

Partner Update

Ontdek Dell's vernieuwde PC-portfolio

3 April 2025

Introduction



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Solutions, Dell Technologies

AFSPRAKEN

Alle aanwezigen muted

Vragen stellen via questions

Ruimte voor interactie

Sessie wordt opgenomen

Zowel het slidedeck (pdf) als de opname zullen bezorgd worden samen met een evaluatieformulier

Bedankt voor de interesse / aanwezigheid
Boeiende en leerrijke sessie gewenst!

Differentiated simplicity: Our new branding framework



Nicolas Lempereur



Simple is best



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

The simplest PC portfolio for the AI era

Dell



Designed for
play, school and work

Premium



Plus



Base



Dell Pro



Designed for
professional-grade productivity

Premium



Plus



Base



Dell Pro Max



Designed for
maximum performance

Premium



Plus



Base



What will our new systems be called?

When an existing system has reached end of life, the new generation will adopt the new name, as illustrated in the examples below.

		
Dell	Dell Pro	Dell Pro Max (workstations)
Premium		
XPS 13 Laptop >> Dell 13 Premium	Latitude 7350 Ultra-Light Laptop >> Dell Pro 13 Premium	Precision 5690 Workstation >> Dell Pro Max 16 Premium
		
Plus		
Inspiron 14 Plus Laptop >> Dell 14 Plus	Latitude 5350 Laptop >> Dell Pro 13 Plus	Precision 7680 Workstation >> Dell Pro Max 16 Plus
		
Inspiron 14 Laptop >> Dell 14	Latitude 3450 Laptop >> Dell Pro 14	Precision 3490 Workstation >> Dell Pro Max 14

What will our new systems be called?

When an existing system has reached end of life, the new generation will adopt the new name, as illustrated in the examples below.



Displays Brand Unification

Simplifying our product line names

Dell UltraSharp

S-series

SE-series

P-series

E-series

Dell UltraSharp

Dell Plus

Dell

Dell Pro Plus

Dell Pro

What will our new displays be called?

When an existing display has reached end of life, the new generation will adopt the new name, as illustrated in the examples below.



Dell

Dell Pro

Dell UltraSharp (No Change)



S-series >> Dell **Plus**



P-series >> Dell Pro **Plus**



SE-series >> Dell



E-series >> Dell Pro

Peripherals Brand Unification

Simplifying our product line names

Dell

Dell*

Dell Pro Premium

Dell Pro Plus

Dell Pro





* "Dell" used in limited use cases (e.g., sub-entry KB/M, cables, etc.)







