<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOSPITALITY</td>
<td>Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.</td>
<td>Page 3</td>
</tr>
<tr>
<td>DIGITAL COLLABORATION</td>
<td>Reach customers with immersive technology that expands the borders of collaboration.</td>
<td>Page 4</td>
</tr>
<tr>
<td>MOBILE POINT OF SALE</td>
<td>Bring the sale to the customer with agile devices, whether on-the-go or on the sales floor.</td>
<td>Page 5</td>
</tr>
<tr>
<td>INDUSTRIAL-GRADE MOBILE POINT OF SALE</td>
<td>Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.</td>
<td>Page 6</td>
</tr>
<tr>
<td>VERSATILE RETAIL ENDPOINTS</td>
<td>Enable retail innovation with streamlined, customer-centric solutions from the sales floor to the data center.</td>
<td>Page 7</td>
</tr>
<tr>
<td>PURPOSE-BUILT POINT OF SALE</td>
<td>Customize your unique retail workspace with solutions built for demanding jobs.</td>
<td>Page 8</td>
</tr>
<tr>
<td>INDUSTRIAL-GRADE INVENTORY MANAGEMENT</td>
<td>Master every area of retail logistics and product management with solutions that work smoothly in the harshest environments.</td>
<td>Page 9</td>
</tr>
<tr>
<td>UNIFIED WORKSPACE</td>
<td>Revolutionary solution with intelligence and automation providing visibility across the entire endpoint environment.</td>
<td>Page 10</td>
</tr>
<tr>
<td>SUPPORT &amp; DEPLOYMENT SERVICES</td>
<td>Upgrade to the most complete support service with ProSupport Plus.</td>
<td>Page 11</td>
</tr>
</tbody>
</table>
Hospitality

PROVIDE A WELCOMING, STREAMLINED EXPERIENCE WITH INTERACTIVE DEVICES IN CUSTOMER SERVICE KIOSKS OR RECEPTION SPACES.

Recommended Dell Solution

A. OptiPlex 7070 Ultra with Height Adjustable Stand
B. Dell 27 Monitor - P2719HC without stand
C. Dell Wireless Keyboard and Mouse - KM636

OptiPlex 7070 Ultra’s beautiful design and hassle-free technology create a lasting first impression. For a clean and future-ready workspace, choose the Height Adjustable stand to hide the Ultra PC module and quickly attach a Dell P Series USB-C Monitor. Cable management is neat and easy with a single cable that connects the monitor and PC to the power outlet.

Additional options

For interactive, touch experiences:

D. OptiPlex 7470* or 7770 All-in-One touch enabled
E. OptiPlex All-in-One Articulating Stand*
F. Dell Premier Wireless Keyboard and Mouse - KM717

Engage customers with beautiful, innovative technology including the OptiPlex 7770 All-in-One and outshine your competition.

*Not pictured
Digital collaboration

REACH CUSTOMERS WITH IMMERSIVE TECHNOLOGY
THAT EXPANDS THE BORDERS OF COLLABORATION.

Recommended Dell solution

A. Dell Interactive Touch Monitor - C8618QT
B. OptiPlex 7070 Micro with Intel® Core™ vPro™
C. Intel Unite®

Transform hotel meeting spaces into on-demand collaboration hubs with the right-sized solution powered by Dell.

*Not pictured

Additional options

For personalized retail design collaboration:

D. Dell Canvas 27
E. Dell Canvas Articulating Stand
F. Dell Precision 5530
G. OptiPlex 7071 VR-Ready Tower
H. HTC VIVE Pro Virtual Reality System

Dell Canvas puts customers at the center of an immersive design process, enabling personalization of retail products from apparel, to furniture and beyond. The solution provides a fully optimized pen and touch environment and collaborative document annotation.
Mobile point of sale
BRING THE SALE TO THE CUSTOMER WITH AGILE DEVICES, WHETHER ON-THE-GO OR ON THE SALES FLOOR.

Recommended Dell solution

A. Latitude 7200 2-in-1
B. ID Tech Magstripe Reader*

As versatile as your workday, the 2-in-1 detachable works in multiple modes with flexible connectivity. Secure your critical data with optional fingerprint, contacted or contactless smart card reader.

