



**DELL**Technologies

 **TECBOMO**

# Harness the power of AI

A guide to modernizing  
your workplace





# The AI PC revolution is reshaping the Modern Workplace

How does this fundamental transformation influence business operations and individual contributions?



## Understanding AI PCs ›

Unravel the basics of AI and its role in PCs core concepts



## Refresh for AI ›

Delve into why AI is an essential need for your everyday work



## Embracing AI ›

Discover how AI can become your ally in your work routine



## Navigating AI ›

Addressing your AI challenges and concerns



## Future-proofing for AI ›

Prepare the future workplace in an AI-driven era



## Why Dell for AI ›

Bring AI to your data with Dell's end-to-end AI solutions

GenAI use cases anticipated to be significant within organizations

52% Knowledge management applications<sup>1</sup>

42% Marketing applications<sup>1</sup>

41% Code generation applications<sup>1</sup>

39% Design applications<sup>1</sup>

37% Conversational applications<sup>1</sup>

<sup>1</sup> Source: An IDC Infobrief commissioned by Dell Technologies: Workforce Upskilling for the AI Era, IDC #US51331823, January 2024.



# Surpass productivity and unlock human excellence with an AI PC

## What are AI PCs?

AI PCs are devices designed with the new PC architecture combining the processing power of the CPU, GPU and NPU within the Intel® Core™ Ultra processor and have a Microsoft Copilot key. They are designed to run AI workloads locally on-device for everyday workloads and also allow for AI development, deployment, and fine-tuning.



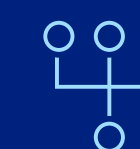
## Introducing the NPU (Neural Processing Unit)

a built-in AI processor designed to optimize AI workloads while improving PC performance and battery life.



### Enhanced AI capabilities

Achieve AI-level productivity with AI-powered tools to upgrade your work habits



### Local AI processing

On-device AI processing without Internet connection



### Low latency

Minimize processing time and quick responsiveness for AI tasks



### Reduced security risks

On-device AI mitigates security vulnerabilities associated with data transmitted over networks

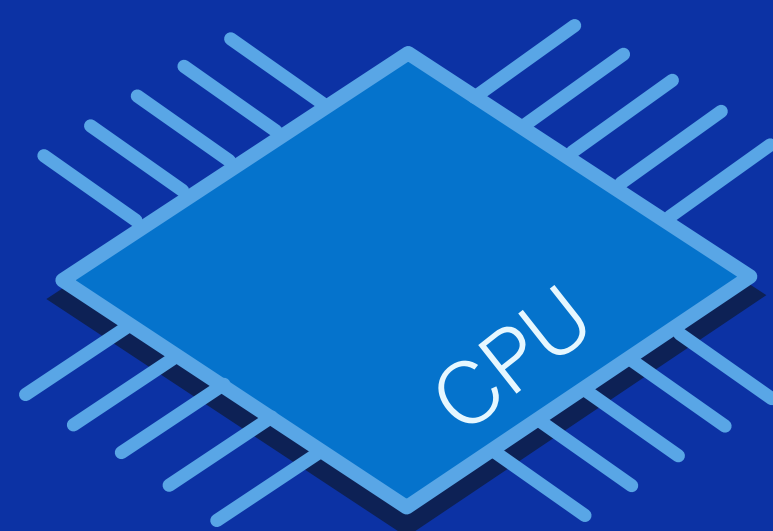




# Breaking down the anatomy of PCs to enable AI related tasks

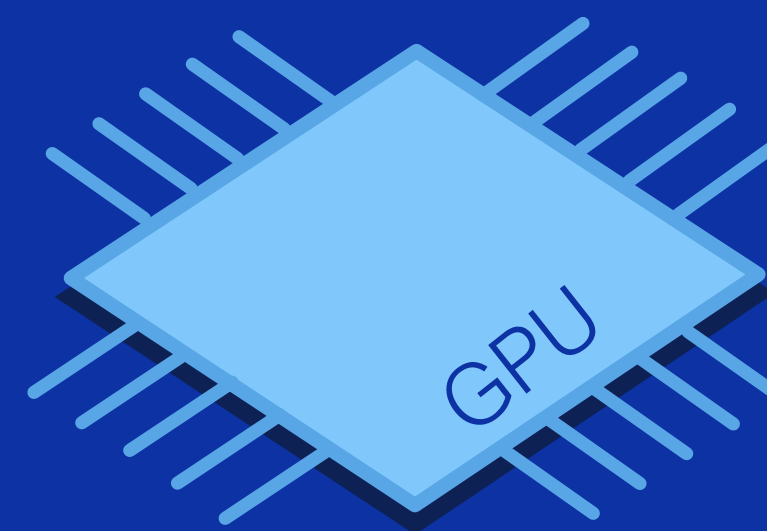
## The roles of processing units

PC performance and its ability to handle various tasks are fundamentally shaped by its underlying architecture – it's essential to allocate the right workload to the right engine at the right time.



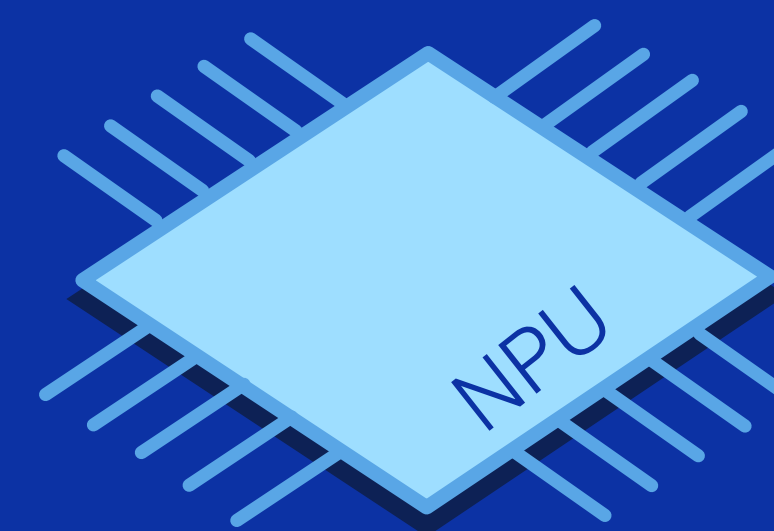
### Brain of the PC

CPUs serve as the brain of PCs, executing general-purpose instructions and managing essential tasks that form the backbone of modern computing.



### Designed to render graphics

GPUs handle complex graphical tasks and has found favor in parallel processing tasks.



### Optimizing AI-intensive tasks

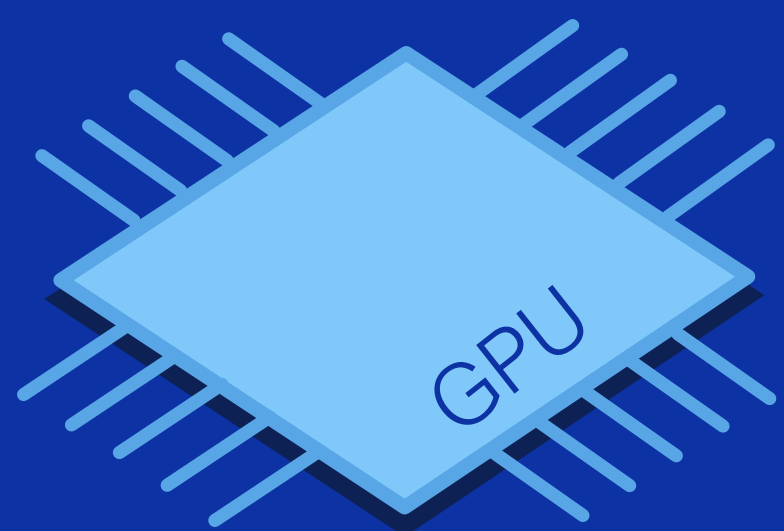
NPU's have emerged as a driving force behind advancements in AI and offloads AI workloads and computation from the CPU.

Breaking down AI workloads ›



# Breaking down the anatomy of PCs to enable AI related tasks

## ◀ The roles of processing units

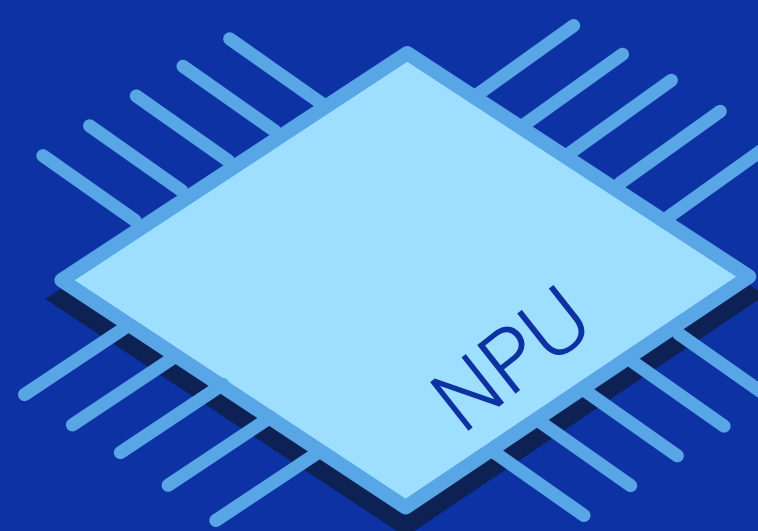


### GPU based AI-acceleration

GPUs are optimized for parallel processing and are commonly used in super computers and data centers for accelerating various AI tasks like deep learning training and inferencing.

This first generation of RT Cores of powerful NVIDIA(R) RTX GPUs accelerated ray tracing by up to 25x compared to previous GPUs, and up to

**30x faster**  
than CPUs.<sup>2</sup>



### Delivering on-device AI processing

The NPU brings a transformative AI experience made to handle the day-to-day AI tasks for faster, better, and efficient performance.

