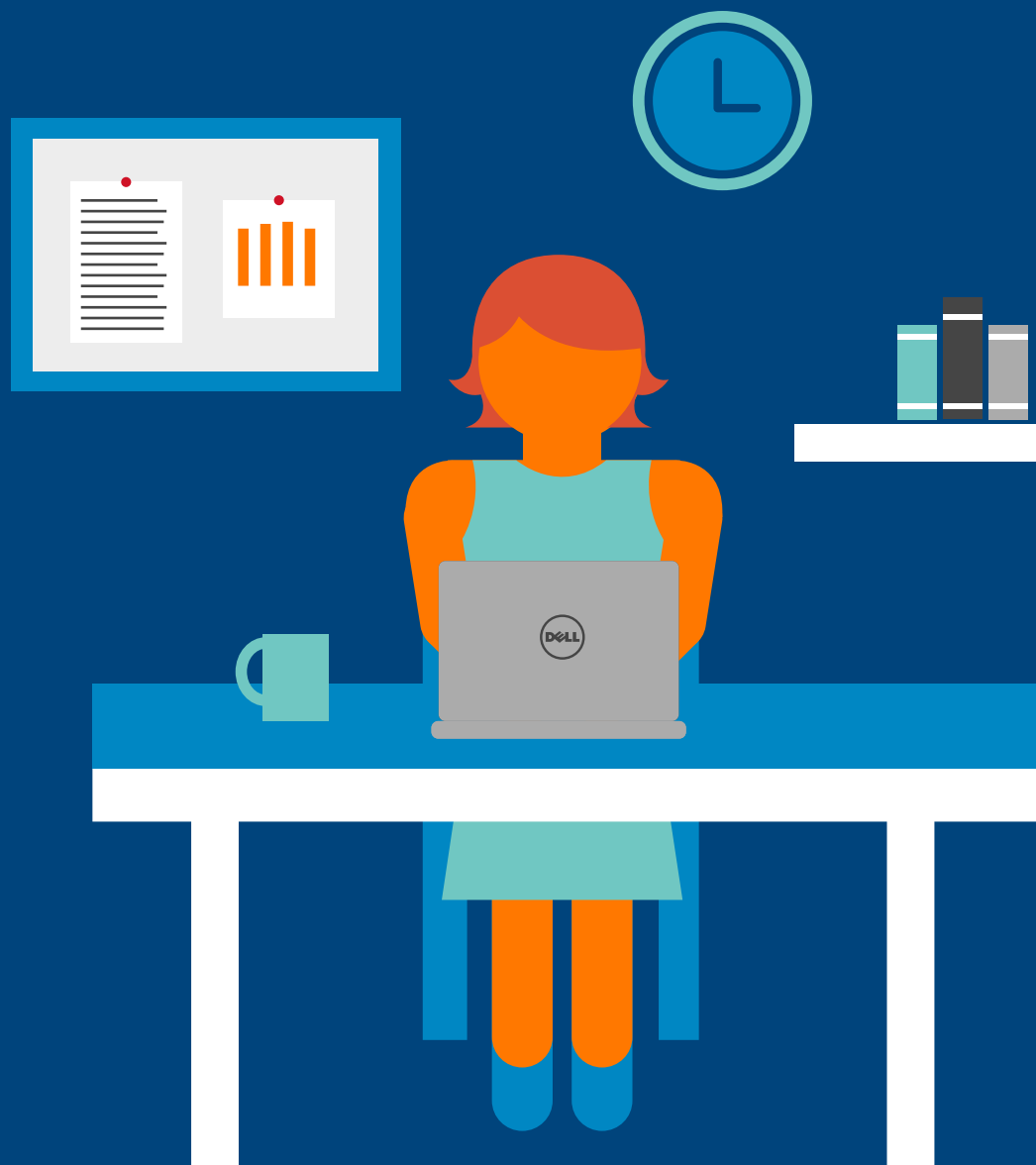


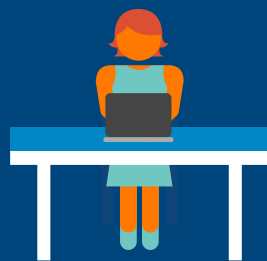
# Desk-based worker

Business success is, literally, in your employees' hands – in the form of the IT they use every day. It's your choice: Equip employees with the solutions that will help your organization win, or lose.



