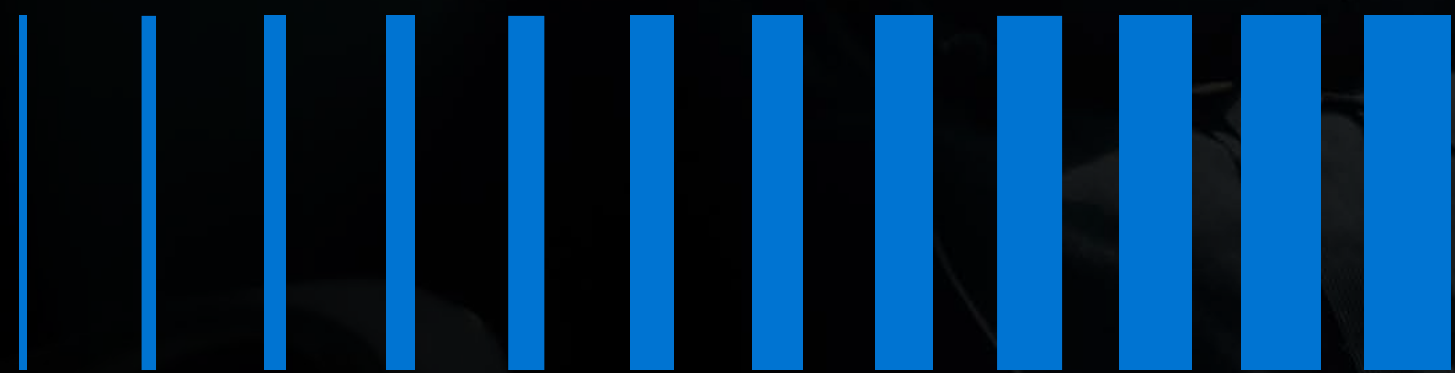


# Take your business to the next level

Enhance productivity, performance and security  
with Windows 11 on new Dell AI PCs





# Opportunity in a new PC era

Unleash the full potential of your growing organization with  
innovations and solutions to modernize your workplace



Context



Better together



User experience



Security



Management



TCO



Accessories



Sustainability



# Dynamic business landscape

Technological innovation, increasing cyberthreats, and satisfying your employees are only some of the critical considerations modern small and medium businesses must make when choosing the right IT partners and computing solutions.

## Turn end of support into a new beginning with Dell & Windows 11

Make the switch and maximize benefits

- +

Windows 10 PCs\* no longer receive security updates, new feature updates and Windows 10 technical support
- +

Older devices may not meet Windows 11 requirements, face compatibility issues and lack the latest built-in performance, security, and AI enhancements

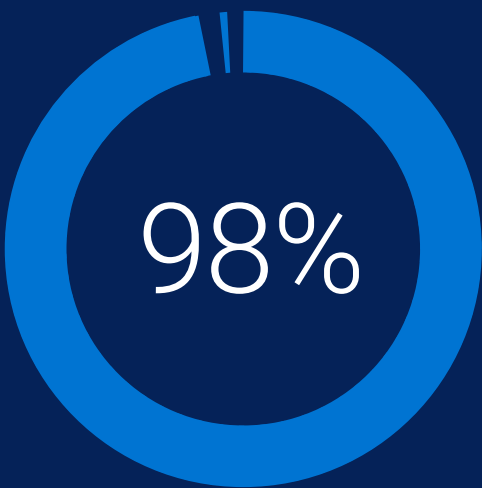
Check your system now

\* Excluding PCs where an ESU has been purchased.

