



# Why Dell for Commercial PCs

Industry-leading technology. Differentiated solutions. One single partner.

Dell is the only partner that helps accelerate your workforce transformation with unique, competitively differentiated, end-to-end client solutions. See how we do this with unmatched, leading-edge innovation and a modernized approach to IT.

## Work at full speed

With exclusive 'express' technologies like ExpressSign-in, ExpressCharge, and ExpressConnect, only Dell helps you get to work faster and stay productive longer, no matter where you work.

## A modern, unified workspace

Only Dell helps you revolutionize your business by enabling choice, business innovation, and time savings for IT – with Dell Technologies Unified Workspace, the most comprehensive solution to deploy, secure, manage, and support virtually all devices from the cloud<sup>1</sup>.

## Commitment to sustainability

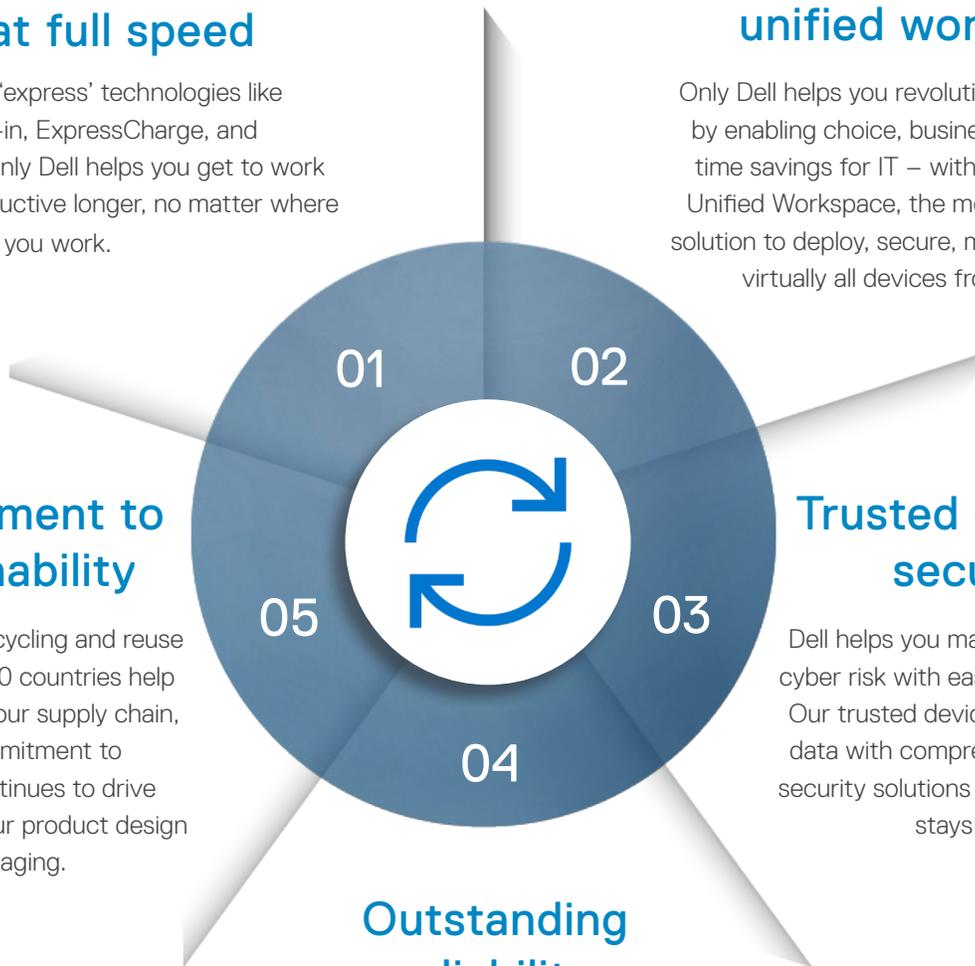
Dell's successful recycling and reuse programs across 60 countries help 'close the loop' on our supply chain, while our commitment to sustainability continues to drive innovation across our product design and packaging.