*/ future ready /*

At Dell, we create technology that empowers your staff and can run across the entire business. Our solutions are end-to-end, yet tailored to meet individual needs. Because we know that one size never fits all in the workplace today.



Desk-based worker



Corridor warrior



On-the-go pro



Remote worker

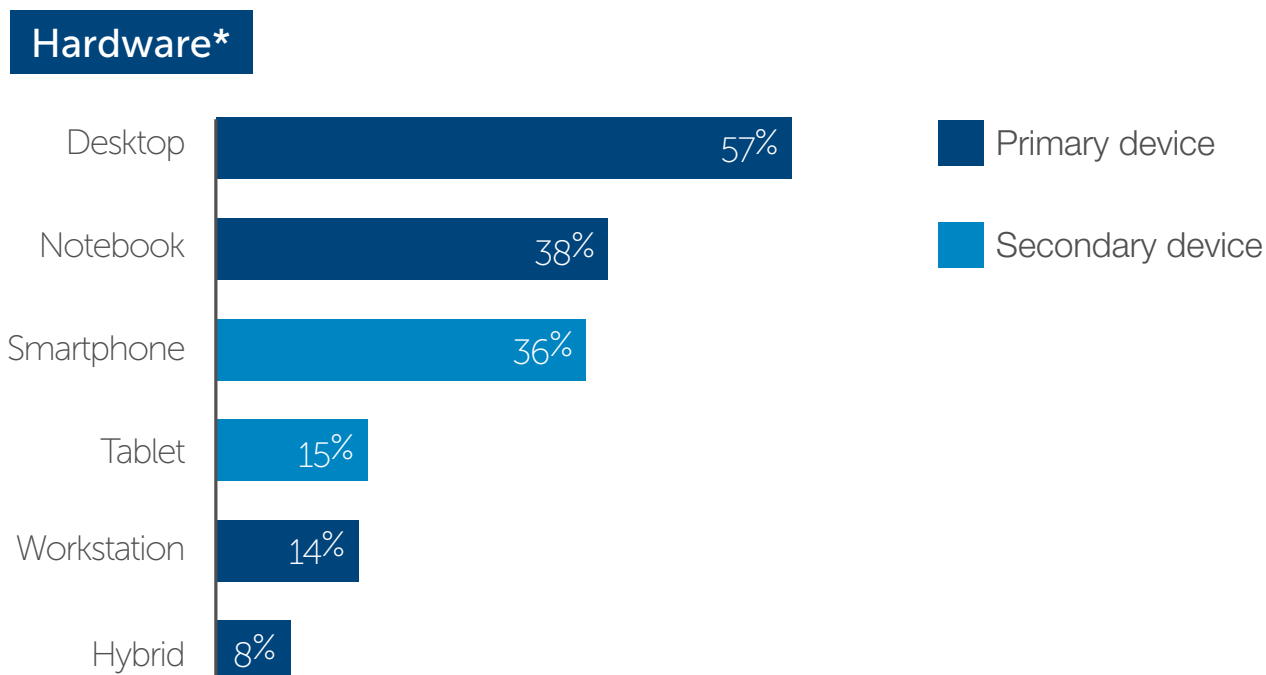
# Spotlight on: Desk-based workers

**Description:** Someone who is working at their own desk in the office more than 50% of the time.

## Typical roles:

- Admin staff/exec support
  - Accounting/Finance
  - Help desk/Customer support
  - Engineers
  - Designers
  - Sales representatives
- Marketing staff
  - Other professionals (e.g., government, education, administrators)
  - Programmers
  - R&D

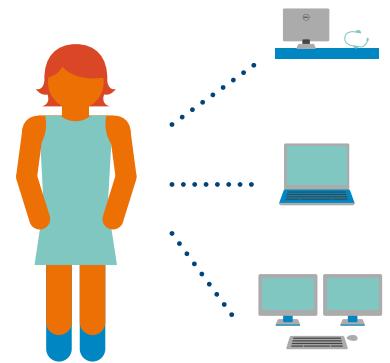
## What they're currently using:



These users spend most of their day in a designated workspace. Create a space that lets them feel comfortable and work more efficiently. Set them free to multitask and maximize productivity – both at their desk and away from it.

