

Digital Transformation

A low-angle, upward-looking shot of a modern building's glass facade. The building's structure is composed of dark, thick vertical and horizontal frames that create a grid of rectangular windows. The sun is setting or rising, creating a warm, golden-orange glow that fills the sky and is reflected through the glass panes. The sky transitions from a pale blue at the top to a deep orange near the horizon, with some wispy clouds visible. The overall composition is dynamic, with strong geometric lines and a warm, atmospheric lighting.



Digital transformation
requires transforming
three key areas

IT

Workforce

Security

Workforce Transformation

The background of the image is a photograph of a modern building with a grid of large glass windows. The windows are reflecting a warm, orange and yellow sunset sky. The building's dark frame creates a geometric pattern across the image. The text 'Workforce Transformation' is overlaid in the upper left quadrant in a white, sans-serif font.

The way we **work** is changing at a dramatic pace

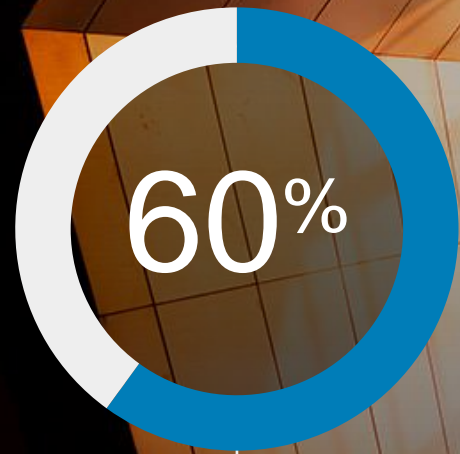
Technology improves by
10X every 5 years

And with new technologies like
AR, VR, smart offices, IoT, the
rate of change is accelerating

Yet the PC remains the center
of how work gets done.



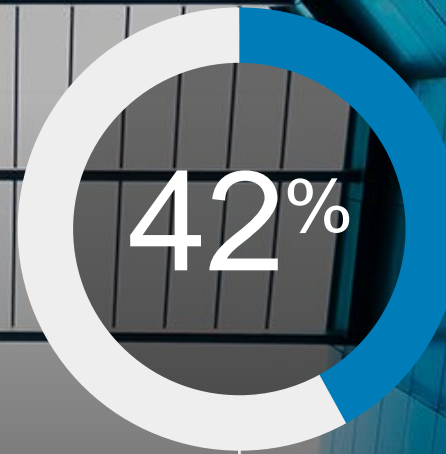
When we work + **how** we work has changed



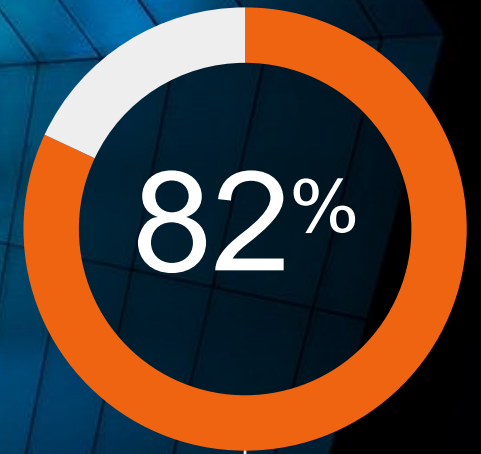
Work after
business hours



Do some business
from home



Would quit a job with
poor technology



Say technology
influences the job
they take

And will continue to change

44% of millennials think their workspace isn't smart enough

Outdated technology affects your organization's productivity

Support costs, TCO
increase at Year **3**



500MM PCs over
4 years old

46%

ITDMs say older PCs more
susceptible to security breaches



47%

ITDMs challenged by disruptions
to productivity with older devices

Need to balance costs with organizational productivity



¼ are measured on
user experience



IT measured
on cost

The **Best Devices** built for the
way people work

An award-winning portfolio
your workers will love to use

+63 Awards at CES – almost
double the competition!

