

Dell Precision Mobile Workstations

SALES GUIDE FOR PARTNERS

May 2020



DELLTechnologies

Why Dell Precision



Dell Optimizer*

- Optimization
- Customization
- Responsiveness
- Connectivity
- Battery Optimizer
- Reporting
- Analyzation

Professional Graphics

- Performance
- Stability
- Reliability
- Optimization
- Test / Certified

ISV Certifications

- Stability
- Reliability
- Optimization
- Expanded functionality of apps
- Test / Certified / Peace of Mind / Validated
- Support

Reliable Memory Technology Pro

- Stability
- Reliability
- Bad memory detection
- Error corrections
- Maps out bad memory sectors
- Reporting

Dell Precision Mobile Portfolio

Dell Precision are the number #1 Workstations in the world¹



PRECISION 3550 / 3551

Small, customizable 15" mobile workstations with power of a workstation at a price comparable to a PC.

- Enjoy workstation-level performance with Intel® processors (Intel® Xeon® available on the 3551), fast memory (up to 64GB at 2933MHz) and storage (up to 4TB) options.
- Professional NVIDIA® graphics
- Create and edit your work in outstanding clarity when working in CAD applications or heavy Excel spreadsheets.
- ISV certified to power key industry software packages.

Great for creatives on a budget but need the power and reliability of a workstation



PRECISION 5550

The smallest and thinnest 15" mobile workstation exudes power inside and out²

- The new beautifully designed, thin and light mid-range workstation is 6% smaller³ and features new Instant On technology
- Experience better contrast ratios, touch support and amazing picture quality with a 4-sided InfinityEdge HDR 16:10 aspect ratio display option, with blue light filter.
- 106% larger touchpad⁴ and IR camera at top Enhanced reliability and performance with latest Intel Xeon processors (up to **8-core**), ECC memory and RMT Pro and latest NVIDIA Quadro® graphics.

Great for creative personnel and executives who want a stylish workstation



PRECISION 5750



The smallest, thinnest and lightest 17" mobile workstation⁵

- Light-weight, ultra premium design around a 4-sided Infinity 16:10 ratio display with low blue filter.
- Amazing performance delivered by Intel® Core™ (up to 8-core) and Xeon® (up to 6-core) processors, up to NVIDIA Quadro® RTX 3000 (6GB) graphics, DDR4 memory (up to 64GB of 2933MHz) with ECC and RMT Pro,

Great for creative personnel and executives where style is as important as performance



PRECISION 7550 / 7750



Dell's most powerful 15" and 17" mobile work-stations are now smaller and lighter⁶, VR and AI ready, combining maximum performance with exceptional mobility.

- Extraordinary power, including up to Intel® Xeon® and Core™ i9 processors, professional high-end graphics from NVIDIA®, up to 8TB of storage, and 128GB of high capacity 2933MHz memory or 64GB of 3200MHz SuperSpeed memory.
- Up to HDR 600 with PremierColor (up to 800 nits), ambient sensing, low blue light filter displays for an optimized viewing experience.

Great for performance hungry applications and use cases where mobility is desired, but needs desktop-level performance

Dell Optimizer for Precision software, exclusive to Dell, is the only AI-based performance optimizer software in the industry⁷ that automatically tunes your workstation using machine learning, delivering ExpressResponse for optimized application performance, ExpressCharge for faster battery charging and utilization and ExpressSign-in to get you up and running quickly.

What's new with Precision

Dell Precision delivers versatile designs, intelligent performance and mission critical reliability to conquer the industry's most demanding applications.



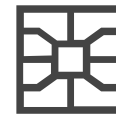
NEW ULTRA LIGHT 17

- Thin and light 17" 5000 series mobile workstation
- Premium designed with up to HDR display (4-sided InfinityEdge)
- NVIDIA Graphics, VR Ready



REDESIGNED

- New smaller, thinner 7000 Series mobiles
- New Keyboard and larger touchpad
- Narrow display border



AI BASED INTELLIGENCE

- Dell Optimizer for Precision on new systems
- AI-based performance optimizer software that automatically tunes your workstation using machine learning
- ExpressResponse, ExpressCharge and ExpressSign-in



CREATIVITY

- Enhanced as 3550 moves to NVIDIA graphics, color change

Dell Optimizer for Precision provides more

Dell Optimizer for Precision* provides system responsiveness, application performance, smarter battery usage, and network connectivity just like the rest of the client portfolio, plus storage and graphic optimization. All from a single console that you manage from WorkspaceOne or Dell SCCM.