Gaming Brand Unification

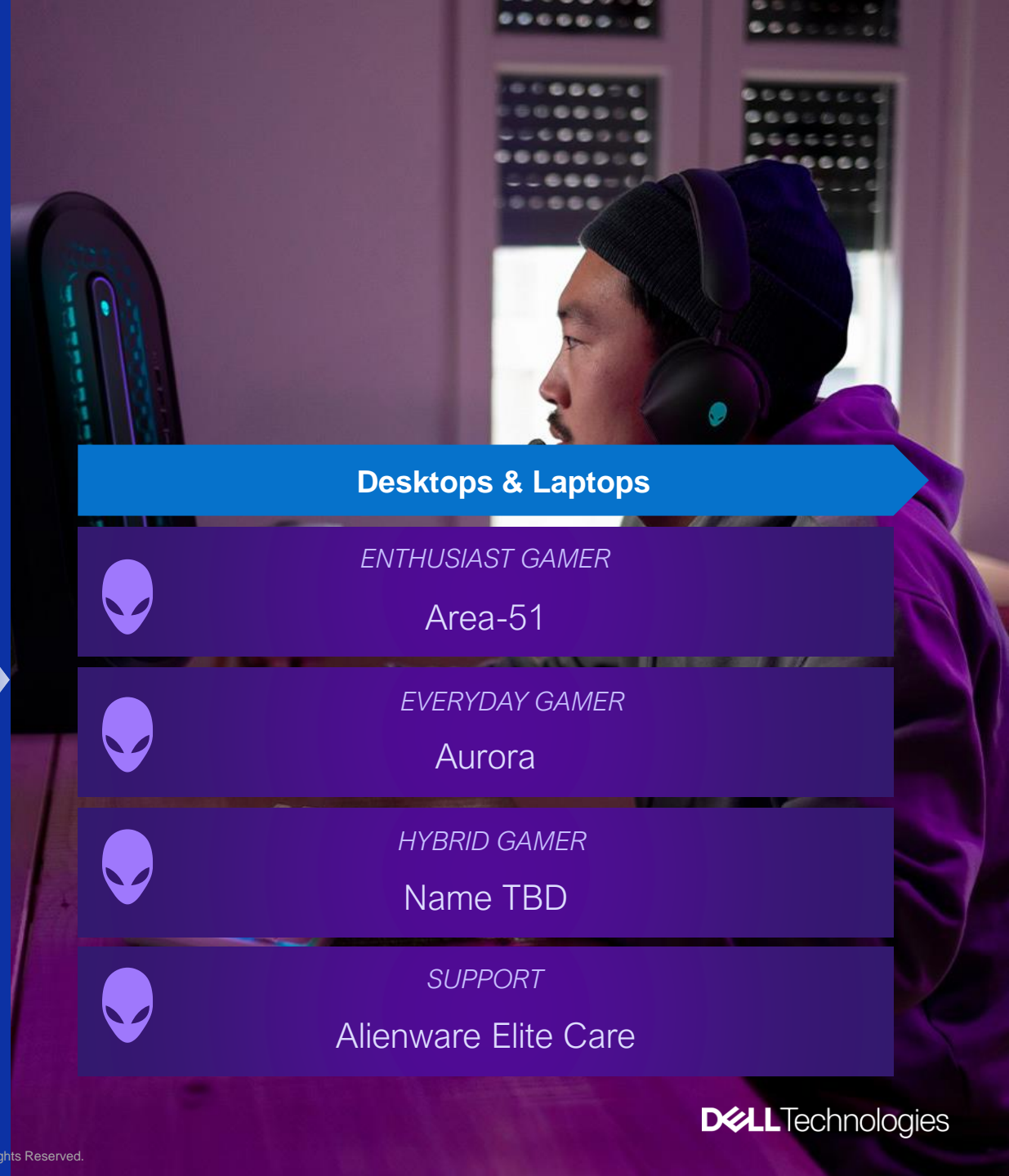
Simplifying our product line names



Desktops	Laptops
 Area-51	 X Series
 Aurora	 M Series
	Dell G Series

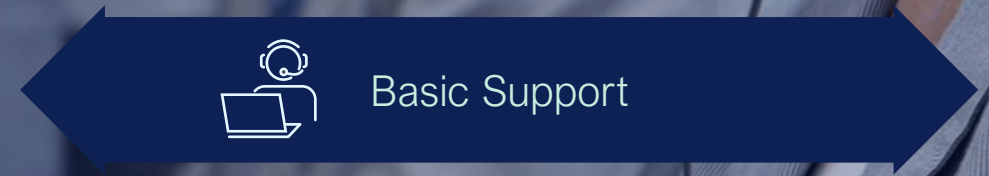
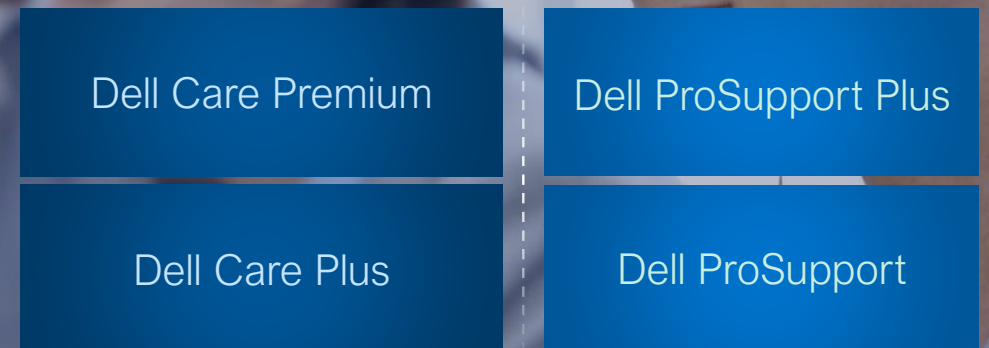
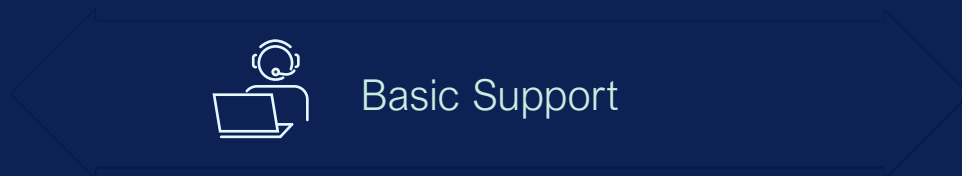
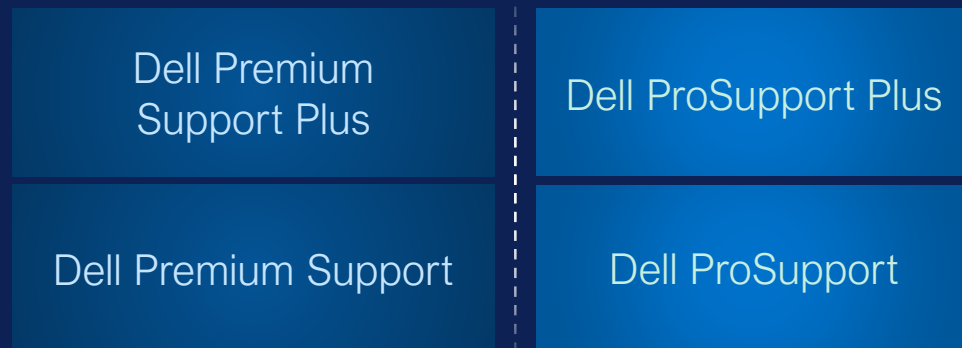


Desktops & Laptops	
	ENTHUSIAST GAMER Area-51
	EVERYDAY GAMER Aurora
	HYBRID GAMER Name TBD
	SUPPORT Alienware Elite Care



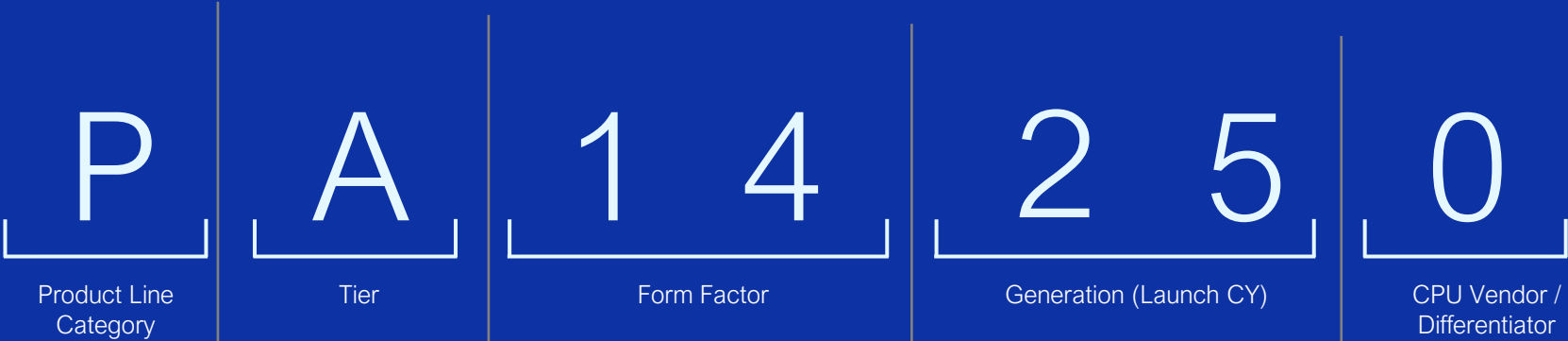
Services Brand Unification

Simplifying our product line names



Model Identifier - Taxonomy

Based on future CY25 Marketing Name: *Dell Pro 14 Premium*
(Current CY24 Commercial example: *Latitude 7460*)



Decoder

- Dell**
C - Dell Chromebooks
D - Dell Laptops
E - Dell Desktops
- Dell Pro**
P - Dell Pro Laptops
Q - Dell Pro Desktops
M - Dell Pro Max Laptops
F - Dell Pro Max Desktops
R - Dell Pro Rugged Laptops

- Tiers**
A – Premium (N/A for DT)
B - Plus
C - (base)
- Purpose Built ***
7 – ChengMing
8 – OEM*
9 - Thin Client*