Use up to  
**42%**  
less power when  
using AI-enhanced  
collaboration  
effects on Zoom.<sup>3</sup>

**3x faster**  
inferencing speed when  
using running widely used  
large language models.<sup>4</sup>

<sup>2</sup> NVIDIA GPU Guide, GPU Features RT Core, based on NVIDIA Turning GPU Architecture Whitepaper, 2018

<sup>3</sup> Based on internal analysis and testing, compared to previous generation Intel® Core™ Ultra processor, September 2024. Select AI-enhanced collaboration features include, eye contact correction, standard blur, portrait blur, automatic framing, calls with audio only, virtual background running on devices with Intel® Core™ Ultra 200V series processor. Results may vary.

<sup>4</sup> Based on LLMWare testing, November 2024 on Dell devices with Intel® Core™ Ultra 200V series processor compared to devices with Mac M3 Max processors. Large Language Models include: llama, llama2, mistral, phi-3, and yi-9b



# The opportunity to refresh PCs with modern technology has never been greater

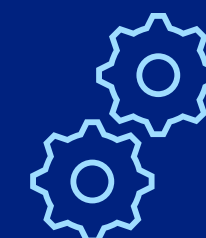
In the new era of technology, Dell AI PCs powered by Intel® Core™ Ultra offer a boost in productivity. Leveraging modern technology ensures the latest collaboration, security, and AI features to safeguard data and enhance user experience.



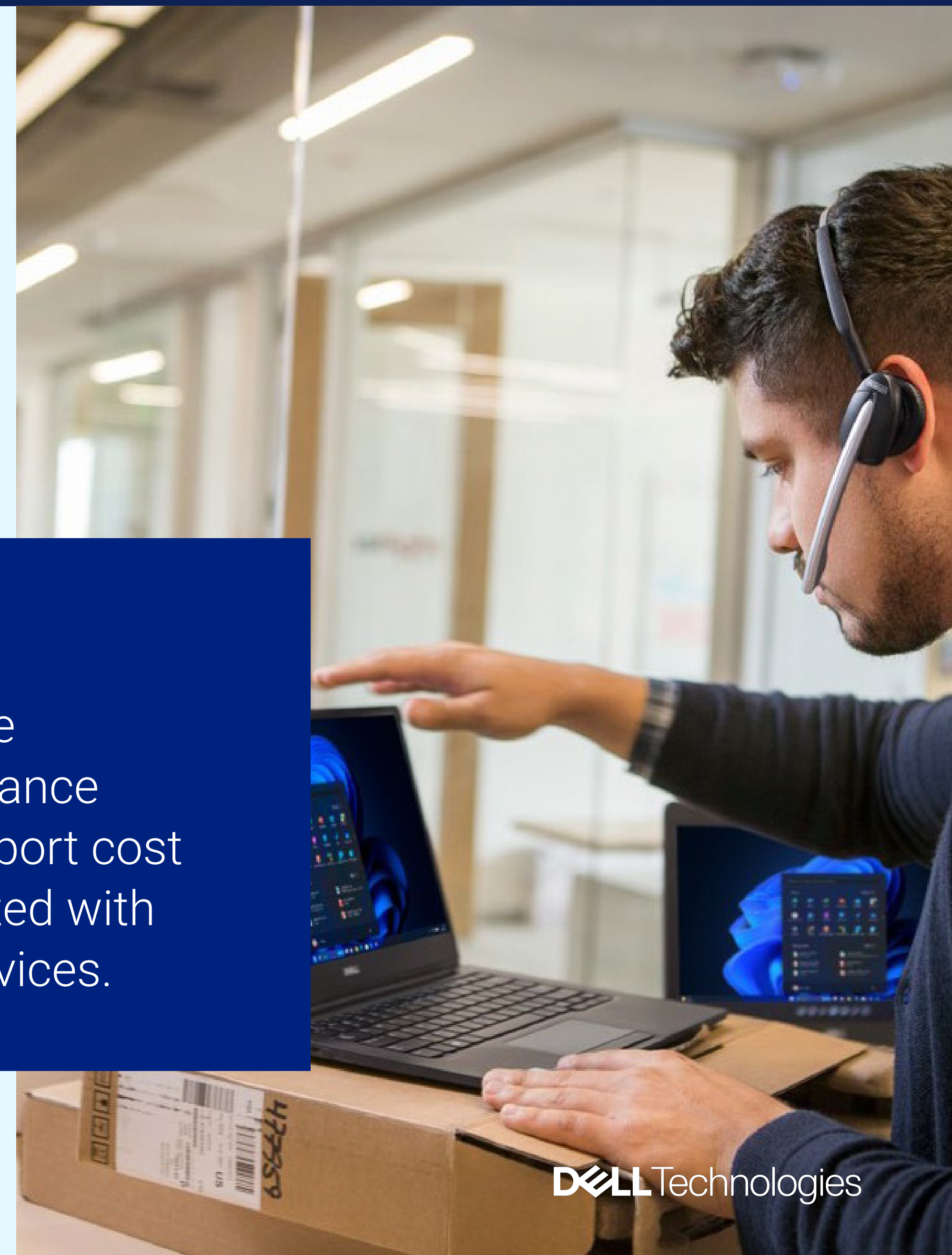
Increase productivity  
with optimized  
performance.



Improve battery  
discharge with more  
efficient hardware  
components.



Minimize  
maintenance  
and support cost  
associated with  
older devices.

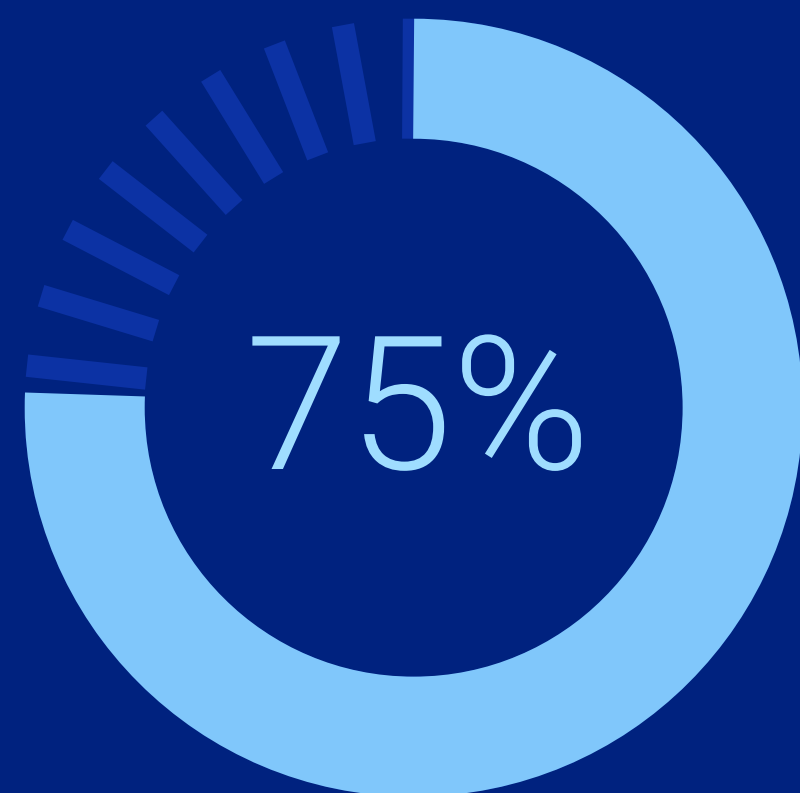




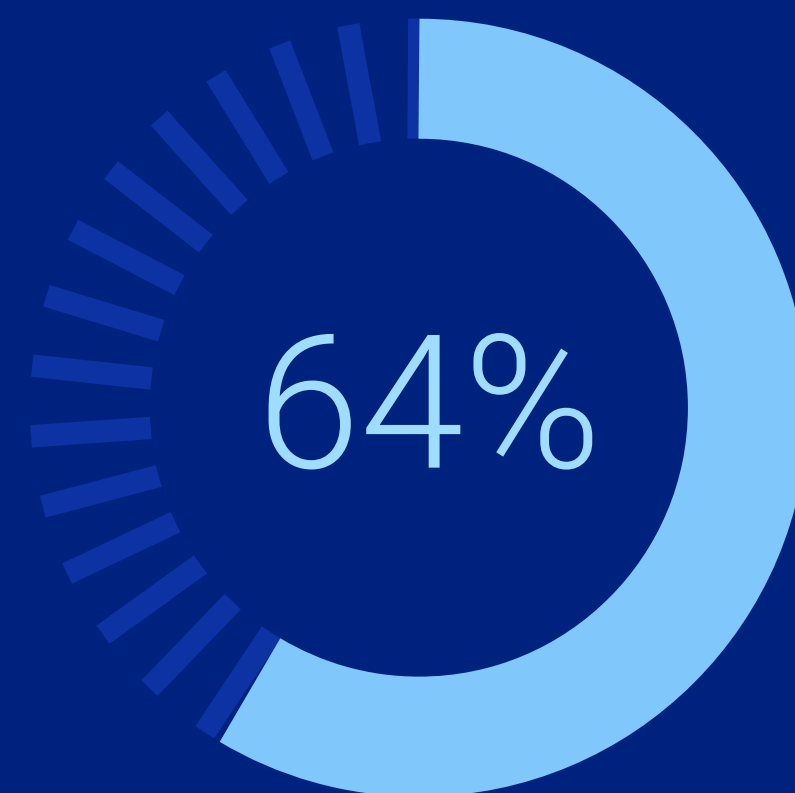


# Refresh to AI PCs to future-proof your organization

Upgrade to newer hardware, seize the latest AI advancements and ensure future compatibility.



of large enterprises will adopt  
AI for quality and efficiency.<sup>5</sup>



of business leaders believe  
GenAI will help them gain a  
competitive advantage.<sup>6</sup>

<sup>5</sup> IDC, "IDC Futurescape, Worldwide AI and Automation 2023 Predictions", 2022.

