

## Dell Latitude 5000 Series (E5x50)

Premium experience meets business-class workhorse with the Latitude 5000 Series, while maintaining the promise of the world's most secure and most manageable laptops with outstanding reliability.

### Who is the target audience?

Designed to meet the needs of any **business-class professional seeking a full range of options and features**. The new 12" form factor is ideal for highly mobile knowledge workers who value on-the-go productivity, while the existing 14" and 15" screen sizes support task and knowledge workers who value both at-the-desk and meeting-to-meeting productivity.



### Business problem/Customer need

- **Reduce downtime and maximize IT resources** – Needs a laptop that's reliable, built-to-last, and in the event that something happens, a support lifeline that can get them back up and running quickly
- **Keeping end users productive is vital** – Need to be able to manage and support devices with minimal end-user disruption
- **Keeping IP and customer data is critical** – Needs peace of mind that their data is secure no matter where end users take it
- **Always on-the-go** – Needs battery life that can get them through the work day and appreciate thinness and lightness in a PC
- **Values desktop productivity** – Needs a easy docking solution that's consistent and supported over multi-generations

### Key features of the Latitude 5000 Series

- Dell's thinnest and lightest mainstream laptop yet (starting at 3.4lbs and 22.7mm Z height)
- Addition of 12-inch screen size to 5000 Series to the existing 14 and 15-inch screen sizes
- More features and capabilities than ANY other Latitude in terms, storage, connectivity, display options
- Improved materials & structure for increased durability and optional touch displays clad with Corning® Gorilla® Glass NBT™
- Well-equipped with essential accessories for on-the-go or at-the-desk productivity with E-family docking
- All-day battery life
- Business-class ISO keyboard with backlit option



## Competitive Overview

HP ProBook 6 & 7 Series (720, 640/740 & 650/750)  
Lenovo X240 & T-Series (T440/540)

### Where we win:

- World's most secure laptop with Dell Data Protection
- World's most manageable laptop with Dell-unique vPro capabilities, Dell Client Command Suite & Dell KACE K1000 Express
- Built with premium materials for outstanding reliability including Magnesium alloy and touch screens clad with Corning® Gorilla® Glass NBT™
- Dell ProSupport™ for 24/7 enterprise-class support

## Dell Resources

- Latitude dashboard: <http://salesedge.dell.com/dboard?id=62238006>
- Competitive dashboard: <http://salesedge.us.dell.com/dboard?id=175574394>
- Ecosystem dashboard: <http://salesedge.dell.com/dboard?id=63313260>
- DBM dashboard: <http://salesedge.dell.com/dboard?id=157007502>

## Smart Selection and Catalog Offers

### Easy to Choose | Easy to Buy | Easy to Own

Our most popular, customer requested configurations offer the best-value and are stocked and ready to ship in 24hrs.\*

*\*In countries where Smart Selection is available*



## Essential Accessories



Achieve full desktop functionality with one simple connection

Dell E-Port Replicator



Bring your work to life with color clarity and a variety of adjustability features

Dell 23 Monitor – P2314H



Charge multiple devices simultaneously, and extend battery life while on-the-go

Dell Portable (Post RTS)



Comfortably carry whatever you need for the day

Dell Professional Topload Carrying Case



Create in a clutter free workspace clear of cables

Dell Wireless Keyboard & Mouse – KM632

Global Marketing

| How Dell wins   | Customer benefits  |
|---|--|
| <p><b>Most secure</b> The Latitude 5000 Series is the most secure business-class laptop in the industry.</p> <p>Only Dell offers comprehensive encryption, advanced authentication, and leading-edge malware prevention from a single source. Dell Data Protection   Encryption* protects data across all endpoints including external media, self-encrypting drives, and in public cloud storage. Gain advanced authentication options with DDP   Security Tools. Plus, help prevent malware attacks with DDP   Protected Workspace.</p>   | <p>Simplify security with solutions that are easy-to-deploy and remotely manage without interfering with existing IT processes or disrupting end user productivity</p> <p>Ensure data is protected no matter where end users take it and that only authorized users have access and proactively protect users and data against malicious threats</p>   |
| <p><b>Most manageable</b> Dell Latitude 5000 Series laptops are the world's most manageable with Dell-unique Intel® vPro™ capabilities for one-to-many, remote updates and hard drive wipe.</p> <p>Dell builds management capabilities into our Latitude portfolio to make the most of your hardware investment, and with the new Dell Client Command Suite, our free automation tools help simplify IT time spent on deploying, monitoring and updating systems.</p> <p>Dell KACE K1000 Express, a free, easy-to-use IT inventory solution exclusive to Dell customers that will manage warranty status, BIOS and driver updates across your Dell devices.</p>   | <p>Saves time and minimizes end user disruption with a single console for centralized remote management with one-click system upgrades and automatic maintenance tasks.</p> <p>With Dell's unique vPro extensions...<br/> ...remote BIOS change takes 13 seconds vs. more than an hour with Lenovo<br/> ...remotely erase a hard drive 92% faster than Lenovo</p>  |
| <p><b>Outstanding reliability</b> Award winning enterprise-class Dell ProSupport™</p> <p><b>Built to Last:</b> Dell tests each component beyond industry standards, ensuring we catch issues before customers do. Systems undergo rigorous highly accelerated life cycle testing and the highest standard of torture tests for:</p> <ul style="list-style-type: none"> <li>• High heat (up to 65°C/149°F); Hinge endurance (20,000 open/close); Key and touchpad endurance (1M taps); Twists (&gt;50,000 twists of base and lids)</li> </ul> <p>Dell uses premium materials including Magnesium Alloy and touch screens are clad with Corning® Gorilla® Glass NBT™ for up to 10x scratch resistance</p> <p><b>Consistent Experience:</b> Dell Latitude offers 6 generations of consistent docking and charging solutions.</p> <p><b>Superior Usability:</b> Dell's commercial touchpads surpass the competition and are preferred by users for primary tasks (point, click, drag-n-drop, right click) and offer best in class keyboard ergonomics with increased Touch Pad area &amp; improved Sensing Technology</p> | <p>Peace of mind should something go wrong, their technology provider will get them back up and running quickly.</p> <p>Leverage Dell's global team of engineers while saving valuable time and IT resources. Available 24x7x365 with next day on-site service.</p> <p>Customers need end-users' PCs to work the way they're supposed to. They need PCs to perform reliably and be durable enough to withstand the bumps and tumbles that result from a workforce on the move.</p> <p>Keyboard is ergonomically design for optimal key travel and consistent user experience</p> |

\* DDP | E not available in China or Russia