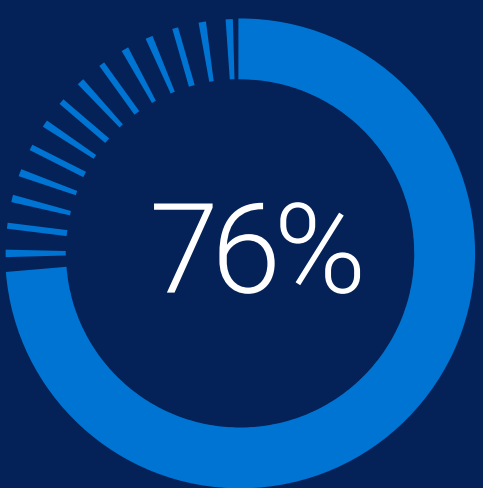
Step into the future now with advanced AI capabilities and powerful new features that drive success.

76% of IT and business leaders believe GenAI will deliver transformative value for their organization<sup>1</sup>

95% of end-users are interested in peripherals that could substantially augment GenAI processing power<sup>2</sup>



By 2028, 98% of PCs on the market will be AI PCs<sup>3</sup>



76% of ITDMs said employees with AI PCs will outperform those without AI PCs<sup>4</sup>

<sup>1</sup> Innovation Catalyst study, Dell Technologies, February 2024  
<sup>2</sup> A commissioned study conducted by Forrester Consulting on behalf of Dell, Nov 2024.  
<sup>3</sup> IDC Worldwide AI-Enabled PC Forecast, 2024–2028: 2Q24  
<sup>4</sup> A study by Forrester, Dell Latitude Thought Leadership Study (<https://www.delltechnologies.com/asset/en-us/products/laptops-and2-in-1s/briefs-summaries/dell-latitude-ai-pc-infographic.pdf>.external Sarah Brinks and Andrew Hewitt, survey of 205 IT managers responsible for AI PC strategies in North America, Feb. 2024.



# Better together

In the face of rapid technology changes, like the wake of AI, growing organizations need a constant—a reliable IT partner who can help you keep abreast, no matter the pace. Dell Technologies is that partner.

The partnership between Dell, Intel, and Microsoft is not just a collaboration but a seamless synergy that brings tremendous value to you.

Whether through optimizing workflows, enhancing security, or fostering innovation, this IT powerhouse empowers your journey toward a smarter, more connected future.

 **Dell** + **Intel** + **Microsoft** 



- + Dell's superior design optimizes productivity and collaboration everywhere.
- + Microsoft Copilot, your AI assistant for improved productivity, creativity and efficiency
- + Device management tools allow easy updates and operational efficiency
- + Improved security with hardware and software layers of defense
- + Copilot+ PCs offer a unique experience with exceptional battery life and turbocharged performance.
- + A more sustainable approach to help you achieve your sustainability goals



# Thrive and succeed with Windows 11 on Dell Pro AI PCs

New Dell AI PCs deliver tangible enhancements in productivity, security and efficiency compared to older PCs, even those recently updated to Windows 11.

No matter what your AI needs are, we can support your goals. Learn the difference between AI PCs and Copilot+ PCs to find the ideal PC for you:

## AI PCs

Ideal for entry-level AI tasks, optimized for enhanced performance, energy efficiency and AI app acceleration.

## Copilot+ PCs

Designed for ambitious users who need high-performance, on-device capabilities for seamless multitasking and scalable AI apps.

### Improved security:

Security capabilities with combined protection from Dell and Windows 11.

**3X** reported reduction in firmware attacks with Windows 11 Pro devices<sup>1</sup>

### Elevated productivity:

AI performance and the latest monitors and accessories for a complete Dell Desk Solution.

**70%** of Microsoft 365 Copilot users surveyed said they were more productive<sup>2</sup>

### Simplified management:

Dell Solutions make transition and deployment seamless, reducing complexity for IT.

**25%** faster deployment reported with Windows 11 Pro devices<sup>2</sup>

[Watch Video](#)[View Brochure](#)

<sup>1</sup> Windows 11 Survey Report, Techaisle, September 2024. Microsoft commissioned report where results are in comparison with Windows 10 devices.

