



Navigating the New Landscape: Dell Client Rebrand Part 1

Dell Brand Unification & Workforce Modernization

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Dell Brand Unification & Workforce Modernization



Christa Ford- Field Client Sales Specialist



Laura Schmuellen - Modern Workforce Solution Principal

Simplifying the customer experience

As a leader in the PC industry, Dell Technologies has been dedicated to evolving and innovating for 40 years, all with one goal in mind: simplifying the customer experience. By listening closely to our customers' changing needs, we've consistently delivered solutions that make technology more accessible and intuitive.

Customers told us they are seeking clearer differentiation within our extensive client solutions portfolio. Our new framework removes product overlap and promises an enhanced, simplified shopping experience for all.

*We conducted more than
13,000 business
customer, consumer and
partner interviews*



Our current PC Portfolio Branding

Dell Product Portfolio							
inspiron	XPS	G Series	Vostro	成铭 (ChengMing)	Latitude	OptiPlex	Precision
	9000				9000		
Plus		7000	7000		7000	Plus	7000
(Base)		5000	5000		5000	(Base)	5000
(Entry)			3000	Compute	3000		3000

Framework does not extend to client displays, peripherals and services

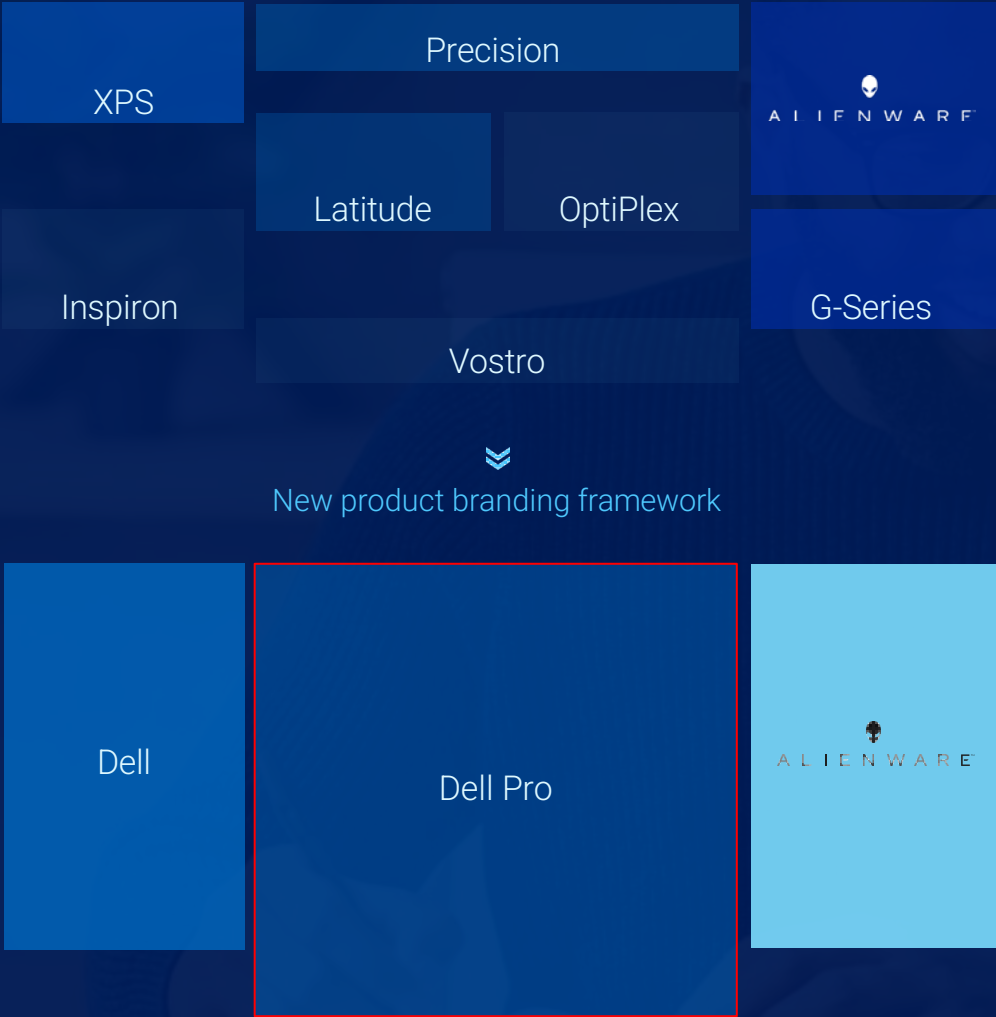
Why the new product lines?

