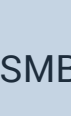


Accelerating SMB business growth through AI

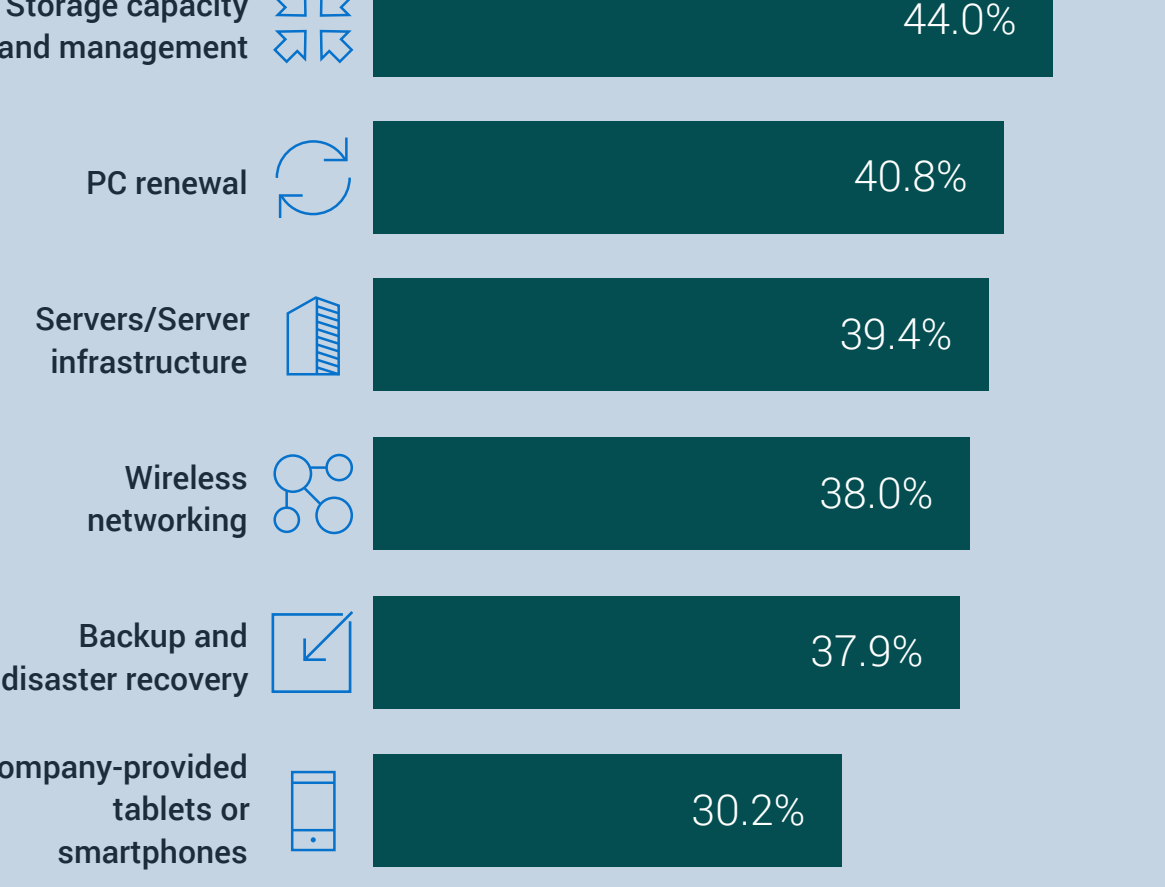
The International Data Corporation (IDC) recently released their [2025 Worldwide SMB Market Profile Update](#) which highlights significant trends into the technology priorities and challenges faced by small and medium-sized businesses (SMBs).

How are SMB leadership currently thinking about technology?