- Laptop/AIO**
2-digit screen size: 10-99
- 2-in-1 / Detachable ***
0 for 2in1 + screen size 2nd digit
00–09
- Desktops**
M1 - Micro 1
M2 – Micro 2
S1 - Slim 1
T1 - Tower 1
T2 - Tower 2
T4 - Tower 4
T6 - Tower 6
R2 - Rack 2U

- NLT DPE, calculate RTO + 3 months, use that CY (Calendar Year) in this field
- Examples:
- RTO target on or before: 9/30/27 = 27
 - RTO target on or after: 10/1/27 = 28
- CPU Vendor**
Designates product as Intel, AMD or Qualcomm. NOT designed to reflect architecture options (N vs N-1) offered in the same year.
0 - Intel
5 - AMD
7 - Qualcomm
- Differentiator**
If there is a need for a different product model ID under same CPU Vendor, use the following:
Intel 2nd product = “1”
AMD 2nd Product = “6”
Qualcomm 2nd Product = “8”

* USE only for standalone offers;
Purpose Built: DO NOT USE for OEM & Thin Client products leveraged from Dell Pro / Max Laptops & Desktops
Form Factor: DO NOT USE '0' Form factor for configurable 2-in-1 display options on Dell Pro Laptops

PORTFOLIO OVERVIEW

Dell PRO

Transition and N- Overview (Pro Notebooks)

- CY25: 3 Intel CPUs - Lunar Lake (New), Arrow Lake (refreshed MTL), and Raptor Lake (refreshed)
- Lunar Lake (48 TOPS) and Arrow Lake (13 TOPS) defined by # TOPs and both meeting AI PC definition. Lunar Lake meets Copilot+ PC minimum spec by MS definition.

13"	14"	16"	
LNL Clamshell	LNL Clamshell		Dell Pro Premium Ultra-Thin & Light
LNL / ARL Clamshell w/360	LNL / ARL / RPL-R Clamshell w/360	LNL / ARL / RPL-R Clamshell	Dell Pro Plus Versatility and premium
	RPL-R ARL Clamshell	RPL-R ARL Clamshell	Dell Pro Essential Productivity

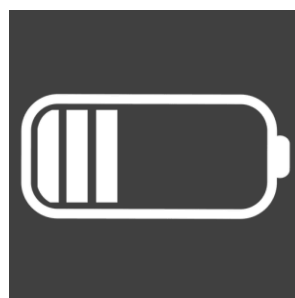


Transition Drivers for CY25 Portfolio



Improved Core Experiences

Dell Pro Premium: lightest offerings yet
 Dell Pro Plus: grounds up redesign (AL, 16:10, screen to body upgrades)
 Dell Pro: 16:10, more capable batteries/ports



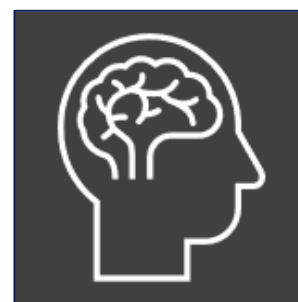
Battery Life

LNL and ARL AI enabled PCs will provide 20-30% of additional runtime over prior generations.



Multi-CPU Architecture Strategy LNL/ARL-U/RPL-R across portfolio

Lunar Lake up to 40% lower SoC power draw. Up to 1.5X faster graphics. Arrow Lake up to +65% performance vs RPL-U. Raptor Lake Refresh available for cost focused customers.



Improved AI Performance

40+ TOPS from NPU on LNL, to enable more AI use cases.



Optimized Displays

16:10 aspect ratio across the entire portfolio in the class leading modern ID language.

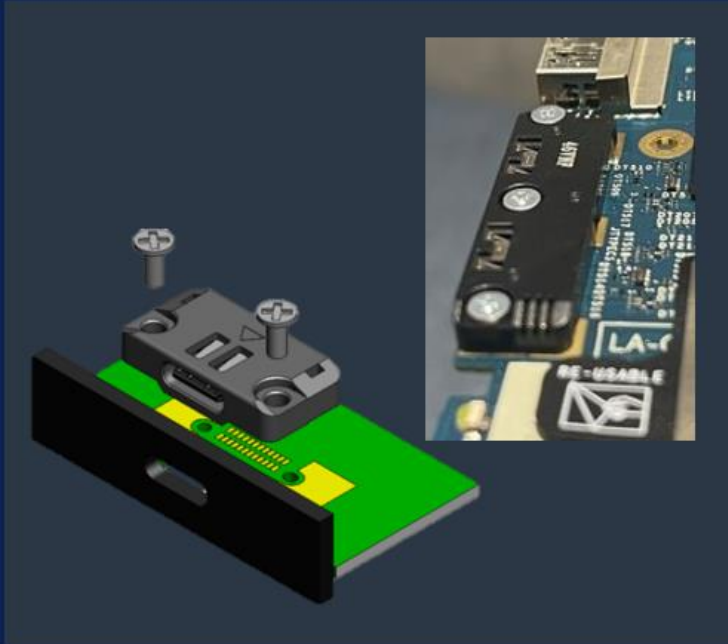


Repairability/Serviceability

Compression Type-C ports and modular PCB designs for added sustainability & repairability

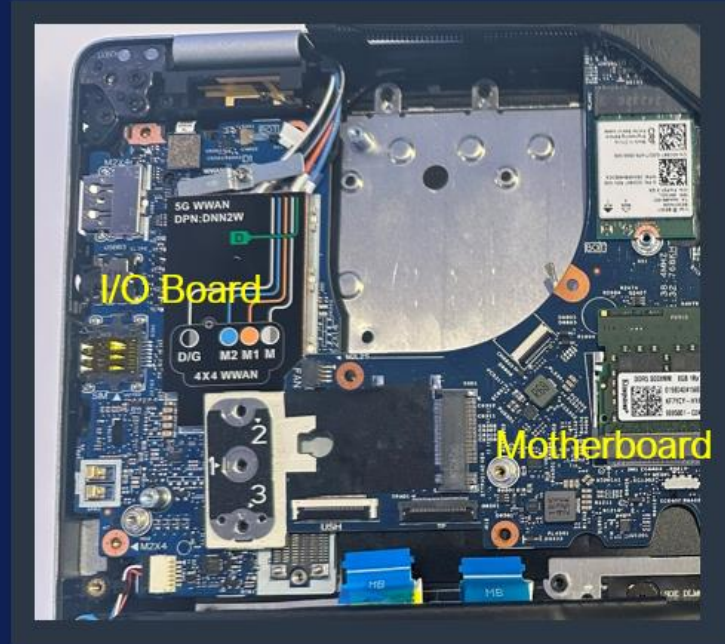
Serviceability Spotlight

Less downtime, more productivity. New product investments that reduce the need for product servicing via preventative technologies and/or make servicing faster and cheaper.