In a world where we search online to research products prior to contacting a sales representative, it is essential that we make our business lines easy to understand for all.

By simplifying our portfolio to three product lines, we are providing clarity to our customers on what IT solutions we offer them.

“Product names should explain which products are professional grade”

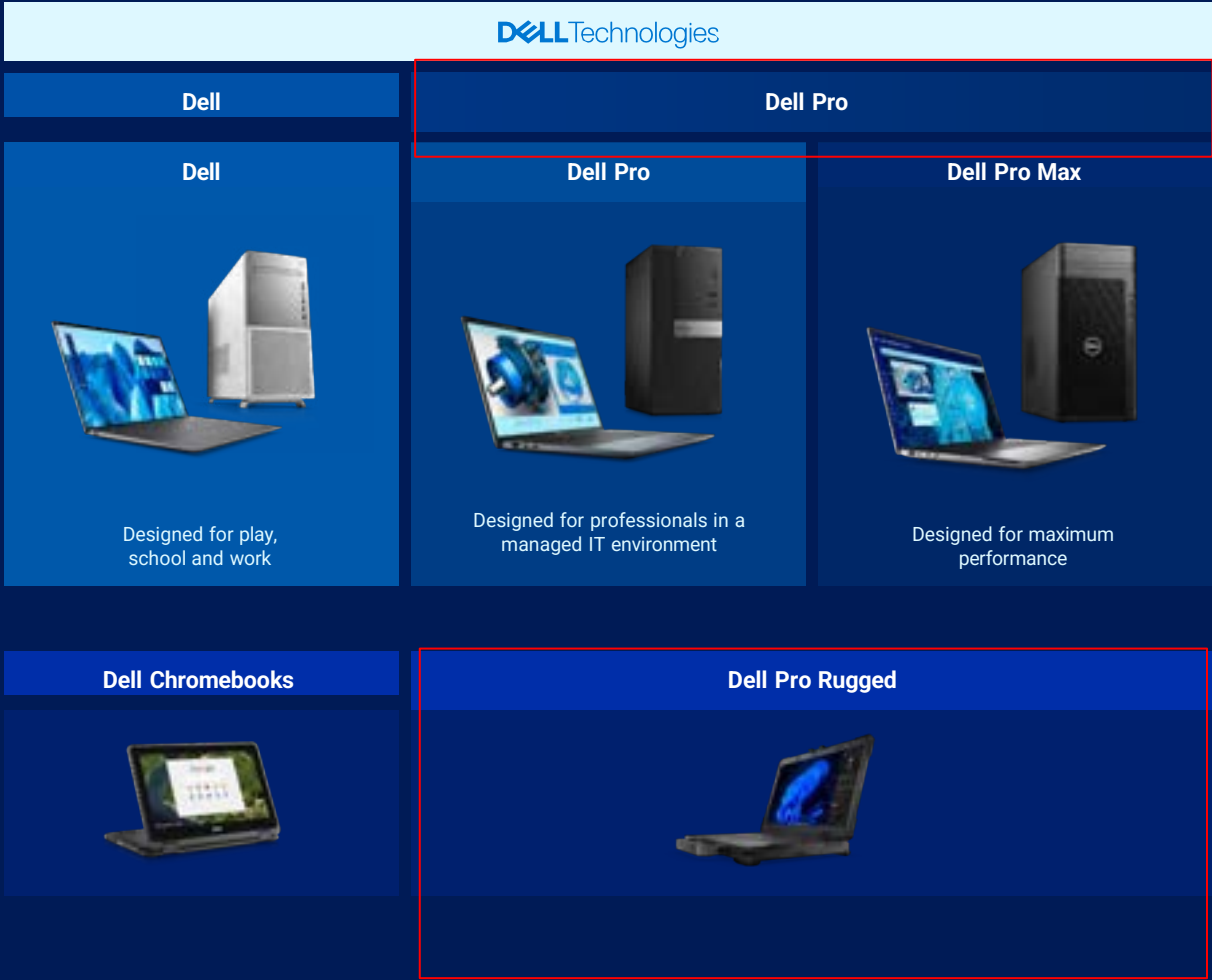
Quote from customers during our research.



