

# Introducing the OptiPlex 7070 Ultra – hidden in plain sight

Drive customer demand with this revolutionary new product.

## Key features of the brand-new OptiPlex 7070 Ultra:

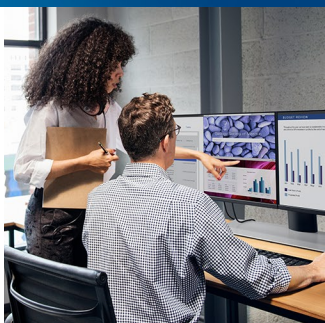


## Why OptiPlex 7070 Ultra?

### An optimized end user experience

With customers increasingly seeking to manage their displays and computers separately, and with limited desk space and messy cabling proving major pain points for businesses, the OptiPlex 7070 Ultra stands out as the perfect modern solution.

With the OptiPlex 7070 Ultra's innovative design, taking all the key features of a mainstream desktop into the monitor stand, users' productivity will receive a lift with **less desk clutter and fewer cables** – promising **cleaner workspaces**. Its compact, modular design has been made possible by streamlining the internal layout vertically, creating an entirely new kind of form factor well-suited to any desktop environment.



### Every IT department's dream

As the **world's most compatible, fully-modular, zero-footprint desktop solution\***, the OptiPlex 7070 Ultra is not just a benefit to the user experience, it's an IT department's dream – streamlining IT by providing a multitude of solutions. Deployment and management have never been easier or more secure.

Capable of driving up to 3 displays, offering **unlimited deployment scenarios** and promising **complete serviceability and upgradeability**, the Ultra makes it possible to independently replace any element, allowing your customers to stay ahead of the tech refresh cycle. The highly customizable nature of the Ultra allows for standardization on a single computer, **reducing the need to replace and refresh costly systems over time**.



## Segment opportunities



The OptiPlex 7070 Ultra combines the best features of the All-in-One and Micro form factors without the need to compromise on performance, making it the **ideal choice for almost any workplace**. Its customizability and upgradeability also positions it as a natural solution for the **healthcare industry** and **public sector**. Give your customers the zero footprint desktop solution they need to raise productivity and keep up with the fast pace of change of the modern workplace.

## Maximize potential and profit

Get the most out of the OptiPlex 7070 Ultra experience to better help your business tackle today's complex IT challenges.

- Best deployed in a height-adjustable stand
- Ideally paired with the Dell P2419HC or P2719HC monitors
- Enjoy an uncluttered, always-on experience with USB-C
- Maximize productivity with Dell's ProSupport Plus services

Take advantage of Dell's full Unified Workspace offer. The industry's most comprehensive solution to deploy, secure, manage and support your devices from the cloud.\*\*

Featured in the Windows 7 obsolescence content, the OptiPlex 7070 Ultra is also the optimal choice of upgrade when updating to a new software system.



Drive your business forward and increase profits with the innovative, modern and future-ready desktop solution your customers weren't expecting.

Available on the Dell Technologies Digital Marketing Tool >

Educate your sales teams today with a wide range of informative material.

Available on the Dell Knowledge Center >

Take advantage of ready-to-use marketing assets and recommend accessories carefully chosen to complement the OptiPlex family.

Available on the Dell Technologies Digital Marketing Tool >



Featuring Intel® Core™ i7 processors.

\*Based on Dell internal analysis of competitive products, June 2019. Ultra 7070 supports Dell and 3rd Party VESA Displays up to 27", sold separately. Zero footprint solution requires OptiPlex 7070 Ultra Fixed or Height Adjustable Stand, supporting VESA mounted displays up to 24" and 27", respectively.

\*\*Based on Dell internal analysis of competitive products as of February 2019.