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
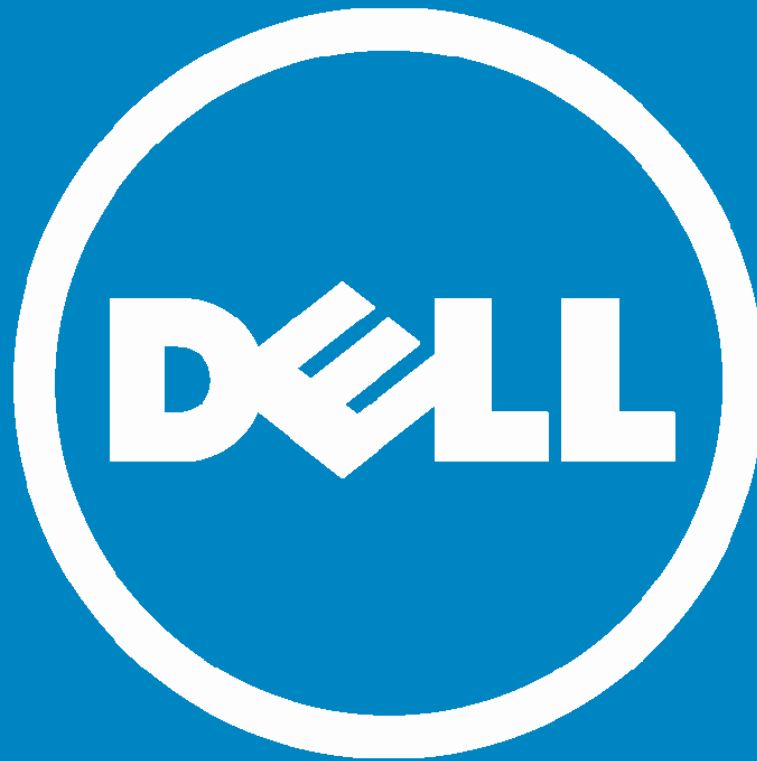
TCO

100x

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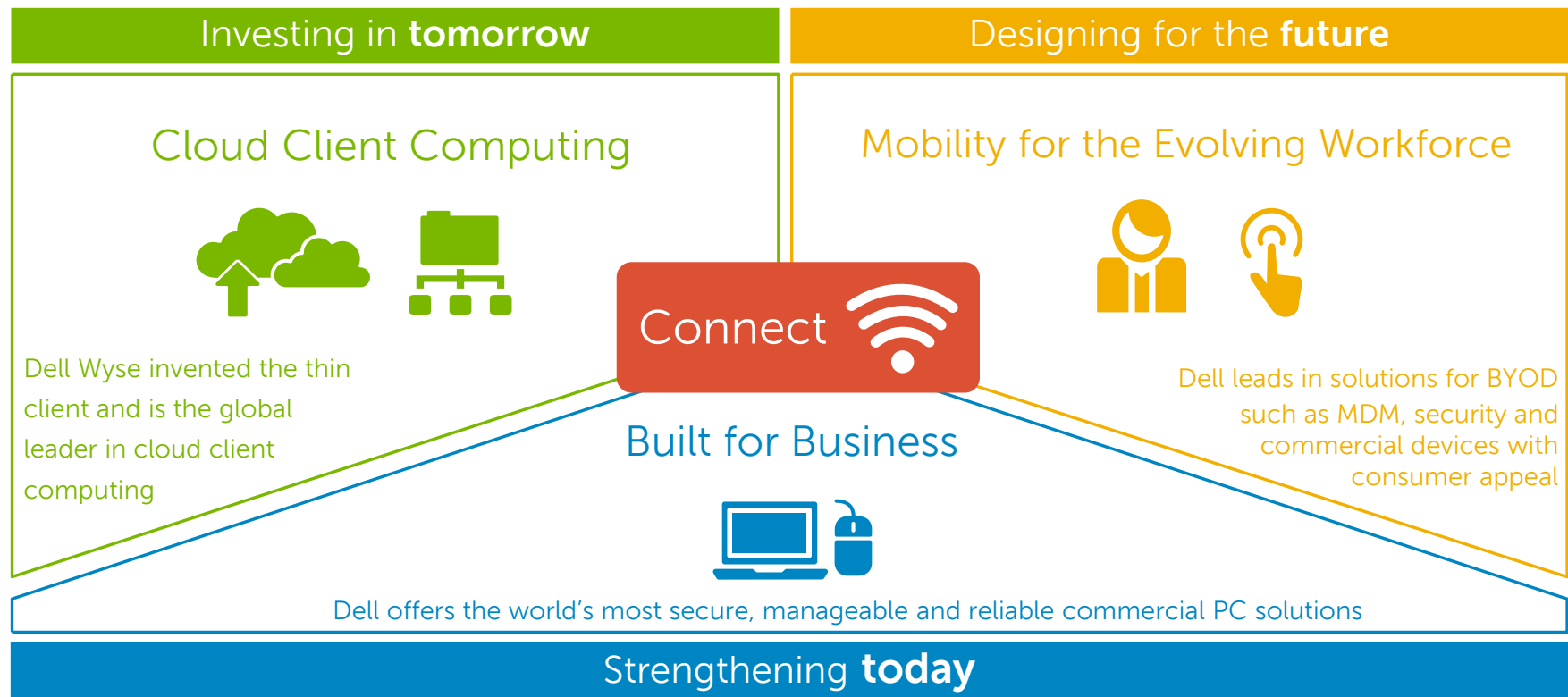
Scalability