Our product categories

Under our new product lines, Dell and Dell Pro, we have purpose-built categories created for specialized use cases.

Our research found that customers primarily need to know that a device is a Dell, with the function conveyed as simply and clearly as possible. That's why we are using Dell and Dell Pro to clearly distinguish between systems made for personal and professional use, and why our workstation category is now called Dell Pro Max.



Release timeline

The new branding framework will be phased in as new products launch with the names outlined in this document.

The existing portfolio will remain in market until each product reaches end of life.

Dell Pro laptops (Jan 2025)

Dell desktops (March 2025)

Dell laptops (March 2025)

Dell Pro desktops (March 2025)

Dell Pro Rugged laptops (October 2024)

1H CY24

2H CY24

1H CY25

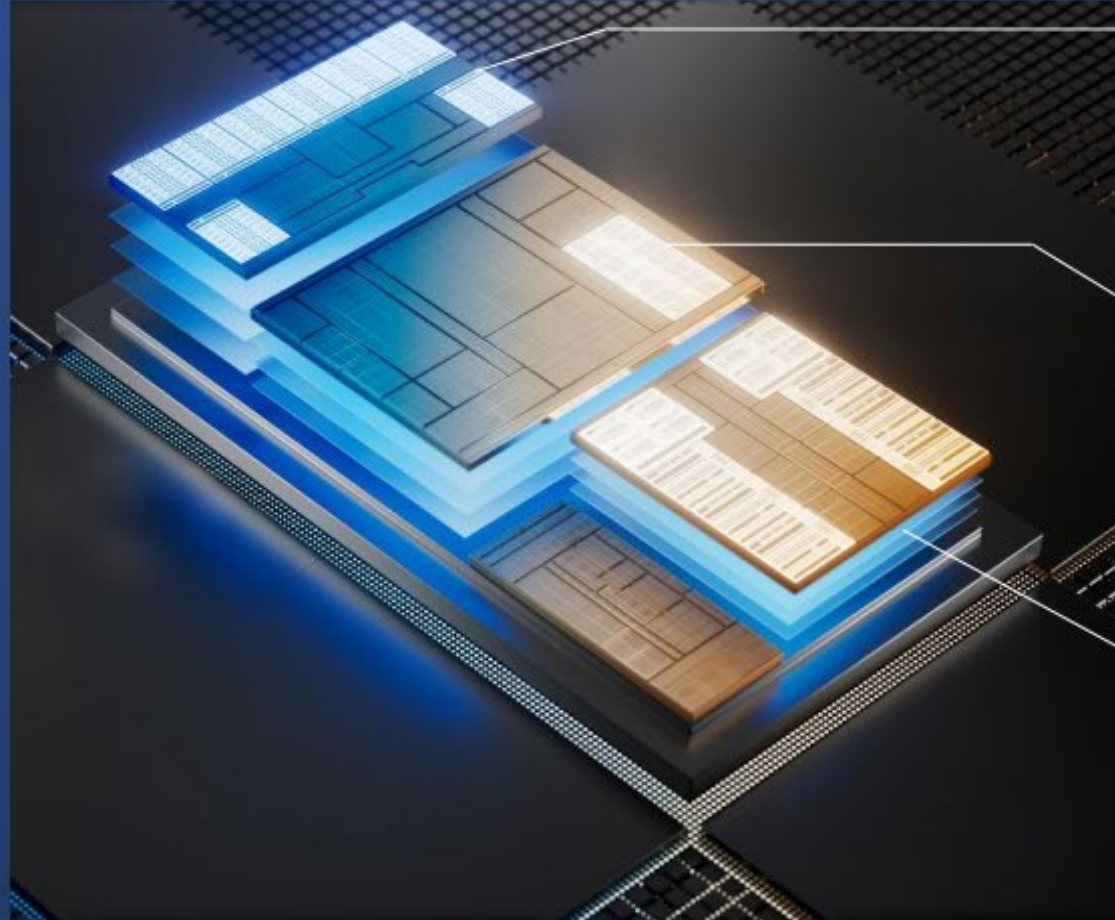
2H CY25

1H CY26

Announcing all products in January 2025

New Intel Core Ultra Platform

AI ready PC with 3 engines for optimal AI compute



GPU

High Throughput

Ideal for AI-accelerated digital content creation
Ex: generative imagery

NPU

Low Power

Ideal for sustained AI workloads and AI offload for battery life
Ex: speech to text