Dell Optimizer
for Precision

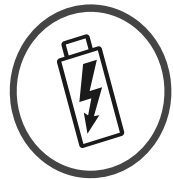
Storage Optimization FY21

Graphic Optimization FY22



ExpressResponse

Uses AI to optimize application performance.



ExpressCharge

Provides 35% charge in about 15 minutes or 85% in one hour.**



ExpressSign-in

Utilizes presence-sensing technology to recognize when you're near and automatically wakes your system.



Intelligent Audio

Automatically tunes your system by adjusting background noise, managing speech volume.

Talking Points

Who should I talk to?

And what are users' key needs?

[Professionals in key industries](#) such as Media & Entertainment, Manufacturing & Engineering, Oil & Gas, Healthcare, Sciences, Finance

- Professionals using CAD/CAM graphic & data-intensive applications
- Creators using applications for video & entertainment
- Users of heavy Excel finance spreadsheets
- ISV certified for key industry software packages
- Ready for VR/AR for easier 3D modeling

1 in 4
report a negative technology
experience would impact
career decisions¹

21%
Productivity boost with
dual monitors²

What qualifying questions should I ask?

And what challenges are they currently facing?

- Do users have issues – slow performance and app uploads, low quality display, heavy devices?
- Is application speed and responsiveness hindering productivity?
- Describe your industry and the specialist workers you have?
 - creators, engineers, architects, financial, research, etc.
- Do your workers have the right accessories to work effectively?
 - immersive visual experience, remote conferencing, etc.

Dell Precision Mobile Workstation Solutions

Which is right for your customer?

7550 and 7750 - powerful 15" and 17" mobiles and now smaller and lighter¹, VR and AI ready, maximum performance with mobility.

- Ideal for users working with graphic or data-intensive applications who need fixed workstation-class performance but desire mobility. VR/AR Developers
- Enhanced performance driven by the latest Intel Core and Xeon processors, available high-end NVIDIA graphics.
- Optimized viewing experience with up to HDR600 with PremierColor and low blue light filters

5570 - smallest, thinnest and lightest 17" mobile workstation²

- Ideal for creators that use video editing & sound, CAD/CAM application users in manufacturing and engineering and AI, VR developers
- Light-weight, premium design around a 4-sided InfinityEdge display (up to HDR 400, 16:10 ratio). Performance driven by new Intel Core & Xeon (up to 8-core)

5550 – smallest and thinnest 15" mobile workstation³ features new Instant On technology. VR Ready.

- Ideal for creators that use video editing and sound in Media & Entertainment
- Better display and graphics - designed around a 4-sided Infinity display (optional FHD, HDR400 Touch, 500 nits), 16:10 ratio, 92% display/body ratio, 62% larger touchpad
- Performance driven by new Intel Core & Xeon (up to 8-core)

3550 and 3551 - Get performance and reliability at the lowest price

- Great for users that need workstation-class performance at the cost of a PC, Professionals using 2D/Entry 3D CAD/CAM
- Small and customizable 15" mobiles, Intel® processors (Intel® Xeon® available on the 3551), NVIDIA Graphics, ISV Certified.
- Use 3551 for H-class processor and higher graphic card performance

[Dell Optimizer for Precision](#) – Intelligent Performance

Talking Points

Who should I talk to?

And what priorities need to be addressed?

ITDMs

- Ensure data is secure without hindering employee access, collaboration and sharing
- Simple management and quick deployment to keep business running and limit disruption
- Scalable support that ensures business continuity for a remote workforce

72%
Of end users share
confidential data externally¹

53%
saw improvements in
mobile workforce
effectiveness²

What qualifying questions should I ask?

Ways to determine your customers' needs

- Is every endpoint in your organization secure?
- How long does it take your IT team to deliver core applications to devices?
- Does your organization experience high support call volume related to PC security and management?
- Has your organization upgraded to Windows 10?