100,000

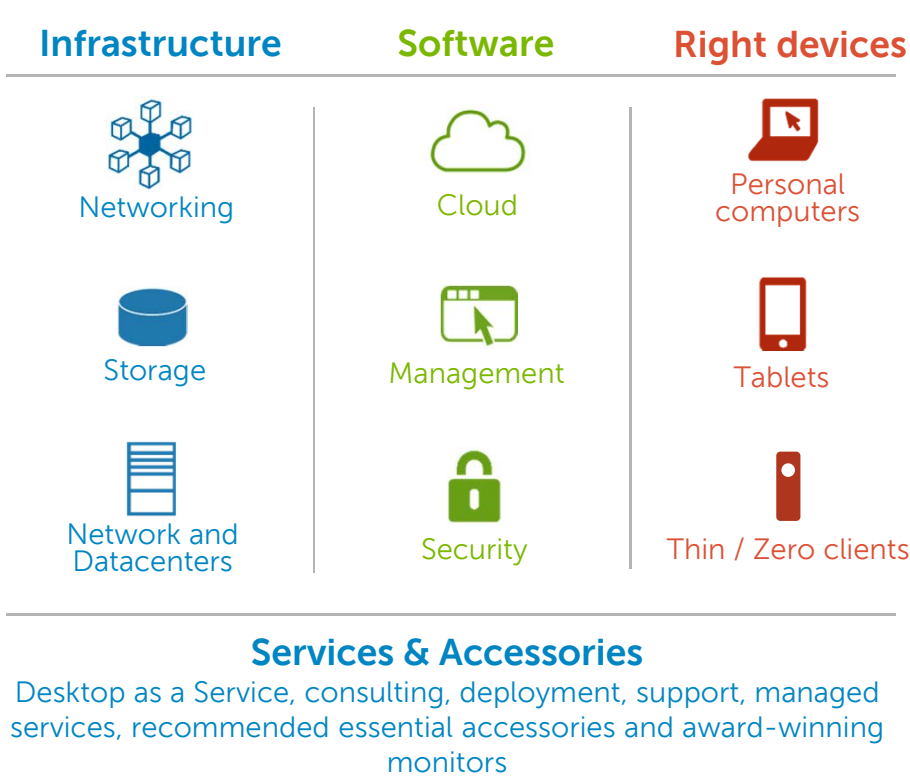Registrants for your upcoming webcast — can your infrastructure support them?

