



Take your business to the next level

Enhance security and performance
with Windows 11 on new Dell Pro PCs



Opportunity in a new PC era

Unleash the full potential of your organization with
innovations and solutions to modernize your workplace



Market Landscape



Better together



User experience



Security



Management



TCO



Accessories



Modern Workplace

Dynamic business landscape

Technological innovation, increasing cyberthreats, and satisfying your employees are only some of the critical considerations modern businesses must make when choosing the right IT partners and computing solutions.

Endpoint Security must be at the center of every PC fleet strategy

- +

Forrester Research, Inc.: “Endpoints ... are among the leading targets of external attacks for companies that have experienced a breach within the last 12 months”¹
- +

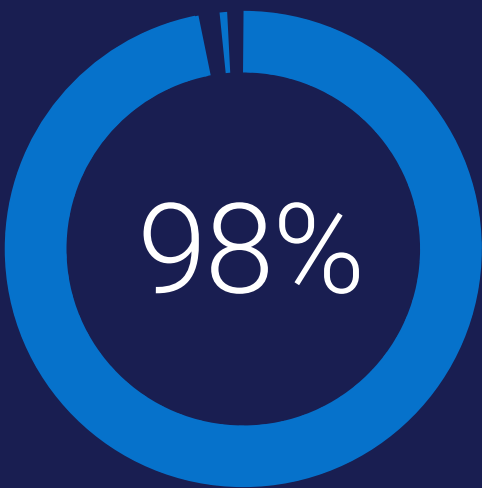
Cybersecurity remains SMBs #1 concern²

¹ Source: [Endpoint Security Market Insights, 2025, Forrester Research, Inc., March 2025](#).
² 2025 IDC Worldwide SMB Market Profile Update

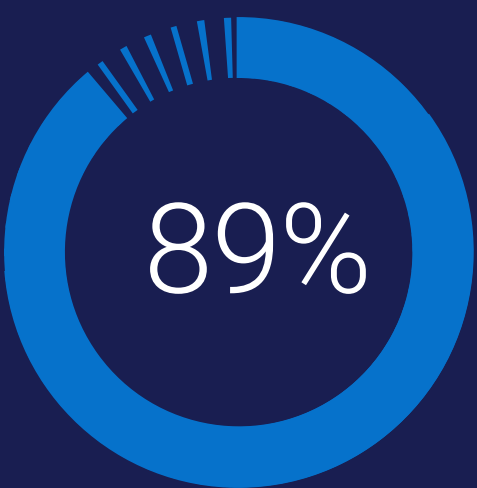
AI PCs are not the future.
It’s the new standard.

76% of IT and business leaders believe GenAI will deliver transformative value for their organization¹

By 2027, **66%** of the top 100 enterprise apps running on PCs will feature GenAI capabilities, leveraging CPU, GPU, and NPU to run workloads locally instead of in the cloud²



By 2028, 98% of PCs on the market will be AI PCs³



89% agree that it is critical their PCs support AI-driven apps and workloads⁴

¹ Innovation Catalyst study, Dell Technologies, February 2024
² Source: IDC Worldwide Connected Devices 2025 Predictions, October 2024
³ IDC Worldwide AI-Enabled PC Forecast, 2024–2028: 2Q24
⁴ Dell Technologies IT Strategy Pulse, a survey across 750 IT and business decision makers from US, UK, DE, FR and JP, November 2025.

Better together

In the face of rapid technology changes and the rise of AI, businesses need a constant—a reliable IT partner who can help you keep abreast, no matter the pace. Dell Technologies is that partner.

The partnership between Dell, Intel, and Microsoft is not just a collaboration but a seamless synergy that brings tremendous value to your business.

Whether through optimizing workflows, enhancing security, or fostering innovation, this IT powerhouse empowers your journey toward a smarter, more connected future.

 **Dell** + **Intel** + **Microsoft** 



- **Secure & Protected**

Layers of security to help protect people, devices and data in an evolving threat landscape with the world's most secure commercial PCs¹, strengthened with Intel vPro security and Windows 11 protection.

- **Improved performance**

Optimized productivity, AI-accelerated outcomes and longer battery life on thinner, lighter and more powerful Dell Pro PCs and Copilot+ PCs², designed for an enhanced user experience.