19 Consecutive quarters of
share gain with the best
and broadest product
portfolio.



Award winning devices

60 awards and 7 CES Award Honorees at CES 2017

26% more than 2016 and almost double the competition!



Customer-led innovation



**Richest Front
of Screen**



**Freedom
From Wires**



**Worry Free
Power**

**Most
Interactive UX**

**Intelligent
Performance**

**Great
Design**



The image shows a close-up of the Dell logo, which consists of the word "DELL" in a bold, sans-serif font. The letters are black and are centered within a circular frame. The background is a light, textured surface.

DELL





Maximize productivity
by **reducing downtime**

Start with the highest quality, then
back it up with the best support

97%

Of Dell commercial client
systems have zero
dispatches in their first year

Dell resolves support
issues up to

10x faster

than Lenovo and HP

With support, wherever your
users are...in more than

180+ countries

Windows 10

Investments for business



Protection against modern security threats



Managed for continuous innovation



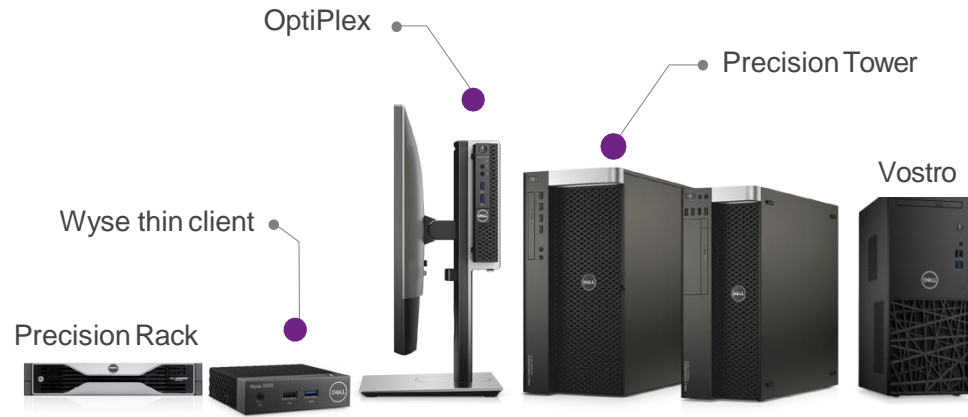
Be more **productive**



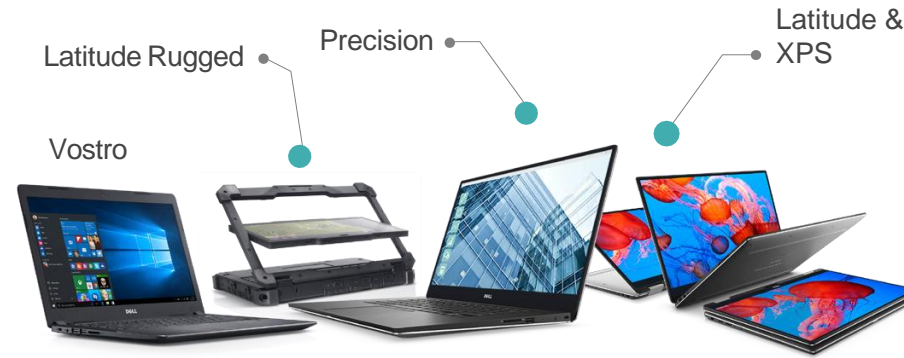
Innovative **devices** for your business