DELL

The power to do more

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**

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

Connect

Built for Business

Dell offers the world's most secure, manageable and reliable commercial PC solutions

Strengthening today

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

Most secure and manageable with outstanding reliability

Secure

Endpoint security solutions that **protect your data wherever it goes**, without disrupting IT processes or end-users

Manageable

Exclusive client systems management technologies that **drive efficiencies throughout the device lifecycle**

Reliable

Products designed, tested and engineered to deliver a **flawless customer experience every time**

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 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 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

Komunikační
exploze

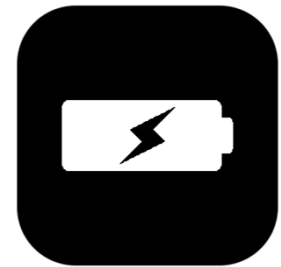# INTEL® CORE™ M PROCESSOR based 2 in 1

| Laptop Class performance | Tablet mobility | Innovative Designs | Amazing media & graphics Experiences | Epic battery life |

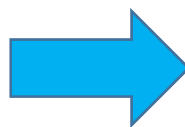**A RAZOR THIN LAPTOP and an ULTRA-FAST TABLET in one SUPER MOBILE device**

Svět se změnil

- Jeden uživatel má více zařízení
- Internetové připojení téměř všude
- Dotykové ovládání se stává realitou na všech typech zařízení
- Mobilita je hlavní požadavek uživatelů
- Prolínání pracovního a osobního života

Řešení v podobě zařízení se systémem Windows

Zařízení se systémem Windows

- Synchronizace dat a nastavení pomocí úložiště OneDrive
- Microsoft účet jako způsob přihlášení do systémů Windows a služeb Office
- Mnoho nových bezpečnostních prvků, např. Secure Boot, BitLocker
- Podpora VPN klientů, TPM čipů a virtuální smart karty
- Tradiční aplikace plochy i moderní aplikace optimalizované pro dotyk
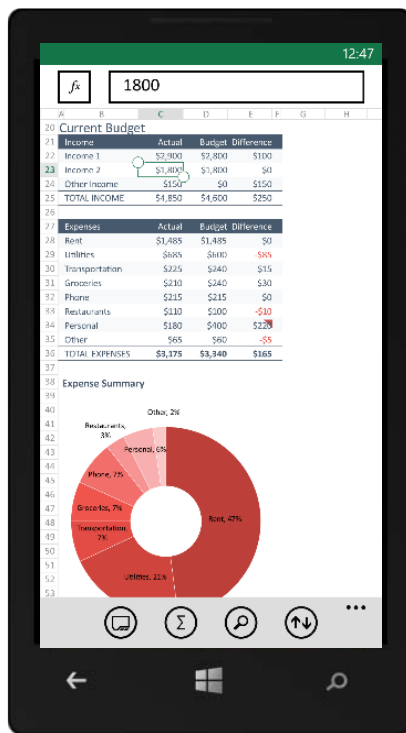- Široká podpora Mobile Device Management nástrojů

Trendy a nedaleká budoucnost

- Dotykové ovládání na noteboocích jako standard
- Práce a soukromý život (doménový účet + Microsoft účet)
- 3D tisk (nativní podpora ve Windows 8.1)
- Microsoft Office, Exchange, Sharepoint, Yammer, Lync, Skype jako důležitá součást mobility uživatelů

Windows Phone
Vhodná volba pro firmy a organizace

Produktivita koncových uživatelů

- Integrace Microsoft Office přímo do operačního systému
- Snadná práce s emaily, kalendářem, dokumenty
- Poznámkový blok OneNote neustále k dispozici
- Provázanost s ostatními produkty a službami Microsoftu
- Mobilní klienti pro Yammer, Lync, Skype
- Nabídka telefonů v různých cenových relacích

IT kontrola a bezpečnost

- Podpora S/MIME, VPN, Enterprise WiFi, bezpečnostních certifikátů
- Správa pomocí široké škály MDM nástrojů a politik
- Možnost vzdáleného smazání zařízení
- Definice povolených aplikací a jejich dostupnost přes Portál společnosti

Windows Phone

Products + Software & Accessories + Services

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

Dell Latitude

Dell OptiPlex

Dell Precision

Dell Venue

Secure, Manageable, Reliable built for business

+ breakthrough **Performance**

+ work any way **Versatility**

Dell Precision Workstations

Powering mission critical work.