*Not pictured

Additional accessories

C. Latitude 7200 2-in-1
D. Dell Premium Active Pen | PN579X
E. Dell Notebook Power Bank Plus - USB C, 65 WH | PW7018LC

With the right technology at your fingertips. enable all new sales opportunities using a device built thin, light and versatile to meet your customers where they are.
Recommended Dell solution

A. Latitude 7212 Rugged Extreme Tablet
B. Rugged Cross Strap

Work hard and play hard with the Latitude 7212 Rugged Extreme Tablet. It stands up to long hours in the sun with an outdoor-viewable screen and no compromise on connectivity, making it the ideal point of sale device at large outdoor events and destination travel check-in.

Additional accessories

C. Rugged Tablet Shoulder Strap
D. Rugged Tablet Battery Charger and spare batteries
E. Rugged Tablet Scanner Module (Barcode, Magnetic Stripe)

The Latitude 7212 Rugged Extreme Tablet is a tough and light mobile point of sale device, weighing in at only 2.82 lbs. It features hot-swappable dual batteries and is in tested to withstand extreme temperatures of 20°F to 145°F. This solution is highlighted by robust accessories including the scanner module, optimized for the ergonomics of both scanning barcodes and reading cards with magnetic stripes.
Versatile retail endpoints
ENABLE RETAIL INNOVATION WITH STREAMLINED, CUSTOMER-CENTRIC SOLUTIONS FROM THE SALES FLOOR TO THE DATA CENTER.

Recommended Dell solution
A. OptiPlex 7070 Micro with Intel® Core™ vPro™ and Intel® Optane™ memory*
B. Dell 24 Monitor | P2417H
C. OptiPlex Micro All-in-One Stand | MFS18
D. Dell Wireless Keyboard and Mouse - KM636

OptiPlex Micro provides a sleek and secure solution for an aesthetically pleasing retail workspace.

*Not pictured

Enhance the customer experience while providing tools to power your workforce success. The ultracompact OptiPlex Micro pairs effortlessly with an existing monitor and its tool-less, compact design is easy to service. Versatile mounting options & cable covers provide a secure & clutter-free workspace.

Additional options
For virtual, secure workspaces with ample legacy support:
E. Wyse 5070 Thin Client
F. Dell UltraSharp 27 4K Monitor - U2718Q
G. Dell All-in-One Mounts*

The Wyse 5070 Thin Client is a smart choice for IT Retail. By centralizing customer data at the data center, it reduces the risk of data loss or theft. This solution features a broad choice of connectivity options to support retail peripherals.

*Not pictured
Purpose-built point of sale

CUSTOMIZE YOUR UNIQUE RETAIL WORKSPACE WITH SOLUTIONS BUILT FOR DEMANDING JOBS.

Recommended Dell solution
A. OptiPlex XE3 Small Form Factor*
B. OptiPlex Small Form Factor All-in-One Stand – OSS17

Retail Accessories
For XE3 and OptiPlex:
C. Cherry Keyboard with Touchpad and Magnetic Stripe Reader*
D. Epson TM-T88V POS Thermal Receipt Printer*
E. Logic Control LD9900 Customer Pole Display with USB Port Powered Interface - Dark Gray*
F. APG Cash Drawer 16-inch x 16-inch Heavy Duty S100 Electronic Black Cash Drawer*
G. Honeywell Retail Linear Image Handheld Barcode Scanner*

A high performance, industrial-grade PC and retail accessories provide a powerful solution for modern customer environments. Fully expandable and OEM-ready, OptiPlex XE3 offers long-term stability and is sustainably built with 39% PCR* (post-consumer recyclables).
*Source: Dell Product Compliance Datasheet | ENV0023 | A12 | Dell Legal AD# G18000288

Additional option
For a durable, automated point of sale solution:
H. Embedded BOX PC 3000
I. Dell Edge Device Manager*

The small, fan-less Embedded BOX PC 3000 seamlessly integrates into space-constrained, lower power environments with uncompromised connectivity. Backed by Dell’s global supply chain to scale at the speed of retail business.
*Not pictured
Industrial-grade inventory management
MASTER EVERY AREA OF RETAIL LOGISTICS AND PRODUCT MANAGEMENT WITH TOOLS BUILT FOR THE JOB.

