



THE FY'19 INCREDIBLY SERIOUS SALES GUIDE



Glad it's serious.
This is sales.



Has anyone told
them it's 2018?



WORKFORCE TRANSFORMATION

The workforce is changing; IT is becoming a business enabler and employees are no longer just accepting what they're given. They want to stay productive wherever they choose to work. The great news is that Dell has the right set of technologies to enable all the different types of employees.

We've gathered some light-hearted insights into some heavy-hitting solutions that will leave you a little wiser about the latest range of Dell's Workforce Transformation innovations, powered by Intel®. Use this guide to sharpen your conversation when explaining the solutions, services and peripherals associated with OptiPlex, Precision and Latitude to your customers.



WORKFORCE TRANSFORMATION

As the workforce shifts beyond the confines of the office cubicle, transform your customers' productivity with powerful solutions from Dell and Intel®.



OPTIPLEX

Dell OptiPlex has been a frontrunner of desktop innovation for 25 years. From the newest range of compact Micros to the beautiful All-in-One systems, OptiPlex delivers performance-enhancing, end-to-end solutions that give users the space to work the way they want.

Ideal for:

Desk-Centric Workers

These users spend most of their day in a designated workspace.

74% of the global workforce continues to use a desktop for work-based activities.





MICRO DESKTOP, MACRO OPPORTUNITY

66% of ITDMs agree that micro PCs improve user experience*. Encourage your customers to join the micro PC revolution with the next generation of ultra-compact, high-performance OptiPlex Micro desktops.

*Based on a Forrester Consulting Custom Technology Adoption Profile Commissioned by Dell, The Rise of The Micro PC: Security and End User Productivity Benefits Drive Increased Micro PC Adoption, February 2017. Results were based on a study consisting of 103 business and IT PC decision makers or influencers in North America. The study was completed in December 2016.



CONSTRUCTIVE COLLABORATION

The Dell 86" Interactive Touch Screen is the ideal meeting room companion. Compatible with the Dell OptiPlex Micro, your customers can easily integrate the two solutions to connect and collaborate with colleagues.

MULTIPLY EFFICIENCY

Supercharge your customers' productivity by up to 18%* with a Dell multi-display set up.

* Improving Employee Productivity with Dual Monitor, IDC InfoBrief, sponsored by Dell, November 2015.



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PROACTIVE SUPPORT

Your customers' can reduce PC downtime with up to 50% fewer step in the support process* thanks to SupportAssist's predictive and proactive support from Dell ProSupport Plus.


* Based on May 2017 Principled Technologies test report commissioned by Dell comparing Dell Basic Hardware Service to Premium Support Plus with SupportAssist Technology. Testing conducted in the United States. Actual results will vary. Full report: <http://facts.pt/sk4v-h>

I just have to submit this report and then the weekend is mine all mine ...

Wait, why did the screen go dark?



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I'm glad you're proud of your new all-in-one desktop. But let's get back to work.

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THE ALL-IN-ONE

If your customers are refreshing their front-of-house PC's, the sleek, space-saving OptiPlex 7760 is the perfect solution to keep them clutter-free and connected.



Before you leave for the weekend, can you update the BIOS on these desktops?

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HASSLE-FREE DEPLOYMENT

Dell Command Suite automates and streamlines system deployment, configuration, monitoring and updates, enabling your customers to save up to \$57 per PC per year*.

*Savings are estimates based on a Dell analysis comparing costs of several system management cost scenarios, such as OS deployment, power management and BIOS changes. Cost projections based on U.S. data dated 2007-2016. For more information, speak to your Dell Sales Representative.

PRECISION

Deliver the experience of unrestrained innovation with Precision workstations. Built with the latest Intel® Core® processors, blazing-fast memory and professional graphics, they're designed with power that rivals your customers' ingenuity.

Ideal for:

Specialized Workers (Creatives & Engineers)

These users demand workstation precision to create masterful work.

10-16% of every workforce has specific needs that demand specialized technology.



