

DELLTechnologies

Built for Everyday

How Dell Technologies Helps Your
Business Spend Less Time on
Technology and More Time on What
Matters Most



intel[®]



Leading a growing business means your attention is always divided. You're thinking about your next customer, your next hire, your cash flow, and whether your team has what it needs to get the job done. Technology is supposed to make that easier. Too often, it doesn't.

When your systems fall behind, you feel it right away, through slow operations, rising maintenance costs, and mounting security risk. These hidden costs add up in downtime, constant fixes, and daily distractions that pull you away from your customers.

You don't have the luxury of a dedicated IT department. That means every device, every security layer, and every support call needs to work reliably from day one and keep working without constant attention. Dell Technologies builds around that reality. We help you simplify complexity, reduce risk, and turn your technology investment into results you can see, so you can stay focused on serving customers and growing your business.

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Built for Productivity: Technology That Works for You

Outdated technology frustrates your team and slows down your entire operation. A laptop that takes ten minutes to boot up or crashes during a client presentation creates unnecessary friction. Beyond the daily annoyances, aging devices leave your organization vulnerable to evolving security threats and unable to keep pace with AI-assisted work.

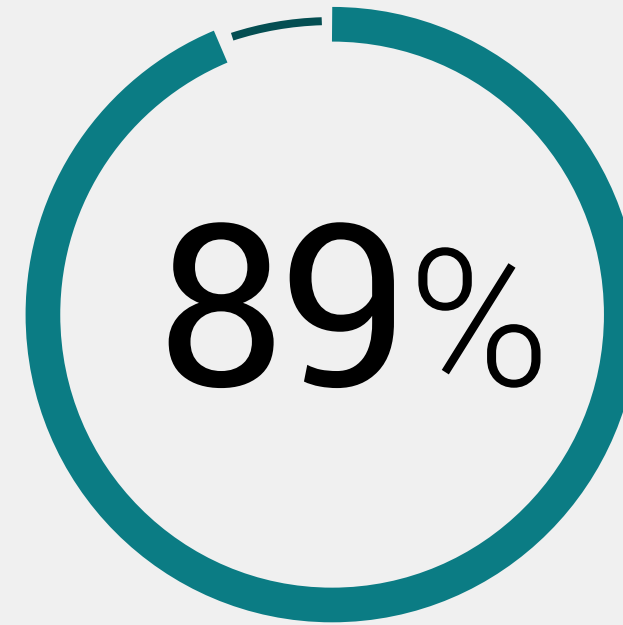


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Dell Pro 3 and Dell Pro 5 laptops are built for exactly this moment. They're designed to stay responsive as collaboration apps, browsers, security software, and AI-assisted tasks all run at once, so your team stays productive whether they're in the office, at home, or on the road.

Dell Pro PCs are engineered with the memory headroom and sustained performance modern AI work demands, not just the workloads that were standard three years ago.



89% of growing organizations agree it's critical for their PCs to support AI-driven applications/workloads.¹



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Built for Security and Manageability: Protection You Can Trust

Many growing organizations lack the dedicated resources to monitor and respond to sophisticated cyber risks. You need a security approach that helps you reduce vulnerabilities, spot threats quickly, and recover with confidence if an incident occurs, all without needing a dedicated security team.

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Dell builds protection into the hardware itself, rather than adding it as an afterthought. Every Dell Pro PC includes built-in, hardware-level security, and layered protection from trusted partners like McAfee Business Protection and Absolute adds another line of defense against phishing, ransomware, and device loss. The Dell Management Portal gives you one place to manage updates, security settings, and users across your entire fleet, even without dedicated IT staff.

Dell's approach means that investment goes further, because protection is embedded from the supply chain to the BIOS to the device in your employee's hands.



Cybersecurity and resilience are the top technology areas that growing organizations are investing in to stay competitive.²

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Built for Assurance: Simple Services for Peace of Mind

New technology only creates value if it's easy to adopt. That's why Dell pairs every device with services designed to remove friction at every step. Dell ProDeploy gets new PCs delivered and configured before they ever reach your team, so employees can log in and start working on day one, not day three. Dell ProSupport keeps things running with fast, reliable help when something goes wrong, without requiring an internal IT team to manage it.



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For businesses that want predictable costs, APEX PC as a Service bundles devices, software, and support into a single subscription that scales as you grow. Combined with Dell Rewards and American Express benefits, it's a model built to stretch every dollar of your technology budget further.

When your team needs help, Dell's ProSupport Suite is there with support built to resolve issues fast.



