

DELL Technologies

# Dell APEX PC-as-a-Service

Flexibility to transform your IT

Hardware

Software

Lifecycle services

Payment solutions



## Retain and attract talent, while making IT more efficient and adaptable.

Today's employees work in an anytime, anywhere environment, relying on their PCs to get work done. So, you need those PCs to be quickly delivered and fully configured for users, wherever they choose to work. And they need minimal disruption to be productive. This means

maintaining performance, security, and reliability over the life of that system. When organizations use Dell APEX PCaaS, they get the benefit of relying on a trusted provider to simplify the daily burden of PC lifecycle management and improve employee experience at the same time.

# Dell APEX PCaaS

## Modern end user experience



## IT efficiency with lower costs



## Predictable monthly pricing



### Broad portfolio with accelerated technology refreshes

#### 18 months sooner device refresh<sup>1</sup>

- Ensure up to date high performing technology
- Hardware with built-in AI that learns and adapts to create a smarter, more personalized user experience
- Plan in advance for sustainable asset recovery
- Enhance the PC experience with a vast portfolio of Dell Displays and Accessories

### 30% support costs saved<sup>1</sup>

- Dell ProDeploy helps you provision devices for day one productivity
- Reduce the attack surface and improve cyber resilience with a holistic suite of hardware and software protections
- With Dell ProSupport and Managed Services, you stay informed, maintain control and can take action with insights into device health and usage

### Affordability that provides better cash flow

- No upfront investment
- Predictable payments spread over time\*\*
- No ownership or disposal burden

# Dell displays and peripherals

Dell PCs, displays, accessories and software come together as one solution to enhance the end user experience. Dell has all the tools to help customers mitigate pain points and be their most productive wherever and however they work.



## Discover our entire ecosystem

### Maximize productivity

Dell accessories come together to help you work faster and smarter, wherever the day takes you.

### Purpose-built

Stylish, innovative, functional – Dell accessories are designed with unique features built in to make your life easier.

### Seamless integration

Designed, tested and certified to work seamlessly together with Dell systems.

Now you can conveniently purchase from a single source that offers a wide portfolio of 200+ accessories worldwide, backed by world-class service and support.

[Check out Electronics & Accessories | Dell USA](#)

# The world's most intelligent PCs featuring Dell Optimizer<sup>1</sup>

Dell Optimizer is our built-in AI software that learns and adapts to the way you work so you can be your most productive. Delivering a personalized performance that's as unique as you; it's designed to allow faster sign-in, improve

application performance and battery run time, enhance your audio and ensure you have the best network connectivity and onscreen privacy.

*Dell Optimizer is available on select Latitude, Precision, OptiPlex and Rugged PCs.*

## Intelligent ecosystem

Easy pairing and management of your Dell monitors and accessories all in one place.



## Express charge

Technology that learns your day-to-day charging habits and ensures your battery operates at its full potential.

## Express sign-in

A PC proximity sensor that automatically wakes your system and logs you in using the IR camera and Windows Hello. It also automatically locks when you walk away, enhancing security and preserving battery life.

## Collaboration touchpad<sup>++</sup>

Multitask with ease with frequently-used collaboration functions right at your fingertips when you need them.

## Express response

Learns how you typically use your favorite applications, continuously improving and applying settings so you get the most nimble performance possible.

## Intelligent audio

Tunes your system's audio settings by adjusting background noise, managing speech volume, and refining overall sound experience. Every conference call will feel like you're in the room no matter where you are.

## Analytics<sup>+++</sup>

Analyzes your system for personalized insights.

## Intelligent privacy

Keeps sensitive onscreen data private from onlookers.

<sup>++</sup> Only available on Latitude 9330 and 9440 PCs

<sup>+++</sup> Available on select Precision and Rugged PCs

# Secure anywhere-work with Dell Trusted Workspace

Hardware and software defenses built for today's cloud-based world.

IT teams are responsible for more devices, applications and data than ever before. Defending against constant attacks requires both hardware- and software-based protections. A trusted IT and security partner to organizations worldwide, Dell Technologies, not only builds security into its products – it builds products securely with strict supply chain controls.

In addition to offering the industry's most secure commercial PCs,<sup>3</sup> we give customers the option to layer on intelligent endpoint security software and services for additional peace of mind. Together, this holistic suite of solutions helps to minimize the attack surface and improve long-term cyber resilience.

