




# Innovate with Data Summit: Channel CSG Update

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As the future of work evolves  
How & where we work has changed

People are the center of it

# Commercial End User Personas

(Pre-2022)  
Based on:  
"Where"  
We Work



On-The-Go-Pro



Corridor Warrior



Desk Centric Worker



Remote Worker



Based On:  
"What"  
We Do



**BUILDER**



**CONNECTOR**



**SPECIALIST**



**PRODUCER**



# Commercial End User Personas



10% of  
workforce

## Builder

Driven to build and grow the business. Creates and executes strategic **vision**. Moves companies forward developing **relationships** with **external** stakeholders and partners.



19% of  
workforce

## Connector

Driven to **connect** teams and ensure **collaboration**. Manages plans and data to advance projects. Enables **progress** by balancing between collaboration and distractions.



15% of  
workforce

## Specialist

Driven to specialize in unique, **creative**, and **complex** fields. Generates focused work and performs detailed **analysis**. Solves difficult challenges in a logical and detail-oriented manner.



>50% of  
workforce

## Producer

Driven to produce results and strives for **efficiency**. Focuses on **productivity** to deliver desired outcomes. Achieves success with focus on accomplishing **tasks**.

Primary  
LOB Affinity

Latitude 9000, 7000

Latitude 7000, 5000

Precision Fixed & Mobile Workstation

OptiPlex | Latitude 5000, 3000 |  
Precision Mobile 3000 Workstation

DELL Technologies

# Enhance Your Employee Experience



Understand **your organization**, leverage persona research to optimize solutions for each audience

Define **your success**, measure experience and reprioritize strategy to maximize organizational impact

Leverage **your voice** to effectively drive change and new tech adoption

[DellTechnologies.com/Persona](https://DellTechnologies.com/Persona)



# Dell Digital Employee Experience Services

# Dell PCaaS delivers...

## MODERN END USER EXPERIENCE



### Broad portfolio with accelerated technology refreshes

- Up to date high performing technology
- Built-in AI for personalized user experience
- Responsible asset recovery while transitioning users faster to new technology

## IT EFFICIENCY WITH LOWER COSTS



### Reduce overall PC lifecycle costs by 20%<sup>1</sup>

- Day One productivity with Dell ProDeploy
- Comprehensive endpoint security
- Device insights, predictive and proactive trouble shooting with Dell ProSupport and Dell Managed Services

## PREDICTABLE MONTHLY PRICING



### Affordability that provides better cash flow

- No upfront investment
- Predictable payments and term
- No ownership or disposal burden
- Flexibility to scale

# DELL OPTIMIZER

We make it intelligent. You make it yours.

Take personalized PC performance to the next level with Dell Optimizer – a built-in, AI-based optimization software that learns and responds to the way you work.

Because intelligence is in our DNA.

[Dell.com/Optimizer](https://Dell.com/Optimizer)



The technology behind the world's most intelligent PCs\*

# Dell Optimizer improves critical areas of your PC in the background

7:45AM

9:00AM

NOON

8:00 PM



## ExpressSign-in

immediately welcomes you at work detecting your presence and opening your log-on screen.

## Intelligent Audio

automatically reduces background noise and provides clearer sound.

**Collaboration touchpad** puts frequently used Zoom functions right at your fingertips.

**ExpressConnect** helps in optimizing connectivity and prioritizing bandwidth for uninterrupted conferencing and productivity.

## ExpressCharge

extends battery life when you need it.

**Intelligent Privacy** keeps sensitive data private by texturizing and turning on Safe Screen when an onlooker is detected and dims the PC when you look away.

## ExpressResponse

intelligently ensures flawless application performance, all based on your application usage style and history.

**Analytics (Precision Only)** generates end-user reports and analyzes system for personalized insights.



# Windows 11 is designed for hybrid work

Powerful for employees. Consistent for IT. Secure for all.



## Productive

Simple, powerful UX to improve employee productivity and focus.



## Collaborative

A smarter way to collaborate with Microsoft Teams<sup>1</sup> integration



## Consistent

App compatibility and cloud management make adoption easy

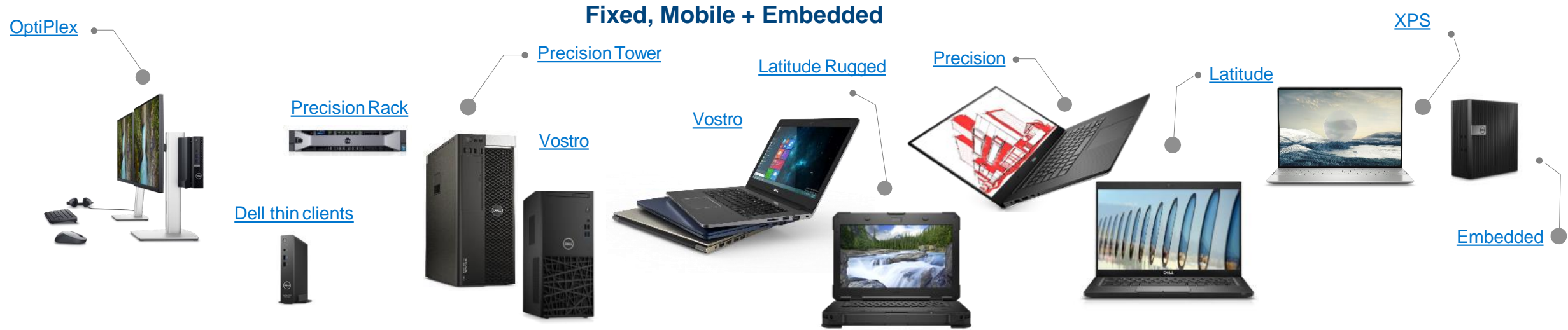


## Secure

Zero-trust ready OS to protect data and access, anywhere

1. Microsoft Teams business features licensed separately

# The most complete portfolio for every work style



## Accessories + Displays



## Security + Manageability



vmware  
Workspace™ ONE™

Secureworks

## Services + Support



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