

# Modern Workplace.

The right solution for every employee.





## The transformation of the workplace.

**The workplace is subject to rapid change.**  
**The focus here is on the people - your employees.**



For maximum productivity and satisfaction of your employees, the equipment of the workplace is a decisive factor nowadays.

Our partner, Dell Technologies, is also aware of this. The company has engaged extensively with the transformation of the workplace and the “employees of today”. Employees were classified according to job requirements and working methods.

**Based on the insights gained, Dell Technologies has defined 4 personas, each with their own working methods and preferences in terms of hardware and software.**



In partnership with Dell Technologies, we're committed to providing you with a comprehensive picture of what technology demands on employees. We'll show you which technologies are most likely to be required for maximum performance of each end user. Optimal equipment not only relieves your employees, but the entire company benefits from even more efficiency.

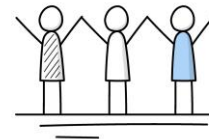
# Your Benefits.



Employees can focus entirely on their work.



Increased productivity through individual support for employees.



Increased employee satisfaction.

Turn your employees into your competitive advantage

# The 4 End User Personas.



10 % of employees

## Builder

Driven to **build** and **grow** the business.

LEARN MORE



19 % of employees

## Connector

Driven to **connect** teams and ensure **collaboration**.

LEARN MORE



15 % of employees

## Specialist

Driven to specialize in unique, **creative**, and **complex** fields.

LEARN MORE



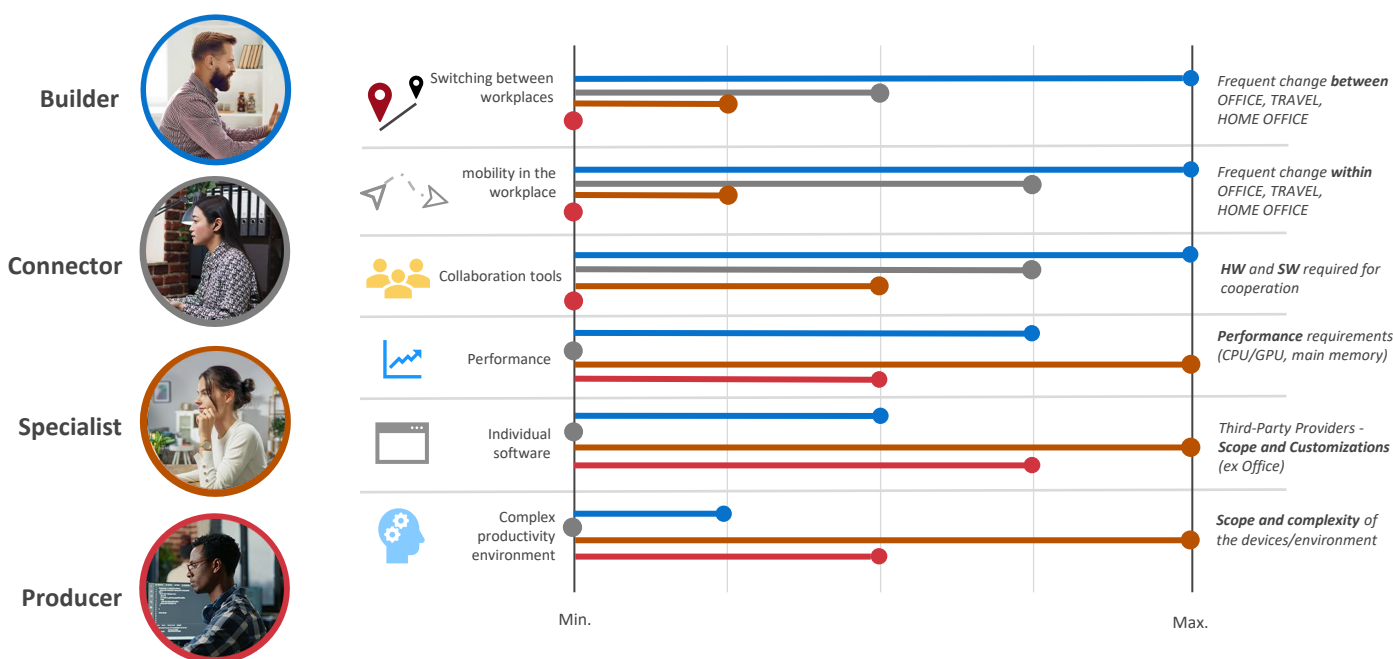
> 50 % of employees

## Producer

Driven to produce results and strives for **efficiency**.