CPU

Fast Response

Ideal for low-latency AI workloads
Ex: noise suppression

Intel Core Ultra Platforms enable AI experiences with performance improvements in GPU, NPU, and CPU

Intel Processor Key Differences

Key ARL vs LNL Spec & Configurability Differences

	Arrow Lake	Lunar Lake
Form Factor	13", 14", 16" CS & 2-in-1	13", 14", 16" CS & 2-in-1 (14" only)
Performance	ARL U5 & U7 Trans and SIPP/vPro 12 PTOPS Up to 64GB DDR5 Intel Graphics TDP 13-15W	LNL U5 & U7 SIPP/vPro only 40+ PTOPS Memory on chip, 16GB / 32GB LPDDR5x Intel Arc Graphics TDP 20-24W
Display Support	4 External or LCD & 3 External FHD+ NT, FHD+ Touch, FHD+ 400nit, QHD+ (14/16")	3 External or LCD & 2 External FHD+ NT, FHD+ Touch, FHD+ 400nit, QHD+ (14/16")
Thermals / Acoustics	Grade B / Grade A (<1.1 sone)	Grade B / Grade A (<1.7 sone)
WWAN / WLAN	Wi-Fi 6E, Wifi7, 4G Cat 12, 5G	Wifi7 (soldered), optional 5G
Ports	RJ-45 (14/16")	No RJ-45
Security	ESS (FPR or IR Camera) Optional	Requires ESS (FPR or IR Camera) for CoPilot+ Pluton

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2025 DELL PRO LAPTOP LINE UP

- AI PC options with Intel® Core™ Ultra processors
- Intel® Core processors



Dell Pro Laptops



Dell Pro 14/16

Dell Pro 14 (PC14250)
Dell Pro 16 (PC16250)

Durable AI PCs that deliver essential business productivity and security.



Dell Pro 13/14/16 Plus

Dell Pro 13 Plus (PB13250)
Dell Pro 14 Plus (PB14250)
Dell Pro 16 Plus (PB16250)

Reliable AI PCs, offering scalable performance and seamless connectivity in a sleek design.



Dell Pro 13/14 Premium

Dell Pro 13 Premium (PA13250)
Dell Pro 14 Premium (PA14250)

Most mobile AI PCs designed with expert craftsmanship in our thinnest and quietest commercial form factor.

CY25 Dell Pro Max Laptops Product Portfolio

14"

16"

18"

ARL-H (28W)
Clamshell
60W TDP

ARL-H (45W)
Clamshell
80W TDP

Dell Pro Max
Value Performance

ARL-H (45W)
Clamshell
70W TDP

ARL-H (45W)
Clamshell
100W TDP

Dell Pro Max Premium
Design Forward Performance

ARL-HX (55W)
Clamshell
170W TDP

ARL-HX (55W)
Clamshell
200W TDP

Dell Pro Max Plus
Unparallel Performance



– Dell Pro Max Entry FWS

CFF (2.9L): **Dell Pro Max Micro**

SFF (8.5L): **Dell Pro Max Slim**

Tower (32L): **Dell Pro Max Tower T2**



2025 DELL PRO DESKTOP LINE UP

- AI PC options with Intel® Core™ Ultra desktop processor (Arrow Lake-S; not available on N-1 configs)
- Intel® Core desktop processor (14th gen; only available on N-1 configs)



RTO 27 Mar, 2025

Dell Pro Desktops and All-in-Ones

Dell Pro 24 All-in-One Plus / Dell Pro 24 All-in-One

Pro 24 AIO Plus (QB24250) *[High]*
Pro 24 AIO (QC24250) *[Low 65W]*
Pro 24 AIO (QC24251) *[Low 35W, 35W N-1]*



Dell Pro Tower Plus / Dell Pro Tower

Pro Tower Plus (QBT1250) *[High, XE5*]*
Pro Tower (QCT1250) *[Low, N-1]*



Dell Pro Slim Plus / Dell Pro Slim

Pro Slim Plus (QBS1250) *[High, XE5*]*
Pro Slim (QCS1250) *[Low, N-1]*

Dell Pro Micro Plus / Dell Pro Micro

Pro Micro Plus (QBM1250) *[High, QEM*]*
Pro Micro (QCM1250) *[Low, N-1]*

* XE5 and OEM configs will not be reflected on Dell.com. XE5 will be available on Premier.com only



