### At a glance

**What does the customer need to do?**
IT leaders are challenged like never before to answer end users’ growing demands while grappling with enabling secure data access and managing a growing number of devices — all without adding IT complexity and costs.

**Why should organisations buy commercial PC solutions from Dell?**
Only Dell commercial PC solutions can deliver data protection from the device to the cloud, faster and easier management through automation, and an uncompromised end-user experience through durable, serviceable design, dependable performance and reliable support.

**Who are the target prospects?**
IT managers/directors, CIOs, IT security managers/directors and IT admins

**What are the sectors/industries?**
Organisations of all sizes, from SMBs to global 500 enterprises; healthcare, education and government verticals

### Product description

Dell offers the world’s most secure, manageable and reliable commercial endpoint solutions (Dell Latitude, OptiPlex and Dell Precision) in the world.

- **Most secure**: endpoint security solutions that protect your customers’ data wherever it goes, without disrupting IT or end-user processes
- **Most manageable**: exclusive client systems management technologies that drive efficiencies throughout the PC lifecycle
- **Most reliable**: products designed, tested and engineered to deliver a flawless customer experience every time

### Pain points driving demand

- **Customers need to meet end-user demands to work any time, anywhere, on any device.**
  - 250 million employees bring their own device to work.
  - >50% of employees want input into the technology they use for work.
- **But this requires protecting data as it moves with end users while dealing with the complexity of endpoint security and compliance.**
  - 2.5 quintillion bytes of data are created every day.
  - 280 million malicious programs are created in one month.
  - 75% of organisations say they lack the resources to meet compliance regulations.
- **At the same time, IT managers are challenged with managing a growing number of devices with flat or declining budgets.**
  - $615 is the average deployment cost per PC.
  - Devices IT must manage are growing by 66%.
  - The average IT budget grew 3% in 2012.
- **And devices must deliver a consistent end-user experience free from incidents throughout the lifetime of the device.**
  - 52% of IT staffs report data loss due to damage.

### What we believe

- It’s critical to think beyond the device to address the security and management challenges organisations are facing.
- Endpoint security and compliance don’t have to be difficult or disruptive.
- Client systems management should be automated to drive efficiencies throughout the PC lifecycle.
- A consistent, reliable experience is central to end-user productivity.

### How we deliver

Dell builds commercial client devices and solutions to specifically address business needs.

- **Most secure**: best-in-class endpoint security available on the box with Dell Data Protection solutions
- **Most manageable**: Dell automation tools and exclusive Intel vPro extensions
- **Most reliable**: premium materials and thoughtful design, tested for durability and usability, and backed by award-winning support and complete ecosystem of accessories.

### Reasons to believe

- **Most secure**: only Dell owns data encryption IP, and only Dell can ship encryption, advanced authentication, and malware prevention solutions on the box
- **Most manageable**: only Dell offers unique Intel vPro extensions for updating customers’ entire fleets of Dell PCs at once, even when they’re powered off
- **Most reliable**: Dell consistently outperforms HP and Lenovo in durability testing, and Dell delivers the most powerful mobile workstations, the most dependable tower workstations, the most durable Ultrabook, and #1 ranked ProSupport
Dell delivers the most secure, manageable and reliable commercial endpoint solutions with data protection from the device to the cloud, faster and easier management, and end-user productivity through durable, serviceable design, dependable performance and reliable support.

### Objection & Competitive Handling

**How can you claim Dell commercial endpoints are the world’s most secure?**
- Only Dell offers comprehensive encryption, advanced authentication and leading-edge malware prevention from a single source.
- Only Dell Data Protection | Encryption protects data on any device, external media, self-encrypting drives and in public cloud storage in a single solution suite.
- Dell offers the broadest range of fully integrated advanced authentication options, including fingerprint, smartcard and contactless smartcard readers, and Dell ControlVault for a secure hardware credential processing.
- Only Dell includes advanced malware prevention on every commercial PC.

**How can you claim Dell commercial endpoints are the most manageable?**
- Only Dell offers unique Intel vPro extensions for one-to-many, out-of-band management.
- When compared to HP and Lenovo, Dell saves customers up to an hour per PC to image their devices.
- Dell Latitude 10 costs 84% less than an iPad to manage over its lifetime.

**What makes Dell commercial endpoints more reliable than the competition?**
- Dell Latitude E-Family notebooks have consistently performed better than comparable Lenovo and HP products in 3rd party durability and performance testing for the last 3 generations.
- Dell offers the world’s most durable Ultrabook.
- Dell Precision offers the world’s most powerful mobile workstations and tower workstations.

### Features & Benefits

**Most secure**
- **Dell Data Protection | Encryption**: the most comprehensive centrally managed corporate solution for securing end-user data wherever it resides, from the endpoint to the cloud.
- **Dell Data Protection | Security Tools**: along with fully integrated smartcard/contactless smart card and fingerprint readers, Dell ControlVault (Dell Latitude and mobile workstations) for more secure credential storage and Dell-exclusive FIPS-certified TPM
- **Dell Data Protection | Protected Workspace**: Leading-edge malware protection that stops the most advanced attacks (zero-day malware) in their tracks

**Most manageable**
- **Faster deployments** with Dell driver CABs and automation tools
- **Easier monitoring and updating** with unique Intel vPro extensions and automated tools
- **Support for five generations of laptops** — more than any other hardware provider
- **Services that cover the PC lifecycle**, from configuration and deployment to Dell ProSupport

**Most reliable**
- Designed to last with premium materials such as mag alloy, aluminium and steel hinges
- Superior experience with engineering beyond the box inclusive of consistent ecosystem tailored for specific usage needs, real-time quality data and award-winning services

### How to Get Started

- Get familiar with the Why Dell Client Solutions story — check out the [Why Dell Client Solutions customer presentation](#).
- Learn how Dell commercial devices stack up against the competition — check out the competitive one-pagers on [Dell.com/Partner/ClientSolutions](#).
- Start asking about your customers’ PC refresh plans today.
- Pull in your Dell channel account team for follow-up conversations.

### Resources

- [Dell.com/Partner/ClientSolutions](#)
- [Dell.co.uk/partner/software](#)
- [Dell.co.uk/partner/cloud](#)
- [Dell.co.uk/primaryPC](#)
- [Dell.co.uk/partner/workstation](#)