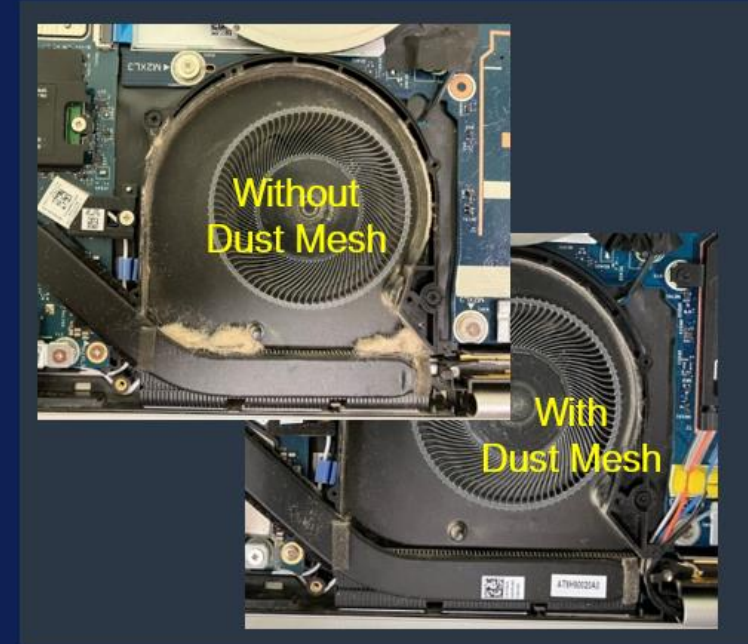
Modular USB-C

World's first commercial PC built with a modular USB-C port that is more durable and enables easier repairs.¹



Modular I/O

MB and I/O board are separated / standalone. Broken ports on I/O board no longer require complete MB replacement.



Dust Mesh

Dust in system prevents optimal system cooling and lowers performance. Mesh prevents dust entry and can be easily cleaned.

Silicon Choices in laptops

Premium



Entry

ARM



**Qualcomm
Snapdragon X Elite**
(Purwa)



**Qualcomm
Snapdragon X Plus**
(Hamoia)



**Intel Core Ultra
Series 1**
(Meteor Lake)

x86



**Intel Core Ultra
Series 2 (200V)**
(Lunar Lake)



**Intel Core Ultra
Series 2 (200U)**
(Arrow Lake)



Intel Core
(Raptor Lake Refresh)



**AMD Ryzen AI
Pro 300**
(Strix Point)



**AMD Ryzen AI
Pro 300**
(Krackan Point)



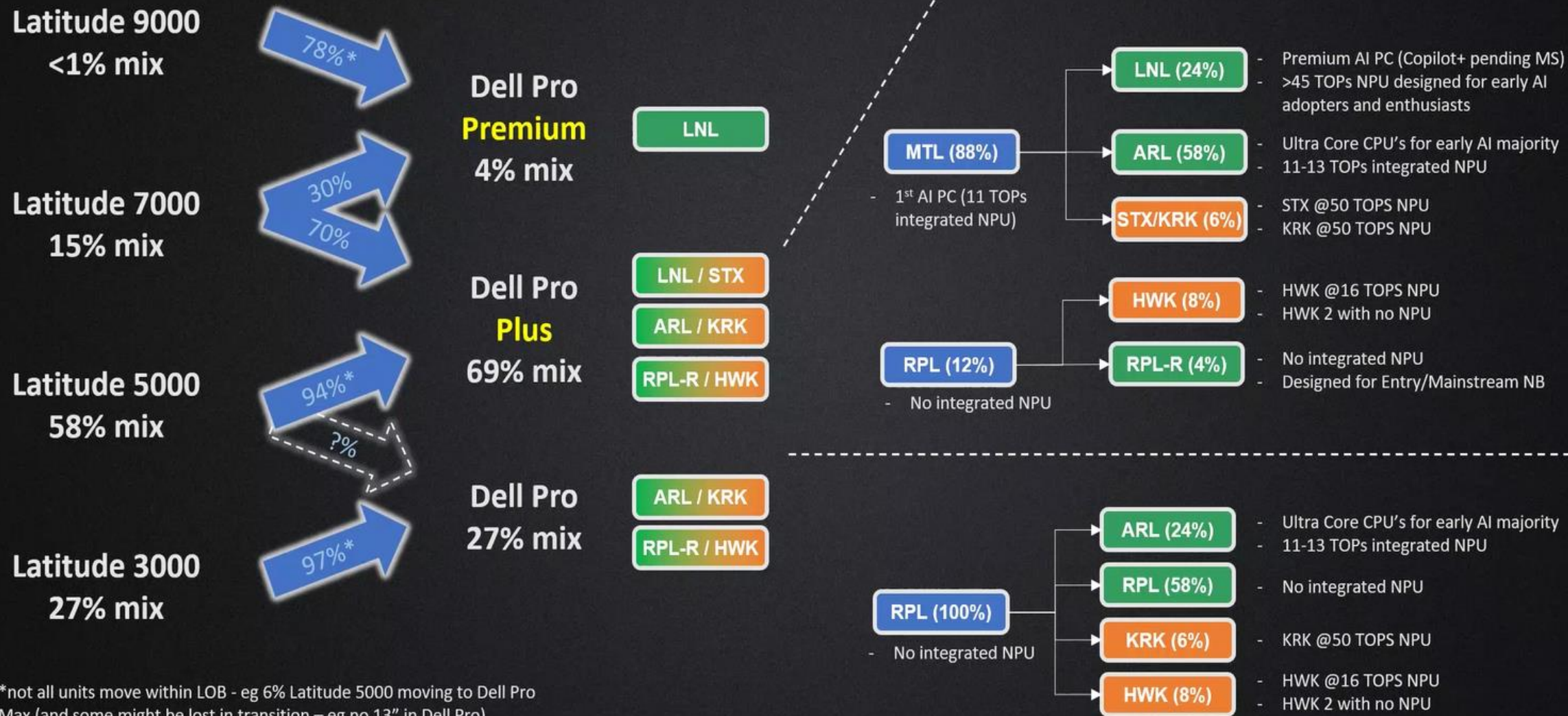
**AMD Ryzen 7/5
Pro 200**
(Hawk 1 Point)



**AMD Ryzen 5/3
Pro 200**
(Hawk 2 Point)

CY25 Portfolio estimating 16% overall AMD mix

Brand Unification brings simplification but a more complex transition for Sales and Customers to adapt