## Trusted endpoint security

Dell helps you manage the growing cyber risk with ease and confidence. Our trusted devices enable trusted data with comprehensive endpoint security solutions – so your business stays SAFE.

## Outstanding reliability

Designed for the real world, Dell's commercial products undergo rigorous reliability testing – beyond the system level and down to the component level – to meet the highest quality standards.



# Better than the competition

Dell outpaces the competition with our award-winning client devices, unique capabilities, and complete stack of solutions. Take a closer look to see how we help you speed up your productivity and accelerate your workforce transformation.

## WORK AT FULL SPEED

**Dell ExpressSign-in:** The world's first PC proximity sensor enabled by Intel® Context Sensing Technology<sup>2</sup>, detects a user's presence, wakes their system up and logs in automatically with Windows Hello. Available on the Latitude 7400 2-in-1.

**Dell ExpressCharge™:** Dramatically reducing time to charge, Dell ExpressCharge gets your battery from 0% up to 80% in as fast as an hour<sup>3</sup>. Available on Dell Latitude 7000 notebooks.

**ExpressCharge Boost™:** Get more done even faster, with Dell ExpressCharge Boost, a feature that provides up to a 35% charge in just 20 minutes<sup>4</sup> on compatible systems. Available on Dell's fastest charging family of docks.

**Dell ExpressConnect:** First in the industry to adopt Active Steering Antenna solution in a laptop<sup>5</sup> – technology that extends the distance and speed of a Wi-Fi link, delivering 40% improvement compared to a conventional antenna<sup>6</sup>. Available on select Dell Latitude 7000 notebooks.

## UNIFIED WORKSPACE

**True integrations:** Only Dell brings best-of-breed technologies together with true integrations into a unified solution.

**Low-touch provisioning:** Day-one productivity with factory provisioning and ProDeploy in the Unified Workspace.

**Unified endpoint management:** A single console to manage firmware, OS and apps with Dell Client Command Suite and VMware Workspace ONE.

**ProSupport Plus:** The only predictive and proactive support for 11x faster issue resolution and less downtime<sup>7</sup>.

## TRUSTED ENDPOINT SECURITY

**Built-in security:** Dell Trusted devices factory-built to secure end-user credentials with SafeID, and give visibility to BIOS tampering with SafeBIOS, Dell's unique off-host BIOS verification.

**Smart collaboration:** With SafeData, Dell enables a mobile workforce to collaborate while data is protected, with unique data protection, control, and monitoring capabilities that work across any application, device, or OS.

**Comprehensive ecosystem protection:** With SafeGuard and Response, Dell offers you cutting-edge threat management powered by endpoint telemetry and validated by dedicated security experts.

<sup>1</sup> Based on Dell internal analysis of competitive products as of February 2019.

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

<sup>3</sup> Based on Dell internal analysis, February 2019. When used with Dell systems with ExpressCharge. Within Dell Power Manager software, selecting ExpressCharge™ can recharge system battery from 0% up to 80% within 60 minutes. After charging has reached 80% capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter; not recommended with a smaller capacity power adapter. Charging time may vary +/-10% due to system tolerance.

<sup>4</sup> Based on Dell internal analysis, February 2019. Within Dell Power Manager software, selecting either the Default mode of Adaptive Charge or ExpressCharge™ can recharge system battery from 0% up to 35% within 20 minutes when system is powered-off and battery temperature is between 16-45 degrees C. With ExpressCharge™ mode enabled, the system battery can then continue charging up to 80% within 60 minutes. After charging has reached 80% capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter; not recommended with a smaller capacity power adapter. Charging time may vary +/-10% due to system tolerance.

<sup>5</sup> Based on Dell internal analysis, December 2017. Dell Latitude 7490 is the first laptop to adopt Active Steering Antenna solution in the industry.

<sup>6</sup> Based on an Ethertronics Engineering Test Report, December 2017, comparing Active Steering Antenna vs. Passive Antenna throughput performance at 53ft away from AP at 5GHz on a Dell Latitude 7490 laptop.

<sup>7</sup> Based on a Principled Technologies test report, "Spend Less Time and Effort Troubleshooting Laptop Hardware Failures" dated April 2018.