Security, Manageability and Services Solutions

How you can add value for your customer?

ProDeploy Plus - Deploy fully customized systems with Dell factory provisioning

- Expedite deployment by reducing the time required to provision devices by one week for every 1000 systems³. Devices shipped from factory to user directly.

Secureworks Trusted Security - Proactively secure devices, users, and data

- Reduce vulnerability by storing user authentication credentials in a secure hardware layer. Enhance access control by continuously tracking usage details and quickly remediate issues. Protect data using embedded artificial intelligence and machine learning capabilities to prevent malware threats.

VMware Workspace One – Easily manage all devices and systems from one console

- Simplify administration by managing all devices from a single console regardless of OS. Consolidate management of every device by leveraging integration with Dell Client Command Suite and Workspace ONE.

ProSupport Plus – Predictive and proactive support

- Limit downtime and resolve IT issues faster with proactive support. Streamline updates to firmware, drivers, operating system, and applications on any device.

PC as a Service – Reduce the burden and cost of PC lifecycle management⁴

- Minimize IT costs with flexible financing and leasing options from Dell Financial Services. Hardware, software, lifecycle services and financing in one all-encompassing solution for a single, predictable price per seat per month.⁴

Why a workstation vs. a PC?



Recommend Dell Precision when users:

- ✓ Have creative or design applications
- ✓ Work with large data sets and perform complicated analysis
- ✓ Require higher reliability and/or performance
- ✓ Need peace of mind with ISV certified, reliable performance

Features of Dell Precision vs. Commercial desktop or laptop:

- ✓ ISV certifications for professional workstation applications
- ✓ Dell Optimizer for Precision
- ✓ Professional-grade graphics
- ✓ High performing workstation-class processors (Intel® Xeon®) with more cores
- ✓ Higher reliability with ECC memory & Dell Reliable Memory Technology (RMT) Pro
- ✓ Scalable storage including high performance PCIe SSD

Dell workstations are used across the industries

Manufacturing & Engineering



- Computer aided design (Computer aided Engineering)
- Automation
- Architecture
- Construction Computer Aided Manufacturing
- Visualization

Media & Entertainment



- Design/Create
- 3D Modeling
- Animation
- Film/Video Editing,
- Post-Production
- Image Editing
- Professional Audio
- Game Development

Oil & Gas: Exploration & Simulation



- Oil & Gas
- Simulation (SIM)
- Defense
- Geo engineering
- Geo Sciences
- Biochemical

Economics & Financial Services



- Economic Modeling
- Stock Market
- Economic Forecasting
- Trading
- Data Warehouse

Driving better results

- Responsiveness of large models
- More iterations in shortening timelines
- Faster simulation analysis
- Less physical prototypes
- More mobile capabilities
- Faster rendering
- Speed & faster workflow time
- More mobile capabilities
- Increased creativity
- Faster response to large data sets
- Detailed visualization
- Faster simulations
- More mobile capabilities
- Run complex simulations faster
- Multiple monitors for visualization
- More mobile capabilities

Recommended accessories for Dell Precision

Powerful accessories designed and tested for Precision enable seamless productivity wherever work takes them.



DELL PERFORMANCE DOCK | WD19 DC

Dell's powerful dock delivers the ultimate productivity experience for 7000 Series mobile workstations. Charge your system faster, display up to three 4K monitors, and connect your peripherals via a single cable with dual USB-C connectors.



PRECISION THUNDERBOLT DOCK | WD19TB

Work at full speed with Dell's Thunderbolt dock. Charge your system faster, display up to two 4K monitors, and connect your peripherals via a single cable.



KM717

KM717 - Enhance productivity with a comfortable keyboard and a mouse that can scroll on almost any surface (including glass and high gloss). Dual mode connectivity (Bluetooth and USB receiver) allows you to pair up to 3 devices.



DELL PORTABLE SSD, USB-C 250GB

Remarkably slim and compact, the Dell Portable SSD, USB-C 250GB provides fast transfer speeds up to 550MB per second* and high quality, reliable SSD storage. *Based on Dell internal testing using included cable and connected to Dell PCs supporting USB 3.1 Gen 2.