CY25 Dell Dock Portfolio



Dell Pro Dock
WD25 TAA

Dell Pro Smart Dock
SD25 / WD25Z TAA

Dell Pro Thunderbolt 4 Smart Dock
SD25TB4 / WD25TB4 TAA

Dell Pro Thunderbolt 5 Smart Dock
SD25TB5 / WD25TB5 TAA



100W PD
4 x USB-A – USB 3.2 Gen 2 (10 Gbps)
2 x USB-C 3.2 Gen 2 (10 Gbps)
2.5 GbE LAN
Up to 4 Monitors (DP1.4/HDMI 2.1)
Ships with 130W PSU for 100W PD

130W PD
4 x USB-A – USB 3.2 Gen 2 (10 Gbps)
2 x USB-C 3.2 Gen 2 (10 Gbps)
2.5 GbE LAN
Up to 4 Monitors (DP1.4/HDMI 2.1)
Ships with 180W PSU for 130W PD
Remotely manage fleet of docks

130W PD
4 x USB-A – USB 3.2 Gen 2 (10 Gbps)
2 x USB-C 3.2 Gen 2 (10 Gbps)
2 x Thunderbolt 4 (40 Gbps)
2.5 GbE vPro LAN
Up to 4 Monitors (DP1.4/HDMI 2.1)
Ships with 180W PSU for 130W PD
Remotely manage fleet of docks

300W PD
4 x USB-A – USB 3.2 Gen 2 (10 Gbps)
2 x USB-C 3.2 Gen 2 (10 Gbps)
2 x Thunderbolt 5 (80/120 Gbps)
2.5 GbE vPro LAN
Up to 4 Monitors (DP2.1/HDMI 2.1)
Ships with 330W PSU for 300W PD
Remotely manage fleet of docks