<sup>6</sup> KPMG, Generative AI: From Buzz to Business Value, May 2023.

<sup>7</sup> Compared to Windows 10 devices. "day-to-day experience with Windows 11 Pro laptops," Principled Technologies, February 2023. [LINK](#).

<sup>8</sup> SMB Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.

## Achieve more with Windows 11

Find new levels of productivity with Copilot and improve security with the most secure windows ever.

42%

faster completion of  
demanding workloads.<sup>7</sup>

3.1x

reduction in  
firmware attacks.<sup>8</sup>

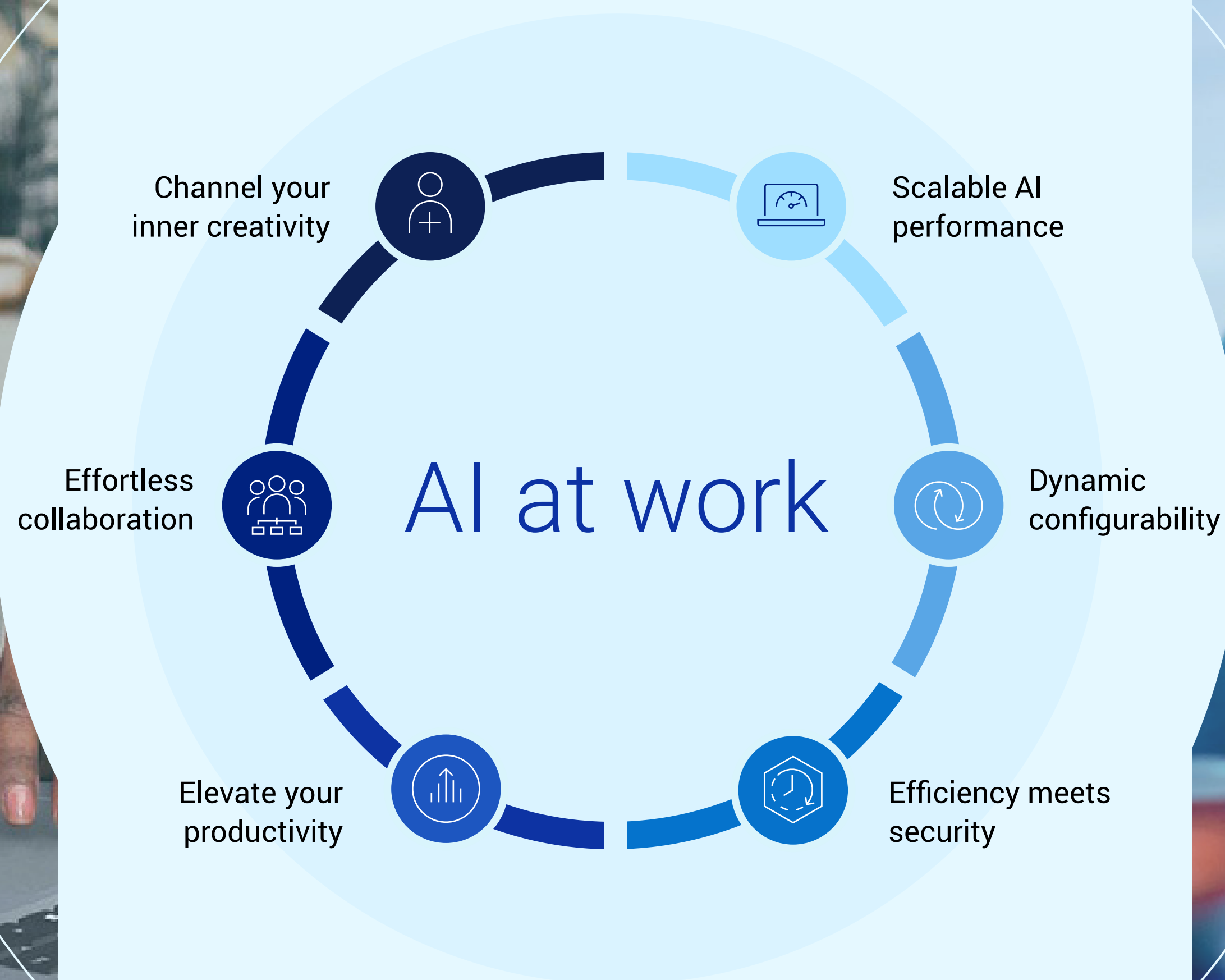






# Transform the way you work with AI by your side

Boost your productivity, creativity, and  
collaboration to new levels.



AI end-user ›

AI builder ›

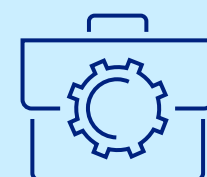




## AI BUILDER

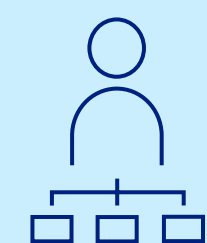
# Unleash data potential and turn it into operational efficiencies

AI Builders are professionals engaged in the field of AI, focusing on designing, building, and implementing AI models and systems.



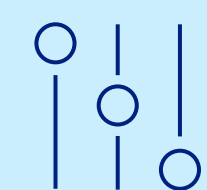
### Workplaces

Work spans across various industries including tech, healthcare, finance, automotive, and more.



### Job titles

AI/ML engineers, data scientists, research scientists, software developers with a focus on AI and professors or researchers in academia.



### Technological needs

Require PCs with advanced CPUs, GPUs and NPUs to handle complex computations, large datasets and intensive model training.

## Recommended solutions



### Dell Pro Max Premium

Great for utilizing, hosting, and inferencing AI models.



### Dell Pro Max Plus

Designed to accelerate AI and GenAI development, deployment, and fine-tuning.





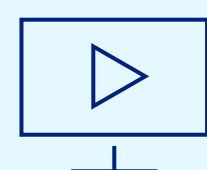
## AI BUILDER

Unlock the power  
of AI with Dell Pro  
Max AI PCs

# Scalable AI performance

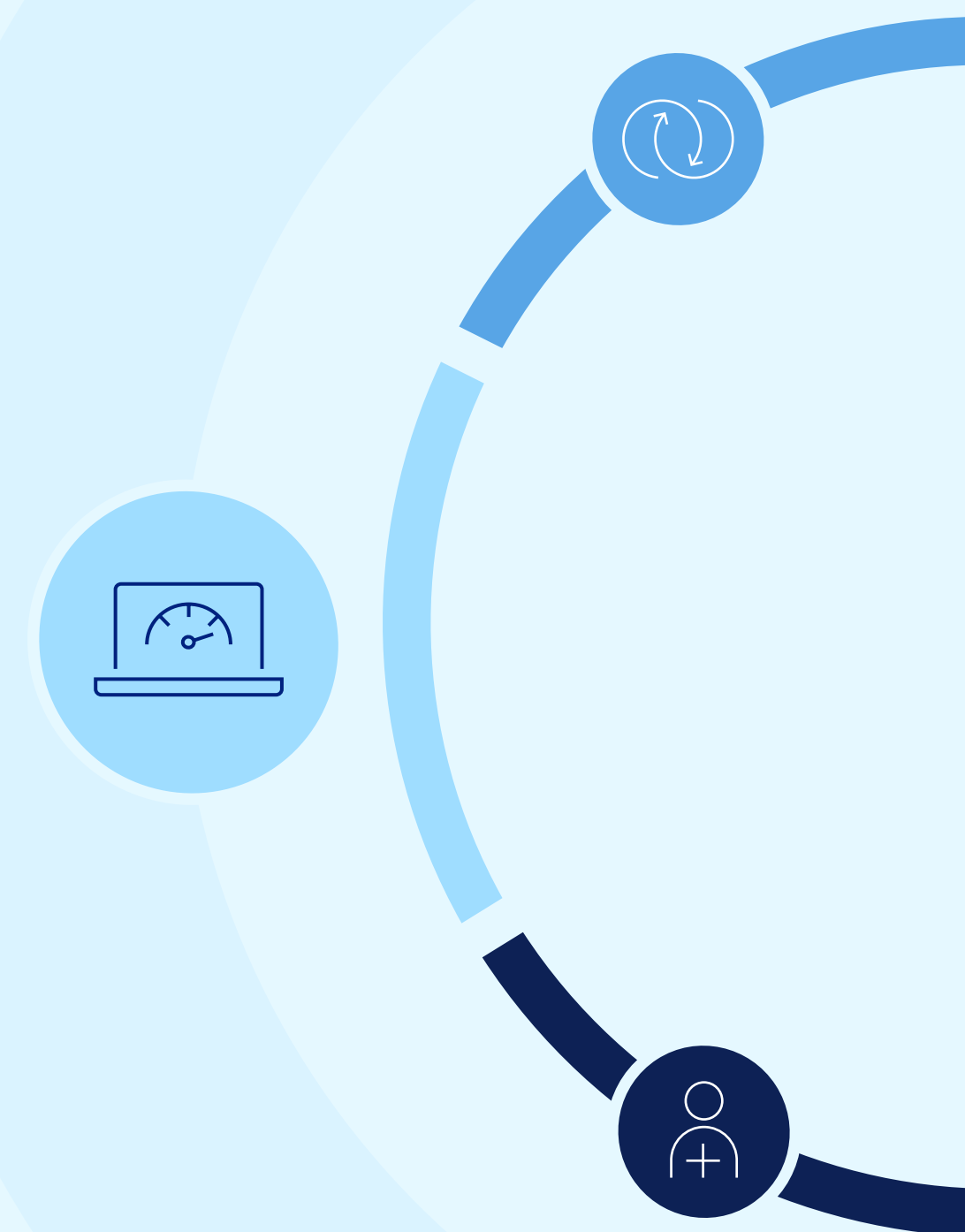


Speed up delivery and secure AI development locally on the device with powerful NVIDIA GPUs on the world's **#1 workstation brand**<sup>9</sup>.



