

Modern Workplace.

The right solution for every employee.





The transformation of the workplace.

The workplace is subject to rapid change.
The **focus** here is on the people - your **employees**.



For maximum productivity and satisfaction of your employees, the equipment of the workplace is a decisive factor nowadays.

Our partner, Dell Technologies, is also aware of this. The company has engaged extensively with the transformation of the workplace and the “employees of today”. Employees were classified according to job requirements and working methods.

Based on the insights gained, Dell Technologies has defined 4 personas, each with their own working methods and preferences in terms of hardware and software.



In partnership with Dell Technologies, we're committed to providing you with a comprehensive picture of what technology demands on employees. We'll show you which technologies are most likely to be required for maximum performance of each end user. Optimal equipment not only relieves your employees, but the entire company benefits from even more efficiency.

Your Benefits.




Employees can focus entirely on their work.



Increased productivity through individual support for employees.



Increased employee satisfaction.



Turn your employees into your competitive advantage

The 4 End User Personas.



10 % of employees

Builder

Driven to **build** and **grow** the business.



19 % of employees

Connector

Driven to connect teams and ensure **collaboration**.



15 % of employees

Specialist

Driven to specialize in unique, **creative**, and **complex** fields.

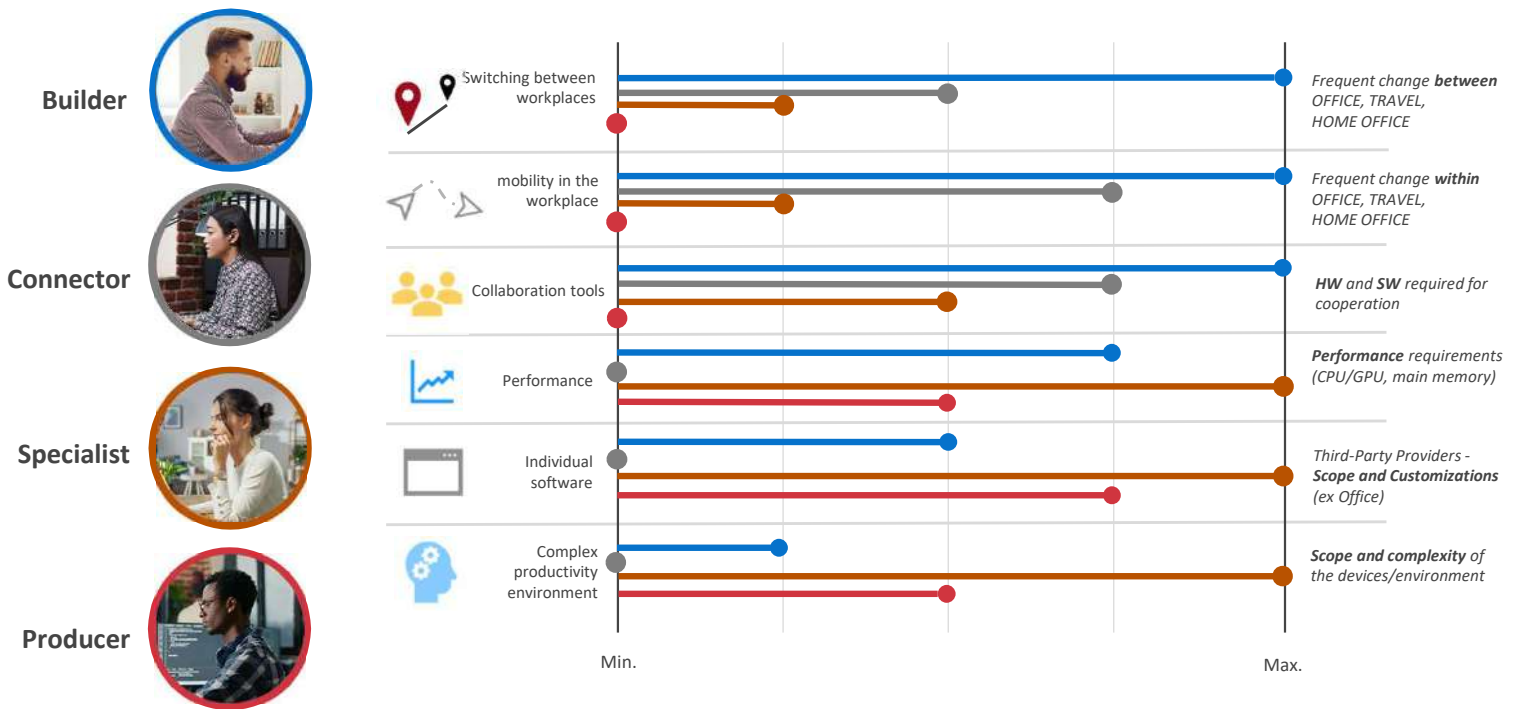


> 50 % of employees

Producer

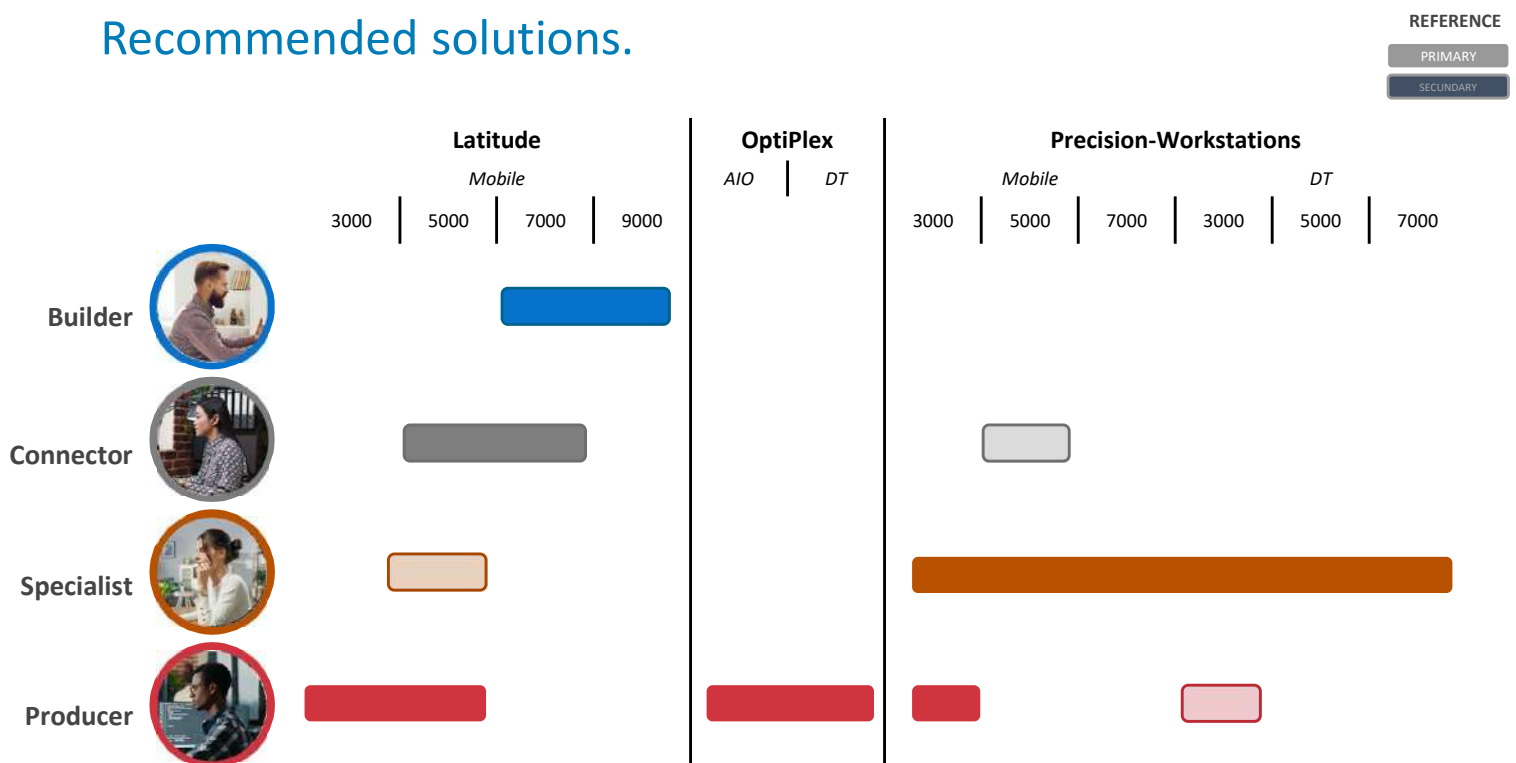
Driven to produce results and strives for **efficiency**.