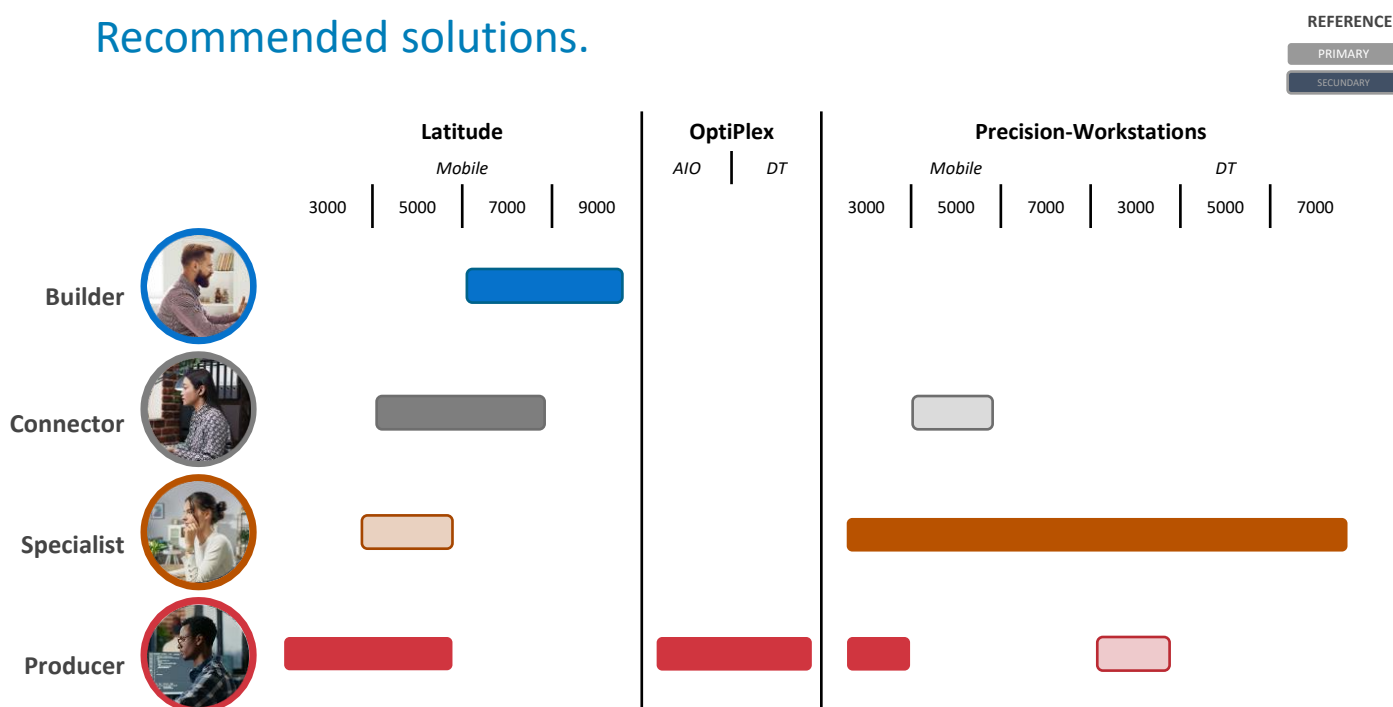
LEARN MORE

## Requirements of the End users in comparison.



The individual fields of activity of your employees have a great influence on the requirements of the workplace and thus the required solution concepts.

## Recommended solutions.







# The Builder

**DELL** Technologies  
TITANIUM BLACK PARTNER

**BECHTLE**



Driven to build and grow the business.



Creates and executes strategic **vision**.



Moves companies forward developing **relationships** with **external** stakeholders and partners.

## CHARACTERISTICS.



**10 %**  
Workforce



**76 %** Use  
Multiple  
Workspaces



**20 %** More  
Mobile



**2 Days**  
Work from  
Office / Week

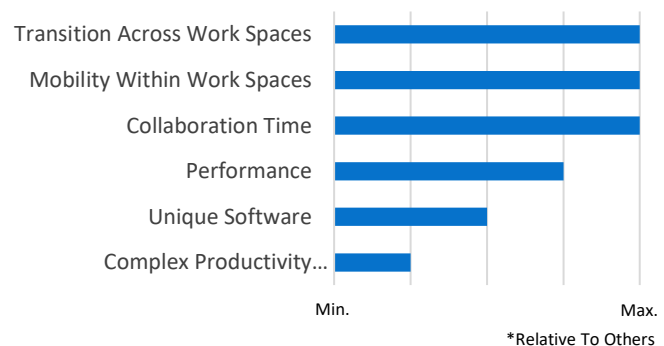
## MOTIVATION.