Dell Pro Max AI PCs are workstations that are perfect sandbox environment devices and entry-level machines for companies to jumpstart their AI journey.

Dynamic  
configurability ›







## AI BUILDER

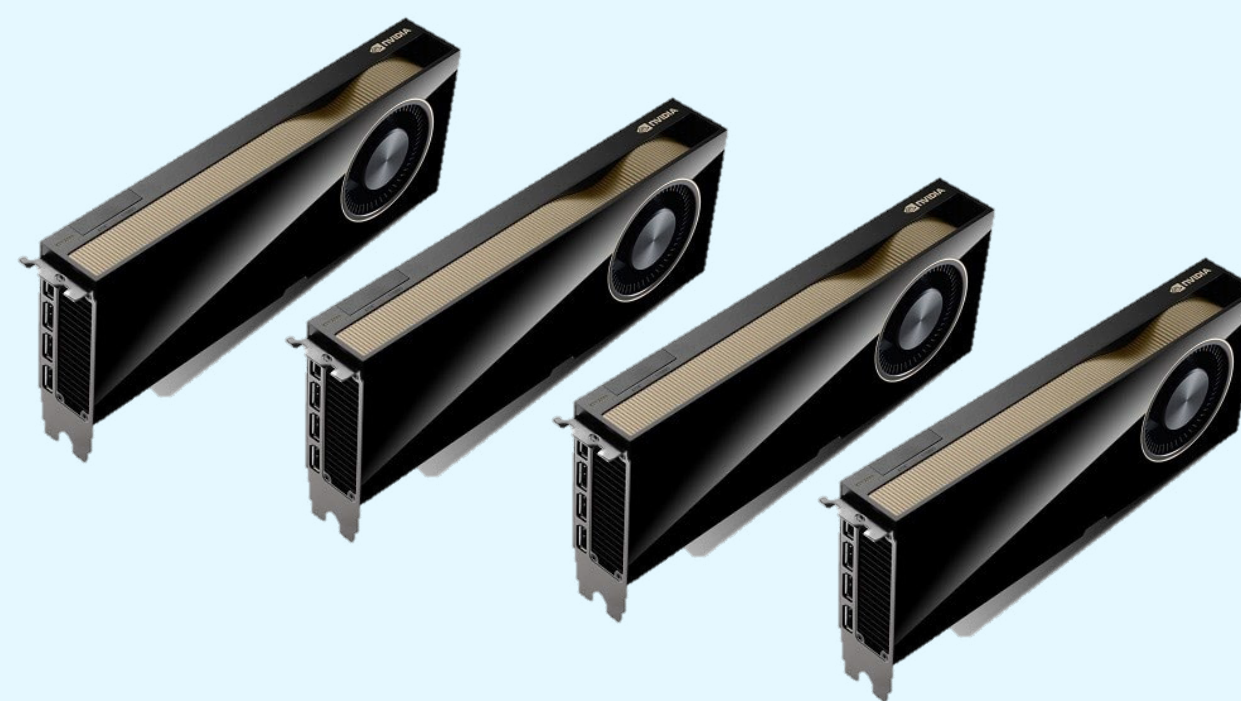
Unlock the power  
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Max AI PCs



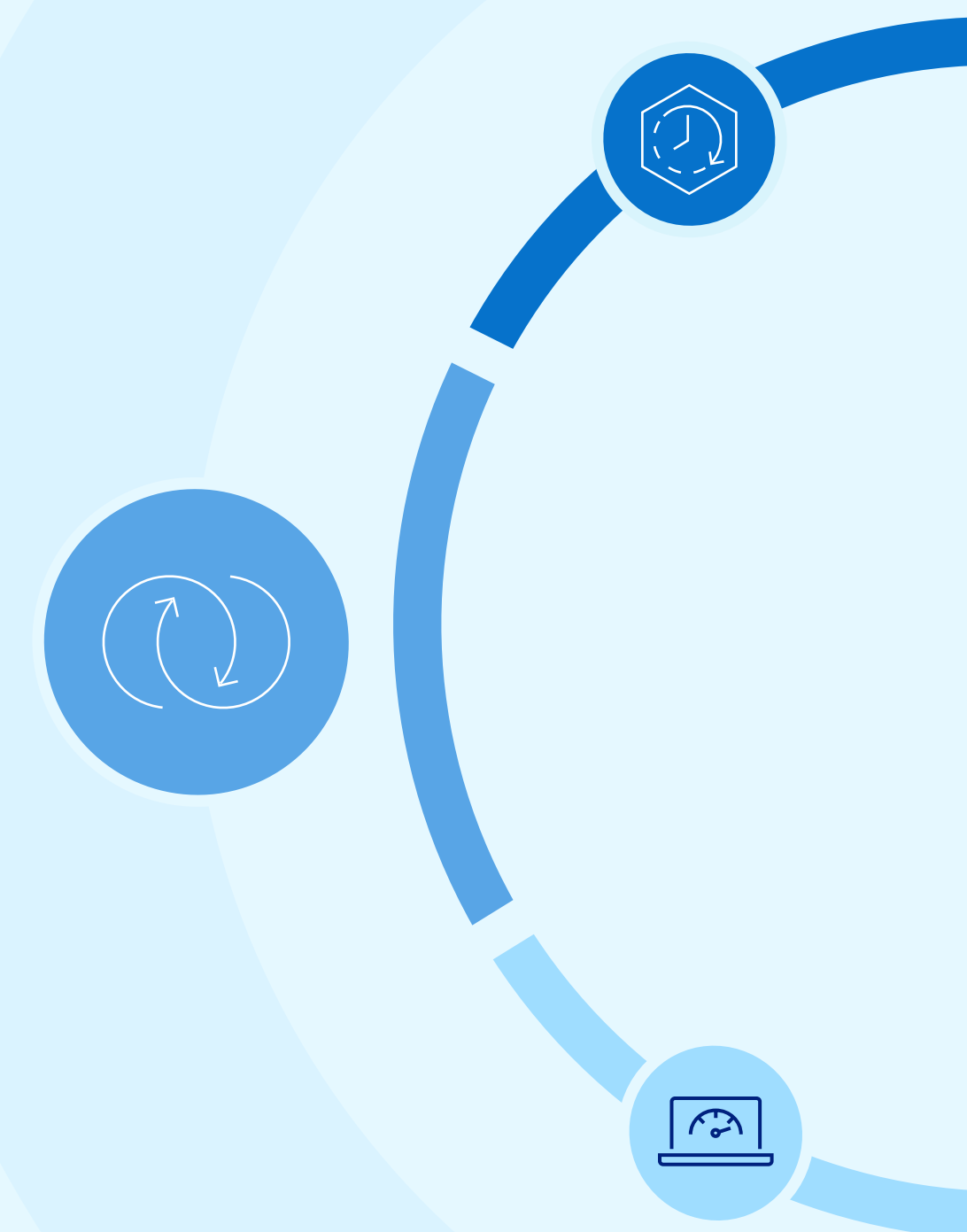
## Dynamic configurability



Elevate your AI workspace by customizing your Dell Pro Max AI PC with configurations of RAM, storage and GPU with up to **4 NVIDIA™ 6000 Ada GPUs** in a single workstation.



Efficiency  
meets security ›







## AI BUILDER

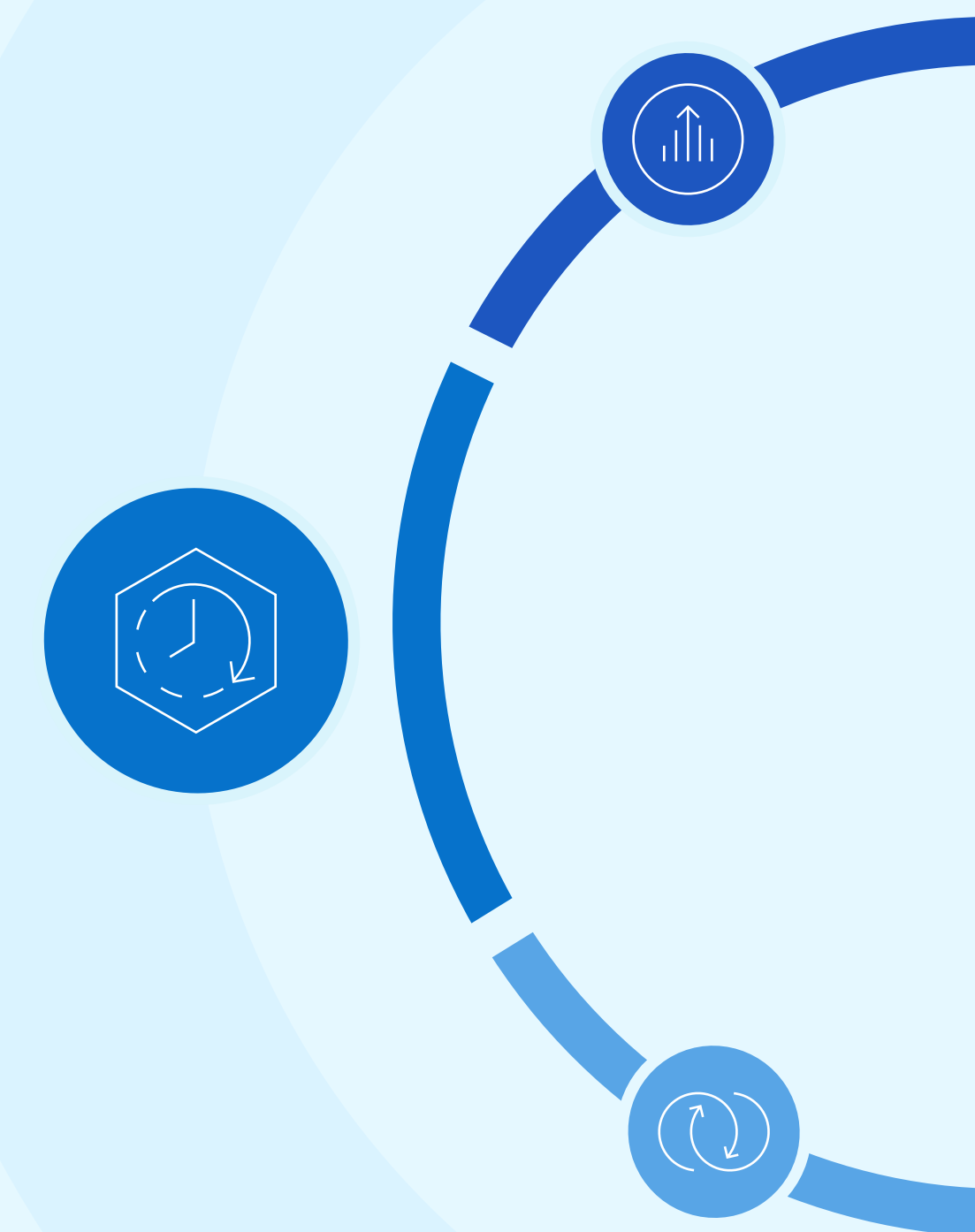
Unlock the power  
of AI with Dell Pro  
Max AI PCs