*not all units move within LOB - eg 6% Latitude 5000 moving to Dell Pro Max (and some might be lost in transition - eg no 13" in Dell Pro)

Dell Pro Notebooks 2025

AMD

INTEL

QC

PRO PREMIUM 13/14

	Intel LNL	QC X Elite	*QC on Lati 7xxx
		QC X Plus	

PRO PLUS 13/14/16 & 13/14 2-in-1

AMD Strix	Intel LNL		
AMD Krackan	Intel ARL-U	QC X Plus	*QC on Lati 5xxx
AMD Hawk	Intel RPL-R		

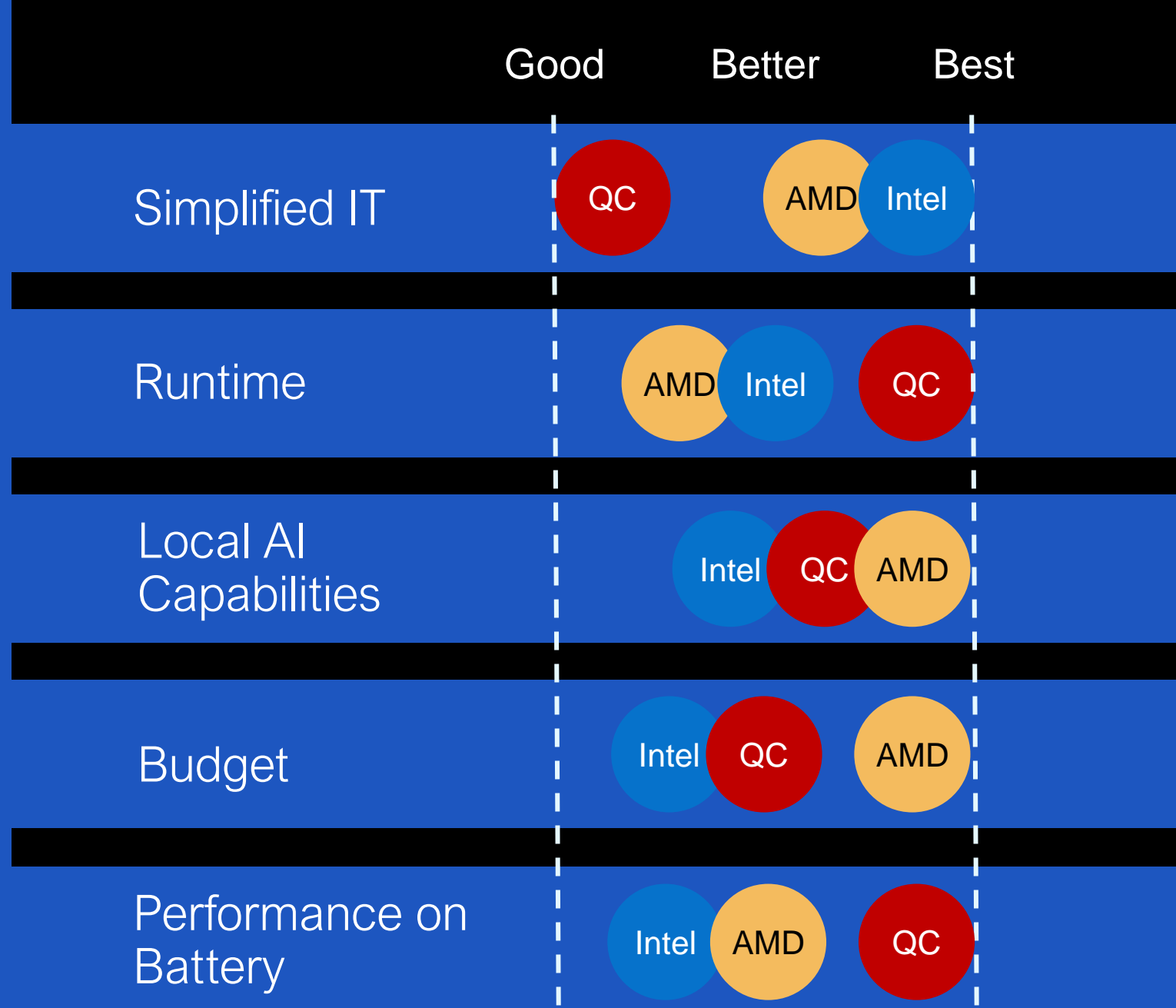
PRO 14/16

Metallic	AMD Krackan	Intel ARL-U	
Black	AMD Hawk	Intel RPL-R	



What matters most to your customers?

Tailor solution to their priorities



Dell Pro Premium

Dell Pro

Product Line

13 / 14

Size

Premium

Tier

None / CS Only

Type / Form Factor



Dell Pro Premium TOP Competitive Features

All day, Full Speed

*Double digit improvement in battery
life, performance and graphics*

Upgraded Look and Feel

*Sleek, lightweight design with
magnesium chassis, zero lattice
keyboard and whisper-quiet acoustics*

Premium Experience

*Unrivalled end user experience with
8MP camera, upgraded Top Firing
Speakers, Collaboration Touchpad,
and Tandem OLED*

Dell Pro Plus

Dell Pro

Product Line

13 / 14 / 16

Size

Plus

Tier

2-in-1

Type / Form Factor



TOP Competitive Features

Elivated Look & Feel

A leap forward for mainstream - completely redesigned with a thinner, sleeker aluminum exterior, 16:10 aspect ratio, and larger touchpad

Ultimate Scalability

Performance, features, and security options for a variety of needs, all in single device that's easy to manage and deploy

Advantaged Durability

Built better with new more reliable components like Compression Type-C; competitive durability testing underway to show how we win

Dell Pro 14/16

Dell Pro

Product Line

14 / 16

Size

None

Tier

None / CS Only

Type / Form Factor



TOP Competitive Features

Modern Design

New design language consistent across Dell Pro line-up with transition to 16:10 aspect ratio. Metallic finish in Platinum Silver and laser textured finish in Magnetite.