### Pain points

- Desktops/monitors take up too much space
- Single screen hinders productivity and the ability to multitask
- Screen not always at the correct height and/or keyboard is not in the right place
- Lack of charging for phone means users struggle under the desk
- Wired headsets can feel restrictive and hinder multitask
- Headsets don't block out noise from the surrounding office



#### Key needs



**SPACE.** Maximize desk space in tight places like cubicles.



**COMFORT.** Create a comfortable environment for stationary users.



**SPEED.** Support data-intensive or multitask roles with large/dual monitors.

#### Occasional needs



**PERFORMANCE.** Provide powerful processing to meet data-heavy needs/engineering roles.



**FLEXIBILITY.** Presenting away from desk? Give them the tools to share in meetings/conferences.

### Opportunities



- **GO MOBILE.** Give them the freedom to move around the office and the flexibility to work from home. Move away from desktops to laptops with docking stations. Explore opportunities in HDD services and cloud storage.



- **HOT DESK.** As staff become more flexible, hot-desking may increase, driving the need for noise-canceling headphones.



- **IMPROVING SHARING.** Boost meeting-room productivity by cutting the reliance on cables, so users can wirelessly share information.

# Technology in action

The first step in selecting hardware, should be a careful assessment of user requirements and preferences.

Offer platforms and form factors that are appealing – users are more productive if they're familiar and comfortable with their IT.

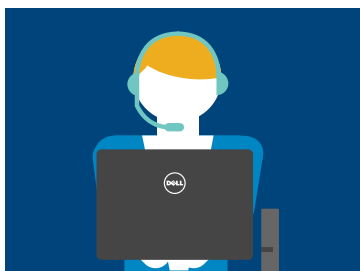
Here are a few examples of common desk-based roles with recommendations on technologies to consider:



## Engineer, accounting

**Devices:** Dell OptiPlex 7000 Series desktop, Dell Precision workstation (mini-tower or small form factor), Dell Latitude 14/15 5000 Series

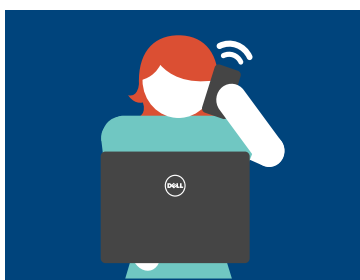
**At-desk accessories (for expanded productivity):** laptop docking station with dual-display capability (for notebook users), dual non-touch display (22-24"), full-featured keyboard (wired or wireless), wireless mouse, wireless headset



## Customer support

**Device:** Dell OptiPlex desktop (small or micro form factor), Dell Latitude 14/15 5000 Series or Dell Latitude 14/15 3000 Series

**At-desk accessories (for expanded productivity):** single non-touch display (23-27"), full-featured keyboard (wired or wireless), wireless mouse, wireless headset (noise-canceling preferred), adjustable height monitor



## Executive assistant

**Device:** Dell OptiPlex All-in-One desktop

**At-desk accessories (for expanded productivity):** single built-in touch display (22-24"), full-featured keyboard (wired or wireless), wireless mouse, wireless headset, additional charging port for personal device, accessory hub (print/copy/scan)



## Inside sales

**Device:** Dell Latitude 14/15 5000 Series or Dell Latitude 14/15 3000 Series

**At-desk accessories (for expanded productivity):** laptop docking station with dual-display capability, non-touch display with adjustable monitor stands or ergonomic display arms, full-featured keyboard (wired or wireless), wireless mouse, wireless headset (noise-canceling preferred)

# Now create an end-to-end solution

Simplify IT management, mitigate risk and accelerate results with end-to-end IT solutions. Choose from a comprehensive portfolio of software and Dell services.