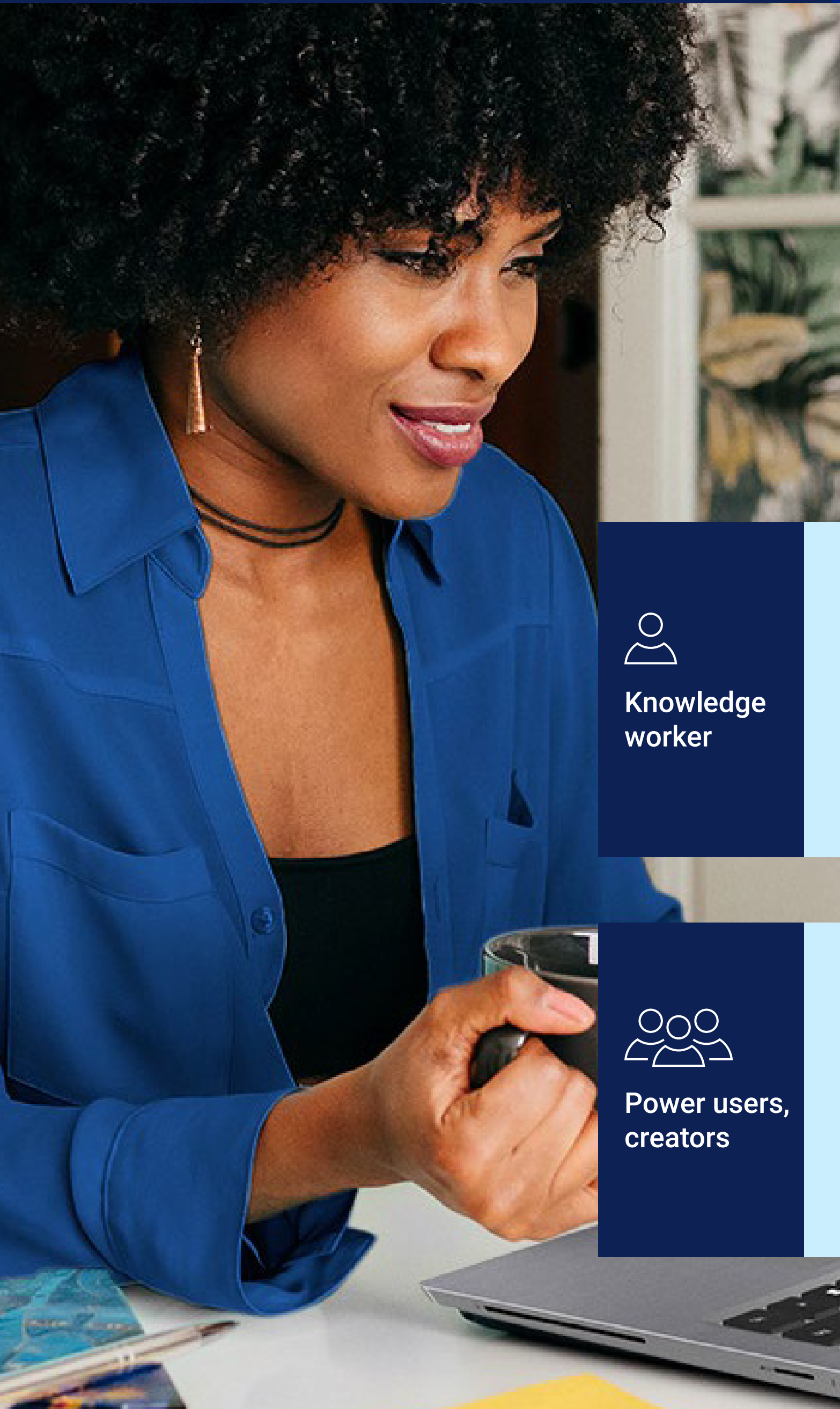
# Efficiency meets security



Empower data scientists and developers with greater control by **utilizing on-premise AI development and deployment on AI-ready devices**, enabling efficient, secure and cost-effective AI innovation.







AI END-USER

Enhance productivity and elevate creative potential

AI End-Users are split between the everyday knowledge workers and the creative power-users that are eager for productive innovation.



Knowledge worker

Role:

Information-processing professionals who make informed decisions in their day-to-day activities.

Workplace:

Work spans across various industries including tech, healthcare, finance, automotive, and more.

Technological needs:

Introduction of AI PCs can significantly enhance productivity, efficiency, and ability to derive insights with large amounts of data.



Power users, creators

Role:

Highly skilled individuals that use advanced computing capabilities to innovate, create content, and solve intricate problems.

Workplace:

Work spans across various industries including tech, healthcare, finance, automotive, and more.

Technological needs:

Demand high-performance computing solutions to effectively utilize AI technologies to push boundaries of what's possible.

Recommended solutions



Dell Pro Series

Boost productivity and efficiency with AI capabilities, optimizing organization, collaboration, and preserving battery life.



Dell Pro Max/Premium

Designed for Power users, as well as creative, design and other complex compute and graphical tasks.



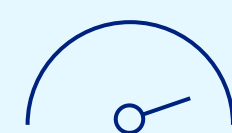


## AI END-USER

Accomplish more  
with AI PCs to help  
you be productive  
and innovate like  
never before



# Elevate your productivity



Work smarter, not harder with our new  
AI-enabled Dell Pro and Dell Pro Max AI PCs

#1 commercial  
AI PCs worldwide<sup>10</sup>

World's  
most secure and manageable  
commercial AI PCs.<sup>11</sup>

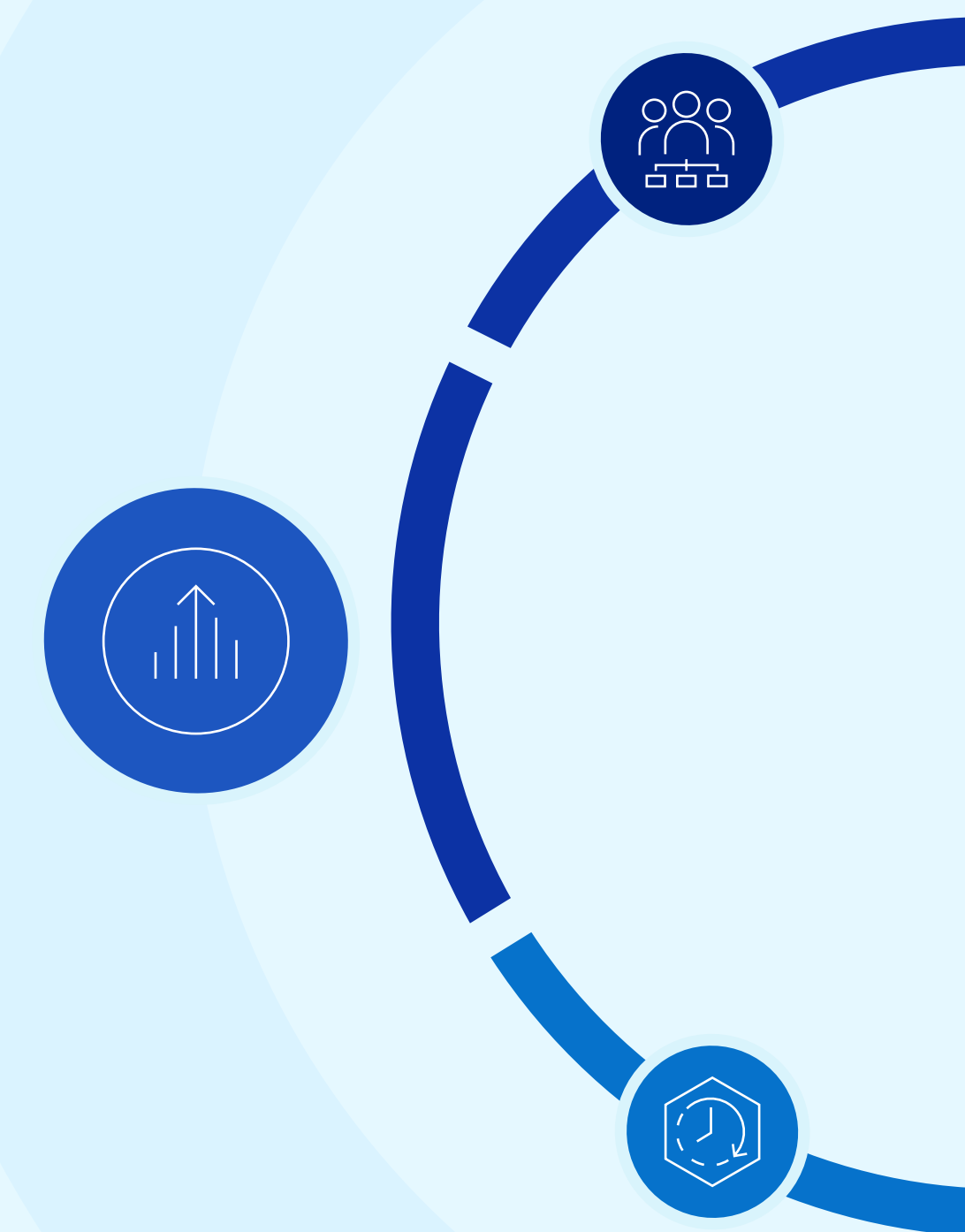
3x faster  
inferencing speed when running widely  
used large language models.<sup>12</sup>

10. Based on IDC Worldwide Quarterly Personal Computing Device Tracker, Nov 6, 2024 – Units

11. Most Secure Commercial AI PC claim. 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. Intel-based PCs validated by Principled Technologies. A comparison of security features, April 2024. 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 Solutions - Microsoft Intune, Workspace ONE, are separate purchases. Intel vPro, to support out-of-band systems management, is an additional system configuration upgrade. Based on Dell internal analysis, April 2024.

