TRANSFORMING CUSTOMER EXPERIENCES WITH CONNECTED RETAIL SOLUTIONS
RETAIL USE CASES

HOSPITALITY

Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.

DIGITAL COLLABORATION

Reach customers with immersive technology that expands the borders of collaboration.

MOBILE POINT OF SALE

Bring the sale to the customer with agile devices, whether on-the-go or on the sales floor.

INDUSTRIAL-GRADE MOBILE POINT OF SALE

Discover the right tools that endure dust, moisture, heat and cold weather for extreme retail environments.

VERSATILE RETAIL ENDPOINTS

Enable retail innovation with streamlined, customer-centric solutions from the sales floor to the data center.

PURPOSE-BUILT POINT OF SALE

Customize your unique retail workspace with solutions built for demanding jobs.

INDUSTRIAL-GRADE INVENTORY MANAGEMENT

Master every area of retail logistics and product management with solutions that work smoothly in the harshest environments.
Hospitality

Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.

Recommended Dell Solution

A. OptiPlex 7460* or 7760 All-in-One
B. OptiPlex All-in-One Articulating Stand
C. Dell Premier Wireless Keyboard and Mouse - KM717

Engage customers with beautiful, innovative technology including the OptiPlex 7760 All-in-One and outshine your competition.

Additional options

For always ready, premium mobility:

D. Latitude 7390 2-in-1
E. Dell Active Pen - PN557W*

The ultra-mobile Latitude 7390 2-in-1 is small, light and cool to the touch, making check-ins and order-taking a breeze. The Dell Active pen allows for a natural writing experience with the 2-in-1 device.

*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 7060 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.

OptiPlex 7060 Micro PC enabled with Intel Unite® and a Dell 4K Interactive Large Monitor bring to life a powerful, collaboration solution for the modern ways people meet. Run smarter, more productive business conferences with simplified access to Wi-Fi and meeting room management applications.

Additional options
For personalized retail design collaboration:

D. Dell Canvas 27
E. Dell Canvas Articulating Stand
F. Dell Precision 5530

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.

*Not pictured
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 5290 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.

Additional accessories

C. Latitude 5290 2-in-1 Travel Keyboard
D. Dell Active Pen | PN557W
E. Dell USB-C Mobile Adapter | DA300

*Not pictured

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 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 7060 Micro with Intel® Core™ vPro™ and Intel® Optane™ memory
B. OptiPlex Micro All-in-One Stand | MFS18
C. Dell 22 Monitor | P2219H
D. Dell Wireless Keyboard and Mouse - KM636*

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

Additionally 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 44% PCR* (post-consumer recyclables).

*Source: Dell Product Compliance Datasheet | ENV0023 | A12

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.

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. Edge Gateway 5000
H. Embedded BOX PC 3000 or 5000
I. OptiPlex XE3 Small Form Factor or Tower
J. OptiPlex Small Form Factor All-in-One Stand – OSS17
K. Dell 24 Monitor | P2419H
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
Endpoint security solutions

Protect your customers and workforce from security threats.

Dell trusted devices
Security begins at the device with Dell commercial PCs

Dell offers the world’s most secure commercial PC’s, powered by Intel® Core™ vPro™ processors with industry-leading endpoint security solutions that include BIOS protection, data encryption, advanced authentication and next-gen malware protection options⁺.

Dell Data Security

Protect data and prevent threats with innovative Dell Data Security solutions - security that works with the modern workforce, enabling end user productivity without sacrificing security.

Dell Threat Defense

Stay ahead of constantly changing threats and prevent more than 99% of malware at the endpoint with an AI-based algorithm, powered by Cylance. Upgrade to Dell Endpoint Security Suite Enterprise and get advanced threat protection and encryption in a unified solution.

Dell Data Guardian

For the ultimate in data security, protect data wherever it goes, including non-company networks. Control access to documents ensuring the right access for the right people, and monitor data activity and location for suspicious behaviors.

Dell Encryption

Protect data at rest with flexible encryption options. Whether it’s file-based encryption, dual encryption for an increased level of security or managing Microsoft BitLocker and self-encrypting drives, do it all from a single management console with streamlined compliance reporting.

⁺ Some options may not be available in all countries.
⁺ Based on Dell internal analysis, October 2017.
## 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>Service</th>
<th>Basic</th>
<th>ProSupport</th>
<th>ProSupport Plus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardware support during local business hours.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>24/7 hardware and software phone support</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Proactive and predictive automated support</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Repair accidentally damaged devices and keep hard drive after replacement</td>
<td>-</td>
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<td>✓</td>
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<tr>
<td>Resolve issues quickly with ProSupport engineers</td>
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<td>-</td>
<td>✓</td>
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<tr>
<td>Avoid downtime with failure prevention</td>
<td>-</td>
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<td>✓</td>
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</tbody>
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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 resolution
- **68%** Up to 68% fewer steps to resolution
- **11x** Up to 11x faster time to resolution
- **13** Up to 13 fewer steps to resolution

### 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 deployments and $792 reduced deployment cost per PC.

#### 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 time
- **$792** Reduced deployment cost per PC

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