Hardware protections via the industry's most secure commercial PCs<sup>†</sup>

## Prevent and detect foundational attacks

- SafeBIOS
- SafeID
- SafeScreen
- SafeShutter
- SafeSupply Chain<sup>\*\*</sup>

## Start with a secure device

Built-in/Built-with security exclusively offered via Dell devices



Comprehensive defense framework combining hardware & software security technologies

Software protections via expertly selected specialist partners

## Prevent, detect and respond to threats wherever they occur

Dell Managed Detection & Response

SafeGuard & Response

- CrowdStrike
- VMware Carbon Black
- Secureworks

SafeData

- Netskope
- Absolute

## Monitor all activity

Built-on security software compatible with any IT environment

## Sustainable devices

At Dell Technologies, sustainability is a core part of our business. We have a responsibility to protect and enrich our planet together with our customers, suppliers and communities. As a result, we embed sustainable and ethical practices into all that we do, being accountable for our actions while driving improvements wherever and whenever possible.

- Over 475 EPEAT<sup>4</sup> registered devices
- Use of 100% waterborne painted parts across more Latitude devices to reduce VOC emissions
- 90% of our packaging is made from recycled or renewable materials
- 227,000 lbs. of ocean bound plastic used in Dell products in 2021
- Up to 60% recycled material across the OptiPlex portfolio

<sup>†</sup>Dell internal analysis, September 2022. Not all features available with all PCs. Additional purchase required for some features.

<sup>\*\*</sup>Availability varies by region

# Dell ProDeploy Client Suite and Dell Connected Provisioning

Relinquish the tedium, not the control.

## Deploy efficiently

Direct every deployment detail with an unprecedented level of control, automation and simplicity through the Service Intelligence online portal.

## Deploy expertly

Trust Dell experts and partners to lead deployments from project management through planning, configuration and installation.

## Day one productivity

Dell Connected Provisioning allows for factory provisioning, managed from the cloud, to deliver devices to end users faster and easier.



Reduce deployment time

**up to 49%<sup>5</sup>**

with ProDeploy Plus

### ProDeploy Client Suite

- Service Intelligence portal for configuration and status updates
- Imaging and provisioning
- 24x7 onsite installation with ProDeploy and ProDeploy Plus
- Data migration with ProDeploy Plus

# Dell ProSupport Suite for PCs

Detect and fix issues before they become problems.

Using proprietary SupportAssist AI technology, ProSupport Suite for PCs provides predictive alerts to help you stay ahead of issues. Proactive support helps you quickly repair both hardware and software problems. Priority access to ProSupport engineers gives you 24x7 support. And, automatic alerts and case creation allow Dell experts to start working on solutions before you ever make a call — saving time, money and frustration.

## ProSupport Plus for PCs

- Support anywhere, 24x7
- Actionable fleet health scores
- Automate custom update catalogs
- Deliver seamless remote updates
- Customize rules for automated remediation
- Protect against accidents

## ProSupport for PCs

- Support anywhere, anytime
- Monitor the health of your Dell fleet
- Resolve existing issues quickly
- Discover utilization trends



# Dell Managed Workplace Services

Tailored solutions to meet your specific business outcomes.

Dell streamlines remote IT operations and helps ease the day-to-day burden on your IT teams. The foundation of our managed workplace services are built on pre-engineered best practices that can be tailored to your specific needs. Our service engineers are continually trained as technology evolves, so you make sure to get the most out of your IT investment.