- **Simplified & Seamless**

Streamline IT operations and efficiency with reduced requests and guided workflows on the world's most manageable PCs³, with Windows-based automation and advanced management tools.

¹Based on third-party analysis by Principled Technologies when comparing Dell commercial AI PCs on Intel processors vs. HP and Lenovo, July 2025. Backed by Dell internal analysis of worldwide PC market, October 2025. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features.

²Based on Dell analysis of publicly available information, March 2026.

³Most-manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solutions capabilities and integrations with 3rd Party Management Solutions, with competitor update processes, systems management solution capabilities and integrations with 3rd party management solutions. 3rd Party Management Solution - Microsoft Intune, is a separate purchase.

Thrive and succeed with Windows 11 on Dell Pro PCs

Empower your teams with new Dell Pro PCs that boost productivity and smarter collaboration

Find the ideal PC for you:

AI PCs: Ideal for entry-level AI tasks and AI app acceleration

Copilot+ PCs: High-performance, on-device capabilities

Make the right investment:

The [AI PC Calculator](#) is your go-to tool for making informed decisions about investing in AI-enabled equipment.

The new Dell Pro Laptops are thinner, lighter and more powerful¹ than ever to meet the demands of modern business

Up to 34% better productivity performance with a Dell Pro PC and Intel® Core Ultra Series 3 vs. 4-year-old PC²

50% faster workflows and collaboration on average with Windows 11 Pro devices³

[AI PC Decision Guide](#)

[View Brochure](#)

¹Based on Dell analysis of publicly available information, March 2026.

²Intel® Core™ Ultra 7 365 vs. Intel® Core™ i7-1265U. For further details refer to intel.com/performanceindex for configuration details. Results may vary.

Performance results are based on testing as of the dates shown in configurations and may not reflect all publicly available updates.

³Results in comparison to Windows 10 PCs. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, April 2023. Report commissioned by Microsoft.

Enhanced security

From privacy and data security to new AI use cases, modern businesses have plenty to consider when it comes to security. Dell Trusted Workspace, along with all the security innovations from Intel and Microsoft, help you protect your employees, wherever they work, from evolving security threats.

Powerful protection

62% drop in security incidents reported with Windows 11 Pro devices¹

Dell Trusted Devices with Intel vPro® Security mitigate potential cyber threats above and below the OS.



Dell commercial PCs are the world's most secure, validated by third-party research²



Prepare for emerging quantum attacks with upgraded, quantum-resistant version of Dell's unique off-host BIOS verification²



First and only commercial PCs equipped for ransomware resilience³ with Halcyon out-of-the-box

Watch Video

View Brochure

¹ Windows 11 Survey Report. Techaisle, September 2024. Windows 11 results are in comparison with Windows 10 devices.
² Based on third-party analysis by Principled Technologies when comparing Dell commercial AI PCs on Intel processors vs. HP and Lenovo, July 2025. Backed by Dell internal analysis of worldwide PC market, October 2025. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features.
³ Based on internal analysis of worldwide PC market, February 2026. Applicable to PCs on Intel and AMD processors. Not all features available with all PCs. Additional purchase required for some PC features. Halcyon software must be purchased in conjunction with a Dell PC and activated per the <https://www.halcyon.ai/policies/dell-commercial-pcs> to enable commercial PCs equipped for ransomware resilience. Backed by partner validation, February 2026.

Easier
management

IT can spend less time firefighting old devices and more time driving new initiatives when the fleet is refreshed to modern PCs. Dell Pro PCs + Windows 11 + Dell management tools allow more remote remediation, faster driver/firmware updates and better telemetry.



