User self-service
- Identity management
- Business apps and services you need
- Flexibility for future-proofing

Comprehensive mobile enablement

Endpoint management



Dell Mobile Management

Container management



Dell Mobile Workspace



Dell KACE K1000 as a Service

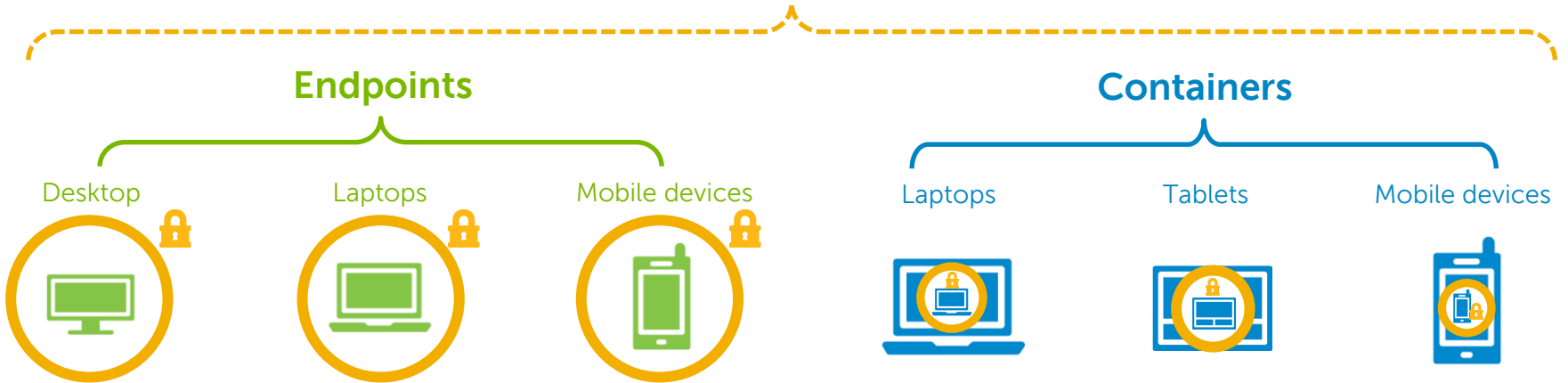


Dell Desktop Workspace

EMM security

With **industry-leading security** from Dell,
your enterprise data and apps are secure on the endpoint or in the container

- 🔒 Secure remote access
- 🔒 Encryption
- 🔒 Data loss protection
- 🔒 Remote wipe
- 🔒 Identity access management
- 🔒 Policy management
- 🔒 Compliance reporting



- Range of configurations

Built for Business

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Tablet

Display Size: $\leq 10.1"$
Thinnest, Lightest, Longest Battery



2 in 1 Detachable

Display Size: $10" - 13.3"$
Thin, Cool, Quiet (including fanless)



2 in 1 Convertible

Display Size: $11" - 12.5"$
Very Thin



Notebook with Touch

Display Size: $12.5" - 15.6"$
Very Thin



High End Notebook

Display Size: $15.6" - 17.3"$
Feature Rich & Highest Performance

Tablet Experience



Content Consumption



Specific tasks/set of apps



PC Experience



Content creation



All tasks and apps



Dell Commercial Clients: **Diverse & Built for business**

For task workers to
mobile workers



Dell Latitude and OptiPlex

World's most secure
and most manageable
desktops, laptops, and tablets

To mobile workers
that want to stay
protected



Dell Venue Tablets and XPS ultrabooks

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

For the toughest
environments



Rugged devices

Built to withstand the
harshest conditions

And the toughest
demands



Dell Precision

Most powerful
mobile workstations
and most serviceable
tower workstations

Precision M3800 - The lightest, thinnest 15" workstation ever



- Ultra thin (18mm)
- Lightweight (1.8 KG)
- NVIDIA Quadro K1100M graphics

- Intel Haswell QC i7
37W processors
- FHD and QHD+
- edge to edge displays
with touch standard
- ISV Certifications on
select applications
- Win7, Win 8.1

XPS 13 – Infinity Display & Leadership Form-Factor (Q1-2015)

Apple MacAir 13

325 x 227mm



Dell XPS 13

303 x 200mm



Apple MacAir 11

300 x 192mm





Venue 11 Pro

The tablet that business laptops envy



Venue 8 Pro

The world's thinnest 8" Windows tablet



Dell Venue Pro tablets: the technology at a glance

Range of configurations

- Tablet
- Laptop (with accessories)
- Desktop (with peripherals)
- Rugged tablet
(With Special case)

Powerful Intel®
Atom or Core i3/i5
processors

Securely integrates into
Windows® environment

Optional Intel® **vPro™**
management technology

Optional **Smartcard &
Fingerprint reader**

FHD IPS Display

Always connected with optional 3G
Broadband and 2x2 Wi-Fi, WiDi and
Miracast support