The most complete portfolio for every work style

Fixed



Mobile



Embedded



Accessories & Displays

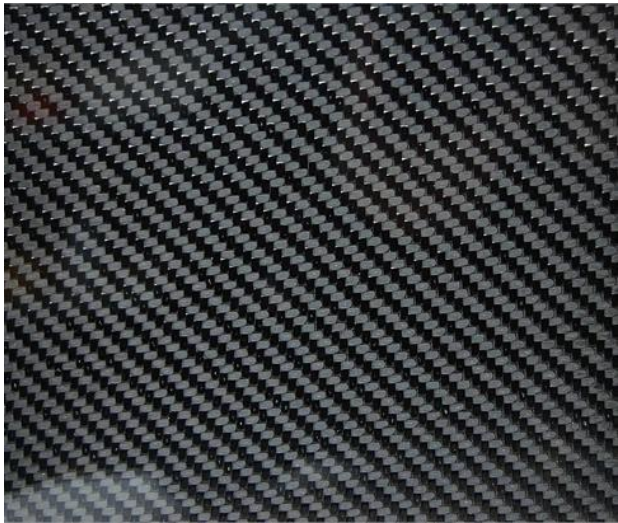


Security & Manageability

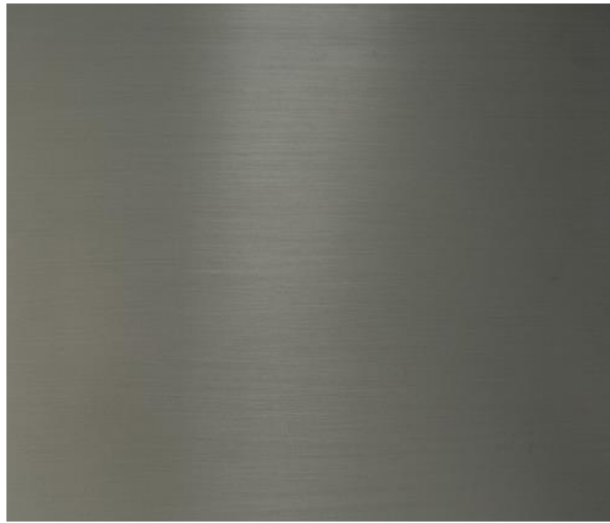


Services and Support

E-Family Products use combination of materials to satisfy each specific product category requirement



- **Carbon fiber weave enclosure is five times as strong as steel, two times as stiff, yet weights about two-thirds less.**
- **A very useful material for aerospace and racing engineers for resistance to heat, superior strength and light weight**



- **Formed Aluminum with durable anodized finish. Anodized aluminum hinge cover provides high strength and excellent fatigue resistance with premium finish**
- **1 ½ times more dense than mag alloy, aluminum increases the ability to design thinner and lighter parts than plastic or mag alloy**



- **Magnesium with high-performance velvet soft touch coating enhances structure, durability and reduces weight.**
- **Magnesium (the base metal) Alloy provides structural rigidity around the notebook base and LCD to help protect components inside of the notebook**



Glass Fiber Reinforced Polymer deliver superior structural stability and abrasion resistance A high-performance material for use in automotive products.

Investing in the best components.

Component Reliability Testing

- Components tested to failure for measuring design margin capabilities
- Tight specifications and sourcing requirements
- Most stringent testing methodology

Traceability to the subassembly level

PPID Labels enables surgical quality analysis and improvement

1. A Dell global standard for hardware identification
2. Basis of verification scan in manufacturing assembly process
3. Data is stored after shipping and gives full traceability

Traceability to the component level

Piece Part ID: PPID Label : Enables surgical quality analysis and improvement



Broadest portfolio built for the way people really work

OptiPlex Desktops and AIOs



Latitude Laptops and 2-in-1s



Rugged Tablets and Laptops



Wyse Thin Clients



Precision Workstations



Designed and tested from office to field

Remote Worker



Corridor Warrior



Desk Centric Worker



On-the-go Pro



Creative



Engineer



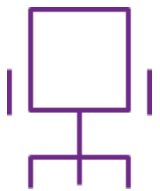
Field Worker



Desk Centric Worker

Giving a Desk Centric worker a second monitor can **increase productivity** by

18%



A woman with curly hair, wearing a red top, is sitting at a desk and working on a Dell OptiPlex computer. The computer is a vertical tower model with a monitor attached to the back. The background shows a window with a grid pattern and some indoor plants.

25 YEARS
OptiPlex

OptiPlex

For 25 years OptiPlex continues to adapt to new ways you work. Versatile, innovative form factors are the world's most secure desktops.