Dell ProSupport Suite for PCs is the leading brand for tech support and PC repair.³

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Built for Growth: Simplify Your AI Journey

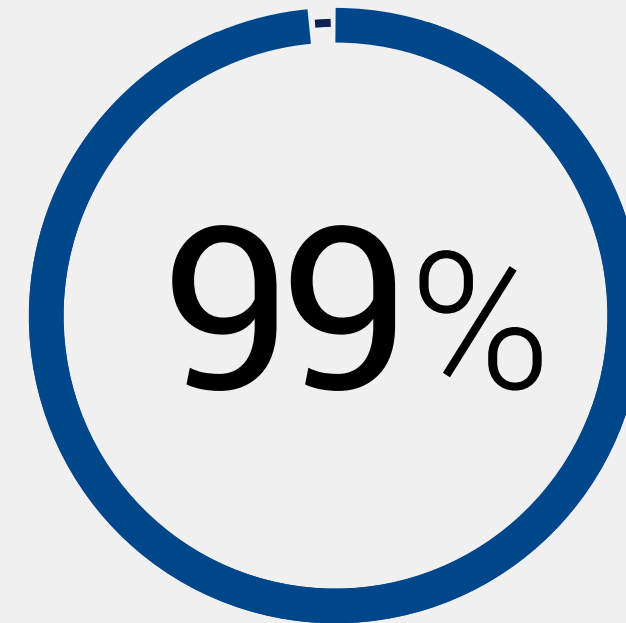
Artificial intelligence offers a powerful way to accelerate innovation and improve how you operate. AI can help you save time, deliver better customer experiences, and manage costs as your business expands, but only if your foundation can support it.



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You do not need a massive IT team or an unlimited budget to see real results. The Dell AI Factory simplifies your journey with a unified approach. We provide pre-tested solutions and expert guidance tailored for growing organizations. We help you build a scalable infrastructure that supports your AI growth without overcomplicating your operations.

The best strategy is to focus on practical AI use cases that solve real problems, such as automating invoices, improving spam detection, or enhancing customer support. You gain faster insights, boost your operational efficiency, and keep your data completely secure.



of growing organizations have a formal AI strategy, and 81% have invested in research and development to explore AI use cases.⁴

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Partner for Strategic Growth

Choosing the right partner is critical to shaping your organization's future. You need a trusted advisor who understands your unique challenges and brings the right tools to solve them.

Dell is the No. 1 worldwide provider of commercial AI PCs and the world's most secure commercial AI PC brand.⁵ That track record matters when your business can't afford to get the technology decision wrong. We bring decades of experience and a comprehensive portfolio of secure, sustainable, and intelligent solutions. We listen to your needs, simplify complexity, and deliver technology that creates meaningful outcomes.

Whether you need reliable PCs like Dell Pro 3 and Dell Pro 5 to boost daily productivity, built-in security to protect what you've built, or flexible services like APEX PC as a Service to reduce overhead, we're here to help. Together, we can drive sustainable growth so you stay focused on what matters most: your customers and your business.

[Explore Dell Pro PCs](#)





About Dell Technologies

Dell Technologies (NYSE: DELL) helps organizations and individuals build their digital future and transform how they work, live, and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the AI era.

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Learn more at [Dell.com](https://www.dell.com)

Frequently Asked Questions

How can Dell Technologies help my growing business spend less time managing technology?

Dell pairs reliable AI PCs like Dell Pro 3 and Dell Pro 5 with built-in security and flexible services like ProDeploy and APEX PC as a Service, so your team stays productive without needing a dedicated IT department.

What is the Dell AI Factory, and how does it support my AI journey?

The Dell AI Factory is an end-to-end approach that brings together the industry's broadest AI portfolio, an open ecosystem, and expert guidance. It helps you manage and prepare your data, deploy scalable infrastructure, and simplify integration, so AI projects turn into real business outcomes at any scale.

How does Dell help protect my business from evolving cyber threats?

Security is built into every layer of Dell's solutions, from hardware-level protection like SafeBIOS and SafeID to software defenses against phishing and ransomware, plus optional managed detection and response services when you need expert backup.

Why does modernizing my technology foundation matter for future growth?

As your business generates more data and takes on AI-enabled workloads, legacy systems can't keep pace. Dell's scalable infrastructure and services give you the flexibility to grow without re-architecting every time your needs change.

How can modern workplace solutions improve my team's productivity?

Dell Pro AI PCs, smart displays, and unified management tools streamline workflows and collaboration. With built-in security and easy IT controls, your team can work efficiently, stay protected, and focus on driving results.

Sources

¹ Dell Technologies IT Strategy Pulse, a survey across 750 IT and business decision-makers from the US, UK, Germany, France, and Japan, November 2025.

² Dell Technologies IT Strategy Pulse, a survey across 750 IT and business decision-makers from the US, UK, Germany, France, and Japan, November 2025.

³ Winner of Best Tech Support & Best Repairs for IT-Managed Laptops and Desktops. PCMag is a trademark of Ziff Davis, LLC. Used under license.

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⁴ Enterprise Strategy Group, "Understanding SMBs View on AI", 2025

⁵ IDC Worldwide Quarterly Personal Computing Device Tracker, 2025 Q4.