

# 2021 CLIENT ANNOUNCEMENTS



# We want to maximize value for you by linking our new platform to product sales.

**Together**, we can bring much more value by engaging customers in their end-to-end needs with concepts like 'Work Redefined' that deliver solutions from device to cloud – no matter how and where your customers work.

With our innovative new products to market, we want to enable you to start a differentiated customer conversation that links regular client sales with opportunities across the entire Dell Technologies portfolio.

Dell Technologies launched a new platform driven by innovation and partnership, around the idea that **we'll stop at nothing** to bring together technology and our global team of over 150,000 people.

Our research shows that customers already know and trust Dell Technologies for computers, and this is our opportunity to show that we can be their essential innovative partner for all of their technology needs.

And when it comes to technology and partnership, **we'll stop at nothing**.



## OUR NEW PRODUCTS ENABLE YOU TO:

**Help** customers work, collaborate and learn from anywhere.

**Win more sales** with the intelligent Dell Optimizer, a key differentiator across our entire commercial client portfolio.

**Drive volume** and expand it to opportunities in the datacenter.

Deliver all of the above with the flexible payment options of **Dell Technologies on Demand**.

# Technology brings us together like never before.

Whether your customers are back in the office or still working remotely, technology has shown that there's almost nothing that can't be done virtually.

## REDEFINE TEAMWORK FOR ON-SITE CUSTOMERS WITH DELL MEETING SPACE SOLUTIONS.

Dell Meeting Space Solutions give you the opportunity to provide your on-site customers with a perfect collaboration package for their meeting rooms. Empower them with a large multi-touch monitor, an OptiPlex compute module, a camera and control tablet, all enabling collaboration with colleagues, suppliers and remote customers through Microsoft Teams Rooms.

## TRANSFORM VIRTUAL MEETING EXPERIENCES FOR OFF-SITE CUSTOMERS WITH DELL VIDEO CONFERENCING MONITORS.

Simplify virtual meetings for off-site customers by pairing the Dell 34" Curved Video Conferencing Monitor, the world's first video conferencing monitor certified for Microsoft Teams\*, with Dell Latitude 5520 and recommended peripherals with world-class collaboration features.

## TEAM UP. SEAMLESSLY.

Dell Video Conferencing Monitors are designed for Microsoft Teams and bring a new layer of connectivity to your customers, giving them ways of interacting and engaging as if they were in the same room. From scheduled meetings to 'water cooler moments' and catch-ups – all can be delivered through Microsoft Teams to enable inclusive and people-centric collaboration experiences.



† Eligibility and conditions may apply for DTPP incentives; refer to your Solution Provider Business Rules and/or [Benefits & Requirements](#) document for additional information.

\* Based on Dell analysis of publicly available data of competitive products, October 2020.



# Differentiating with the intelligent Dell Optimizer.

Dell Optimizer is our unique optimization software that uses built-in artificial intelligence and machine learning to learn how users interact with their system.

Based on what it learns, it will work in the background – invisibly and on the user's behalf – to make meaningful adjustments, providing a more seamless end user experience.



## MADE FOR THE FUTURE OF COLLABORATION

Video conferencing and collaboration will never be the same with these unique features of Dell Optimizer:



**Fewer interruptions** on conference calls with new network throughput optimization.



**Intelligent Audio** reduces unexpected noise and enhances the quality of voice, allowing customers to stay off mute and work as if they're in the same room.



**An automatic prioritization of network traffic** for when a conferencing app is detected.



# Latitude 5520. There's nothing mainstream about it.

Help customers work from anywhere faster and more effectively with the built-in AI of Dell Optimizer on the first 15.6" laptop to use bioplastics from trees in its design.<sup>1</sup>

The **feature-rich** and eco-friendly Dell Latitude 5520 offers the perfect balance of performance, scalability and mobility, delivering the usability needed for all day work and collaboration. The AI-based Dell Optimizer works seamlessly in the background to help customers deliver amazing results, no matter where work takes them.

<sup>1</sup> Based on Dell analysis, September 2020. 21% bioplastics in LCD coverlid.

**+**  
ELIGIBLE FOR CLIENT+  
BASE REBATES <sup>†</sup>

<sup>†</sup> Eligibility and conditions may apply for DTPP incentives; refer to your Solution Provider Business Rules and/or [Benefits & Requirements](#) document for additional information.



