



**DELL**Technologies

# Unveiling AI-level productivity

Top reasons to upgrade your Dell PC

1

AI-powered  
efficiency

2

Smarter  
collaboration

3

Work confidently  
from anywhere

# 1 Enable AI-powered efficiency

with an AI companion on the world's most intelligent PCs<sup>1</sup>.



## Centralized AI assistance

Copilot in Windows\* uses AI to suggest the best ways to complete tasks and help get things done with fewer clicks so you can focus on innovation and meaningful work.



## Personalized PC performance

Enjoy the latest features from Dell Optimizer, our built-in AI based optimization software that learns and responds to how you work, all while leveraging built-in technologies from Intel.



## AI Voice Access

Tech accessibility is at a new level with Voice Access from Windows 11, which allows you to sign in with your voice. Windows Hello for Business now enables IT admins to enforce passwordless authentication by removing the password sign-in option on devices.



## AI-powered Snipping Tool and Photos

Remove unwanted objects easily from screenshots and images through AI-powered object removal.



# 2 Collaborate smarter, not harder with AI-driven conferencing.



## Convenient controls at your fingertips

Ease into your meetings with this exclusive feature from Dell – the collaboration touchpad<sup>2</sup> allows easy access to Zoom and Microsoft Teams features such as screen sharing, chat, camera, and microphone settings.



## Voice quality monitoring

Get alerts you when your voice quality is poor and when others may have a hard time hearing you – only available on the latest Dell business PCs.



## Heard and be heard

Intelligent Audio from Dell Optimizer and supported by Intel® technology, senses your surroundings and enhances the conferencing experience by reducing background noise for you and all call participants.

# 3 Work confidently from everywhere

with the foundational security and privacy of Dell, Intel® and Windows



## Protect your fleet with built-on security

Stay protected from evolving threats with the built-in defenses of the industry's most secure commercial PCs.<sup>3</sup> Unique hardware telemetry integrations with AI-enabled cybersecurity software help combat advanced threats and improve long-term cyber resilience. Proactively detect and block attacks across the endpoints, networks, and cloud environments. All foundational to protecting your data.



## Maintain workspace privacy

Increase insights and efficiency while keeping business and personal data protected. Your content and search data will be protected within your firewalls and not be saved or used to train AI models.<sup>4</sup>



# 70%

attack surface reduction vs older PCs, according to Intel® and IOActive<sup>5</sup>

# 3.1x

fewer firmware attacks with Windows 11<sup>6</sup>

# Fast-track your AI journey

with Dell APEX PC-as-a-Service

Our AI-ready devices and APEX solutions can help you:



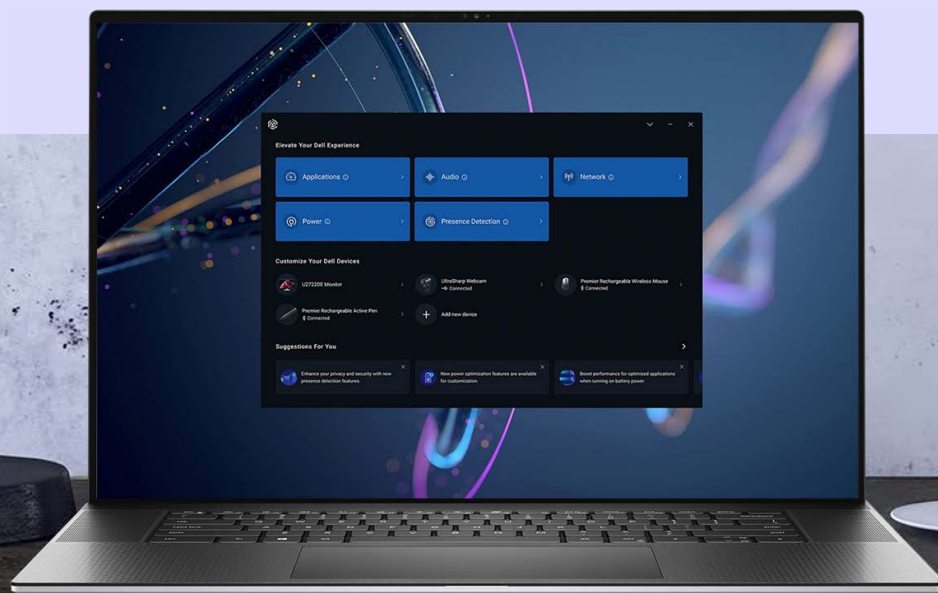
Save up to 30%  
on support costs<sup>7</sup>



Cut up to 50%  
help desk effort<sup>7</sup>

Discover how to  
effectively integrate AI  
into your business with  
Dell AI Client Solutions

Reach out to your  
Dell Sales Representative  
[www.Dell.com/ai](http://www.Dell.com/ai)



\* Copilot in Windows is available in preview only and will gradually roll out over the coming months. Copilot in Windows will be available in global markets, including the UK. To learn more, click here. Copilot is NOT available in market in European Economic Area and China. Copilot with commercial data protection is turned on by default for eligible M365 users. It is available to any organization using Microsoft Entra ID at no additional cost.

<sup>1</sup> Based on Dell analysis, November 2023. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model. For more details visit: <https://www.delltechnologies.com/asset/en-us/solutions/business-solutions/technical-support/dell-optimizer-features-availability-matrix.pdf.external>

<sup>2</sup> The Collaboration Touchpad is available on Dell Latitude 9330 and Latitude 9440 2-in-1 computers.

<sup>3</sup> Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features.

<sup>4</sup> Copilot with commercial data protection is turned on by default for eligible M365 users. It is available to any organization using Microsoft Entra ID at no additional cost.

<sup>5</sup> Based on IOActive's "Intel vPro 13th Gen Attack Surface Study" published March 2023 (commissioned by Intel), which evaluates Intel vPro devices powered by 13th Gen Intel Core processors against four-year-old Intel-based PCs on Windows OS. Details at [www.intel.com/performance-vpro](http://www.intel.com/performance-vpro) [intel.com]. Results may vary.

<sup>6</sup> Reduction in 3.1x in firmware attacks based on SMB Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.

<sup>7</sup> Based on a Forrester, Total Economic Impact™ (TEI) study commissioned by Dell Technologies, September 2023.