- Are constantly connected via several devices across multiple workspaces
- Thrive using simplified and effective communication
- Require a high degree of aura across lifestyle and devices

## CHALLENGES.

- Challenges setting up devices across ecosystem
- Difficulty with transition across workspaces and devices
- Need to collaborate and be connected regardless of location
- Desire for a clean and efficient workspace
- Regularly managing connectivity and power

## BUILDER NEEDS CHART\*



## ROLE AFFINITY.

- C-Suite Executives
- P&L Owners
- External Sales
- Account Management
- Public Relations Representatives
- Business Consultants
- Lawyers
- Real Estate Agents

# Hybrid Work Solutions for the Builder.



Latitude 9430

ExpressConnect  
ExpressResponse  
ExpressSign-In  
Contextual Privacy

Dell Optimizer &  
Dell Peripheral Manager  
Integration



## Office



UltraSharp 40 Curved  
WUHD Monitor U4021QW



UltraSharp Webcam  
WB7022



Thunderbolt 4 Dock  
WD22TB4



Premier Wireless ANC  
Headset WL7022



Premier Multi-Device Wireless  
Keyboard & Mouse  
KM7321W



## Roam

Dell Software Experiences



14 Portable Monitor  
C1422H



Premier Rechargeable  
Active Pen PN7522W



USB-C Mobile  
Adapter DA310



Premier Wireless ANC  
Headset WL7022



Premier Rechargeable  
Wireless Mouse  
MS7421W



## Home



UltraSharp 4K 32 Video Conferencing  
Monitor U3223QZ



Dual Charge Dock  
HD22Q



Premier Multi-Device Wireless  
Keyboard & Mouse KM7321W



Driven to **connect** teams and ensure **collaboration**.



Manages plans and data to advance projects.



Enables **progress** by balancing between collaboration and distractions.

## CHARACTERISTICS.



**19 %** Workforce



**68 %** Use Multiple Workspaces



High Collaboration Application Usage



**2,3 days** Work From Office / Week

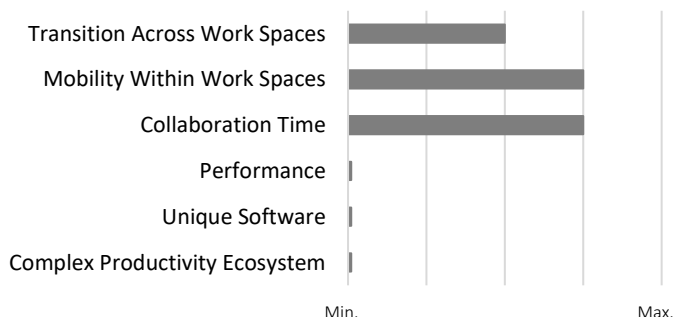
## MOTIVATION.

- Quick to respond
- Efficient multi-taskers
- Center of communication
- Assist in sharing and connecting of people and information

## CHALLENGES.

- Managing virtual meetings can be challenging
- Need to constantly listen in on meetings
- Balance of virtual work session vs traditional in-person
- Need consistent interoperability for docking and peripherals

## CONNECTOR NEEDS CHART\*



\*Relative To Others



## ROLE AFFINITY.

- Team Leaders
- Managers / Directors
- Chiefs of Staff
- Project Managers
- Product Managers
- Brand Managers
- Marketing

# Hybrid Work Solutions for the Connector.



Latitude 7430  
Latitude 7330 (for Roam)

ExpressConnect  
ExpressResponse  
ExpressSign-In  
Contextual Privacy

Dell Optimizer &  
Dell Peripheral  
Manager Integration



## Office



34 Curved Video Conferencing  
Monitor - C3422WE



Thunderbolt 4 Dock  
WD22TB4



Premier Wireless ANC  
Headset WL7022



Premier Multi-Device Wireless  
Keyboard & Mouse KM7321W



## Roam

Dell Software Experiences



14 Portable Monitor  
C1422H



Speakerphone with  
Multiport  
Adapter MH3021P



Premier Wireless ANC  
Headset WL7022



Premier Rechargeable  
Wireless Mouse  
MS7421W



Notebook Power Bank  
Plus (USB-C, 65Whr) –  
PW7018LC



## Home



34 Curved Video Conferencing  
Monitor - C3422WE



Dual Charge Dock  
HD22Q



Premier Wireless ANC  
Headset WL7022



Premier Multi-Device Wireless  
Keyboard & Mouse KM7321W





Driven to specialize in unique, **creative**, and **complex** fields.