Requirements of the End users in comparison.



The individual fields of activity of your employees have a great influence on the requirements of the workplace and thus the required solution concepts.

Recommended solutions.





The Builder



Driven to build and grow the business.



Creates and executes strategic **vision**.



Moves companies forward developing **relationships** with **external** stakeholders and partners.

CHARACTERISTICS.



10 %
Workforce



76 % Use
Multiple
Workspaces



20 % More
Mobile



2 Days
Work from
Office / Week

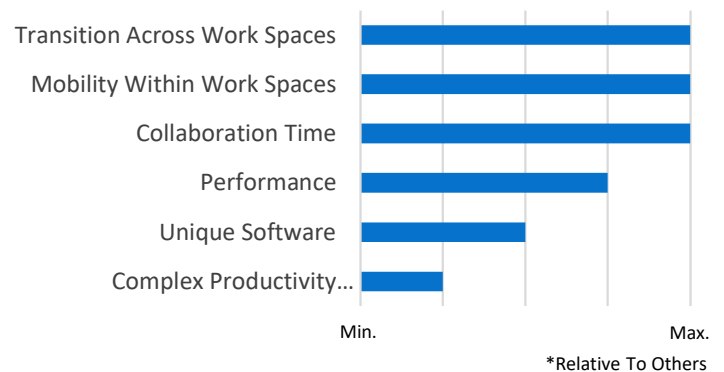
MOTIVATION.

- Are constantly connected via several devices across multiple workspaces
- Thrive using simplified and effective communication
- Require a high degree of aura across lifestyle and devices

CHALLENGES.

- Challenges setting up devices across ecosystem
- Difficulty with transition across workspaces and devices
- Need to collaborate and be connected regardless of location
- Desire for a clean and efficient workspace
- Regularly managing connectivity and power

BUILDER NEEDS CHART*



ROLE AFFINITY.

- C-Suite Executives
- P&L Owners
- External Sales
- Account Management
- Public Relations Representatives
- Business Consultants
- Lawyers
- Real Estate Agents

Hybrid Work Solutions for the Builder.



Latitude 9430

ExpressConnect
ExpressResponse
ExpressSign-In
Contextual Privacy

Dell Optimizer &
Dell Peripheral Manager
Integration



Office



UltraSharp 40 Curved
WUHD Monitor U4021QW



UltraSharp Webcam
WB7022



Thunderbolt 4 Dock
WD22TB4



Premier Wireless ANC
Headset WL7022



Premier Multi-
Device Wireless
Keyboard & Mouse
KM7321W



Roam

Dell Software Experiences



14 Portable Monitor
C1422H



Premier Rechargeable
Active Pen PN7522W



USB-C Mobile
Adapter DA310



Premier Wireless ANC
Headset WL7022



Premier Rechargeable
Wireless Mouse
MS7421W



Home



UltraSharp 4K 32 Video Conferencing
Monitor U3223QZ



Dual Charge Dock
HD22Q



Premier Multi-Device Wireless
Keyboard & Mouse KM7321W



The Connector



Driven to **connect** teams and ensure **collaboration**.



Manages plans and data to advance projects.



Enables **progress** by balancing between collaboration and distractions.

CHARACTERISTICS.



19 % Workforce



68 % Use Multiple Workspaces



High Collaboration Application Usage



2,3 days Work From Office / Week

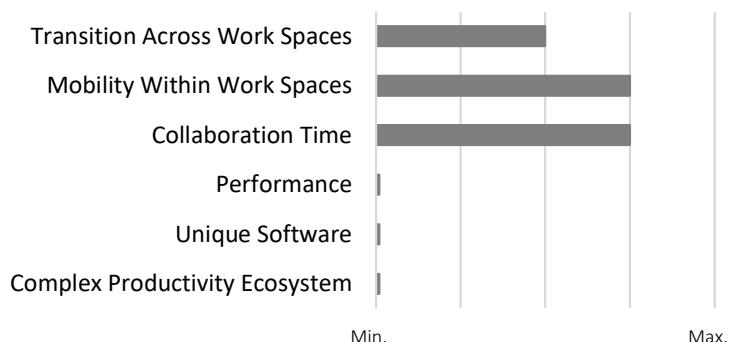
MOTIVATION.

