



Grow your client business with the brand-new generation of Dell Latitude family



Introducing the brand-new Dell Latitude family – the latest generation of sleek and stylish business notebooks making waves across the industry, featuring:

- **Dell Latitude 7400 2-in-1** – creating a stir when it was announced at CES Awards, the smallest 14” 2-in-1 on the market<sup>1</sup> features Dell ExpressSign-in<sup>2</sup> and the world’s longest battery life (up to 24 hours)<sup>3</sup>.
- **Dell Latitude 5000 Series** – the smallest business notebook in its class<sup>4</sup>, featuring best-in-class top-of-the-range security, performance and connectivity.
- **Dell Latitude 3000 Series** – sleeker and smaller than ever, featuring full HD touch and a fully serviceable battery. Each of these products comes with Intel® Core™ vPro™ processors and Dell’s Remote Provisioning Tool for vPro, making set-up and deployment possible in minutes instead of hours.

As Windows 7 faces obsolescence and customers are looking to upgrade to Windows 10, take this opportunity to get your customers excited about the latest Dell Windows 10 devices to supercharge their productivity.

## Smarter, faster, future-ready

The new and improved Latitude family offers a portfolio of products your customers will be proud to carry.

The latest generation is all about premium finishes, sustainable choices and compact designs. In fact, the **Dell Latitude 7400 2-in-1** has even been described as “the most beautiful laptop in the world” by the folks at Reviewed (USA Today)<sup>5</sup>.

But that’s not all. Focused on end users and their productivity, we’ve devices to deliver “faster, smarter experiences”, with all-new features like the new ExpressFSign-in<sup>2</sup> on the 7400 2-in-1, allowing customers to instantly log into their device without touching a key. Or the superior battery life and improved graphics on the **5000 Series**. Or the Full HD touch and optional fingerprint reader on the **3000 Series**.

Innovations in architecture, such as faster broadband connectivity and built-in intelligence to keep the laptop cool no matter what mode it is being used in, ensure that your customers can work seamlessly and intuitively, no matter where they are. Everything is ready to go, adapting to their needs as they move through the day.





## Docks that make a difference

Support your sale with our brand-new set of docks, designed and tested for ultimate productivity. The **Dell Dock WD19** with USB-C, **Thunderbolt Dock WD19TB** and **Dell Performance Dock WD19DC** are the world's most powerful docks in the industry<sup>6</sup>, charging up to 80% in 1 hour with ExpressCharge<sup>6</sup>. Your customers will love being able to shift quickly from mobile to desktop and get power, data and video connections with just one USBC/Thunderbolt cable. Talk about efficiency!

## A holistic approach to IT

In today's digital age, IT decision makers are looking for secure, easy-to-deploy devices they can trust. Our dedication toward an intelligent, unified approach to IT continues to make Latitude the most secure<sup>7</sup>, most manageable commercial PCs<sup>8</sup>. ITDM's will love Dell's Remote vPro Provisioning Tool and multi-factor authentication.

What's more - with Dell's ProDeploy Plus, you can deliver products directly to your customers from the Dell factory already set-up and provisioned, enabling you to focus on helping your customer on the truly transformational tasks. Plus, you'll benefit from the Dell service rebates available from selling ProDeploy and ProSupport.



## Grow your pipeline with ease

We've created a set of ready-to-use marketing assets to make it easier for you to sell the new Dell Latitude portfolio.

- Drive sales with ready-to-go email assets
- Drive engagement with social media you can activate through your channels
- Optimise your customer brochures with print ads & much more

You can even track all your results to uncover your response rates, as well as find assets for the broader Dell portfolio. It's fast, simple marketing, all available to you on the [Dell EMC digital marketing tool](#).

We also have a wide range of sales enablement content for you to use on the [Dell Knowledge Centre](#); including customer presentations, brochures, sales guides and call scripts. Take advantage of these assets to keep your marketing efforts simple and your message on-point.

You can also download the newest [Dell Latitude Family Brochure](#) and tune into our short [webinar](#) on May 9th and find out how you can help your customers work at full speed.

Now is your chance to start a conversation with your customers about the benefits of the brand-new Latitude family and reap the rewards.

<sup>1</sup> Based on Dell internal analysis, November 2018.

<sup>2</sup> Based on Dell internal analysis, November 2018.

<sup>3</sup> Battery life is based on preliminary testing of Latitude 7400 2-in-1 with Intel Core i5-8265U, 8GB RAM, 128 GB, 78Whr battery and FHD touch display, using the Mobile Mark 2014 benchmark test available at [www.bapco.com](http://www.bapco.com). Test results are for comparative purposes only. Actual battery life may be significantly less than the test results and varies depending on product configuration and use, software, operating conditions, power management settings and other factors. Maximum battery life will decrease with time.

<sup>4</sup> Based on Dell internal analysis, February 2019, using publicly available data to compare total surface area of 13", 14" and 15.6" mainstream business-class notebooks respectively, with Intel vPro support.

<sup>5</sup> Source: <https://www.reviewed.com/features/ces-2019-editors-choice-award-winners>

<sup>6</sup> When used with Dell systems with USB-C. Based on Dell internal analysis of competitive products using publicly available data as of February 2019

<sup>7</sup> Based on Dell internal analysis, January 2019.

<sup>8</sup> Based on internal Dell analysis, August 2017