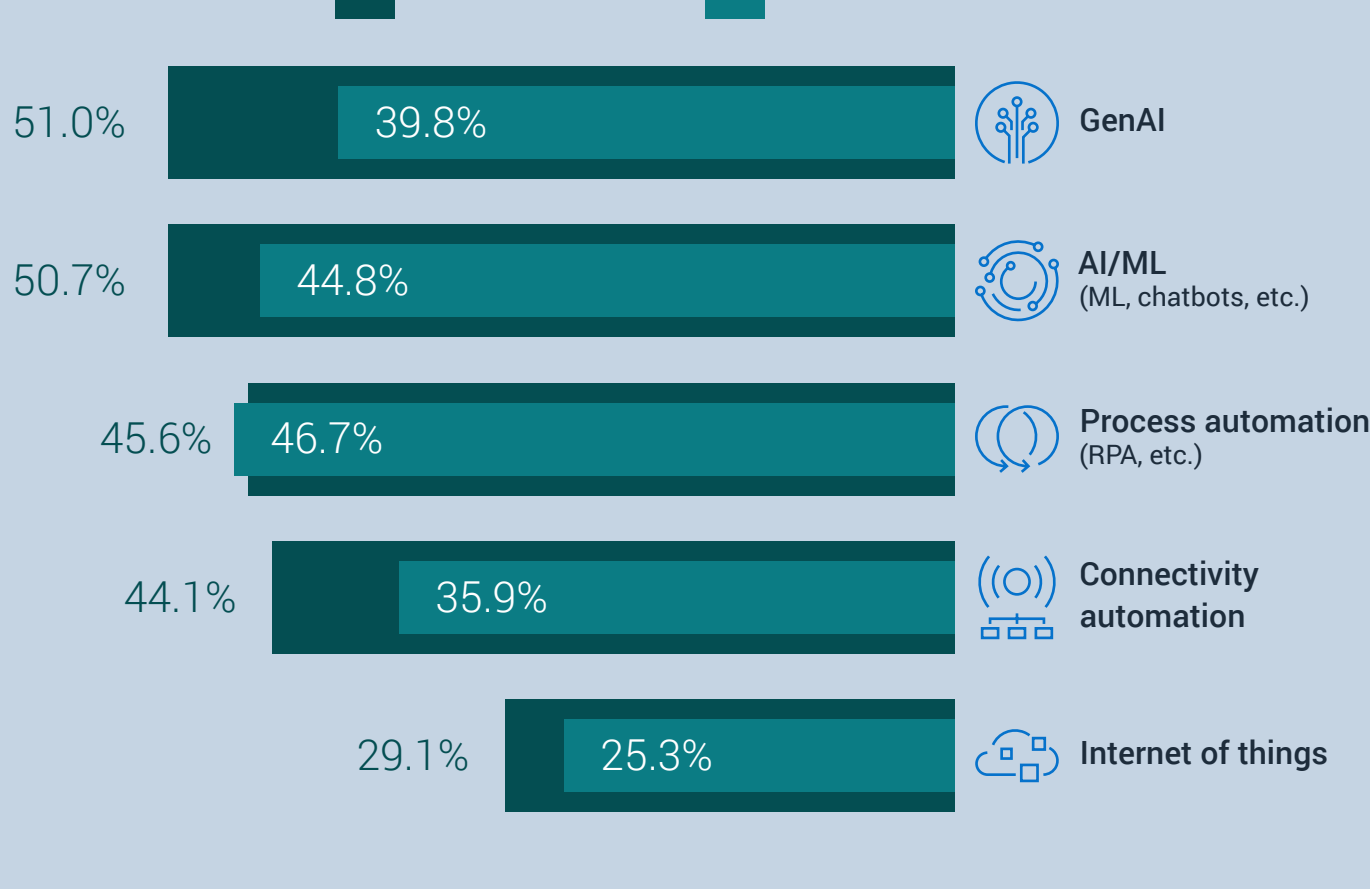


INSIGHT 1 Infrastructure and device priorities

SMBs top infrastructure and device priorities for the next 12 months¹

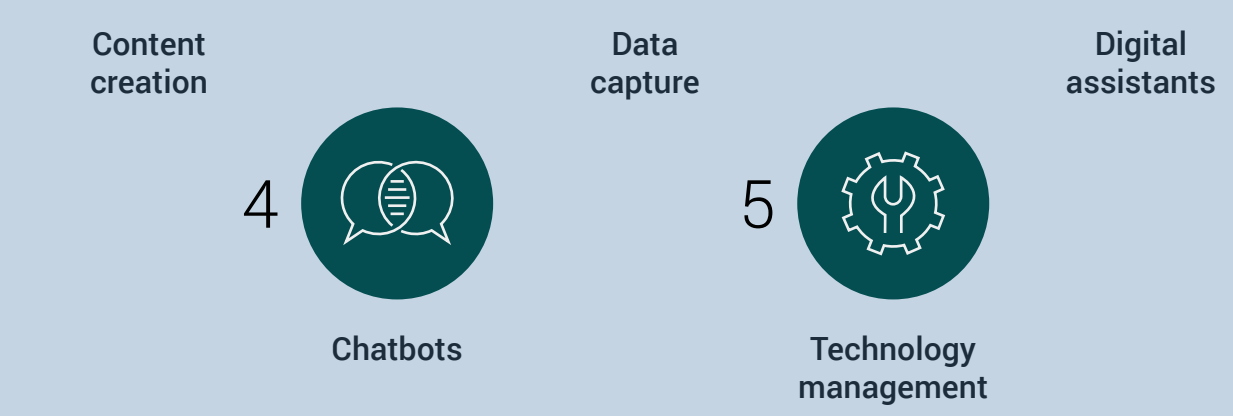


INSIGHT 2 AI usage influenced by business size²



INSIGHT 3 AI use cases

Top five ways SMBs plan to leverage AI in the next 12 months³



With more affordable and customizable options, AI can be tailored to meet the specific needs of SMBs.