- Quick to respond
- Efficient multi-taskers
- Center of communication
- Assist in sharing and connecting of people and information

CHALLENGES.

- Managing virtual meetings can be challenging
- Need to constantly listen in on meetings
- Balance of virtual work session vs traditional in-person
- Need consistent interoperability for docking and peripherals

CONNECTOR NEEDS CHART*



*Relative To Others



ROLE AFFINITY.

- Team Leaders
- Managers / Directors
- Chiefs of Staff
- Project Managers
- Product Managers
- Brand Managers
- Marketing

Hybrid Work Solutions for the Connector.



Latitude 7430
Latitude 7330 (for Roam)

ExpressConnect
ExpressResponse
ExpressSign-In
Contextual Privacy

Dell Optimizer &
Dell Peripheral
Manager Integration



Office



34 Curved Video Conferencing Monitor - C3422WE



Thunderbolt 4 Dock WD22TB4



Premier Wireless ANC Headset WL7022

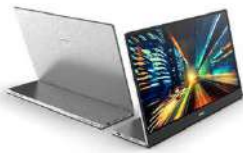


Premier Multi-Device Wireless Keyboard & Mouse KM7321W



Roam

Dell Software Experiences



14 Portable Monitor C1422H



Speakerphone with Multiport Adapter MH3021P



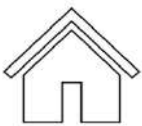
Premier Wireless ANC Headset WL7022



Premier Rechargeable Wireless Mouse MS7421W



Notebook Power Bank Plus (USB-C, 65Whr) - PW7018LC



Home



34 Curved Video Conferencing Monitor - C3422WE



Dual Charge Dock HD22Q



Premier Wireless ANC Headset WL7022



Premier Multi-Device Wireless Keyboard & Mouse KM7321W



The Specialist



Driven to specialize in unique, **creative**, and **complex** fields.



Generates focused work and performs detailed **analysis**.



Solves difficult challenges in a logical and detail-oriented manner.

CHARACTERISTICS.



15 % Workforce



43 % Work From Home



80 % More Performance Needs
x2 Performance Applications



1,7 days Work From Office / Week



Large Mix of Verticals

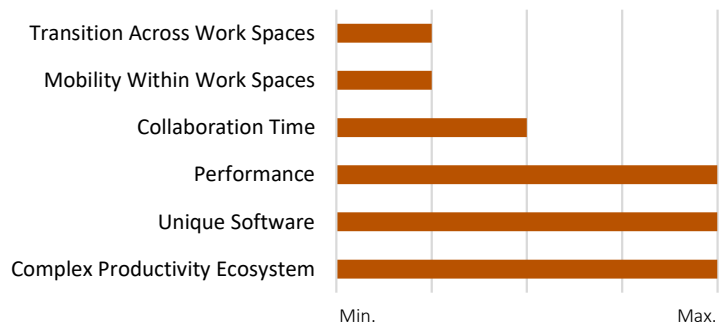
MOTIVATION.

- Produce expert level deliverables
- Satisfaction and pride in seeing their project drive outcomes
- Excited by challenge to solve complex problems and deliver unique solutions

CHALLENGES.

- Disruption in speed and power
- Interruption in deep focus
- Lack of screen real estate and ability to customize setup
- Hindered by lack of and changes to specific peripherals
- Inability to access optimal software

SPECIALIST NEEDS CHART*



*Relative To Others



ROLE AFFINITY.

- Researchers
- Professional Artists
- Data Scientist
- Designers
- Engineer
- Programmers
- Analysts
- Database Developers
- Architects

Hybrid Work Solutions for the Specialist.