Full Windows 8.1
(32 & 64 bit
options, all 64 bit
soon)

Robust I/O for collaboration:

- Full-sized USB
- SD Cards
- Wireless Video
- PocketCloud
- Video Conference
- Mini-HDMI



Dell Venue Pro tablets: Roadmap nov. 2014 (7140)

Range of configurations

- Tablet (**10% thinner/Lighter**)
- Laptop (with accessories)
- Desktop (with peripherals)
- Rugged tablet (With Special case)

Always connected with optional **4G** Broadband and 2x2 Wi-Fi, WiDi and Miracast support

Full Windows 8.1 64 bit.

Powerful Intel® **Broadwell, Fanless**

Securely integrates into Windows® environment

Optional Intel® vPro™ management technology

Optional **Smartcard & Fingerprint reader** remains **7139**.

FHD IPS Display

Robust I/O for collaboration:

- Full-sized USB
- SD Cards
- Wireless Video
- PocketCloud
- Video Conference
- **Micro-HDMI**



Detachable Ultrabook (Latitude 7350, Oct 2014)

2-in-1 Detachable design – “notebook-first” productivity and commercial tablet experience

Productivity with

- Up to 8GB memory
- 512GB SSD
- 8+ hrs battery life
- 1.7KG total weight

Powerful Intel®
Broadwell iX
processors
With Intel® vPro™
management
technology

Secure with **TPM** and
lock slot and optional
smart card & fingerprint
reader



Always connected with 4G LTE and
2x2 Wi-Fi,, NFC, WiDi and Miracast
support

Business class **ISO**
certified keyboard
with **2nd** battery



FHD touch display
with **Gorilla Glass®**
and **active pen**
support

Wireless **AND** Wired
docking



A tablet is as good as it's ecosystem

Just an overview of the main items, lot more available.

Business accessory ecosystem

- Docking stations and keyboards for PC experience
- Broad array of mobile productivity tools
- Field worker ruggedized peripherals
- Vertical specific accessories

Venue 11 Pro HERO ecosystem



Dell Tablet Keyboard – Slim
Innovative, lightweight design
With a traditional keyboard feel



Dell Tablet Keyboard – Mobile
Traditional notebook experience
with a full sized keyboard



Dell Tablet Dock
Desk-side full productivity



Dell Tablet Case
Protects tablet from
wear and tear



Dell Active Stylus
Leading edge precision

Venue 8 Pro HERO ecosystem



Dell Tablet Wireless Keyboard & Folio Case
Super-Thin, light weight design provides
protection & improved productivity



Dell Tablet Folio
Protects tablet case and screen, and doubles as a
stand for easy viewing or typing



Dell Active Stylus
Leading edge precision



At the office

Print

View

Create

Interact

Dock

Achieve full functionality in the office with Dell's essential accessories recommended to get the most out of your Latitude 10 Tablet.

Interact



Dock



Create



View



Print



Docking: Wireless & Universal



USB Dock

**Dell USB 3.0
SuperSpeed Dual
Video Docking
Station**

Achieve full
desktop
functionality



Wigig

**D5000 Wireless
Docking Station**
Wireless
connectivity to
display, network,
audio and
peripherals



USB Stand

MKS14 Stand
brings together
notebook
charging,
universal USB
compatibility and
multi-monitor
work station



Dock

E-family dock
Common
docking with
one simple
connection for
38 models and
for 5 years AND
COUNTING!