Dell Pro, Dell Pro Plus, Dell Pro Premium

Dell Pro Max

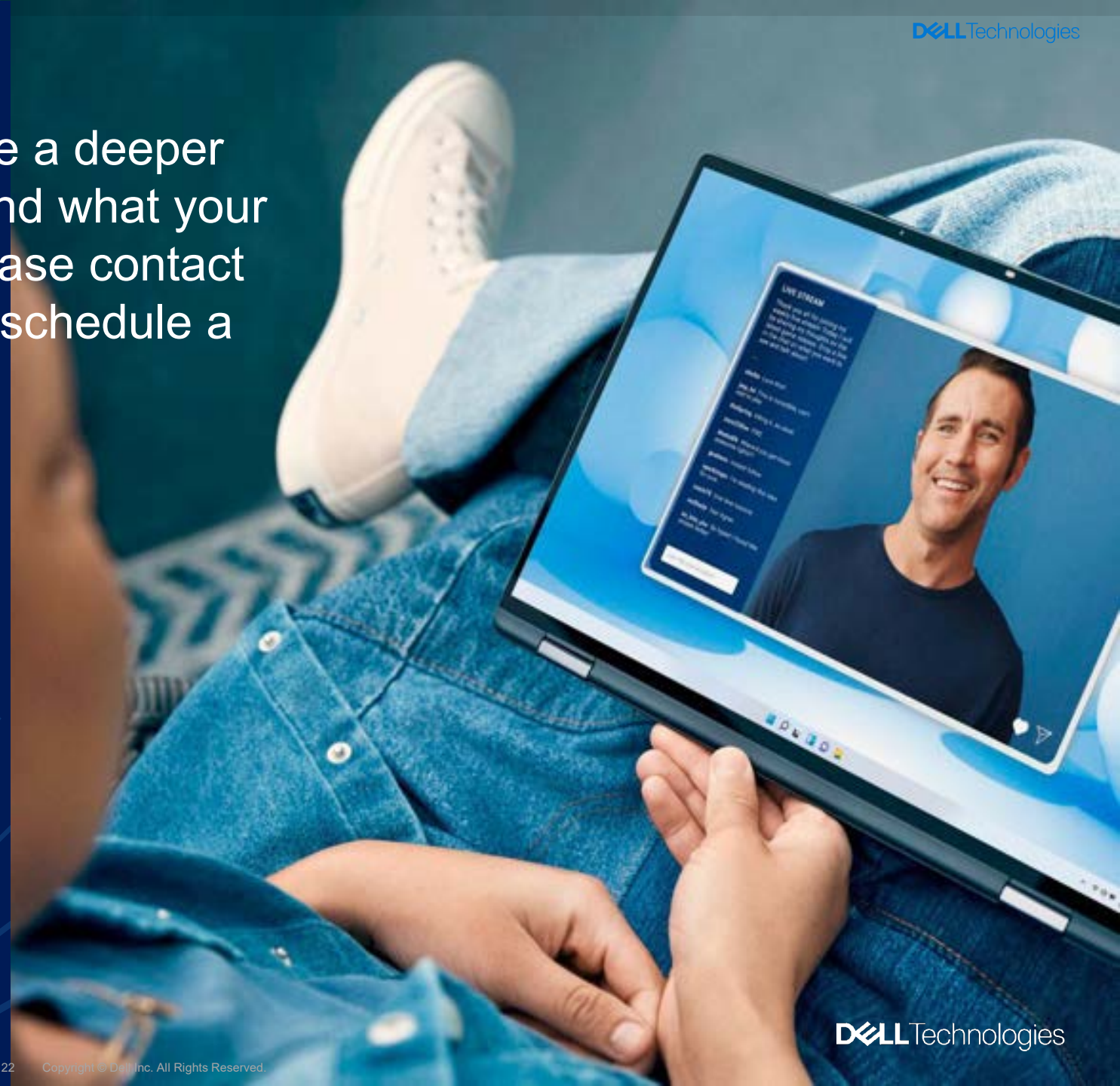
Dell Pro Max Premium
Dell Pro Max Plus



If you'd like our team to provide a deeper dive into our portfolio changes and what your transitioning models will be, please contact your Dell Client Sales Team to schedule a session.

Christa_D_Ford@dell.com

Or you can call or text
1-682-774-1149



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Laura Schmuellen
Modern Workforce Solution Principal

Top business priorities for a future-ready, digital workplace

Primary focus areas for the evolution of work

Modernizing
systems &
platforms

**Windows 11 devices
are 42% faster and
more secure¹**

Driving AI
readiness &
adoption

**\$151B projected
spending on
GenAI by 2027²**

Replacing aging
devices & lifecycle
management

**Devices purchased in
2019/20/21 are ready
for refresh**

Securing
the hybrid
workforce

**Within two years, 90% of
organizations will suffer a
critical tech skills
shortage³**

¹Compared to Windows 10 devices. "day-to-day experience with Windows 11 Pro laptops," Principled Technologies, February 2023

²IDC, Worldwide Core IT Spending for GenAI Forecast, 2023-2027: GenAI Is Triggering Hyper-Expansion of AI Spending, Doc# US51539723, December

³Alarming Cybersecurity Stats: What You Need To Know In 2024, Forbes

End-to-end service capabilities that ignite innovation



Modernizing systems & platforms

- Digital Employee Experience Services (Personas, Adoption & Change Management & Experience Measurement)
- Cloud Productivity and Identity Services including Microsoft 365 and related platforms (Teams, Copilots, Dynamics, Power Platform, etc)
- Digital Service Management Solutions (ServiceNow)
- Virtual Desktop Infrastructure & Workspace Platforms



Driving AI readiness & adoption

- Preparing for AI & Identifying highest value use cases
- Generative AI Digital Assistant services
- Microsoft Copilot solutions
- Personas & Adoption & Change management for GenAI
- Professional Services for Generative AI