Precision 3660 Tower
(for Office)



Precision 5470
(for Roam & Home)

ExpressConnect
ExpressResponse
ExpressSign-In
Contextual Privacy

ISV Certifications
Dell Optimizer for Precision
Easy Arrange



Office



2x UltraSharp 27 4K USB-C Hub
Monitors U2723QE



UltraSharp Webcam
WB7022



Premier Wireless ANC
Headset WL7022



Premier Multi-Device Wireless
Keyboard & Mouse KM7321W



Roam



14 Portable Monitor
C1422H



Speakerphone with Multiport
Adapter MH3021P



Premier Wireless ANC
Headset WL7022



Premier Rechargeable Wireless
Mouse MS7421W



Home



2x UltraSharp 27 4K USB-C Hub
Monitors U2723QE



Thunderbolt 4 Dock
WD22TB4



Speakerphone
SP3022



Premier Wireless ANC
Headset WL7022



Premier Multi-Device
Wireless
Keyboard & Mouse
KM7321W

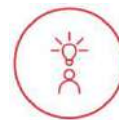
Dell Software Experiences



The Producer



Driven to produce results and strives for **efficiency**.



Focuses on **productivity** to deliver desired outcomes.



Achieves success with focus on accomplishing **tasks**.

CHARACTERISTICS.



> 50 % Workforce



52 % Work From Home & Office



22 % More Task Focused



2 x More Desktop Usage



2,8 days Work From Office / Week



Largest Mix of Verticals

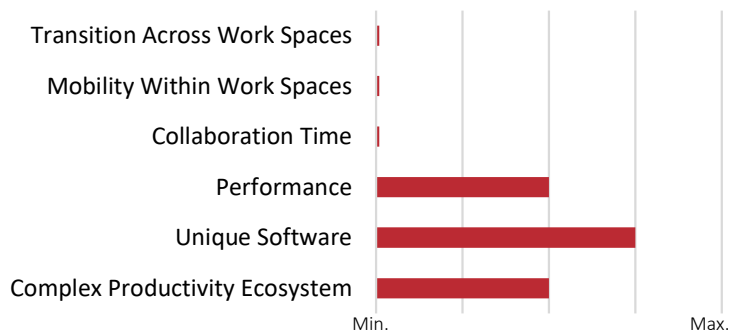
MOTIVATION.

- Focused efficiency
- Goal and customer centric
- Time to completion

CHALLENGES.

- Extreme challenges with slow and unreliable devices
- Delaying focused work till optimal ergonomic setting
- Background noise and avoiding distractions
- Status meetings get in the way of "real" work

PRODUCER NEEDS CHART*



*Relative To Others



ROLE AFFINITY.

- Accountants
- Procurement
- IT Administrators
- Manufacturing Floor
- Finance Admins
- Human Resources
- Front Office Reps
- Admin Assistants
- Call Center

Hybrid Work Solutions for the Producer. (Fixed Workspace)



OptiPlex 7400 All-in-One



OptiPlex 7000 Micro
(for Fixed Shop Floor
& Home)

ExpressConnect
ExpressResponse

Dell Optimizer & Dell Peripheral
Manager Integration



Office
Service
Desk/Kiosk



All-in-One Height Adjustable Stand



Pro Wireless Headset
WL5022



Premier Multi-Device Wireless
Keyboard & Mouse KM7321W



Office
Shop Floor



27 USB-C HUB Monitor
P2723DE



Micro All-in-One Stand
MFS22



Premier Multi-Device Wireless
Keyboard & Mouse KM7321W



Home



2x 27 USB-C HUB Monitor
P2723DE



UltraSharp
Webcam
WB7022



Speakerphone
SP3022



Pro Wireless
Headset WL5022



Pro Wireless
Keyboard and
Mouse KM5221W



Dual Monitor
Arm MDA20

Dell Software Experiences

Hybrid Work Solutions for the Producer. (Mobile Workspace)



Latitude 5430

ExpressConnect
ExpressResponse
ExpressSign-In
Contextual Privacy

Dell Optimizer
Easy Arrange



Office

Dell Software Experiences



2x 27 USB-C HUB Monitor
P2723DE



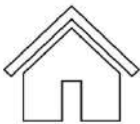
Thunderbolt 4 Dock
WD22TB4



Pro Wireless Headset
WL5022



Pro Wireless Keyboard
and Mouse KM5221W



Home



2x 27 USB-C HUB Monitor
P2723DE



Dual Charge
Dock HD22Q



Speakerphone
SP3022



Pro Wireless Headset
WL5022



Pro Wireless Keyboard
and Mouse KM5221W