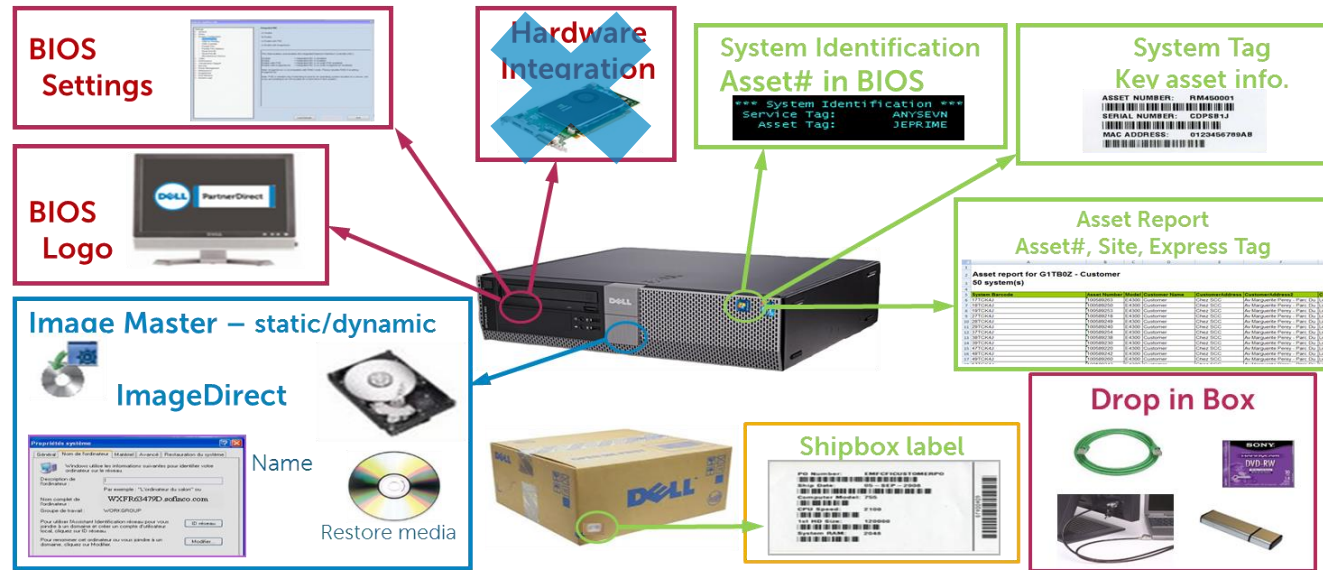


A mobility device is as useful as its applications

Robust services portfolio

- Windows 8 Boot Camp
- Application development services
- Configuration and deployment
- ProSupport

Deployment services, almost all possible



A mobility device is as useful as its applications

Windows 8 is the basis!!

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Windows 8.1 training in action



A mobility device is as useful as its applications

User Specific application

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Native Mobile Application Development

Increases productivity and customer engagement by providing custom applications developed with industry best practices

Define



- Mobile data needs
- Mobility business goals
- Optimal end user UX for maximum productivity



Design



- Usability interface
- Wireframes
- Visual design



Development



- Individual development across each platform: iOS, Android, BB, WP7, Win 8
- Enterprise and consumer
- Certification-compliant design



Testing



- Test cases and scripts
- End-to-end testing across multiple platforms

Deployment & support



- App store certification and upload
- Reactive and proactive support



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Meander Hospital EPD app



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Meander Hospital EPD app

Mijn patiënten 08 Woensday 23-05-2014

<p>Diagnose Diagnose can come here. Diagnose can come here. Diagnose can come here. Diagnose can come here.</p>	<p>Diagnose Diagnose can come here. Diagnose can come here. Diagnose can come here. Diagnose can come here.</p>	<p>01 Nieuw 12:30 100% ingelopen Inf</p>
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Overige patiënten 12

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EasyClinic



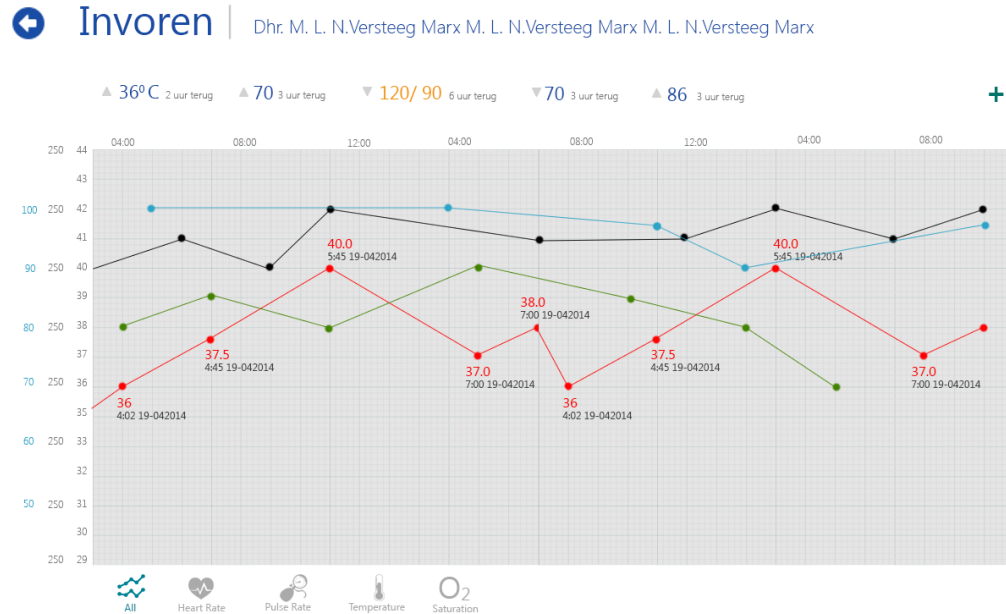
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Meander Hospital EPD app



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The power to do more