Dell Precision is focused on workstation innovation

Award-winning 4k2k

Best of CES

#1 **Monitor Brand Worldwide***

Leader in rack based workstations

Refreshed our entire lineup in 2013

Highest share growth in Q4

NEW! M3800
1st real thin & light
"World's thinnest, lightest mobile workstation"

Launched Dell Precision Optimizer & CAS-W

Behind Emmy & Academy award winning productions

Dell Precision is the **most comprehensive** workstation solutions portfolio

Products   +   Software   +   Accessories   +   Services

Entry mobile
Dell Precision M2800

Thin & light
Dell Precision M7...

Powerful, single & dual core mobile
Dell Precision

Entry & small form factor, to full power, fully expandable towers
Dell Pr...
T3610...

1:1
Rack workstation
Dell Precision

1 to m...
D...
D... for
...ed
...ions

Dell Precision Optimizer | Intel CAS-W...

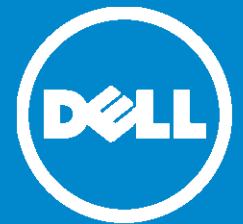most **secure** | most **manageable**

Backed   by ProSupp...

Kdo z výrobců WS toto má?

Dell Latitude

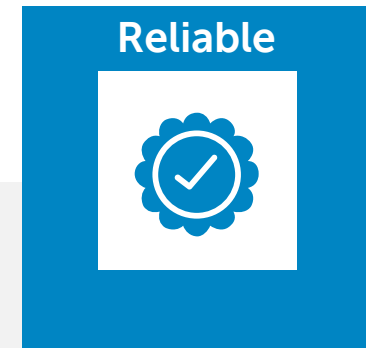The world's most secure, manageable and reliable commercial laptops

Dell Latitude – most secure, most manageable, most reliable

Secure

Endpoint security solutions that **protect your data wherever it goes**, without disrupting IT or end user processes

Manageable

Exclusive client systems management technologies that **drive efficiencies throughout the PC lifecycle**

Reliable

Products designed, tested and engineered to deliver a **flawless customer experience every time**

Client Solutions

Making the right investments

Built to Last

- Dell materials offer superior strength and durability

- Highest standards for torture, lifecycle and environmental testing

- Learning from Purpose Built Products

Consistent Experience

- Multi-Generational solutions for docking and charging

- Port layout consistency across generations and commercial portfolio

- Front of screen experience consistent for all Dell devices

Superior Usability

- Dell input devices have been shown to be preferred in blind studies

- Ease of Serviceability

- Designed for real world use

- Purpose built ecosystems

Meet the Dell Latitude Family

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

Latitude 7000 Series
Ultrabook™ thin and light for mobility at its finest

Latitude 5000 Series
Fully-featured business-class mobile workhorse

Latitude 3000 Series
Essential mobile performance for small and growing businesses

Latitude Education Series
Purpose-built for K-12 student computing programs

Next Generation's Latitude 12/14/15 5000 Series

Premium experience meets fully-featured business-class workhorse

Latitude 5000 Series - Key features

- Dell's thinnest and lightest mainstream laptop yet (starting at 3.4lbs and 22.7mm Z height)

- Addition of 12-inch to 5000 Series, also available in 14 and 15-inch

- More features and capability than ANY other Latitude in terms, storage, connectivity, display options

- Improved materials & structure for increased durability

- Optional touch displays clad with Corning® Gorilla® Glass NBT™

- Well-equipped with essential accessories for on-the-go or at-the-desk productivity with E-family docking

- All-day battery life

- Business-class ISO keyboard with backlit option
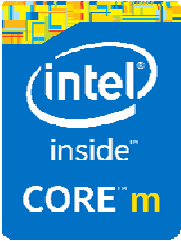
One Family – One Docking Station