Screen images simulated. Accessories sold separately. Availability may vary.



DELL MICRO ALL-IN-ONE STAND

Screen images simulated. Accessories sold separately. Availability may vary.



Screen images simulated. Accessories sold separately. Availability may vary.

OptiPlex Accessories



Dell award winning
monitors



Flexible all-in-one
stand solutions



ISO compliant
keyboards and mice



Array of micro
mounting options



Remote Worker

52% of the workforce spends at least some, if not all of its time working remotely.



Remote: Ecosystem Bundle

Latitude 5490. The Latitude 5000 series laptop offers optimized performance for desk based work while still providing flexibility for working remote in various environments.



Ecosystem Item	Persona Messaging
Single Monitor (P2417H)	One for managing your calendar and calls - one for deliverables
Dell Dock with VESA mount (WD-15)	Achieve full productivity with all peripherals connected with a single cable
Pro Stereo Headset (UC350)	Join all your calls clearly and wirelessly
Endpoint Security Suite Enterprise	Data is always protected even when off network & without frequent updates
ProSupport	Get back up and running after a failure faster wherever you work

52%
of the global workforce
spends at least some, if
not all, of its time working
remotely.

SOURCE: Dell Global Future Workforce Study, 2016

Corridor Warrior

72% of the workforce
sees collaboration increase
with more grab and go
technology.



Corridor Warrior: Ecosystem Bundle

Latitude 5290 2-in-1: The Latitude detachable devices make it easy to convert from tablet to laptop mode for presenting to corridor conversations to developing content while docked between meetings.



Ecosystem Item	Persona Messaging
Dual Monitors (U2417H)	One monitor for creating & one for watching your busy calendar
WD-15 Dock with Express Charge	Achieve full productivity between meetings and get 80% charge in 1 hour
Type-C dongle (DA200)	Connect to any HDMI or VGA projector to start meetings faster
Wireless Keyboard & Mouse (KM717)	Take full advantage of time between meetings for deliverable creation
Active Pen (PN557W)	Easily transcribe notes in meetings and during hallway interactions
Endpoint Security Suite Enterprise	Prevent >99% threats, protect data on variety of devices & external media
ProSupport	Get back up and running after a failure faster so you don't miss a meeting

72%
of the global workforce
noticed increased
collaboration with grab
and go technology.

SOURCE: Dell Global Future Workforce Study, 2016

On-the-go Pro

39% of the workforce uses multiple devices while traveling for work.



On-the-Go Pro: Ecosystem Bundle

Latitude 7390 2-in-1: The Latitude 7000 series is light weight, easy to fit into travel bags, and has long battery life to keep you productive all day long while on the go.



Ecosystem Item	Persona Messaging
Hybrid Power Companion (PH45W17-CA)	Always have a charge available for your system or phone
Type-C dongle (DA200)	Connect to any HDMI or VGA projector to start meetings faster
TSA Compliant Backpack	TSA compliant and optimized for frequent traveler
Endpoint Security Suite Enterprise	Prevent >99% threats on or off network & without painful file virus scans
ProSupport	Get back up and running after a failure faster even when you're on-the-go

39%
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uses multiple devices
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SOURCE: Dell Global Future Workforce Study, 2016