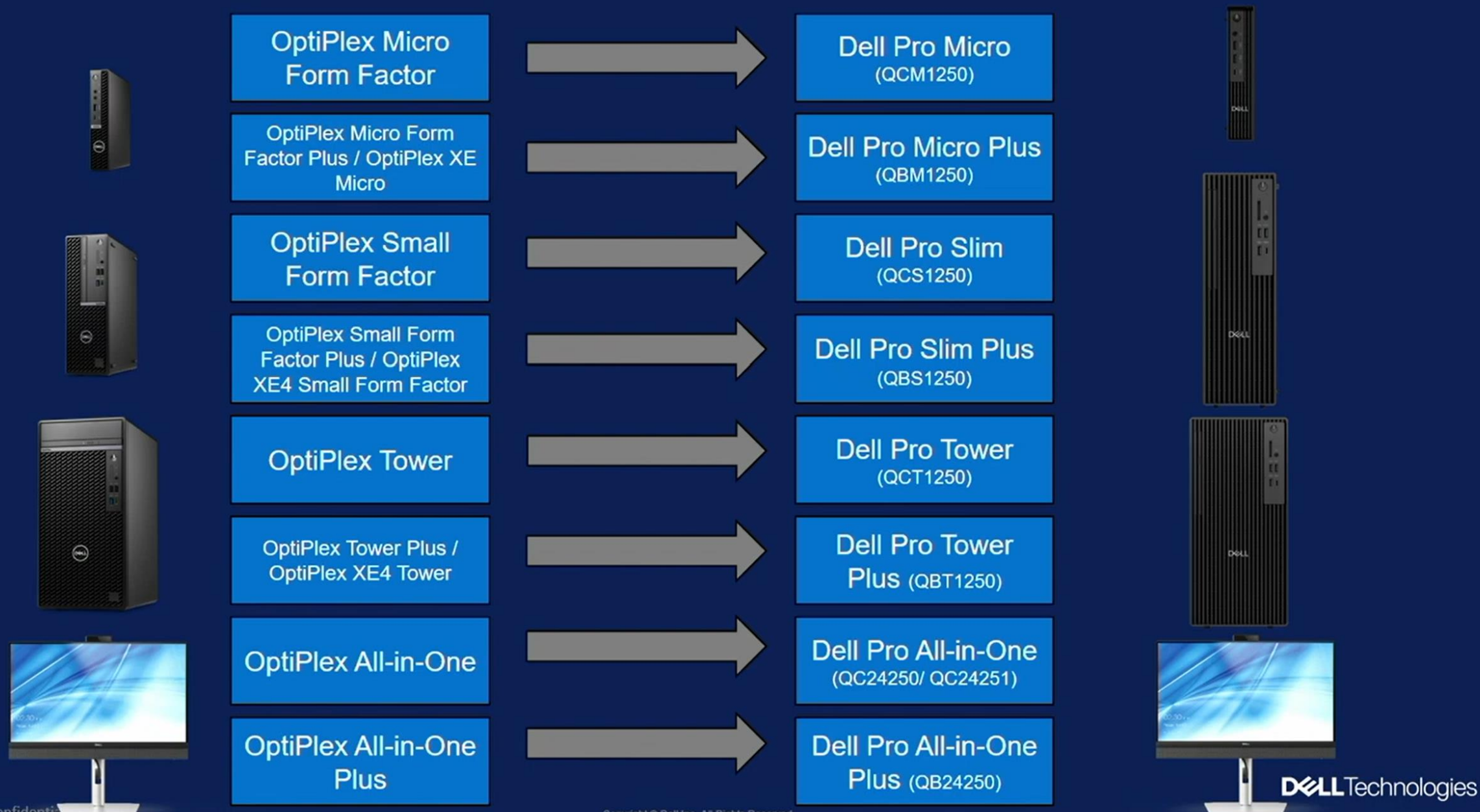
Enhanced Mobility & Productivity

Improved screen to body ratio provides larger screen and lower weight. Higher brightness entry panel, second USB-C Thunderbolt port and larger capacity batteries to boost productivity & runtime.

Greater Reliability

Built stronger with greater reliability with modular- Type-C ports, Keyboard and I/O Board, while improving uptime & TCO.