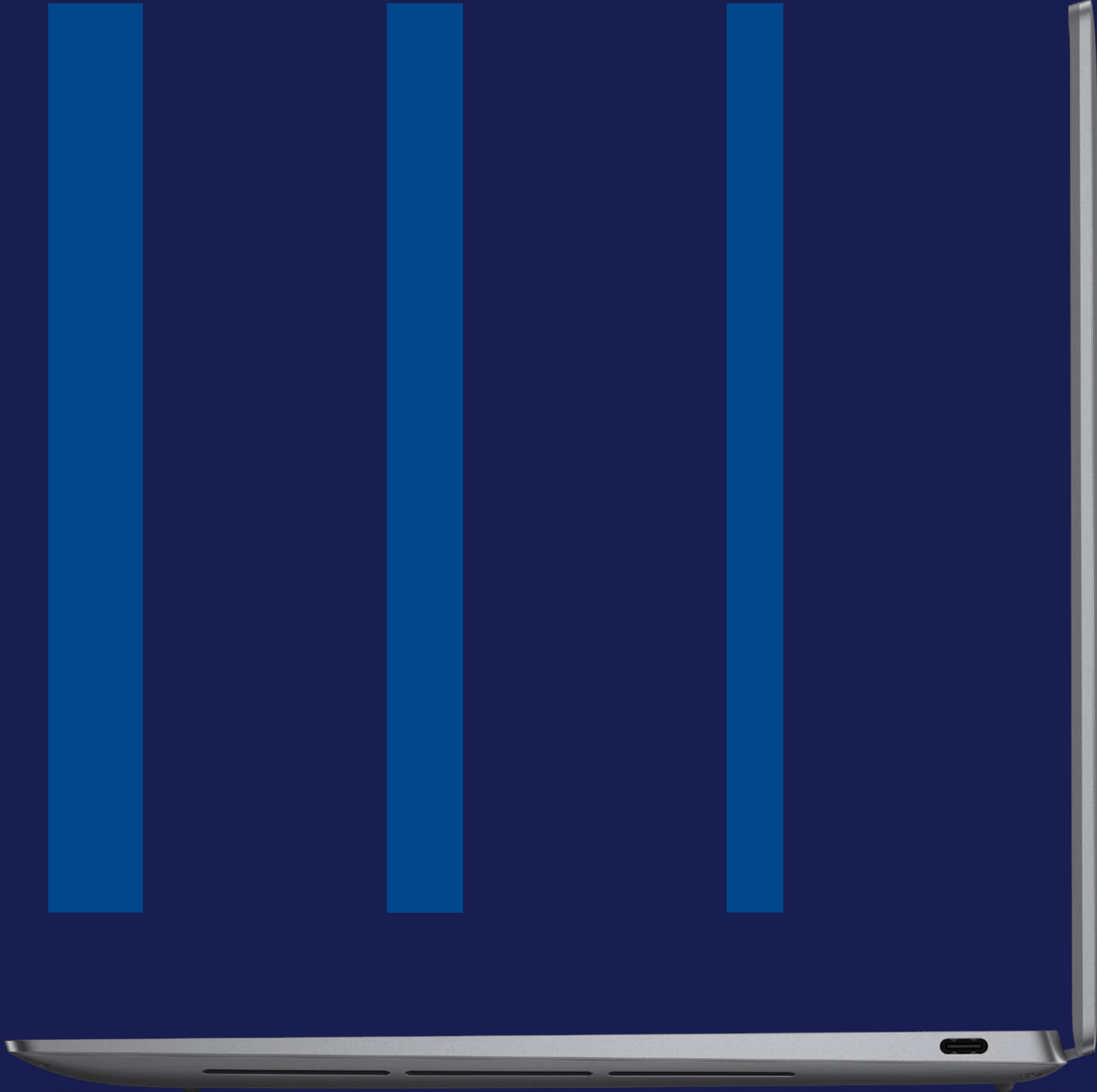
Simplify device management and deployment with the industry’s most manageable PCs¹



Ensure uninterrupted productivity with expert support services that keep your devices running smoothly



Scale workplace success with services that simplify end-to-end modernization and drive long-term business value



¹Most-manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solutions capabilities and integrations with 3rd Party Management Solutions, with competitor update processes, systems management solution capabilities and integrations with 3rd party management solutions. 3rd Party Management Solution - Microsoft Intune, is a separate purchase.

Lower costs

Organizations constantly juggle their budgets and look for savings. A device refresh helps to reduce costs.

- + The latest Dell Pro PCs with Windows 11 help organizations reduce repair costs and run everyday applications faster - so your team can stay productive without interruptions.
- + Flexibility to transform IT with Dell APEX PC as a Service.¹
No upfront investments required, just predictable payments over time.

75% reduced downtime and 35% saved on support costs with APEX PCaaS with ProSupport²



Estimate the impact that an investment in Dell Pro PCs and Dell APEX PCaaS can bring to your organization with the [PCaaS + AI PCs TEI Calculator](#).