Replacing aging devices & lifecycle management

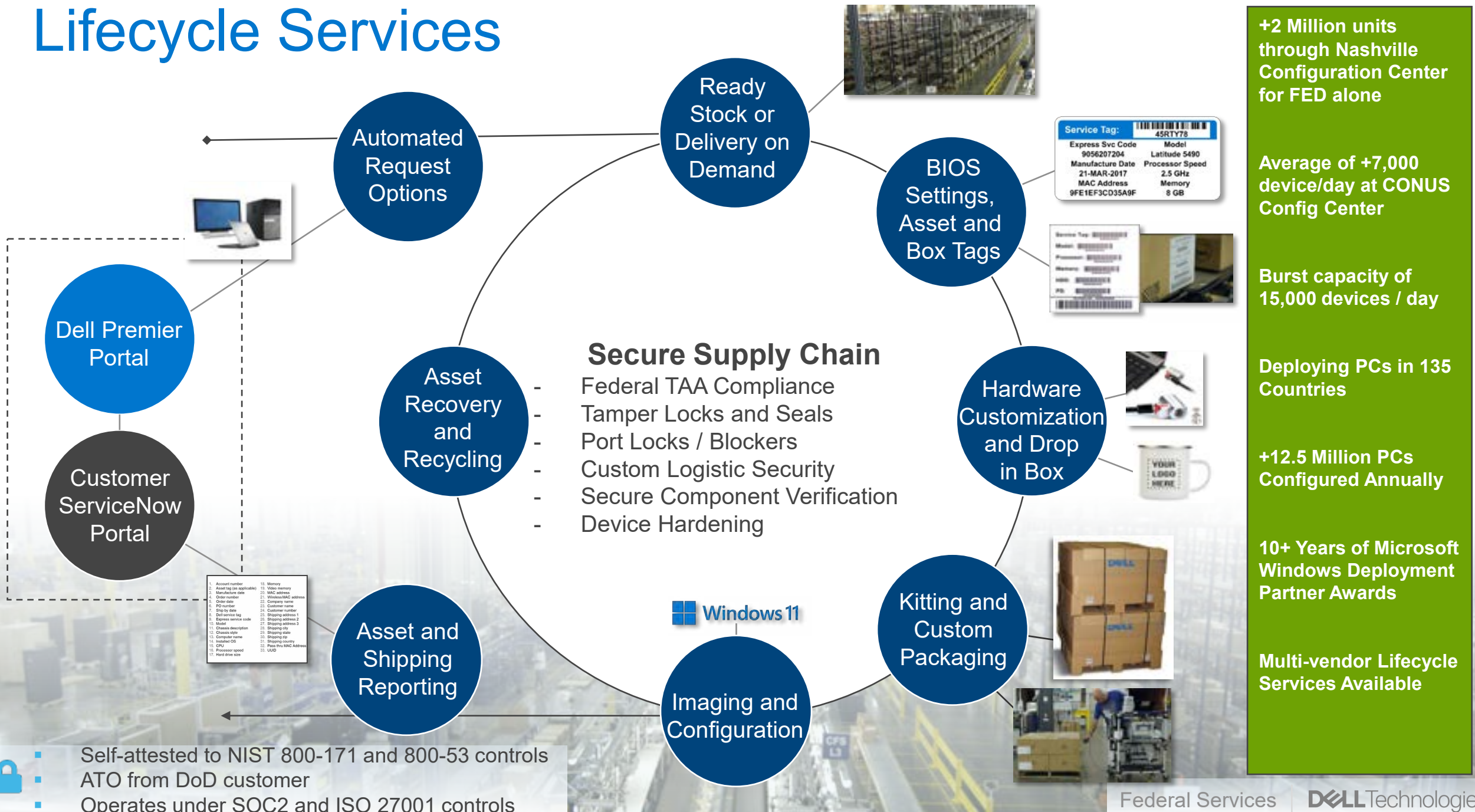
- ProDeploy Client Suite
 - Intune / Autopilot Provisioning
- ProSupport Suite for PCs
 - Self-healing image recovery
- Managed Workplace Services
 - Lifecycle Hub
 - Hardware Asset Management
 - Device Refresh Management
- Asset Recovery Services



Securing the hybrid workforce

- Security and Resiliency Advisory
- Proactive Security Operations Services
 - Penetration Testing and Breach Attack Simulation Management
 - Vulnerability Management
 - Ransomware Readiness Assessment
- Managed Detection and Response Pro Plus
- Incident Response and Recovery

Lifecycle Services



Asset Tag / Shipping Box Label

- We can help you make identifying and tracking hardware simpler by physically tagging them before distributing to employees.
- Dell will work with you to create a customized asset tag and then we'll print and apply the asset tag in factory prior to shipping.
- We can also add a label on the outside of shipping box to quickly identify and barcode scan the system that's inside.