<sup>2</sup> Microsoft commissioned study by Forrester Consulting The Total Economic Impact™ of Windows 11 Pro Devices, December 2022. 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.



# Enhanced security

From privacy and data security to new AI use cases, modern small and medium businesses have plenty to consider when it comes to security. Dell Trusted Workspace, along with all the security innovations from Intel and Microsoft, help you protect your employees, wherever they work, from evolving security threats.

## Powerful protection

**62%** drop in security incidents reported with Windows 11 Pro devices<sup>1</sup>

Dell Trusted Devices with Intel vPro® Security mitigate potential cyber threats above and below the OS.



Dell Trusted Devices are the world's most secure commercial PCs<sup>2</sup>



Reduce the attack surface and improve cyber resilience with solutions that support zero trust principles

<sup>1</sup> Windows 11 Survey Report. Techaisle, September 2024. Windows 11 results are in comparison with Windows 10 devices.  
<sup>2</sup> Based on Dell internal analysis, October 2024 (Intel) and March 2025 (AMD). Applicable to PCs on Intel and AMD 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.

[Watch Video](#)

[View Brochure](#)



# Easier management

Growing organizations often juggle tight resources and growing IT needs. Free up time with modern device management. Dell and Windows 11 Pro make it easier to monitor devices, check for updates and deploy the latest technologies hassle free.

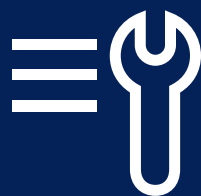
80% drop in reported helpdesk calls<sup>1</sup>



Peace of mind with Dell deployment and support services



Fewer repair issues and reduced cost



Simplify device management and deployment with the industry's most manageable PCs<sup>2</sup>



<sup>1</sup> Commissioned study delivered by Forrester Consulting "The Total Economic Impact™ of Windows 11 Pro Devices", December 2022. 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 fur-year cycle, and migrates the entirety of its workforce to Windows 11 devices.

<sup>2</sup> Based on Dell internal analysis, January 2025. Most-manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solution capabilities and integrations with 3rd Party Management Solutions, with competitor update processes, systems management solution capabilities and integrations with 3rd party management solutions. 3rd Party Management Solution - Microsoft Intune, is a separate purchase.

[Watch Video](#)

[Learn More](#)



# Lower costs

Small and medium businesses constantly juggle their budgets and look for savings. New PCs help to reduce costs.

- + The latest Dell PCs with Windows 11 help growing organizations reduce repair costs and run everyday applications faster - so your team can stay productive without interruptions
- + Accelerate deployment, improve IT efficiency and improve the user experience with Dell Services.

12.5% daily saving with AI PCs<sup>1</sup>



The [AI PC Calculator](#) is your go-to tool for making informed decisions about investing in AI-enabled equipment.