2008

Tahle story ještě zdaleka nekončí ☺

E1, E2, E3, E4, E5, **E6**

Latitude **13** 7000 2in1

Most Manageable

Most Reliable

Most Secure

Recommended Accessories- Mobile Office

Bringing a simplified solution together with the customer experience in mind Dell has developed a **Mobile office** for the **on the go professional** who uses the **Dell Latitude 7000 Series 2-in-1**

Mobile Office

Dell Premier Briefcase
Provides the convenience and reliability of a mobile office with a sleek, travel-friendly design

Carry

Dell Premier Sleeve + Stand
Protect your system and maintain comfort in tablet mode with a 2-position stand

Protect

Dell Adapter - USB 3.0 to HDMI/VGA/Ethernet/USB 2.0
Universal adapter provides multiple connectivity options in one convenient device

Connect

Dell Portable Power Companion
Charge multiple devices simultaneously, and extend battery life while on-the-go

Power

Dell Active Stylus
Enjoy natural interaction and improved productivity with your tablet

Produce

Dell Tablet Venue 11 Pro
2in1 Fanless

Most Secure

Most Manageable

Most Reliable

intel inside™ CORE™ m

intel inside™ ATOM™

Latitude **Rugged Extreme**

Dell Rugged

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
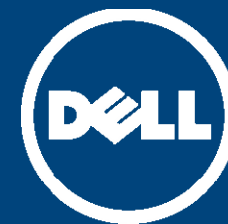business- class appeal

Rugged for the real world

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

DELL Inspiron

Nový tip pro BYOD

DELL Inspiron – New SMB / BYOD Line

11"-17"

Klasické / Premium provedení

2in1

DELL Service

What is the Alienware Area-51?

1996	1999	2003	2006	2009
Our first desktop	Our second desktop	The "Predator" chassis	The "P2" chassis	The "Phobos" chassis
» Minimal branding	» Increased branding	» Leveraged interior	» 100% Exclusive ID	» Dell's first Area-51
» Non-exclusive ID	» Increased upgradability	» Exclusive exterior ID	» Advanced liquid cooling	» Intro's Active Venting
	» Available in various colors	» First Liquid cooling (2004)	» Introduces AlienFX	» Command Center
	» After-market modding	» Static lighting		» Thermal Controls
				» Hands-free drive cage
				» Motorized door
				» Compartmentalized components

ALIENWARE

"Now this one I would not put it under a desk…definitely not! It really looks nice…it would be a pity if you don't see it! "

"Space-ship like shape reinforces the Alienware brand."

"Something totally unexpected"

Introducing the new Alienware Area-51

"It is very easy to handle it you can reach the ports very well and it is solid in one way but you can also tip it over and hold it with one hand while adjusting the cables with the other …"

"It's an eye-catching design. Really cool."