Recommended Dell solution
A. Latitude 7212 Rugged Extreme Tablet
B. Rugged Chest Harness
D. Rugged Tablet Battery Charger and spare batteries*
E. Rugged Tablet Scanner Module (Barcode, Magnetic Stripe)*
F. Forklift Mount*

The Latitude 7212 Rugged Extreme Tablet with barcode scanner delivers the connectivity that provides real-time inventory location, tracking and monitoring.

*Not pictured

Long life and hot-swappable dual batteries provide for multi-shift productivity. The Latitude 7212 Rugged Extreme Tablet is protected against the drops, dust, high humidity and temperature extremes found in warehousing environments.

Additional options and accessories
G. Dell 24 Monitor | P2419H
H. OptiPlex XE3 Small Form Factor or Tower
I. Embedded BOX PC 3000 or 5000*
J. OptiPlex Small Form Factor All-in-One Stand – OSS17*
K. Edge Gateway 5000*
L. OptiPlex Tower & Small Form Factor Cable Covers*
M. OptiPlex Small Form Factor and Tower Dust Filters*
N. Dell Business Multimedia Keyboard and Mouse | KB522*
O. Dell Laser Scroll USB 6-Button Silver and Black Mouse*

*Not pictured
Built for business

Dell Technologies Unified Workspace

Dell Technologies Unified Workspace is the most comprehensive solution to deploy, secure, manage and support virtually all devices from the cloud. We designed this revolutionary solution with intelligence and automation providing visibility across the entire endpoint environment. We help save time, improve user experience, optimize resources and strengthen security.

Our modern deployment solution, ProDeploy in the Unified Workspace allows you to revolutionize the way deployment gets done. By spending just one hour for set up, IT can then hand deployment to Dell and have preconfigured systems shipped directly to the end users - wherever they are.

Dell Endpoint Security for the Unified Workspace helps manage growing cyber risks while embracing workforce transformation. With Dell SafeGuard and Response powered by Secureworks, gain actionable insight to help quickly and efficiently prevent, detect and respond to cyber-attacks-keeping your environment free from harm.

We integrated our hardware management solution Dell Client Command Suite with VMware Workspace ONE, allowing you to take advantage of unified endpoint management (UEM) and manage the firmware, operating system and applications for all devices from the Workspace ONE console. UEM simplifies the management of the entire environment saving IT time from having to work between separate consoles for PCs and phones.

ProSupport Plus continues to be the only predictive and proactive support in the market. When compared to key competitors, ProSupport Plus with SupportAssist reduced time to resolve a failed hard drive with up to 11x faster time to resolution.

Support and Deployment Services

ProSupport Plus
Upgrade to the most complete support service with ProSupport Plus.
Available with all client systems.

The ProSupport Plus advantage

<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>ProSupport</th>
<th>ProSupport Plus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardware support</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>24/7 hardware and software phone support</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Proactive and predictive automated support</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Repair accidentally damaged devices and keep hard drive after replacement</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Resolve issues quickly with ProSupport engineers</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Avoid downtime with failure prevention</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
</tbody>
</table>

When compared to key competitors, ProSupport Plus with SupportAssist reduced time to resolve a failed hard drive with:

- 92% Up to 92% less time to resolution¹
- 68% Up to 68% fewer steps to resolution¹
- 11x Up to 11x faster time to resolution¹
- 13 Up to 13 fewer steps to resolution¹

ProDeploy Plus
Deploy PCs with greater speed and less effort.

Experts
Enjoy unprecedented efficiency thanks to best practices learned from years of experience. Gain up to 56% faster deployments² and $792 reduced deployment cost per PC².

Insights
Gain expertise from teams who do this every day. We custom-configure and image units globally every week, and provide project documentation with knowledge transfers.

Ease
Effortlessly deploy PCs by outsourcing to us. You’ll have the flexibility to select the level of service that matches your IT staff outsourcing needs, and we perform deployments after hours or on weekends for zero disruptions during business hours. We’re also available in 70 countries.

56% Up to 56% reduced deployment time²
$792 $792 reduced deployment cost per PC²