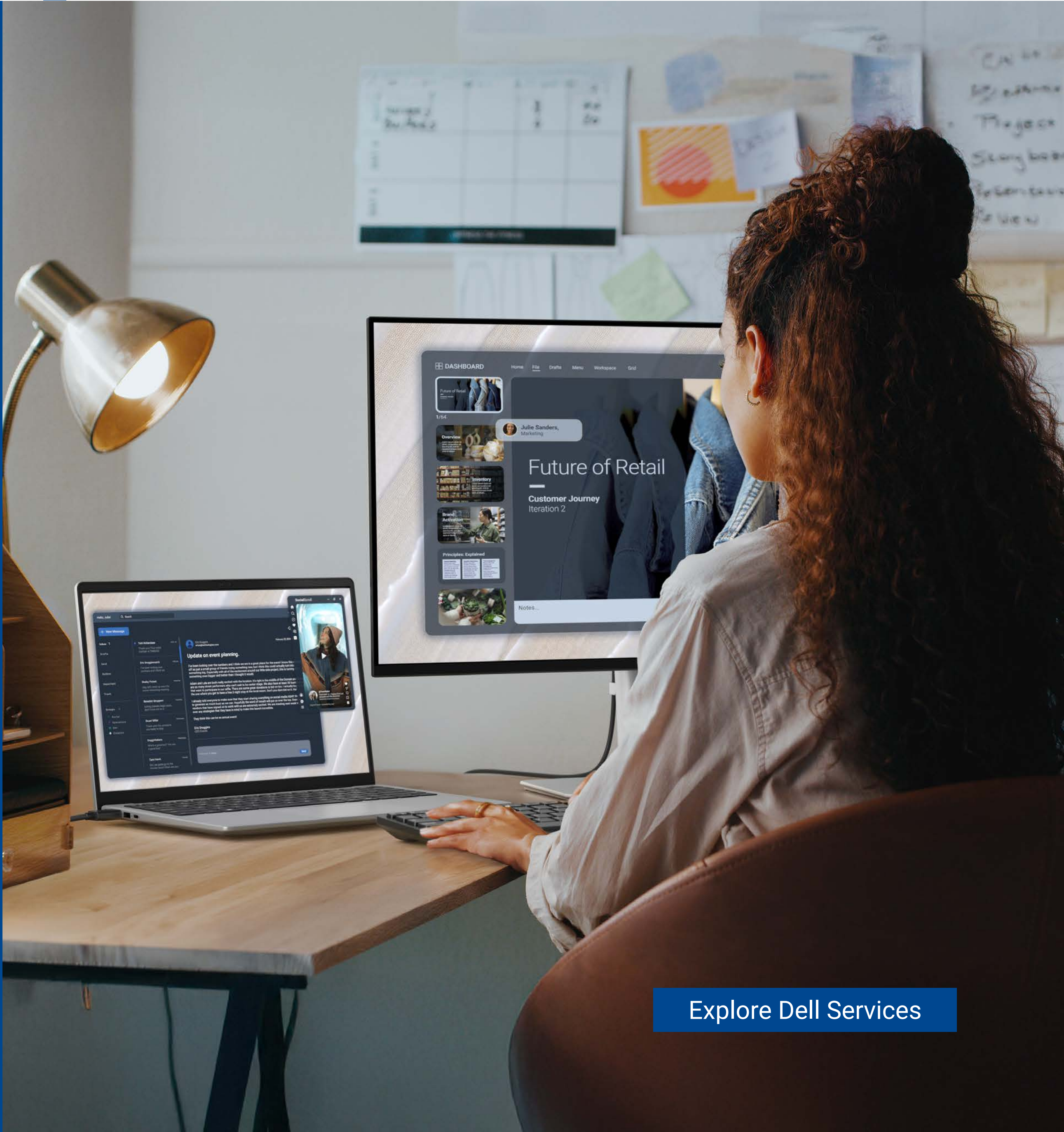


Deployment and support options designed for convenience



More productive employees with newer devices

<sup>1</sup> AI PCs can save employees about an hour daily, around 12.5% of an 8-hour workday, Research conducted by The Adecco Group: AI Saves Workers an Average of One Hour Each Day, October 2024 .



Explore Dell Services



# Full refresh, full AI experience

By 2028, 98% of PCs on the market will be AI PCs.<sup>1</sup> That means that now is the perfect time to update your PC accessories for next-level AI capabilities. When you upgrade your desk with Dell, each accessory is designed to help you tap into the productivity and efficiency that AI can offer.

## Dell Pro Monitor Benefits

- Up to **30%** more productivity with larger screen size & higher resolution<sup>2</sup>
- **Fast data transfer** with Thunderbolt connectivity
- Sharp and smooth video with **higher resolution and refresh rate**
- Better eye comfort with reduced blue light by up to **30%**<sup>3</sup>
- Up to **44%** lower power consumption<sup>4</sup>

## Dell Pro PC accessory benefits

- Up to **44%** more productivity with Dell-on-Dell compatibility<sup>5</sup>
- **Advanced collaboration with AI-enabled features**, from AI noise-canceling headsets to one-click AI access on keyboards
- **Easier management** with singular software to optimize full PC ecosystem<sup>6</sup>
- Most **secure** smart docks<sup>7</sup> that simplify workspaces with single-cable connection.