Dell Pro DT Branding Transition



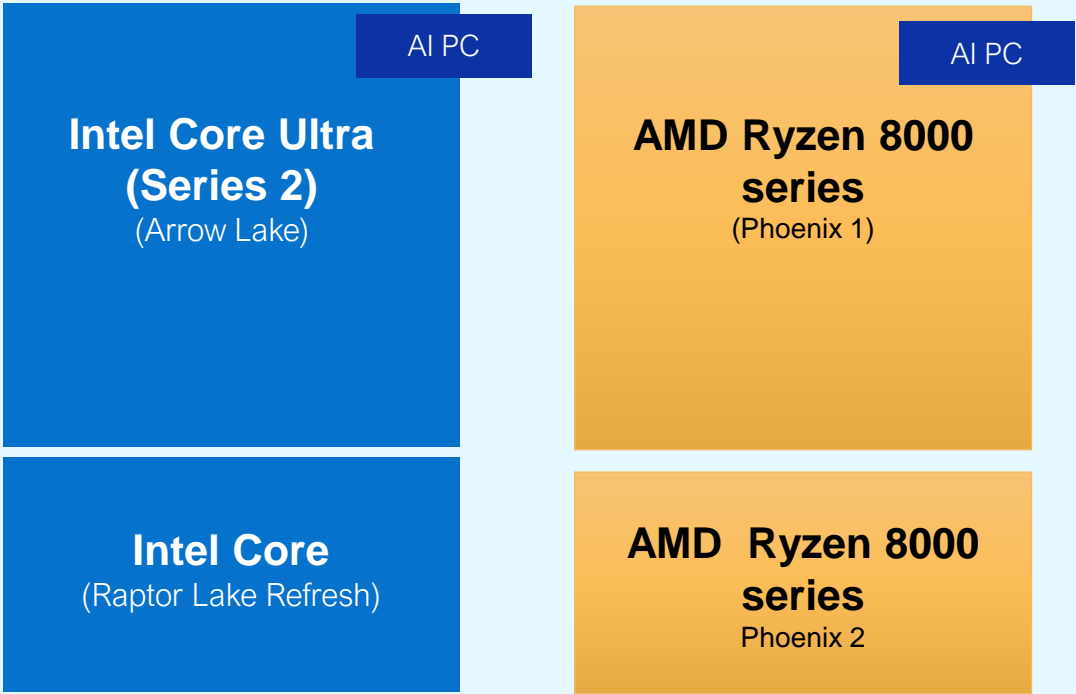
Desktop silicon
choice



Premium



Entry



Dell Pro Desktops & AIO 2025

AMD

INTEL

PRO Tower

Base	Intel ARL-S	AMD Phoenix 1 & 2
	Intel RPL-R	
Plus	Intel ARL-S	

PRO Slim

Base	Intel ARL-S	AMD Phoenix 1 & 2
	Intel RPL-R	
Plus	Intel ARL-S	

Pro Micro

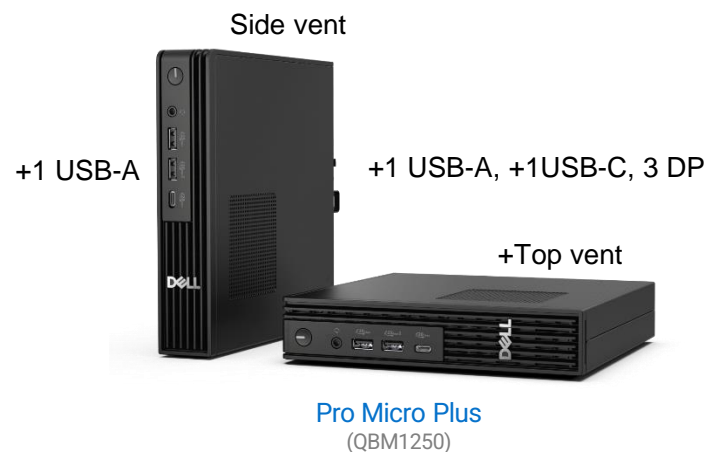
Base	Intel ARL-S	AMD Phoenix 1 & 2
	Intel RPL-R	
Plus	Intel ARL-S	

PRO 24 AIO

Base 65W	Intel ARL-S	
Base 35W	Intel ARL-S	
	Intel RPL-R	
Plus	Intel ARL-S	



Dell Pro Micro / Micro Plus



Enhanced experience

- AI options - Built with the latest Intel® Core™ Ultra desktop processor (ARL-S) with integrated NPU and 13 TOPS, up to Ultra 9 on both 35W and 65W
- Sleek, elevated design with improved fan design and additional vents to enhance thermal & acoustic performance
- **Micro Plus:** 6 USB-A and 2 USB-C ports for enhanced connectivity / **Micro:** 5 USB-A ports and 1 USB-C port for enhanced connectivity
- Dual-M.2 SSD for fast data access speed
- DDR5 memory up to 64GB, up to 6400 MT/s, 2 slots
- **Micro Plus:** 3 DisplayPorts up to 4K with support up to four displays natively / **Micro:** 1 DP and 1 upgraded HDMI supporting up to 4K
- Upgraded optional DP and HDMI supporting up to 8K resolution for stunning visual quality
- **Newly introduced optional modules** – Thunderbolt 4.0 (**Micro Plus only**), USB-A, 5G Optical Fiber to support diverse use cases
- Easily launch Microsoft In-Cloud Copilot with the Copilot key on your included keyboard

Simplify IT

- Single BIOS for all Dell Pro Tower/Small/Micro for ease of deployment
- Intel vPro® options across all configurations for simplified manageability and security
- Up to two-year lifecycle for IT efficiency and cost savings
- Dell Optimizer - designed to automatically improve application and device performance

Designed with sustainability in mind

- Up to 50% recycled steel in the chassis
- Eco-conscious packaging made with recycled or renewable content. Multipack packaging available to help reduce packaging and transportation waste.
- ENERGY STAR, EPEAT and TCO10 (Micro Plus only) certification on select configurations

Dell Pro Slim / Slim Plus



Pro Slim Plus
(QBS1250)



Pro Slim
(QCS1250)

Enhanced experience

- AI PC options - Built with the latest Intel® Core™ Ultra desktop processor (ARL-S) with integrated NPU and 13 TOPS, up to Ultra 9 on 65W
- **Pro Slim:** Additional CPU options built with 14th gen Intel® Hybrid Core CPUs up to core i7 35W
- Sleek, elevated space-saving design
- **Pro Slim Plus:** DDR5 memory up to 128GB, 4 slots / **Pro Slim:** DDR5 up to 64GB, 2 slots
- AMD Radeon™ RX graphic options
- **Pro Slim Plus:** Supports up to three Native DisplayPort 1.4 on MT/SFF with support for up to 4 displays natively, and/or Optional DP port supports up to 8K resolution /
Pro Slim: Native Display Port 1.4 and HDMI 2.1 with optional VGA, HDMI 2.1, or DP 2.
- **Pro Slim Plus:** Three M.2 SSD along with hard drive bays for data storage /
Pro Slim: One M.2 SSD with 2nd M.2 SSD via Zoom expansion card
- **Pro Slim Plus:** Native Type-C USB 3.2 Gen 2x2 (20Gb Data), Additional native Type-C USB 3.2 Gen 2x1 (10Gb) in rear port /
Pro Slim: USB Type-C 3.2 Gen 2x1 (5Gb) in Front Panel
- Three PCIe slots to expand functionality
- **Pro Slim Plus: Newly introduced optional modules** – USB-A, 5G Optical Fiber to support diverse use cases

Simplify IT

- Single BIOS for all Dell Pro Tower/Small/Micro for ease of deployment
- Intel vPro® options across all configurations for simplified manageability and security
- Dell Optimizer - designed to automatically improve application and device performance

Designed with sustainability in mind

- Up to 50% recycled steel in the chassis
- ENERGY STAR, EPEAT and TCO10 (Slim Plus only) certification on select configurations

Dell Pro Tower / Tower Plus



Pro Tower Plus
(QBT1250)



Pro Tower
(QCT1250)

Enhanced experience

- AI PC options - built with the latest Intel® Core™ Ultra desktop processor (ARL-S) with integrated NPU (13 TOPS), up to Ultra 9 on 65W
- **Tower:** Additional CPU options built with 14th Gen Intel® Hybrid Core CPUs up to core i7 65W
- Sleek, elevated design
- **Tower Plus:** DDR5 memory up to 128GB, 4 slots / **Tower:** DDR5 up to 64GB, 2 slots
- **Tower Plus:** Nvidia GeForce RTX™ graphic. AMD Radeon™ RX graphic options / **Tower:** AMD Radeon™ RX graphic options
- **Tower Plus:** Supports up to three native DisplayPort 1.4 on MT/SFF with support for up to 4 displays natively, and/or Optional DP port supports up to 8K resolution / **Tower:** Native Display Port 1.4 and HDMI 2.1 with optional VGA, HDMI 2.1, or DP 2.1
- **Tower Plus:** Three M.2 SSD / **Tower:** One M.2 SSD with 2nd M.2 SSD via Zoom expansion card
- **Tower Plus:** Native Type-C USB 3.2 Gen 2x2 (20Gb), Additional native Type-C USB 3.2 Gen 2x1 (10Gb) in rear port / **Tower:** USB Type-C 3.2 Gen 2x1 (5Gb) in Front Panel
- **Tower Plus:** Up to 4 PCIe slots to expand functionality / **Tower:** Three PCIe slots to expand functionality
- **Tower Plus - Newly introduced optional modules** – USB-A, 5G Optical Fiber to support diverse use cases