## Software

Dell's wide range of software includes:



### Security

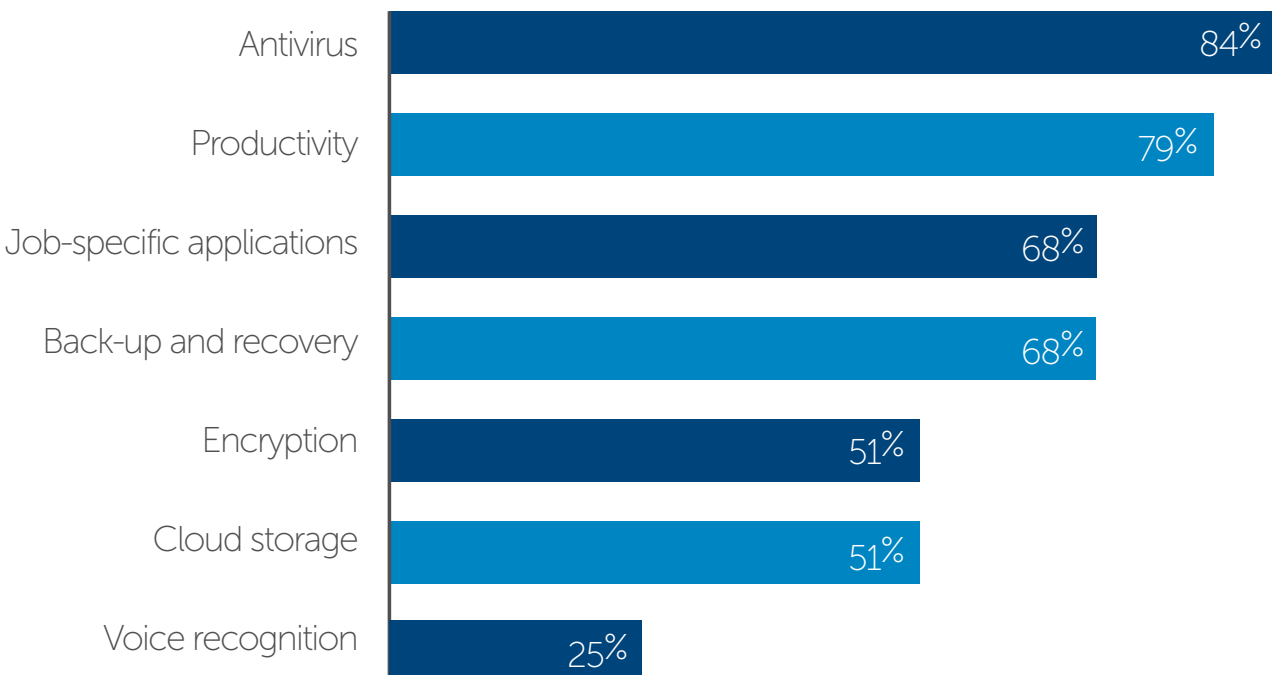
Discover a proactive approach to defeat malware and threats in real time with **Dell Data Protection | Protected Workspace**.

### Productivity

Set users free with instant messaging, online meetings and more **with Online Conferencing software**.

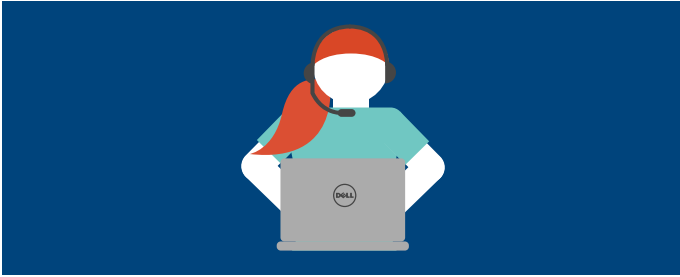
What companies are currently using:

### Software\*



## Dell services

Choose from a range of Dell services, such as:



### Support

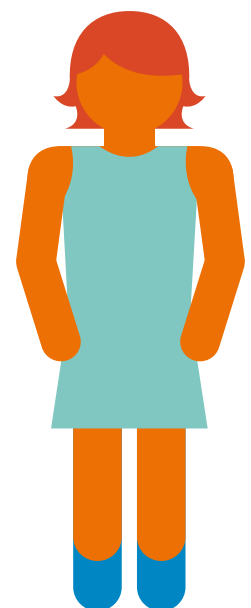
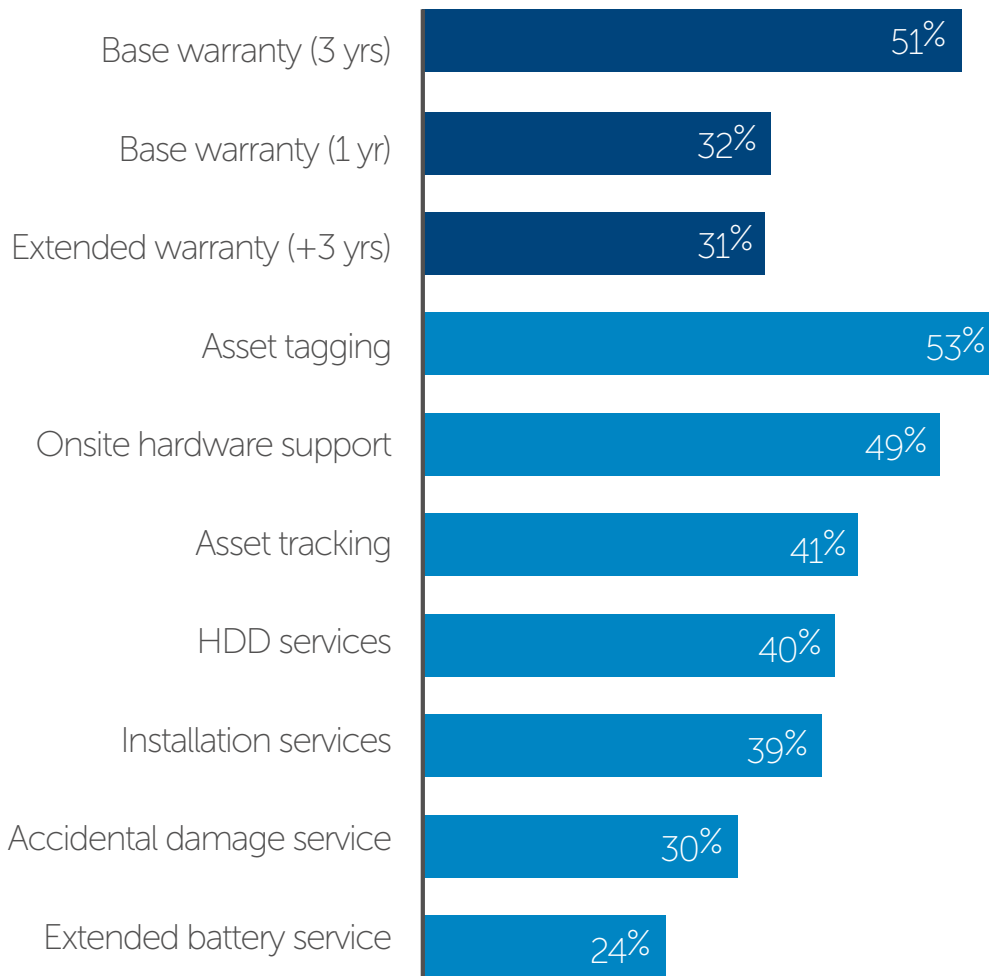
Minimize hardware and software downtime with **Dell ProSupport** including 24x7 priority access to technical support engineers.

### Extended warranty

Get 5-year warranties on desktops and all-in-ones and a recommended 3-year warranty on notebooks.

## What companies are currently using:

### Services\*



[www.futurereadyworkforce.dell.com](http://www.futurereadyworkforce.dell.com)



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