Generates focused work and performs detailed **analysis**.



Solves difficult challenges in a logical and detail-oriented manner.

## CHARACTERISTICS.



**15 %** Workforce



**43 %** Work From Home



**80 %** More Performance Needs  
**x2** Performance Applications



**1,7 days** Work From Office / Week



Large Mix of Verticals

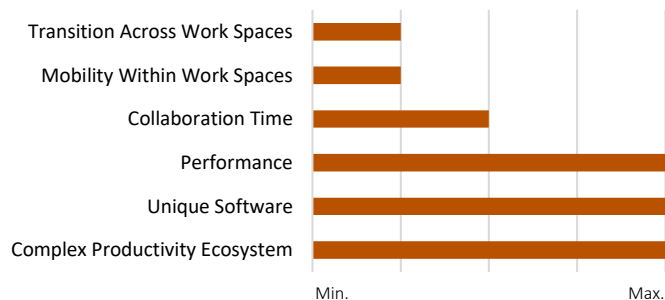
## MOTIVATION.

- Produce expert level deliverables
- Satisfaction and pride in seeing their project drive outcomes
- Excited by challenge to solve complex problems and deliver unique solutions

## CHALLENGES.

- Disruption in speed and power
- Interruption in deep focus
- Lack of screen real estate and ability to customize setup
- Hindered by lack of and changes to specific peripherals
- Inability to access optimal software

## SPECIALIST NEEDS CHART\*



\*Relative To Others



## ROLE AFFINITY.

- Researchers
- Data Scientist
- Engineer
- Analysts
- Architects
- Professional Artists
- Designers
- Programmers
- Database Developers

# Hybrid Work Solutions for the Specialist.



**Precision 3660 Tower**  
(for Office)



**Precision 5470**  
(for Roam & Home)

ExpressConnect  
ExpressResponse  
ExpressSign-In  
Contextual Privacy

ISV Certifications  
Dell Optimizer for Precision  
Easy Arrange



## Office



2x UltraSharp 27 4K USB-C Hub  
Monitors U2723QE



UltraSharp Webcam  
WB7022



Premier Wireless ANC  
Headset WL7022



Premier Multi-Device Wireless  
Keyboard & Mouse KM7321W



## Roam



14 Portable Monitor  
C1422H



Speakerphone with Multiport  
Adapter MH3021P



Premier Wireless ANC  
Headset WL7022



Premier Rechargeable Wireless  
Mouse MS7421W



## Home



2x UltraSharp 27 4K USB-C Hub  
Monitors U2723QE



Thunderbolt 4 Dock  
WD22TB4



Speakerphone  
SP3022



Premier Wireless ANC  
Headset WL7022



Premier Multi-Device  
Wireless  
Keyboard & Mouse  
KM7321W

Dell Software Experiences



# The Producer



Driven to produce results and strives for **efficiency**.



Focuses on **productivity** to deliver desired outcomes.



Achieves success with focus on accomplishing **tasks**.

## CHARACTERISTICS.



> 50 % Workforce



52 % Work  
From Home & Office



22 % More Task Focused



2 x More Desktop Usage



Largest Mix of Verticals



2,8 days  
Work From  
Office / Week

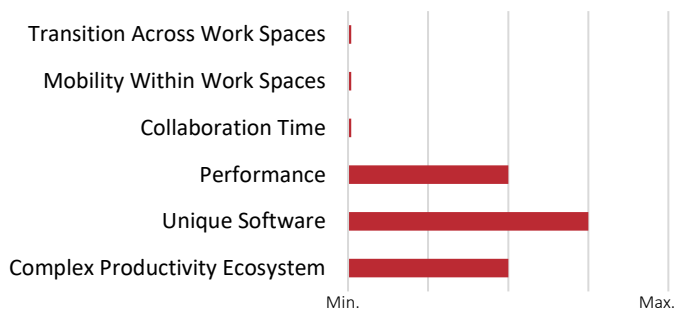
## MOTIVATION.