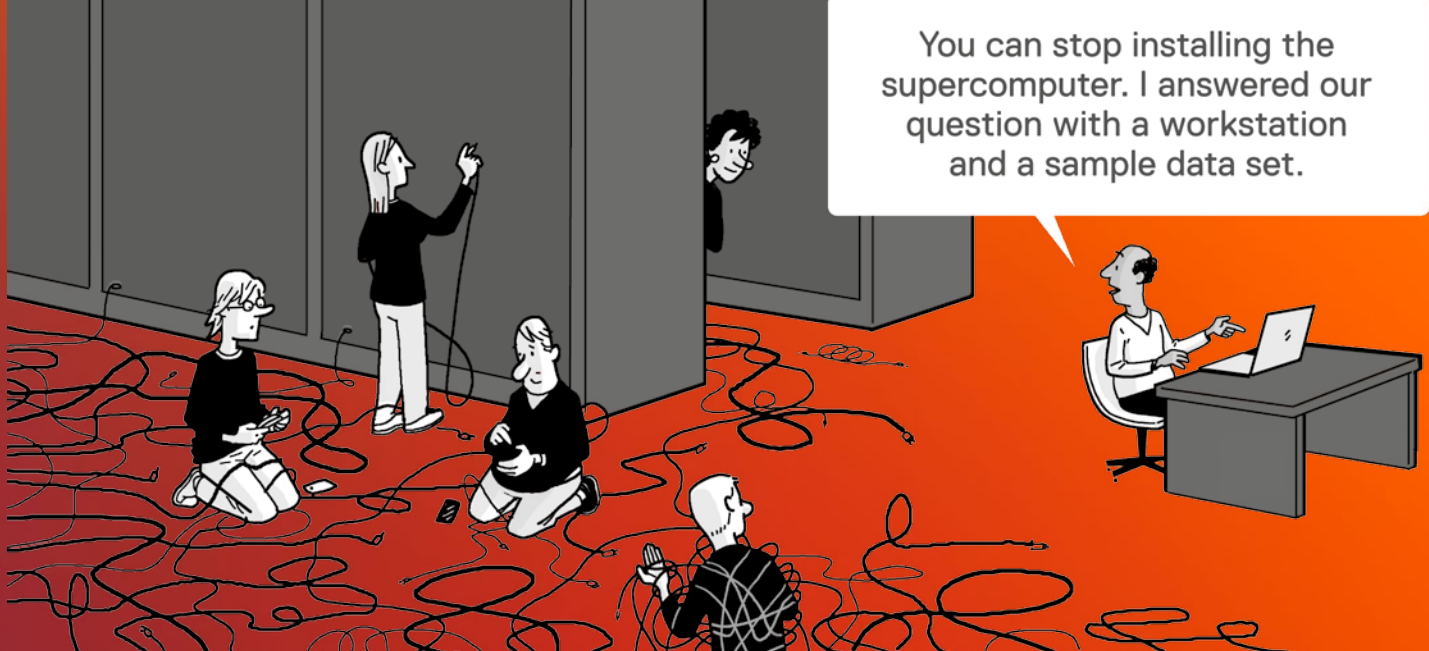
READY FOR VIRTUAL REALITY

Precision workstations can help enable your customers to deploy VR into their business processes, thanks to the latest Intel® Core™ processors.



Imagine this is a drawing of a jet turbine coming to life and that you can zoom through each part and look at it in detail. Everyone with me?





You can stop installing the supercomputer. I answered our question with a workstation and a sample data set.

MACHINE LEARNING

Your customers don't need supercomputers to get on board with machine learning. With a sample data set, Precision workstations and existing algorithms can provide significant value to their business.



DELL PRECISION OPTIMIZER

The new Dell Precision workstation will automatically tune itself to the software installed on it, delivering performance gains of up to 394%*.

*Based on Dell internal testing, July 2017, using the SPECcapc Creo 3.0 Wireframe Graphics benchmark test comparing a Dell Precision 7920 Rack with Dell Precision Optimizer vs. the same system with factory standard settings. Actual performance will vary based on usage, configuration, and manufacturing variability.