12. Based on LLMWare testing, November 2024 on Dell devices with Intel® Core™ Ultra 200V series processor compared to devices with Mac M3 Max processors. Large Language Models include: llama, llama2, mistral, phi-3, and yi-9b

Effortless  
collaboration ›





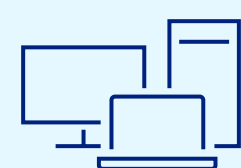


## AI END-USER

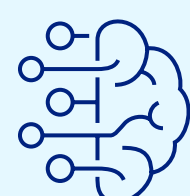
Accomplish more  
with AI PCs to help  
you be productive  
and innovate like  
never before



## Effortless collaboration

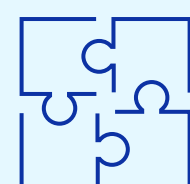


Bridge the language gap with on-device AI when activating live captions to instantly translate 40+ languages into english -- even without internet connection



Polish your virtual presence with smart conferencing technology from **Windows Studio Effects**.

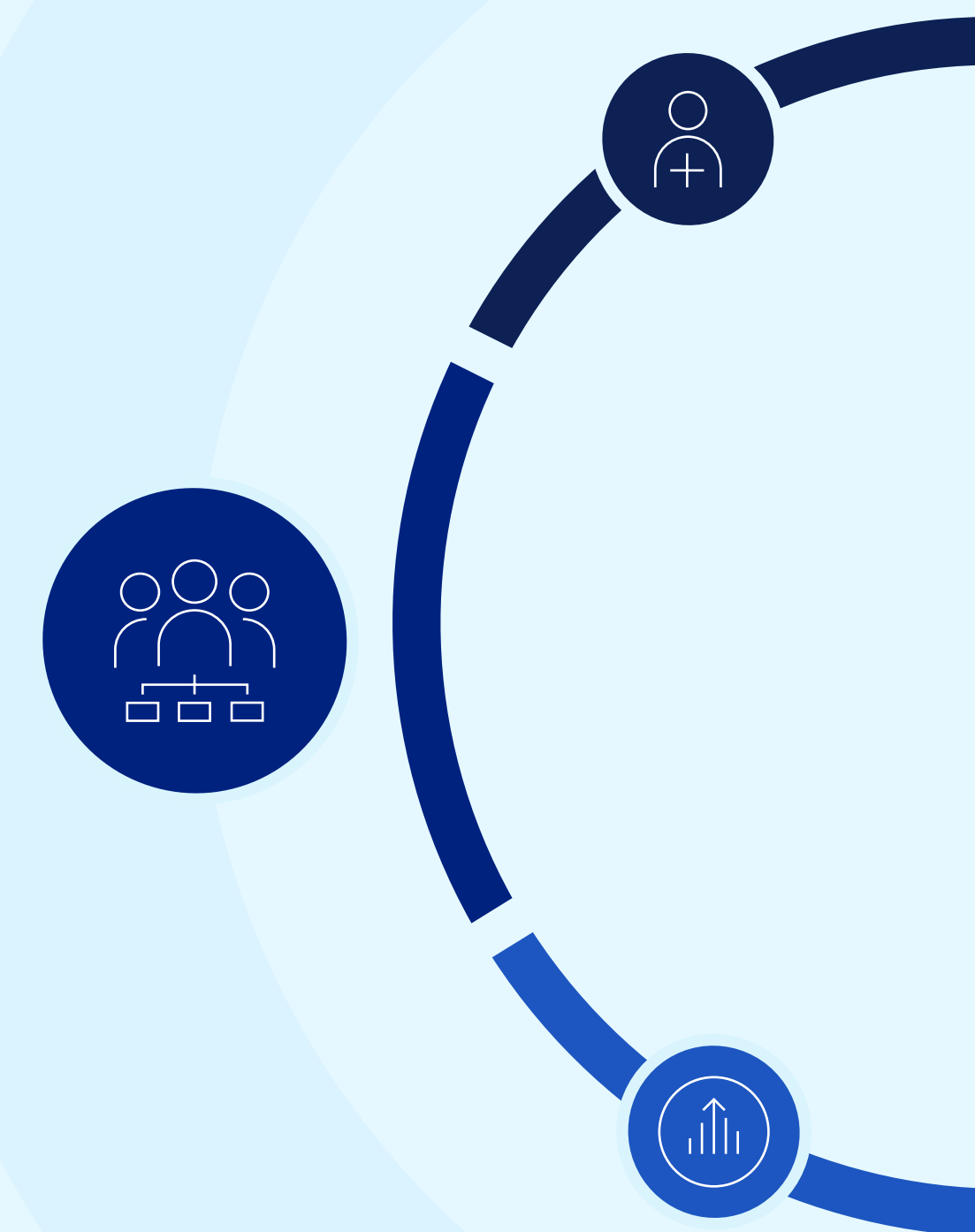
Up to **42%** less power when running calls on Microsoft Teams.<sup>13</sup>



Get a more inclusive experience with integrated **AI ASL auto-translations** via Omnibridge. [Watch now >](#)

13. Based on internal analysis and testing, compared to previous generation Intel® Core™ Ultra processor, September 2024. Select AI-enhanced collaboration features include, eye contact correction, standard blur, portrait blur, automatic framing, calls with audio only, virtual background running on devices with Intel® Core™ Ultra 200V series processor. Results may vary.

Channel your  
inner creativity >



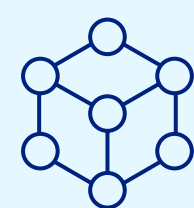




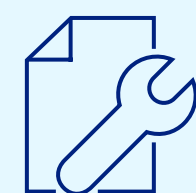
## AI END-USER

Accomplish more with AI PCs to help you be productive and innovate like never before

# Channel your inner creativity



Turn ideas into reality with **Copilot for Microsoft 365** and AI applications that help you draft your visions quickly.



Unlock creative possibilities with AI video and photo editing tools with **Cyberlink**

**2.5x**

longer battery life when using Cyberlink's PowerDirector AI Background Remover feature, with NPU hardware acceleration enabled.<sup>14</sup>

Create fully editable custom designs and text

**1.9x**

faster, even offline with Cyberlink's Promeo AI Magic Designer.<sup>15</sup>

Use up to

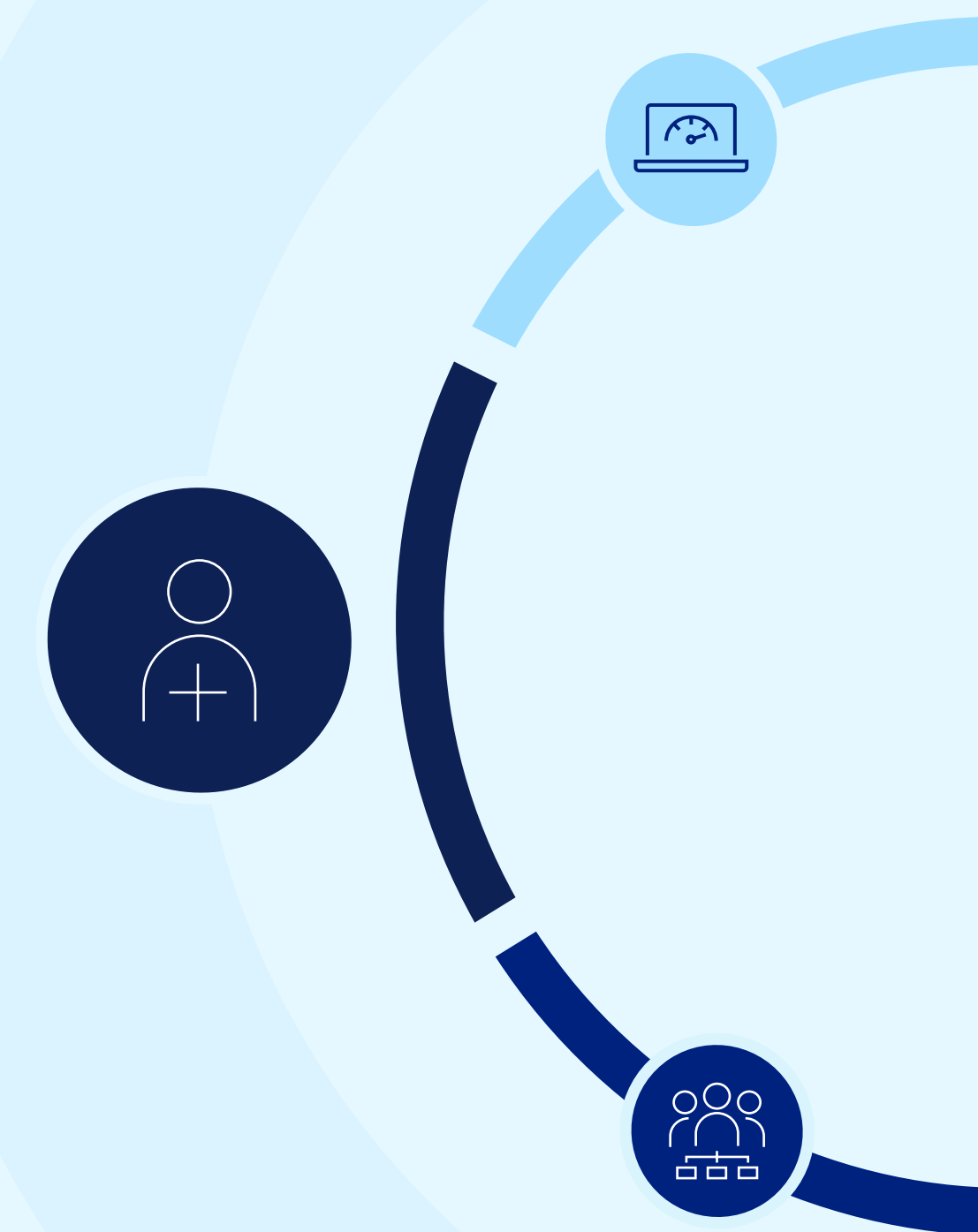
**49%**

less power when utilizing AI editing features like Image Upscale to enhance low-quality images.<sup>16</sup>