Simplify IT

- Single BIOS for all Dell Pro Tower/Small/Micro for ease of deployment
- Intel vPro® options across all configurations for simplified manageability and security
- Dell Optimizer - designed to automatically improve application and device performance

Designed with sustainability in mind

- Up to 50% recycled steel in the chassis
- Eco-conscious packaging made with recycled or renewable content. Multipack packaging available to help reduce packaging and transportation waste
- ENERGY STAR, EPEAT GOLD and TCO10 (Plus only) certification on select configurations





Dell Pro Ecosystem Recommendations

Across All

Hero Keyboard and Mouse



Dell Premier Multi-Device
Wireless Keyboard and Mouse –
KM7321W

Base Keyboard and Mouse



Dell Pro Wireless Keyboard and
Mouse - KM5221W

Hero Audio & Webcam



Dell Wireless
Headset – WL3024



Microsoft Teams

Dell Speakerphone
SP3022



Dell Webcam
WB3023

Hero Display



Dell UltraSharp Monitor
U2424H



Dell 24 Monitor - P2425H
P2425HE for Micro only

Micro



Micro All-in-One
Stand
MFS22



Dell All-in-One VESA
Mount for E-Series
Monitors w/ Base
Extender



Micro Vertical
Stand



Micro Dual
VESA Mount



Dell Wall/Under-the-Desk
VESA Mount

Slim



Dell Pro Slim All-In-One Stand – OSS25
Dell Small Desktop Vertical Stand



Dell Small Cable Cover



Dell Slim Soundbar – SB521A
Also for Micro

Tower



Dell Pro Tower Cable Cover

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

5MP IR EMZA
pop-up camera



FHD touch and non-touch display options.
(Non-touch display only: up to 100Hz Refresh Rate/ 1500:1 Contrast Ratio)



Additional rear
USB-C Port

Pro 24 All-in-One Plus
(QB24250)

FHD HDR
pop-up camera



Height Adjustable or
Fixed Stand options

Pro 24 All-in-One
(QC24250/QC24251)

Enhanced experience

- AI PC options - Built with latest Intel® Core™ Ultra desktop processor (ARL-S) with integrated NPU (13 TOPS), up to Ultra 9 65W (**AIO Plus**) / up to Ultra 7 65W (**AIO**)
- **AIO**: Additional CPU options– i5 with Q670 chipset also available on 35W
- Elevated sleek design (**AIO Plus** - silver / **AIO** – dark grey) with two stand options (Fixed and Height Adjustable Stand)
- 24" Full HD Touch and Non-Touch panel options
(Non-touch panels only: up to 100Hz refresh rate, 1500:1 contrast ratio, TUV Rheinland Eye Comfort certified)
- Collaborate securely with impressive clarity – **AIO Plus**: high resolution 5MP IR EMZA camera (supports Win Hello, Win Studio, and MSFT HPD / **AIO**: FHD HDR (High Dynamic Range) camera adjusts so users look clear in any lighting environment (base option for all AIOs).
- Optional performance features - 6GHz wireless band (WiFi 7), **AIO Plus**: AMD discrete graphics
- Comprehensive connectivity –
AIO Plus: up to 2x USB-C 3.2 Gen 2x2 (20Gb Data) and 6x USB-A, DP1.4a 5K@60Hz and HDMI2.1 4K@60Hz output
AIO: 2x USB-C (65W) / 1x USB-C (35W) and 6x USB-A (65W) / 5x USB-A (35W), DP1.4a 5K @60Hz (35W)
- Get class leading conferencing and audio performance - Digital Array Mic, Performance Speakers, Smart Amplifier

Simplify IT

- Single BIOS for all Dell Pro 24 All-in-One configurations for ease of deployment
- Expanded 27-mo lifecycle for IT efficiency and cost savings
- Intel vPro® options across all configurations for simplified manageability and security

Designed with sustainability in mind

- Halogen-free chassis with more than 50% post-consumer recycled plastic
- ENERGY STAR, EPEAT GOLD and TCO10 certification on select configurations





Dell Pro All-in-One Ecosystem Recommendations

Across All

Keyboard and Mouse



Dell Pro Wireless Keyboard and Mouse - KM5221W
Enhance your everyday productivity with a quiet full-size keyboard and mouse combo that offers programmable shortcuts and 36 months battery life.

Hero Display



Dell UltraSharp Monitor
U2424H



Dell 24 Monitor - P2425H

Dell 24 Monitor – P2425H & U2424H
Experience improved visual comfort, enhanced productivity and extensive connectivity with those monitors featuring ComfortView Plus technology.

Dell Pro All-in-One



Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W
Multi-task seamlessly across 3 devices with this premium full-size keyboard and sculpted mouse combo with programmable shortcuts and 36 months battery life.



Dell Wireless Headset - WL3024
Hear the difference in performance with AI-based noise cancellation and those of the industry standard.



Base Stand
OptiPlex Entry 24 All-in-One Basic (Tilt/Pedestal) Stand (V8NJ3 or DY9T9)

Dell Pro Plus All-in-One



Dell Collaboration Keyboard and Mouse - KM900
Designed with a surreal level of detail, our premium keyboard and mouse combo transform collaboration, enhance productivity and provide all-day comfort.



Dell Pro Wireless ANC Headset - WL5024
Hear the difference in performance with AI-based noise cancellation and those of the industry standard.



Base Stand
OptiPlex Premier 24 All-in-One Height Adjustable Stand (DPN: 78HG8 (Jarly) or GRX59 (FFT))



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- Uw vertrouwde contactpersoon bij Inetum

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UPCOMING WEBINARS

3/4

Partner Update – Ontdek Dell's vernieuwde PC-portfolio: eenvoudiger, krachtiger, AI-ready!

9/4

Exchange Server SE: de laatste release ooit – bent u voorbereid?

16/4

Copilot in Microsoft 365: benut uw licentie optimaal

23/4

Slimmer communiceren in een hybride wereld: ontdek de kracht van Teams Voice & AI

24/4

Partner Update – De nieuwe informatiesnelweg: Windows 11 & HP – Samen klaar voor AI



Q&A



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