Asset Tag

- Apply one asset tag per system
- Standard Black and White
- Standard Color Label
- Setup your own

Standard Asset Tag Examples:



Custom Asset Tag Examples:



Shipping Box Label

- Apply one box label per system
- Label is added to the outside of the shipping box to aid in identifying the system inside

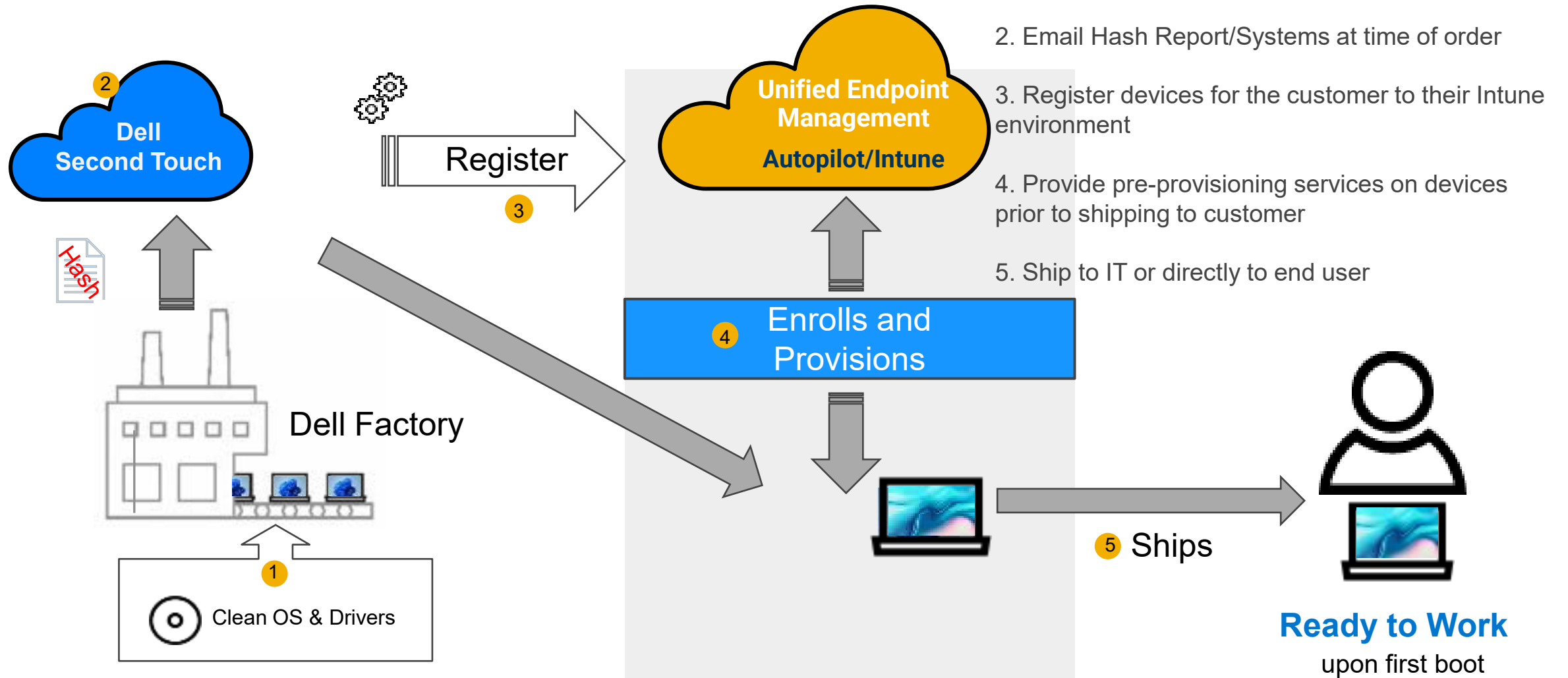
Shipping Box Label Example:



[Click here](#) for more information on Tagging and Box labels.

Transition to Modern Provisioning

Intune / Autopilot Services



Quick Start for Microsoft Intune



- Review of your environment
- Intune installation or optimization
- Management console introduction
- Set up of key applications, device assignment and configuration*



- Introduction to Autopilot deployment types
- Azure Active Directory (AD) review
- Device enrollment pilot and Autopilot validation**



- Knowledge transfer for help desk and desktop administrators



Benefits

- Confidence that your IT environment is fully ready for device provisioning for Intune
- Simplified transition to modern deployment and management with support from Dell experts

(*) Up to 10 applications. Customer must package applications for unattended installs prior to service commencement.

(**) Pilot assistance with enrollment up to 100 or 10% of devices in a customer's environment (whichever is smaller).



Thank you