14. Based on internal analysis and testing, November 2024. Cyberlink's Power Director AI video editing features running on devices with Intel® Core™ Ultra 200V series processors with NPU hardware acceleration enabled compared to Intel® Core™ Ultra 200V series processors without NPU hardware acceleration enabled. Results may vary.

15. Based on internal analysis and testing, November 2024. Cyberlink's Promeo AI Magic Designer running on devices with Intel® Core™ Ultra 200V series processors was compared to previous-generation Intel® Core™ Ultra processors.

16. Based on internal analysis and testing, compared to previous generation Intel® Core™ Ultra processor, November 2024. Results may vary.







# The AI revolution is shaping industries and bringing potential for transforming the way we work

But diving into AI can feel daunting with all the uncertainties around.



Where do I start? ›



Is it secure? ›



Is it sustainable? ›

At Dell, we have implemented tailored services and solutions to accelerate your AI Journey.





# Simplify your AI journey

Take advantage of Dell's expertise with end-to-end AI support and services from inception to expansion and strategic investment in AI technologies.



## Dell Professional Services can help you

Establish  
strategy



Prepare  
data



Choose  
platform



Deploy  
and test



Operate  
and scale

Implement Microsoft Copilot offerings across your organization with Dell Services ›

Tailor GenAI technologies to the needs of end users with Dell Digital Employee Experience Services for GenAI ›

Get started with Dell Accelerator Workshop today ›



Access the latest technologies to quickly transform your IT with flexible payment options with Dell APEX PC as-a-Service

30% savings in support costs with Dell APEX PCaaS.<sup>17</sup>

Visit Dell APEX PC-as-a-Service ›





# Trust and secure your data

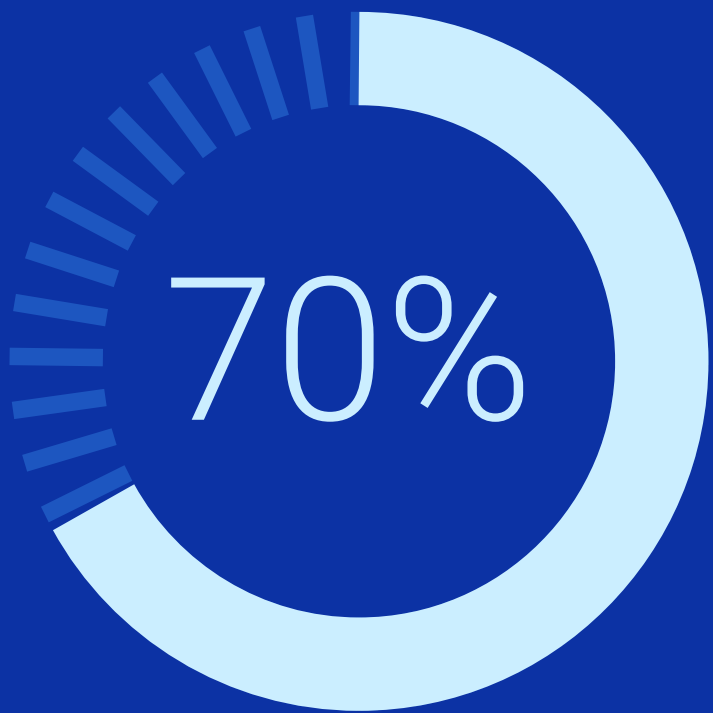
Protect your data and devices with the world's most secure commercial PCs.<sup>18</sup>



Stay secure using our device's built-in defenses with AI-enabled cybersecurity software integrations for advanced threat combat and improved cyber resilience.



Get powerful protection by default with Windows 11. With phishing safeguards, passwordless security, and app control, Windows 11 reported a reduction in security incidents by up to 58%.<sup>19</sup>



Attack surface reduction vs older PCs, according to Intel® and IOActive.<sup>20</sup>

<sup>18</sup> Based on Dell internal analysis, October 2024. Applicable to PCs on Intel 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.  
<sup>19</sup> Windows 11 results are in comparison with Windows 10 devices. "Windows 11 Survey Report," Techaisle, February 2022.  
<sup>20</sup> Based on IOActive's "Intel vPro 13th Gen Attack Surface Study" published March 2023 (commissioned by Intel), which evaluates Intel vPro devices powered by 13th Gen Intel Core processors against four-year-old Intel-based PCs on Windows OS. Details at [www.intel.com/performance-vpro](https://www.intel.com/performance-vpro) [intel.com]. Results may vary.





# Advance sustainability

Responsibly use AI and take advantage of AI-driven insights for energy and resource consumption.



Use AI-driven insights and data to act on your business and sustainability goals.



Put AI to work faster with responsible, right sized AI investments for energy efficient workloads.



Implement secure, private, and ethical AI to prioritize your goals with maintaining data sovereignty.





# Unlock the boundless potential of people by choosing to invest in AI

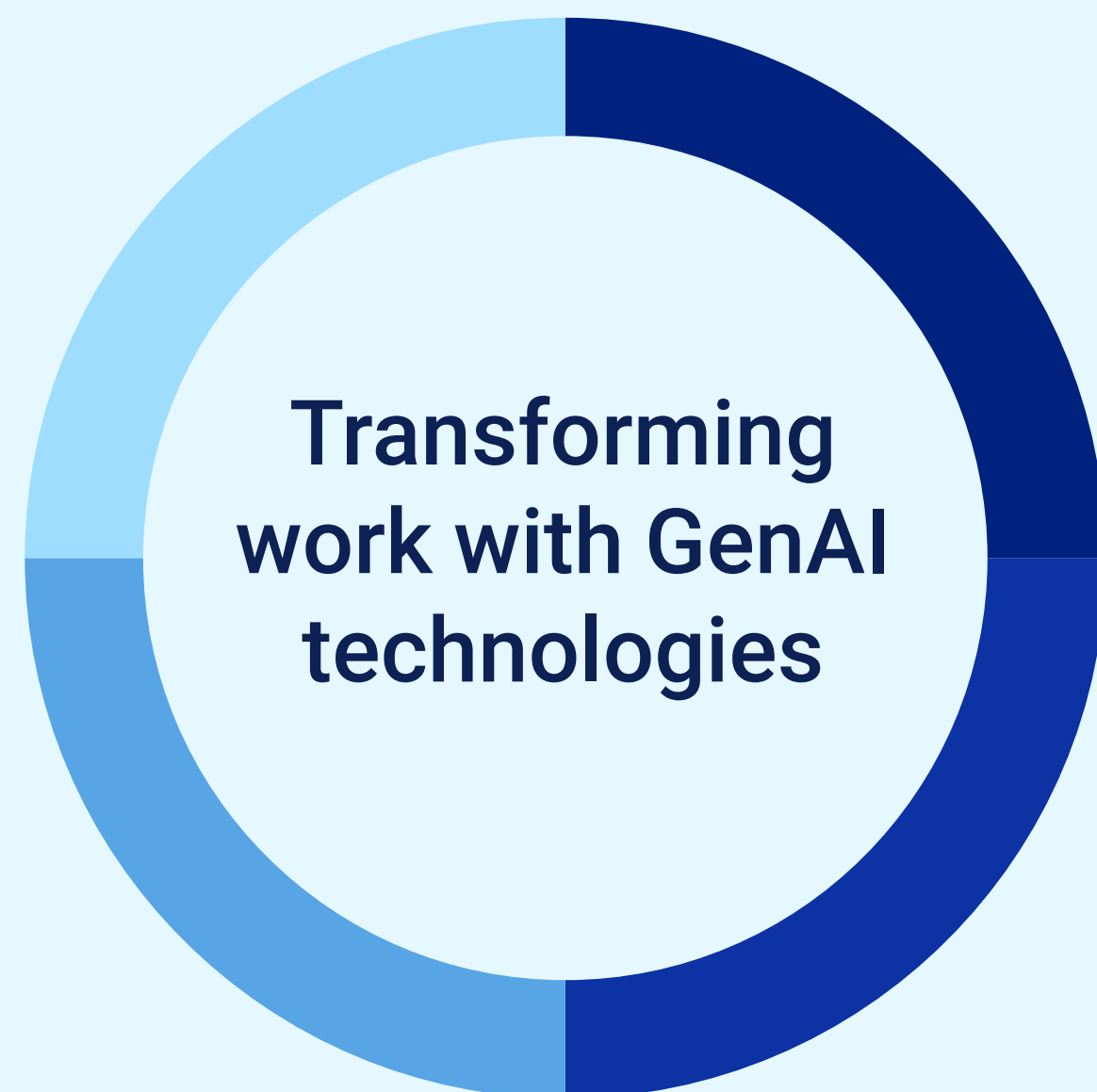
Tap into the full power of your workplace by setting up the right programs  
and building a strong AI foundation to transform how we work.

