

# Differentiated **Simplicity**

Introducing the simplest end-to-end PC portfolio for the AI era, new from Dell Technologies.



# More clarity. Less complexity.

As AI capabilities, mobility demands, and security concerns shape and reshape the way we work, Dell Technologies has increased its investment in stronger, simpler consumer experiences.

## More clarity. Less complexity.

New product naming from Dell brings differentiated simplicity to the device portfolio. With a unified approach across PCs, displays, peripherals, and services, Dell has streamlined offerings into three distinct product lines, making it easier than ever to choose best-fit devices for specific workforce needs.

[In this ebook, discover how the new portfolio architecture lines up to the Dell™ products you're already familiar with and unlock the value of a simplified customer experience.](#)





# The people have spoken.

Dell Technologies has been at the forefront of PC innovation for more than 40 years. Always, the goal has been to meet changing customer needs with accessible, intuitive solutions.

This new portfolio framework comes in part as a response to consumer feedback requesting clearer differentiation between products. The result? An approach that removes product overlap and delivers a simplified shopping experience for all.



**40+ years** of innovation



**13,000+ interviews** with businesses, customers, consumers, and partners

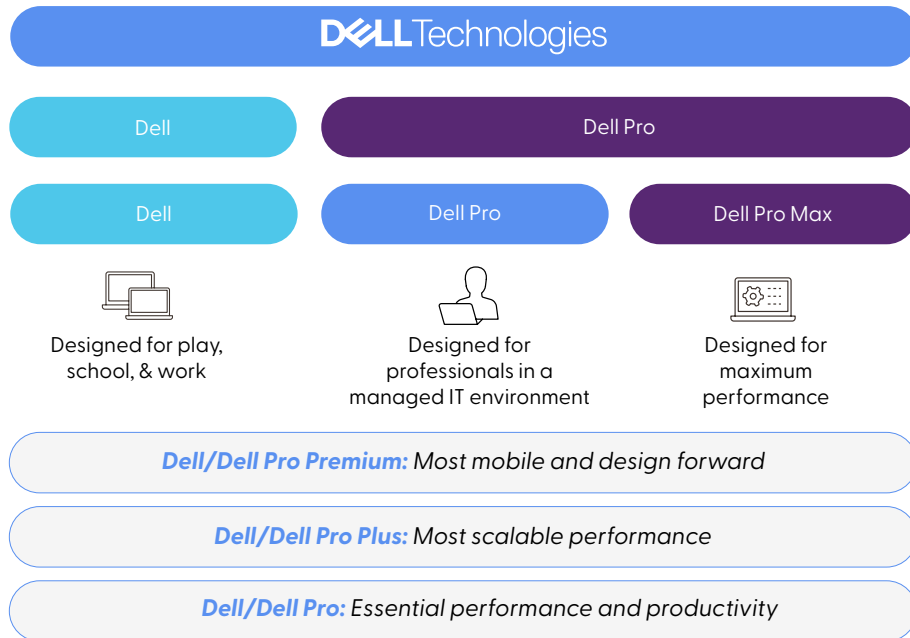


**3 product lines** aligned to user needs

# Simpler is stronger. See the difference.

New product line naming within the Dell Technologies® device portfolio aligns to how customers choose and purchase Dell™ devices, with a clear rubric for use cases and goals.

Whether you're looking for personal devices, professional flexibility, or maximum performance for high-pressure work, the shopping process is simpler with product line differentiation grouped for purpose-built solutions.



New product launches from 2025 forward will align to the modern, simplified framework. Existing products will retain their current names until they're retired.

Comparing the chart below with this new portfolio framework offers a sense of how this fresh approach aligns to the pre-existing Dell portfolio and devices that may currently be in use within your technology environment.

Dell product portfolio

Dell	XPS	G Series	Vostro	Cheng-Ming	Latitude	OptiPlex	Precision
	9000				9000		
Plus		7000	7000		7000	Plus	7000
Base		5000	5000		5000	Base	5000
Entry			3000	Compute	3000		3000

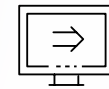


# Experiences, elevated.

Stronger distinction between product lines and tiers offers a seamless journey for choosing and purchasing devices. This redesign delivers key benefits to Dell Technologies customers.



**Understand products easier.**



**Find the right devices faster.**



**Shop and integrate simpler.**

For partners like Insight, the change makes conversations and comparisons around Dell products more natural than ever.

# Success starts with clarity.

As a longtime partner of Dell Technologies, Insight is excited to be at the forefront

of helping deliver a more seamless shopping experience for our joint clients. Create clarity across your entire device experience with Insight for Dell Technologies. From shopping and procurement to implementation and integration, we'll help you refresh your fleet and set your workforce up for success.



**2021 North America**

Channel Excellence in Growth



**14,000+**

Insight teammates worldwide



**64**

Dell certifications



**26**

countries served



# Future-proof with Insight and Dell Technologies.

PC refresh is a critical component of business success. From navigating end-of-life operating systems and software such as Windows® 10, to adding cutting-edge AI capabilities to your organization, find the support you need for stronger device value and world-class performance with Insight and Dell Technologies.

## Let us help you do more.



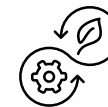
Transform **work**.



Drive **business growth**.



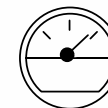
Increase **device value**.



Support **sustainability**.



Enhance **security**.



Improve **efficiency**.



Manage **with ease**.

Learn more about the impacts of the new Dell™ portfolio and find AI PCs built to accelerate work wherever it happens. Contact your Insight representative for more information.



Insight Enterprises is a leading Solutions Integrator that helps clients solve technology challenges by combining the right hardware, software, and services. We're a global Fortune 500 technology company with a network of over 6,000 partners and experts around the world who provide access to end-to-end IT capabilities. For more than 35 years, we have delivered and optimised technology solutions for our clients efficiently, effectively, and safely. We are rated as a Great Place to Work, a Forbes World's Best Employer, and a Fortune World's Best Workplace. Discover more at [insight.com](https://www.insight.com).



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