#### OTHER FEATURES OF DELL LATITUDE 5520 INCLUDE:

15.6" design offers additional screen space to help customers get more done.

11th Gen Intel® Core™ processors.

Brighter FHD and new 4K screen featuring ComfortView Plus.

Touchless wake & lock **ExpressSign-in**.

Up to 80% in just an hour with **ExpressCharge**.<sup>2</sup>

**ExpressConnect** directs bandwidth to conferencing applications and joins the best access points.

Faster application performance with **ExpressResponse**.

<sup>2</sup> Within Dell Power Manager software, selecting ExpressCharge can recharge system battery from 0% up to 80% within 60 minutes. After charging has reached 80% capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter; not recommended with a smaller capacity power adapter. Charging time may vary +/-10% due to system tolerance.



# Sustainability is at the heart of everything we do.

At Dell Technologies, we believe our boldest next sustainability step is ensuring we take back as much as we produce, while dramatically ramping up our use of recycled and renewable materials.



By 2030, for every product a customer buys, our goal is to reuse or recycle an equivalent product. 100% of our packaging will be made from recycled or renewable material, and more than half of our product content will be made from recycled or renewable material.<sup>3</sup>

<sup>3</sup> <https://corporate.delltechnologies.com/en-gb/social-impact/reporting/2030-goals.htm>

<sup>4</sup> Based on Dell analysis, September 2020. 21% bioplastics in LCD coverlid.

We will continue to build on our sustainability story and drive innovation. For our 2021 launches, we've used bioplastics from trees in the coverlid of the new Dell Latitude 5000 Series<sup>4</sup> to create a lower footprint during manufacturing.

## REDUCED

9.73 million kg CO<sup>2</sup> emissions reduced  
= 24.2 million miles driven.\*

## SAVED

Energy saved to power 5,564 homes for a year.\*

## CONSERVED

Water conserved to fill 225 Olympic-size pools.\*

\* Estimates based on data derived from Life Cycle Assessments conducted in accordance to ISO 14040:2006 and ISO 14044:2006. The system boundary of the LCA is Cradle-to-Gate, with the Gate of the analysis being the production of the mechanical part. Included in the analysis where the polymer production, injection molding process, paint manufacturing and painting process. Sept. 2020. Geographic restrictions apply for Chile, China, Colombia, Costa Rica, Guatemala, Hong Kong, Korea, Malaysia, Russia, South Africa, Taiwan, Ukraine, Venezuela and Vietnam.

# Latitude 9420. Leading the new age of intelligence.

Redefining collaboration on the world's most  
intelligent 14" ultra-premium business PC.\*\*  
Configurable as a laptop or 2-in-1.

2x

EARN 2 X YOUR STANDARD  
CLIENT+ BASE REBATES WITH  
THIS PRODUCT †



## DELL LATITUDE 9420 BOASTS:

A 5% larger 16:10 QHD screen.

66% higher performance gen over gen.

Industry-leading 5G connectivity, WiFi 6E, and **ExpressConnect** optimization.

\*\* Based on Dell analysis, October 2020.

† Eligibility and conditions may apply for DTPP incentives; refer to your Solution Provider Business Rules and/or [Benefits & Requirements](#) document for additional information.





While these features basically sell themselves, the 9420 will also change the future of collaboration. Video conferencing will never be the same with these intelligent tools that allow you to help customers reach peak productivity faster and more consistently during virtual meetings.



#### ANYWHERE, ANYTIME CONFERENCING WITH THESE FEATURES:

Superior video calls with advanced camera that brightens and sharpens images.

Industry's first webcam SafeShutter<sup>5</sup> automatically opens or closes. Take control of privacy with secure camera and mic mute keys.

Collaborate seamlessly with speakerphone and 3D intelligent audio to reduce background noises and echoes.

<sup>5</sup> Based on Dell analysis, November 2020.

# Create a custom path to productivity with the OptiPlex 3090 Ultra.

Our essential OptiPlex 3000 series is here to lead the future of work as the ideal solution for mainstream desktop users. With its flexible configurations and sleek, uniform design, the 3090 Ultra delivers a fully modular all-in-one experience for a streamlined workspace.