30% ROI²

¹ Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell Technologies and the Dell Technologies logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. Dell APEX PCaaS: At the end of the contract, the customer may renew the contract or return the equipment to DFS.
² Based on a Forrester Total Economic Impact Study commissioned by Dell Technologies and Verizon "The Total Economic Impact Of Dell AI PCs With 5G And Dell APEX PC as a Service" May 2025. Actual results will vary.

Explore Dell Services



Full refresh, full AI experience

By 2028, 98% of PCs on the market will be AI PCs.¹ Now is the perfect time to update your PC accessories for next-level AI capabilities. When you upgrade your desk with Dell, each accessory is designed to help you tap into the productivity and efficiency that AI can offer.

Enhance Your Workspace

- 43% + productivity gain² and save up to \$1,030 per employee³ annually with higher resolution and dual monitors set up
- Improve user well-being during long hours of screen time with best eye comfort monitors⁴ that eliminate 60% more blue light than other brands⁵
- Energy efficient with up to 33% less power consumption by upgrading your 5-year-old displays to the latest generation⁶
- Reduce complexity and save time with one app: a holistic PC & peripheral management solution that manages and customizes Dell PC accessories.

¹ IDC Worldwide AI-Enabled PC Forecast, 2024–2028: 2Q24 ²Source: A commissioned study by Hot Tech Vision and Analysis on behalf of Dell Technologies: Examining The Effect Of External Monitors on Worker Productivity, June 2025. ³Based on internal analysis, February 2026. Productivity-related value estimates compare the use of dual versus single 4K 27" monitors. Calculations assume an average annual employee compensation of \$70K and a standard work schedule of 250 working days per year at 8 hours per day. ⁴Based on internal analysis of monitors with eye comfort features, August 2025. ⁵Based on third-party research findings of TUV Low Blue Light CAT 1 vs TUV Low Blue Light CAT 3 Panel, August 2025. ⁶Based on internal analysis, July 2025. Power consumption is based on monitor "on-mode". Data comparison is between monitors launched in 2025 and previous generation up to 2020. Excluding Large format and Portable monitors.



Learn More

Offering a better choice

Dell offers smarter, reliable and future-ready solutions to enhance the modern workplace.

Dell is recognized as IDC’s #1 trusted enterprise PC vendor¹, confidence that your fleet is built on proven, enterprise-grade technology

World’s broadest end-to-end Generative AI portfolio of technology and services from desktop to data center, all from one provider²

World’s #1 workstation brand³ and World’s leading monitor company⁴, performance and reliability many businesses rely on

Leading brand for tech support and PC repair with ProSupport Suite for PCs in PCMag’s Best PC Brands Tech Support 2025⁵

Top-ranked for product reliability over competitors⁶, and purpose-built, reliable devices that last 10 months longer than other commercial PCs⁷

Learn More

¹ IDC, The Enterprise PC Trust Perception Index, 2025: Measuring Customer Perception of Trustworthiness (in Security, Privacy, Compliance, and ESG) for Enterprise PC Vendors, Doc #US53220125, March 2025.
²Based on Prowess Consulting’s paper commissioned by Dell, “Which Vendor Offers the Broadest AI Portfolio for Scalable Innovation?” October 2025
³Source: IDC Quarterly Workstation Tracker, CY25 Q4 (based on units).
⁴ IDC Worldwide Quarterly PC Monitor Tracker, Q4 2025.
⁵ PCMag’s “The Best (and Worst) PC Brands for Tech Support and Service” (Sep. 23, 2025).
⁶ Based on Dell analysis, August 2024, using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered in May 2024 by third party commissioned by Dell.
⁷ Customers estimate they see at least a 10.1-month longevity advantage by choosing Dell Pro notebooks and desktops vs competitive systems. Based on customers response to ESG’s Dell Commercial Desktop and Laptop Device Perception Survey conducted from 1/3/2025- 1/25/2025 commissioned by Dell, targeted at qualified IT decision-makers with influence over their organization’s desktop/laptop purchase decisions and knowledge of their organization’s desktop/laptop support environment with a total of 900 surveys conducted including both Dell and non Dell customers and complemented with 5 in-depth interviews with Dell customers.



By choosing Dell Solutions for your PC fleet refresh, you bring your employees a seamless synergy that helps them accomplish more, securely and responsibly, wherever they work.

Staying ahead is critical.

Elevate the PC experience now to empower your people and drive your business forward.

Learn More