<sup>1</sup> IDC Worldwide AI-Enabled PC Forecast, 2024–2028: 2Q24

<sup>2</sup> Source: A commissioned study by Hot Tech Vision and Analysis on behalf of Dell Technologies: Productivity Study 2: Measuring the Impact of Large, High Resolution External Desktop Monitors on Productivity.

<sup>3</sup> Based on third-party research findings of TUV Low Blue Light CAT 2 vs TUV Low Blue Light CAT 3 Panel, July 2024

<sup>4</sup> Up to 44% less power consumption based on the power specification of Dell U3219Q against U3225QE.

<sup>5</sup> A commissioned study conducted by Forrester on behalf of Dell Technologies, February 2023: The Total Economic Impact™ Of Dell Peripherals

<sup>6</sup> Based on Dell internal analysis, December 2024.

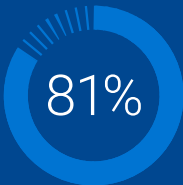
<sup>7</sup> Based on Dell internal analysis – November 2024. 'Solution' refers to a combination of Dell Management Portal's cloud-based PC management capabilities in Microsoft Intune & Dell Device Management Console's cloud-based peripherals management capabilities

[Learn More](#)



# Offering a better choice

Small and medium businesses play a pivotal part in the global environmental effort, which is why they must achieve their sustainability targets. Together, Dell, Intel and Microsoft offer innovative solutions to help meet customer expectations of the modern workforce and the green agenda.



of SMBs say sustainability is a key part of their business strategy.<sup>5</sup>

## Responsible Asset Recovery



For over 25 years, Dell has been helping customers securely and responsibly retire legacy IT, recovering 2.8 billion pounds of used electronics<sup>1</sup> along the way. With Asset Recovery Services, we focus on maximizing reuse to unlock the value of your old equipment, giving you funds to reinvest in your business, drive innovation, and fuel growth. Our streamlined approach ensures retiring IT assets is simple, sustainable and aligned with your business goals.

## Product Sustainability



Dell has been a pioneer with the use of recycled, renewable and low-emissions materials in our products. 97% of our packaging is made from recycled or renewable materials,<sup>2</sup> and we delivered 52 million kilograms of products made from these materials last year alone.<sup>3</sup>

## Usage and Repairs



Intel vPro reduces the need for site visits by remotely repairing, remediating or even retiring PCs. Dell offers access to spare parts and tutorials to help you use our PCs for longer.<sup>4</sup>

Learn More

Watch Video

<sup>1</sup>Based on Dell analysis, May 2024.  
<sup>2</sup>Based on internal analysis, September 2025. Percentage of primary packaging made from recycled, renewable or reused material. Calculated as the total weight of primary packaging made from recycled, renewable or reused materials used by Dell during the FY, divided by the total weight of all primary packaging used for shipping Dell-branded products to customers from known Dell customer packaging programs during the same FY.  
<sup>3</sup>Dell Technologies FY25 Impact By The Numbers Report  
<sup>4</sup>Dell Parts eGuide: <https://www.delltechnologies.com/asset/en-us/products/electronics-and-accessories/technical-support/client-peripherals-dell-parts-eguide.pdf>.external  
<sup>5</sup>Dell Technologies survey across 750 business and IT decision makers across US, UK, DE, FR and JP, all segments, Feb 2025.





By choosing Dell Solutions you bring your employees a seamless synergy that helps accomplish more, securely and responsibly, wherever they work.

Staying ahead is critical.

Elevate the PC experience now to empower your people and drive your business forward.

[Learn More](#)