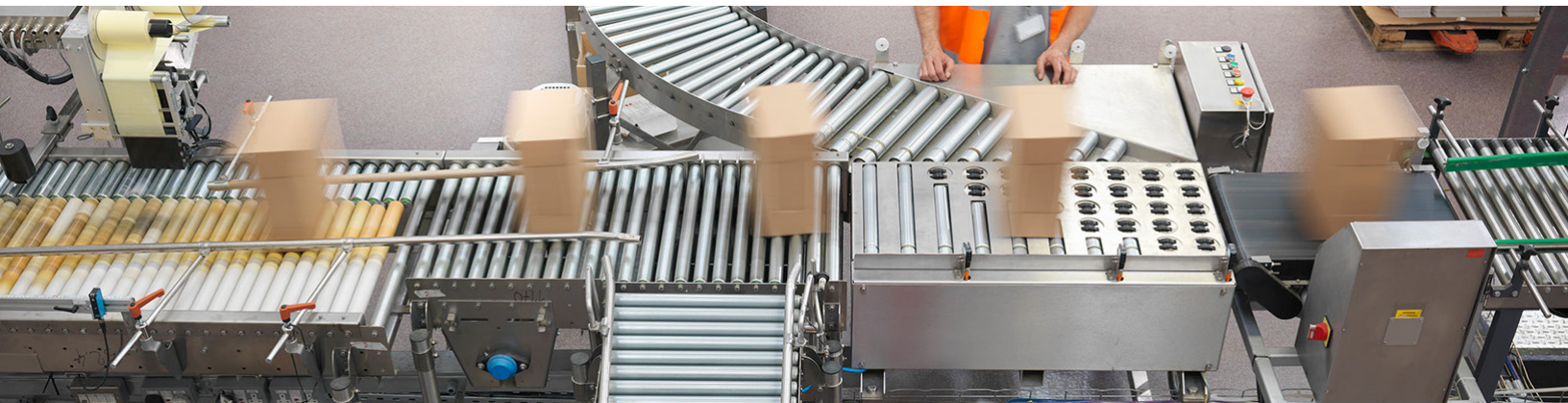
- Free up your IT team from the daily maintenance required to deliver, support, and maintain a productive work-from-anywhere experience
- Dell service engineers are an extension of your IT department, providing strategy, expertise, and resources, where you need it
- Our approach includes pre-engineered best practices combined with industry leading technology solutions that enable workplace efficiencies
- Our solutions provide a hassle free experience for your employees and IT department, allowing more time to focus on company growth
- Dell is your single source with the scale and capabilities to deliver tailored managed workplace solutions around the world

# Dell Asset Recovery Services

We are committed to accelerating the circular economy and offer responsible, secure commercial asset management for retired technology of any brand. When a customer retires their equipment using Asset Recovery Services, we work to extend the life of those products and materials by prioritizing reuse with whole unit resale, refurbishment, and harvesting parts where possible. All other materials are responsibly recycled. Recovering those products and materials through responsible retirement benefits our planet and our collective businesses.

Plan in advance for asset recovery at the end of the PC lifecycle and transition end-users into new technology faster.

- Management of logistics for any brand of owned or leased client products and servers
- Options for secure data sanitization
- Customizable and downloadable reports anytime through the customer portal



## PCaaS Services Delivery Manager

We'll work with you to build a solution for your unique business needs.

For orders that include 300+ systems, we assign a Services Delivery Manager (SDM) as your single point of contact. The SDM will help streamline communications and assist you in all phases of the PC lifecycle, including planning to deployment, support and management through asset recovery and refresh.



**Your single point of contact for the PC lifecycle**

- Across your business and into Dell
- Provides periodic program status updates and results
- Reduces program complexity by coordinating deliverables



**An expert, knowledgeable resource**

- Certified in IT industry standards e.g., ITIL, Six Sigma
- Leverages experience from projects completed
- Responsible for services delivery



**Your customer advocate**

- Works as part of your program team
- First point of accountability
- Executive point of contact





# Dell APEX PC-as-a-Service

Reduce support costs by **30%**  
and refresh your PCs **18 months sooner<sup>1</sup>**

Modern end user  
experience



IT efficiency  
with lower costs



Predictable  
monthly pricing\*\*



To find out how Dell can help transform your business,  
contact your Dell Technologies Account Executive.

[Learn more about PCaaS](#)

<sup>1</sup> This document is based on a Forrester Total Economic Impact™ (TEI) study commissioned by Dell Technologies. A composite organization was designed based on characteristics of the interviewees' organizations. To read the full study, including the TEI framework and methodology, please visit [PC-as-a-Service | Dell USA Forrester Consulting](#) provides independent and objective research-based consulting to help leaders succeed in their organizations. For more information, visit [forrester.com/consulting](#).

<sup>2</sup> Based on Dell analysis, November 2019

<sup>3</sup> Based on Dell analysis, January 2020

<sup>4</sup> Based on EPEAT registry: <https://epeat.net/computers-and-displays-search-result/page-1/size-25?countryId=112&manufacturerId=317&productName=OptiPlex&productStatusId=1>

<sup>5</sup> Based on IDC White Paper commissioned by Dell, "Business Value of Optimized Device Deployment", October 2019. Results derived from a survey of 1000 organizations worldwide. Savings calculated reflect costs associated with IT staff time for deployment-related activities and do not include the list price of ProDeploy Plus. Cost savings in U.S. Dollars. Actual results will vary. Full report: [www.dell.com/idcdeploymentsservicesbusinessvalue](#)

\*\* 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.