DELL PRO STEREO HEADSET - UC350

Hear every word clearly on your next call, optimized to provide in-person call quality and certified for Microsoft Skype for Business.

Recommended accessories for Dell Precision

Powerful accessories designed and tested for Precision enable seamless productivity wherever work takes them.



DELL PRO BACKPACK 17 | PO1720P

Protect your notebook and accessories with this lightweight backpack that is made with shock absorbing EVA foam and Dell's EcoLoop™ solution dyeing process.



DELL ULTRASHARP 27 4KPREMIERCOLOR MONITORWITH A HOOD | UP2720Q

Create on your terms with the world's first 27" CalMAN Ready* 4K monitor with built in colorimeter and Thunderbolt™ 3. The well designed hood snaps firmly to the monitor via magnets and is covered in material that effectively absorbs ambient light. *CalMAN license required, sold separately.



DELL ULTRASHARP 32 8K MONITOR

UP3218K Experience realistic images like never before on the award-winning, world's first 31.5" 8K monitor featuring Dell PremierColor.



DELL PREMIER WIRELESS KEYBOARD& MOUSE

For increased productivity you can simultaneously pair up to two compatible devices with Bluetooth LE.

Precision Resources

EXPLORE HOW TO TAP INTO THE GROWING DEMAND FOR INTELLIGENT WORKSTATIONS

WHY OFFER SECOND BEST WHEN YOU CAN OFFER PRECISION

ADD EXTRA VALUE WITH A SIMPLIFIED INCENTIVE STRUCTURE THROUGH THE 2020 DELL TECHNOLOGIES PARTNER PROGRAM

DELL Technologies Precision Program

Workforce Transformation

WHY OFFER SECOND BEST WHEN YOU CAN OFFER PRECISION

GROW YOUR BUSINESS WITH PRECISION

TAKE ADVANTAGE OF A SIMPLIFIED INCENTIVE STRUCTURE THROUGH THE 2020 DELL TECHNOLOGIES PARTNER PROGRAM

Precision 3550 Intel® Core™ i7 processor

Precision 5550

Precision 5750

GET READY FOR PRECISION 5750

Partner Tools & Platforms

[Precision Knowledge Center](#)

[Precision Campaign - Digital marketing tool](#)

[Partner Portal](#)

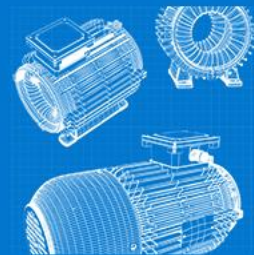
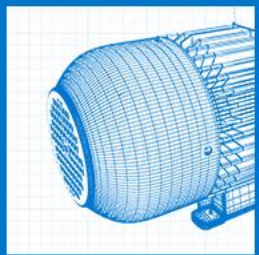
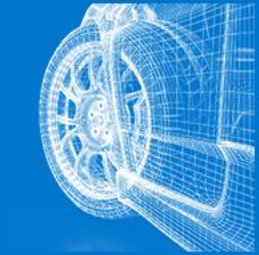
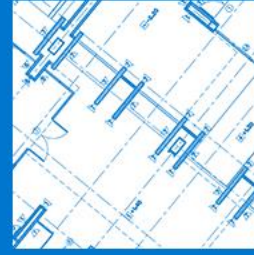
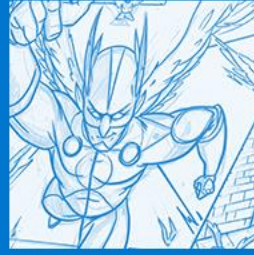
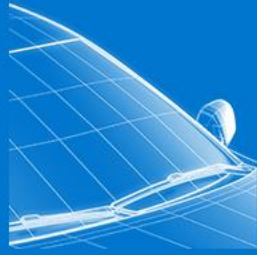
Resources

[Client Solutions Customer Presentation](#)

[Precision family brochure](#)

[Whitepaper: The future of immersive learning](#)

Dell Optimizer: [Brochure](#) / [Reviewers Guide](#) / [Video Overview](#)



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