**Give customers' productivity a boost** by configuring their workspace to fit their needs without the constraints of a traditional desktop. The compact design of the 3090 Ultra allows it to be placed inside a monitor stand which supports a wide choice of monitors, enabling monitor reuse & PC upgradability.

2x

EARN 2 X YOUR STANDARD  
CLIENT+ BASE REBATES WITH  
THIS PRODUCT †

1. Choose Your Monitor  
P-Series, C-Series or U-Series

2. Choose Your Stand  
Fixed, adjustable height or arm

3. Choose Your PC Module  
OptiPlex 3090 Ultra or OptiPlex 7090

† Eligibility and conditions may apply for DTPP incentives; refer to your Solution Provider Business Rules and/or [Benefits & Requirements](#) document for additional information.



Adjustable arm mounting and  
fixed stand options available

Select from 3090 or  
7090 Ultra PC modules

Compatible with many  
monitor styles and sizes

Pair for example the **3090 Ultra**  
with Dell USB-C monitors for a cost-  
effective, productivity-enhancing  
solution for modern workspaces.

THIS MODULAR SETUP PROVIDES THE PERFECT OPPORTUNITY FOR  
IT TO MEET THE NEEDS OF BOTH ON-SITE AND REMOTE WORKERS:

Easy to manage, saving IT man-hours.

Clutter-free desks and small footprint with space-saving design.

Future-ready connectivity.

One power cord solution.

Reduced cabling for timesaving set up.

# The power is in the details.

Precision 3560 boosts productivity  
like none other in its class.

**The intelligently redesigned** 15" Dell Precision 3560 mobile workstation with AI-optimization offers pro-level graphics and up to Intel® Core™ i7 processors for the most immersive user experience in an entry-level workstation. The portable, lightweight design enables work and creation at the speed of ideas – no matter where your customers work.



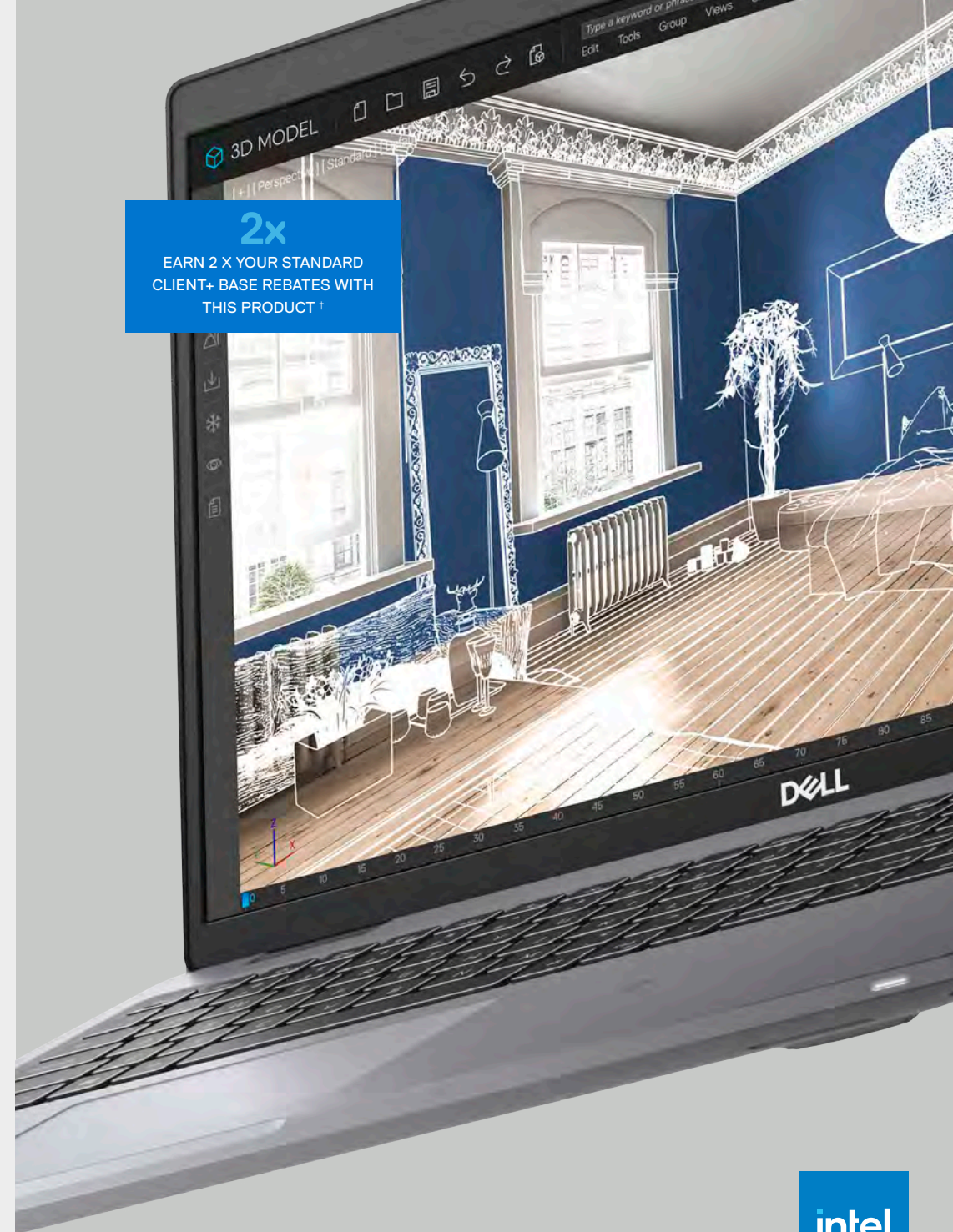
## DELL PRECISION 3560 BOASTS:

Smaller, lighter design with thin bezel, weighing in at less than 4 pounds.

Up to Intel® Core™ i7 processors deliver reliable performance for maximum productivity – anywhere, anytime.

**Dell Optimizer for Precision** uses AI to learn from your customers' behavior, ensuring that the system is as productive as they are.

Bring big ideas to life with **next gen NVIDIA professional graphics**.



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# A virtual hands-on experience.

Our Virtual Tech Rally is a unique show-and-tell presentation of our new products – for you and your customers.



**There really isn't much that technology can't make happen.**

Our Virtual Tech Rally, facilitated by our product group, gives you virtual 'hands-on' experience of our new products. To save time and environmental impact, we encourage you to explore our new products in this virtual environment where the products are available for you to see and interact with. They appear in our Virtual Tech Rally in a display format or in a lifestyle setting. From here, you can pick them up and rotate them to explore all their design features, while an on-hand expert will answer any questions you may have.

**Book a virtual tour** for your sales teams or key customers today:

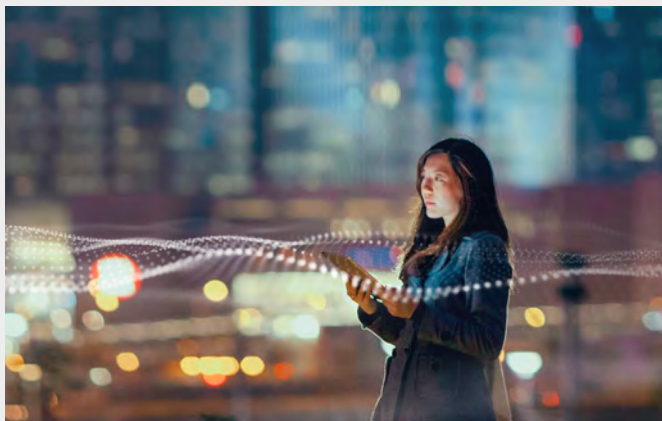
**CONTACT PARTNER ACCOUNT OR MARKETING MANAGER**



# Increase agility with flexible IT.

Your customers are facing a unique challenge: IT is becoming more essential for them to drive business growth, yet their budgets are being tightened at the same time.

**Dell Technologies on Demand** provides more choice, flexibility, and predictability, so your customers can progress the projects they need to drive their business. We can offer flexible payment solutions spanning our innovative end-to-end portfolio, including support and deployment services to help you deliver consumption-based and as-a-service delivery models ideally suited for the way technology infrastructure is consumed in today's on-demand economy.



Partners in our ecosystem are already seeing two key advantages from using Dell Technologies on Demand as part of their sales cycle:

## It shortens the sales cycles.

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Enabling customers with flexible financing means that they don't need to wait for budget cycles and can progress deals to drive their business growth now.

## It creates larger deals.

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Customers who leverage financing are able to get more done when the financial obstacles are removed, enabling them to complete.