- Focused efficiency
- Goal and customer centric
- Time to completion

## CHALLENGES.

- Extreme challenges with slow and unreliable devices
- Delaying focused work till optimal ergonomic setting
- Background noise and avoiding distractions
- Status meetings get in the way of "real" work

## PRODUCER NEEDS CHART\*



\*Relative To Others



## ROLE AFFINITY.

- Accountants
- Procurement
- IT Administrators
- Manufacturing Floor
- Finance Admins
- Human Resources
- Front Office Reps
- Admin Assistants
- Call Center

# Hybrid Work Solutions for the Producer. (Fixed Workspace)



OptiPlex 7400 All-in-One



OptiPlex 7000 Micro  
(for Fixed Shop Floor  
& Home)

ExpressConnect  
ExpressResponse

Dell Optimizer & Dell Peripheral  
Manager Integration



Office  
Service  
Desk/Kiosk



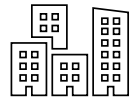
All-in-One Height Adjustable Stand



Pro Wireless Headset  
WL5022



Premier Multi-Device Wireless  
Keyboard & Mouse KM7321W



Office  
Shop Floor



27 USB-C HUB Monitor  
P2723DE



Micro All-in-One Stand  
MFS22



Premier Multi-Device Wireless  
Keyboard & Mouse KM7321W



Home



2x 27 USB-C HUB Monitor  
P2723DE



UltraSharp  
Webcam  
WB7022



Speakerphone  
SP3022



Pro Wireless  
Headset WL5022



Pro Wireless  
Keyboard and  
Mouse KM5221W



Dual Monitor  
Arm MDA20

Dell Software Experiences



# Hybrid Work Solutions for the Producer. (Mobile Workspace)



Latitude 5430

ExpressConnect  
ExpressResponse  
ExpressSign-In  
Contextual Privacy

Dell Optimizer  
Easy Arrange



Office



2x 27 USB-C HUB Monitor  
P2723DE



Thunderbolt 4 Dock  
WD22TB4



Pro Wireless Headset  
WL5022



Pro Wireless Keyboard  
and Mouse KM5221W

Dell Software Experiences



Home



2x 27 USB-C HUB Monitor  
P2723DE



Dual Charge  
Dock HD22Q



Speakerphone  
SP3022



Pro Wireless Headset  
WL5022



Pro Wireless Keyboard  
and Mouse KM5221W

# WHY DELL TECHNOLOGIES?

Dell Technologies drives transformation of the way of working throughout the PC lifecycle.



## Business innovation.

Dell listens to its customers and responds with innovation, investing in many areas including:

- Monitors with generous InfinityEdge designs and 8K Ultra High Definition resolutions
- 100% Adobe RGB colour gamut for reliable display reproduction versus printouts
- Mats for wireless charging of Latitude systems for maximum portability
- Precision systems feature Maglev keyboards for reduced key travel with insulation similar to Mars rovers to reduce heat



## User productivity.

- Dell Business notebooks, 2-in-1 systems and workstations offer the best choice for different users.
- Dell has something for every employee profile and offers a customisable eco-system to maximise productivity.
- Dell PCs are supported by Intel® CPUs including 8th Gen. Intel® Core™ and Xeon.
- Dell systems are equipped with Intel® Optane™ memory to accelerate applications.
- Dell enables a natural digital design with innovative tools such as Dell Canvas with a 27" display



## Data security.

Dell data security technologies protect data and prevent threats.

- Dell Threat Defense offers a comprehensive range of features to protect against and uncover threats and fights malware and ransomware.
- Dell Data Protection Enterprise includes dual level encryption.
- Dell Data Guardian protects, controls and monitors transferred and used data.
- Dell Endpoint Security Suite Enterprise combines encryption with protection against advanced threats.
- Dell RSA SecurID technology offers multi-level authentication for all devices.



## System management.

Dell optimises management tasks so that managers can focus on the IT strategy.

- Dell Client Command Suite provides remote monitoring and management and enables the integration of Microsoft System Center and VMware Workspace ONE.
- VMware Workspace ONE facilitates identity management and application provisioning while Unified Endpoint Management enables mobility admin via a single console.
- The new, unique remote provisioning for Intel® vPro™ lets you make use of vPro and all of its benefits quickly and easily on both Dell systems and those of other vendors.

## WE ADVISE YOU INDIVIDUALLY ABOUT YOUR REQUIREMENTS.

Feel free to contact us.



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