48% plan to leverage AI over the next year⁴

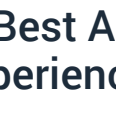
< 5% say their plans do not include AI⁵

A new era of computing

Migration to Windows 11 Pro on Dell AI PCs positions organizations to lead as AI workflows and endpoint security become the new standard for digital business.

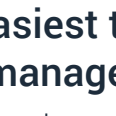
Future-proof your fleet

Dell Pro AI PCs with Windows 11 Pro, powered by Intel® Core Ultra processors, and built on the Intel vPro® platform, empower organizations to establish a trusted foundation with the world's most secure commercial AI PCs.⁶



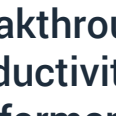
Best AI experiences

Delivering and enabling new AI experiences



Easiest to manage

Save time and money for ITDMs



Breakthrough productivity & performance

Devices equipped to do it all, for everyone

Enjoy the Windows 11 Pro difference

- Boost productivity through improved collaboration, immersive digital experiences, and intuitive content creation.
- Reduce the attack surface and improve long-term cyber resilience with built-in security and on-device AI processing.
- Extend battery life with more energy-efficient PCs without compromising AI-level performance.
- Equip your team with AI PCs to expedite decisions, automate repetitive tasks, and drive measurable successes beyond your investment.

50% faster workflows on average⁷

62% reported drop in security incidents⁸

42% faster completion of demanding workloads⁹

25% faster deployment reported¹⁰

Cost-effective upgrades

Dell APEX PC as a Service (PCaaS)¹¹

Dell APEX PCaaS enables businesses to invest in Dell AI PCs, simplify IT and refresh technology sustainably without the burden of upfront costs.

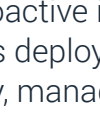
30% return on investment¹²

\$2.43M Net present value (NPV)¹³



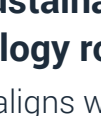
Structure subscriptions

as predictable per user per month pricing with no upfront cost



Enhance efficiencies

with proactive insights across deployment, security, management and support



Offer flexible & sustainable technology rotation

that aligns with a circular economy

For more information visit [Dell.com/APEXPCaaS](#) → or contact your Dell Technologies sales representative today

This infographic is based on the International Data Corporation (IDC) recently released their 2025 Worldwide SMB Market Profile Update. [Please click here to read the full study.](#)

Dell Technologies helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the data era. With approximately 158,000 team members, including more than 35,000 full-time services and support employees, Dell Technologies operates in 180 countries and serves 99% of Fortune 500 companies. Learn more at [Dell.com](#).

1 IDC WW Small and Medium Business Survey, February 2025
2 See footnote 1
3 See footnote 1
4 See footnote 1
5 See footnote 1
6 Based on Dell internal analysis, October 2024. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features. Validated by Principled Technologies. A comparison of security features, April 2024. Geo restrictions: Do not use in Argentina, Chile, China, Colombia, Costa Rica, Guatemala, Hong Kong, Korea, Malaysia, Russia, South Africa, Taiwan, Ukraine, Venezuela, Vietnam, Thailand, and the Philippines, Australia, and New Zealand. CLM-009566.
7 Compared to Windows 10 devices. Improve your day-to-day experience with Windows 11 Pro laptops. Principled Technologies, February 2023.
8 Windows 11 Survey Report, Techaisle, September 2024. Windows 11 results are in comparison with Windows 10 devices.
9 Compared to Windows 10 devices. Improve your day-to-day experience with Windows 11 Pro laptops. Principled Technologies, February 2023.
10 Commissioned study delivered by Forrester Consulting, "The Total Economic Impact of Windows 11 Pro Devices," December 20 22. Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.
11 Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell Technologies and the Dell Technologies logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. Dell APEX PCaaS: At the end of the contract, the customer may renew the contract or return the equipment to DFS.
12 Based on the Forrester report commissioned by Dell Technologies and Verizon, "The Total Economic Impact™ Of Dell AI PCs With 5G And Dell APEX PC as a Service," May 2025. Report analyzes a composite organization subscribing to 4,000 devices on a 36-month term. Actual results vary. View final report.
13 See footnote 12.