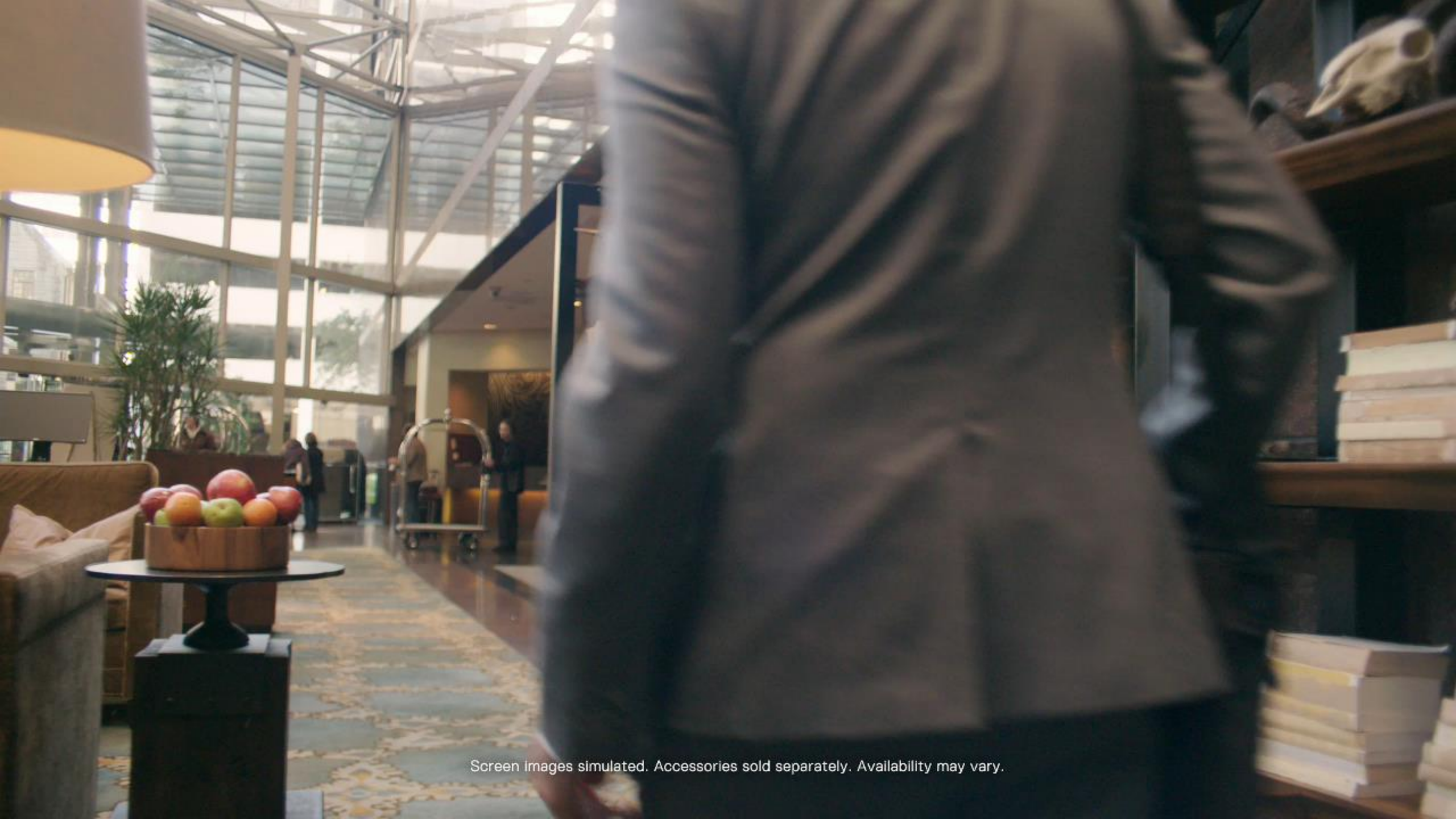
FOR SALE

Open House

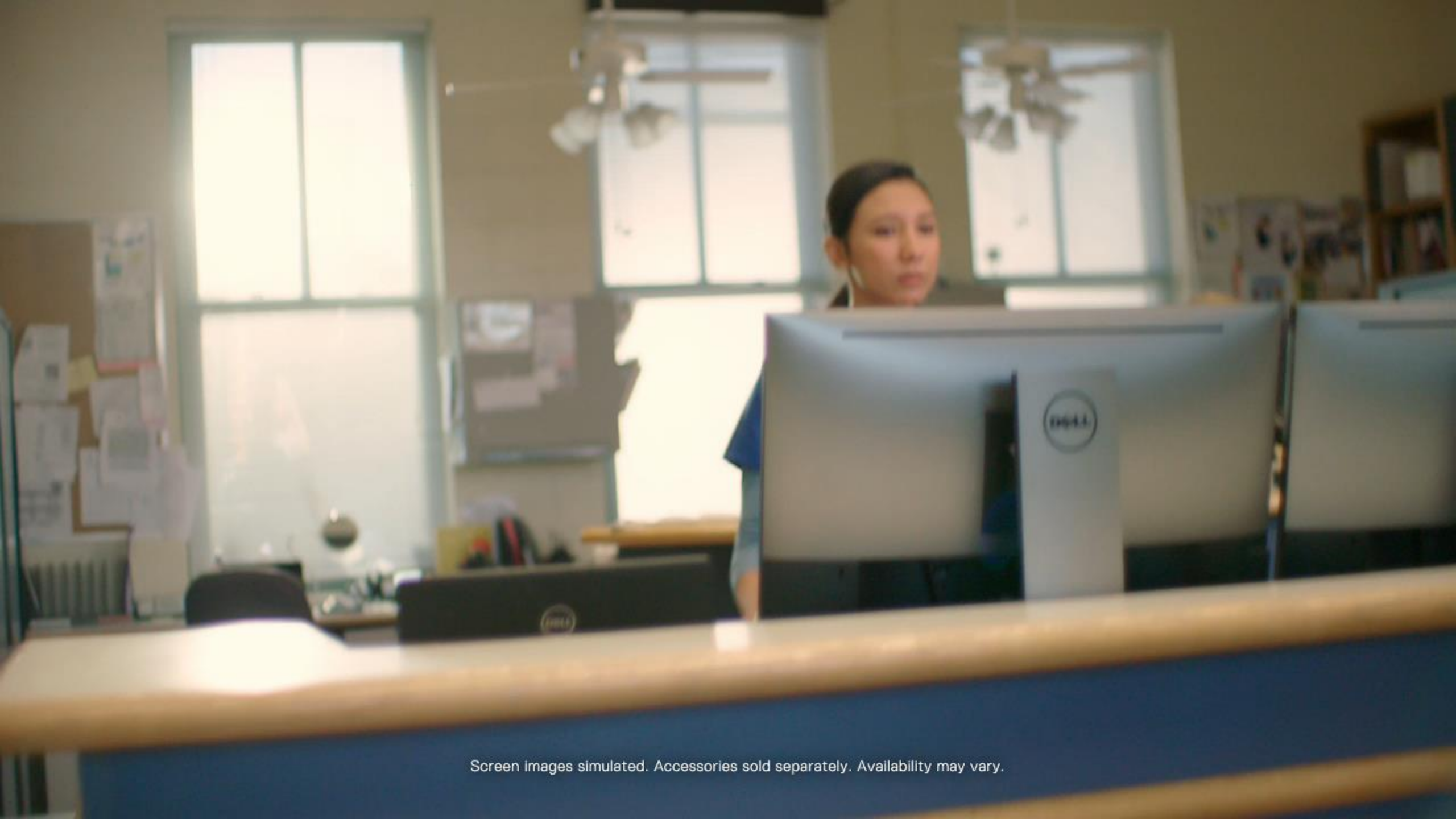


"I'm gorgeous inside!"

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Latitude Accessories



Dell award winning
monitors



Innovative adapters +
power banks



Type-C docking



ISO compliant
keyboards and mice



Creatives



Engineers



Field Workers



Rugged Engineered for the toughest environments





Precision World's most powerful workstations



DELLPRECISION
20YRS

Dell Client Peripherals

One stop shop

Conveniently purchase from a single source that offers a wide portfolio of accessories worldwide, backed by world-class service and support.

Better together

Designed, tested and certified to work seamlessly together with Dell systems.

Thoughtful design

Stylish, innovative, functional -- these accessories are designed with unique features built in to make your life easier and help maximize your productivity.



Innovative devices that perfectly complement your systems