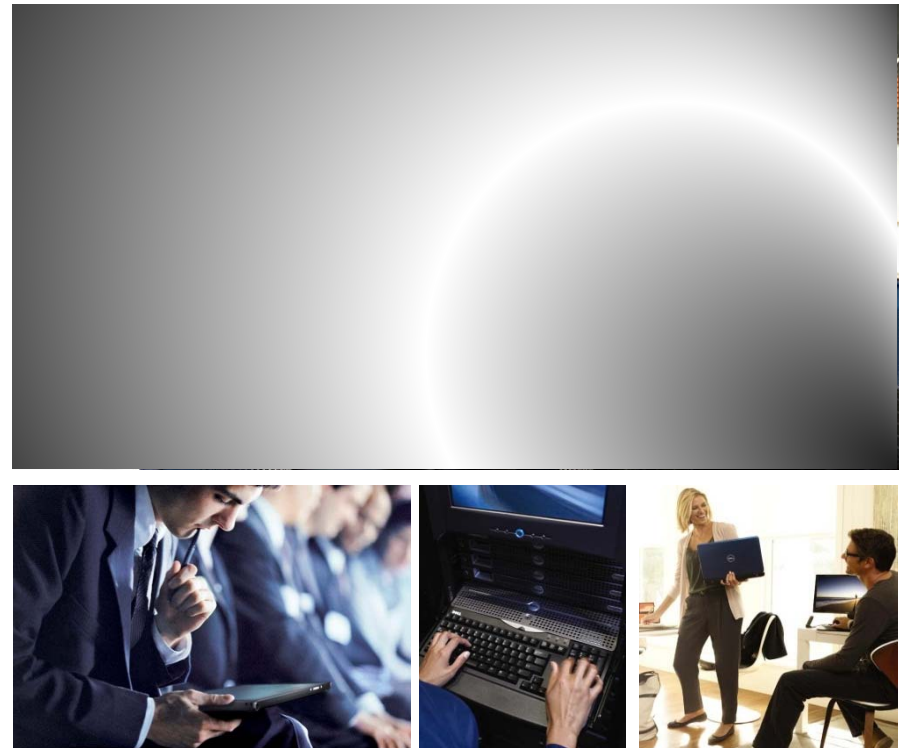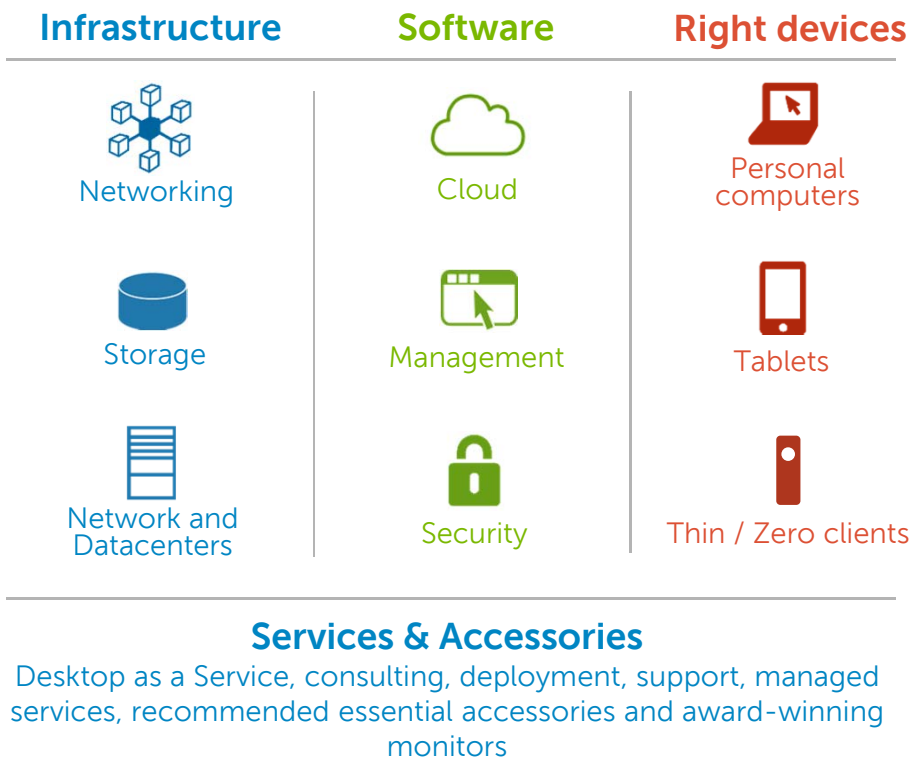"I like it– not only because it seems easy to move, to access stuff. but it looks like an Alienware."

Printers Verticals

Healthcare	Legal and Finance	Retail	Logistics	Manufacturing	Hospitality	Property
Doctors Surgeries	Consultants	Perishable	Wherehouse	Engineering	Hotels	Estate Agents
Community Trusts	Insurance	Non Perishable	Transport		Restaurants	Letting Agents
Pharmacies	Law firms	DIY				Maintenance
		Shoe shops				

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

Infrastructure | Software | Right devices

Infrastructure	Software	Right devices
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Storage	Management	Tablets
Network and Datacenters	Security	Thin / Zero clients

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