

Differentiated Simplicity

The Dell Technologies Simplified Portfolio



The simplest end-to-end PC portfolio for the AI era

As the industry shifts to embrace the newest technologies including AI, Dell Technologies is launching a new portfolio of devices with goal of simplifying the selection experience for all. To that end, the Dell Technologies® portfolio now delivers a trio of distinct lines, making selecting the right devices easier than ever.

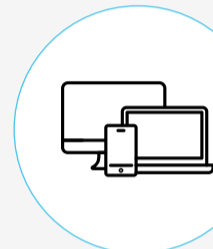
Bigger Expectations. Better Experiences



40+ years
of innovation



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



3 product lines
aligned to
user needs

Streamline device choices

The new devices portfolio, including AI PCs, accessories, and displays, offers solutions across a range of three simplified product lines, with three consistent product tiers.



New product portfolio	Prior product portfolio
Dell For play, school & work	Inspiron® XPS® G Series
Dell Pro For professional productivity	Vostro® Latitude™ OptiPlex™
Dell Pro Max For maximum performance	Precision®

New product tiers
Dell/Dell Pro Premium The most mobile, design-forward laptops, desktops, accessories, and displays
Dell/Dell Pro Plus Products that deliver the most scalability in performance
Dell/Dell Pro Options for essential performance and productivity

Simpler is stronger



Understand products **easier**

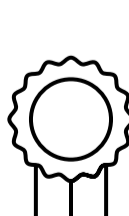


Find the right devices **faster**



Shop and integrate **simpler**

Success starts with clarity



2021 North America
Channel Excellence in Growth



14,000+
Insight teammates worldwide



64
Dell certifications



26
countries served

Stay at the forefront of workforce technology.

Trust Insight and Dell Technologies for advanced capabilities around AI, mobility security, and more. **Contact us to learn more.**