37%

of organizations will invest in  
technologies for improvement  
communication and  
collaboration.<sup>21</sup>

45%

of organizations will  
invest in technologies  
for training and skill  
development.<sup>21</sup>



32%

of organizations believe  
that GenAI will save  
employee time and bring  
productivity gains.<sup>21</sup>

29%

of organizations believe  
that GenAI will enable  
faster decision making.<sup>21</sup>

<sup>21</sup> Based on IDC Workforce Upskilling for the AI Era, 2024.







## FROM VISION TO REALITY

# Establishing an AI-ready workplace

80%

of workers reported using Generative AI in their lives in some capacity and 63% indicated that they've used it for work.<sup>22</sup>

45%

of companies lack a Generative AI policy, exposing them to significant risks such as data breaches, unintended biases by ungoverned AI systems, strategic misalignment and even potential legal complications.<sup>22</sup>

## 3 Steps to AI Workplace Transformation.

### 1 Foster a culture of learning

Educate and empower your employees

Identify AI evangelists and prioritize workforce upskilling for AI by identifying skill gaps and offering targeted AI, while fostering experimentation within supportive guidelines to spark innovation and demystify AI.

### 2 Craft the AI blueprint

Set up governance & ethical guidelines

Develop a robust AI governance framework encompassing policies and standards to align AI developments with organizational objectives, implementing ethical principles, alongside designed roles to oversee AI initiatives for regular compliance.

### 3 Strategically align

Integrate AI into business processes

Gain a competitive edge by promoting cross functional collaboration and dedicated a technical AI expert while investing in tools to ensure effective AI deployment.





**Harness the  
power of AI**

Introduction

Understanding  
AI PCs

Modernize with an  
AI PC Refresh

Embracing AI in  
your daily work

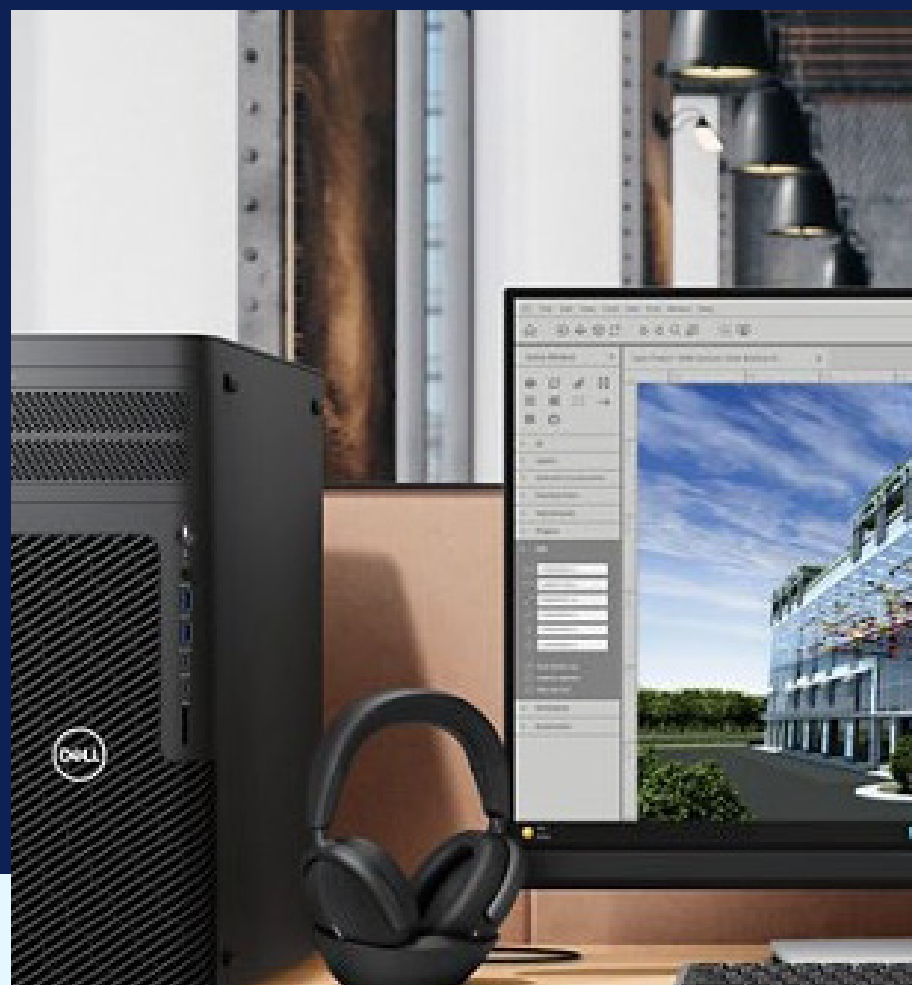
Addressing  
AI challenges

Futureproofing for  
an AI driven world

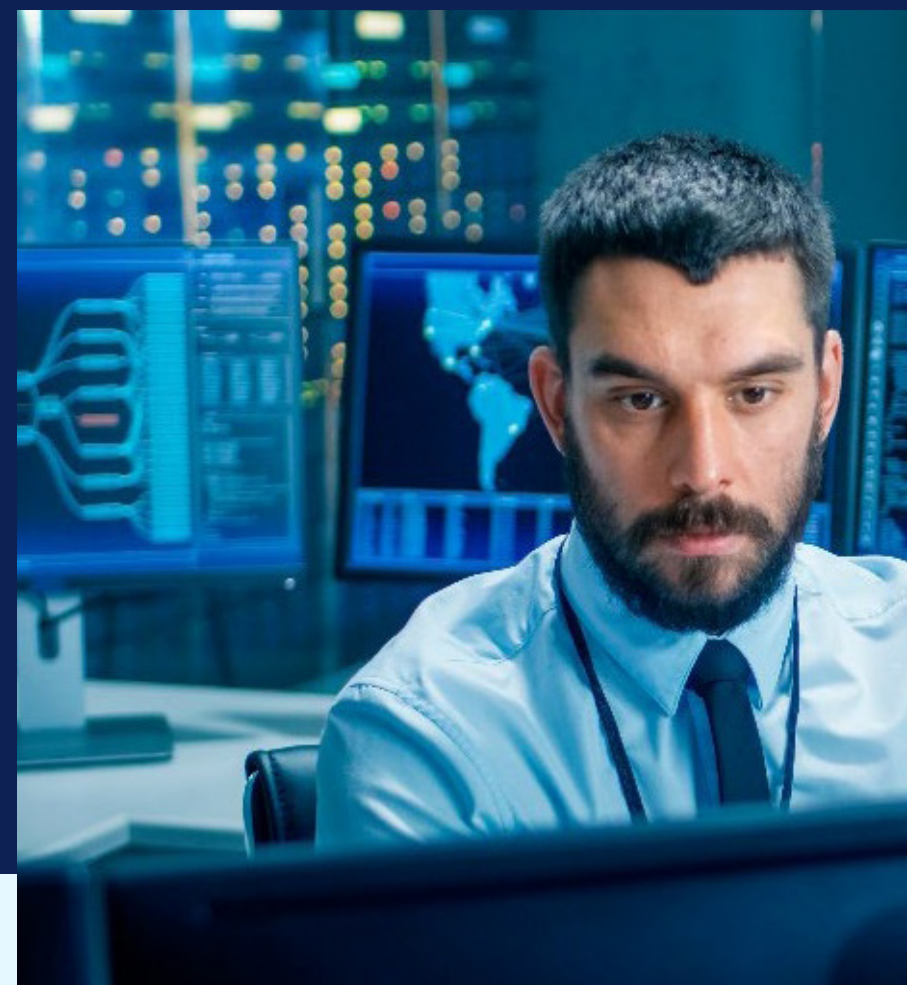
**Why Dell for AI**



Dell AI PC Solutions  
& Ecosystem for  
Business Workers



Dell Pro Max AI PCs  
for Developers



Dell Trusted  
Workspace



Dell Services



Strategic AI Partners

## END-TO-END AI CAPABILITIES

Dell has the world's broadest AI solutions portfolio from desktop to data center to cloud, all in one place<sup>23</sup>, with deep partner relationships.

23 Based on Dell analysis, August 2023. Dell Technologies offers hardware solutions engineered to support AI workloads from Workstations PCs (mobile and fixed) to Servers for Highperformance Computing, Data Storage, Cloud Native Software-Defined Infrastructure, Networking Switches, Data Protection, HCI and Services.

**DELL**Technologies





# Why Dell for AI Client Solutions?



## Delight the End-User

**Dell Technologies is the #1 in  
commercial AI PCs worldwide**

**Best Designs with powerful  
fixed workstations with more  
memory and storage.**

**Most scalable mainstream  
business laptops<sup>24</sup>**

<sup>24</sup>  
<sup>25</sup>

Based on Dell analysis, October 2022  
Based on Dell internal competitive analysis, October 2024



## Simplify IT

**World's most secure and  
manageable commercial AI PCs**

**With Dell Validated Designs  
for AI PCs, only Dell delivers  
seamless cross-silicon  
optimization, crucial for rapid  
on-device AI deployment using  
NPU technology.<sup>25</sup>**

**Invest in new technology with  
flexible payment options offered  
by APEX PCaaS.**



## Advance Sustainability

**Improve energy efficiency on  
devices with AI-based features  
and optimize AI investments  
through Dell's Professional  
services to reduce waste and  
lower energy cost.**

**Responsibly retire hardware  
with Asset Recovery Services  
and recover value to invest in  
new AI PCs.**





## Fast-track your AI transformation with

- Dell APEX PC-as-a-Service
- Professional Services

### Don't know where to start?



Get started with the Dell  
AI Accelerator Workshop ›

\*fee waived



Learn more on  
[Dell.com/shopPCs](https://Dell.com/shopPCs) ›



Reach out to your Dell  
Sales Representative

**DELL**Technologies