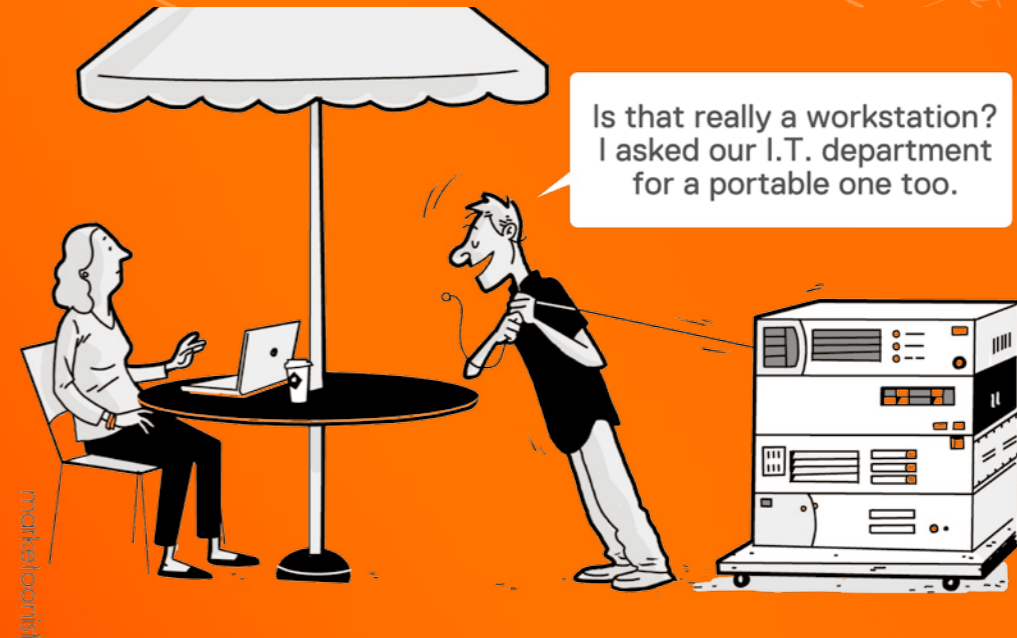
ACCELERATED WORKFLOWS

Supercharge your customers' workstation with the next generation of Intel® Xeon® processors and SSDs, delivering incredible energy efficiency, performance and dynamic scalability.



THIN MOBILITY

With the all new Dell Precision 5530, performance has never looked so good. Enable your customers with the strength and durability they demand on the world's thinnest, lightest and smallest 15" mobile workstation.



LATITUDE

Your customers will discover a new level of on-the-go productivity with the next generation of Latitude convertible 2-in-1s. They bring a whole new dimension of functionality to those demanding more mobility and performance that allows them to turn their everyday office into an office everywhere.

Ideal for:

Corridor Warriors & On-The-Go Pros

These fast-moving users demand access to people, programs and data from anywhere.

72% of the global workforce sees collaboration increase with on-the-go technology.



Wow, it's hard to separate your 2-in-1 ...
Oh, there it goes!

Um. That's my laptop.



THE RISE OF THE 2-IN-1

Convertibles are taking off among business users, growing at 33.6% worldwide year-on-year*. The lightweight convertible 2-in-1s are built with accessories to extend battery life and keep end users always connected – no matter where they are.

*Source: IDC WW 2017 Q1 PCD Tracker, Tablet Historical and PCD Historical.

FUTURE-READY MOBILITY

The convertible 2-in-1 allows your customers to complete tasks 12.8% faster* than on a laptop, powering up their productivity with greater portability and connectivity.

*Source: IDC WW 2017 Q3 PCD Tracker

POWER TO GO

With 39% of mobile workers juggling multiple devices on the move*, switch your customers to a Dell Latitude 2-in-1 with hybrid power companion for ultimate on-the-go performance.

*Source: Dell & Intel Future Workforce Study Global Report. Research conducted by Penn Schoen Berland, 2016, Slide 20.

Who needs a convertible when you have duct tape and can stretch out on both arm rests?



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It's amazing how mobile we've become with technology. Oh good, there's an outlet. I need to work on the floor for a while.



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When I grow up, I want to be on the cutting edge of technology and spend my days imaging new laptops over and over and over.



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MAKE IT EASY FOR IT

Thanks to Dell ProDeploy Plus, the new Latitude convertible 2-in-1s and notebooks can be imaged straight from the factory, allowing IT and end users to spend more time on projects and less time on PC deployments.

Is this the cybersecurity task force?



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No, we're all just trying to get vPro working on Cindy's computer.

UNSURPASSED SECURITY

The new Dell Remote Provisioning Tool can turn on your customers' Intel® vPro™ platform in less than an hour – a fraction of the time it normally takes.



KEEP CALM AND SELL DELL



Discover more on
www.dell EMC.com/PartnerCampaignCenter

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