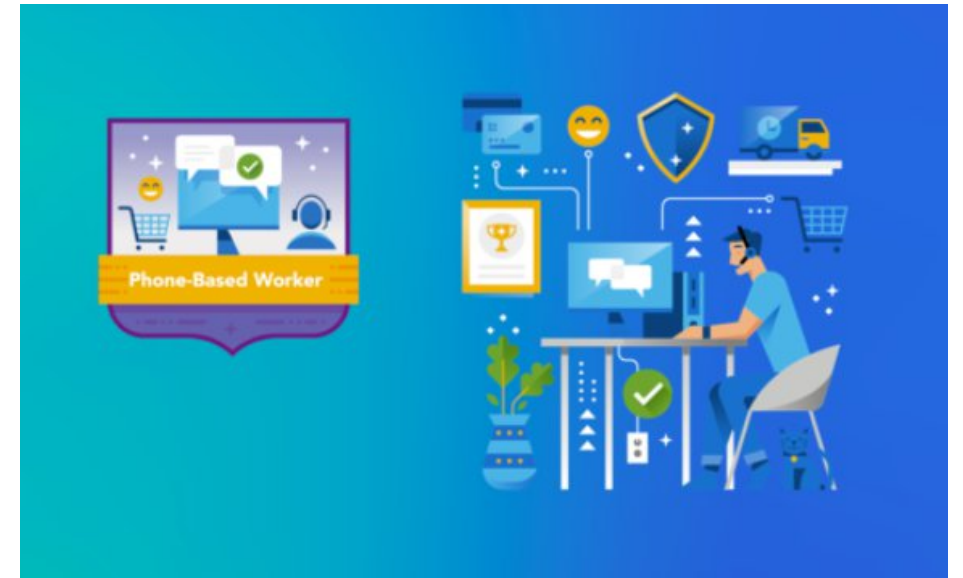
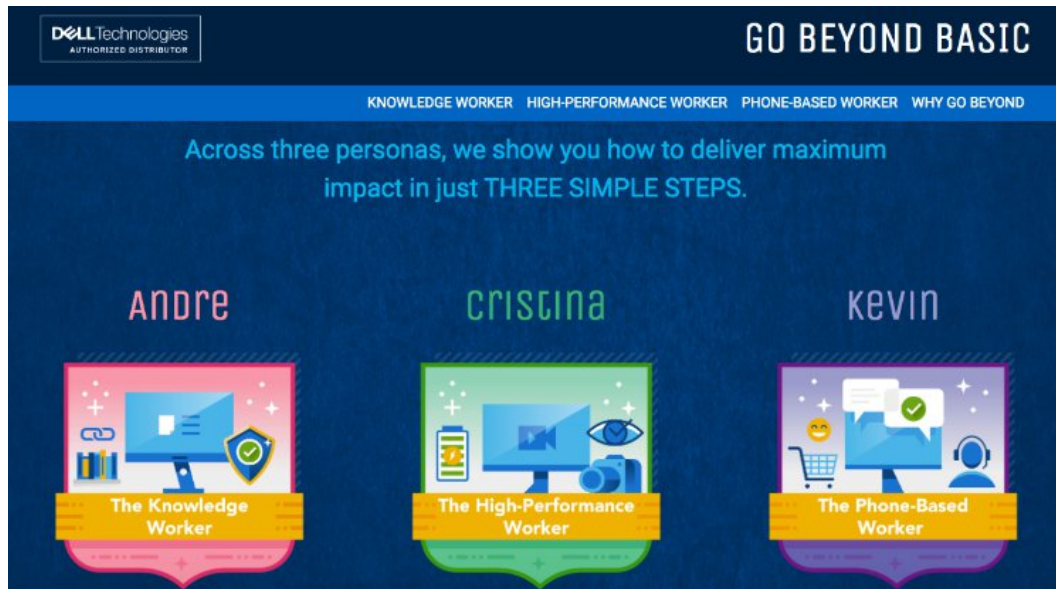


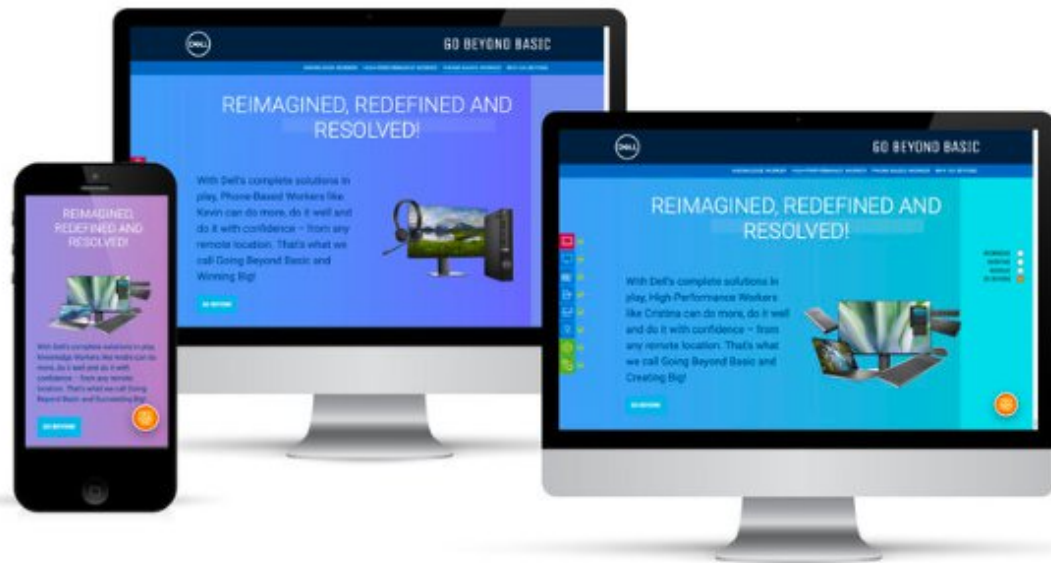
Dell: Go Beyond Basic

At the start of Covid-19 – with in-office workers suddenly going remote – Dell seized upon an opportunity. They wanted remote workers to see what was possible with a complete technology solution at their fingertips. And with that, *Dell: Go Beyond Basic* was born.

At Tech Data, I led all content for this interactive, lead-gen web campaign. *Dell: Go Beyond Basic* introduces viewers to three individual work personas who need the power of Dell's complete solution portfolios to do their best work. The campaign spotlights the technology each persona uses to reimagine their remote workstations and meet the demands of their clientele. Users who opted in received infographics, playbooks, FAQs and more. Featured here are elements of this dynamic, award-winning campaign.









GO BEYOND BASIC

GET EXPERT DIRECTION FROM DELL AND PUT BASIC TO BED

We get it. In the face of long business hours during a global pandemic, many of us returned to basic technology, the proper setup on desks, turned screens into offices and hoped that's about as basic as it gets in doing our next big meeting.

At Dell Technologies, we're here to change the game. We have what you need to turn patchwork home offices into full-fledged remote workplaces. Download our learn and start planning the remote work success today, tomorrow and beyond.

ASK THE 5 CRITICAL QUESTIONS YOU NEED TO ASK FOR REMOTE WORK SUCCESS

LEARN WHY 74% OF REMOTE WORKERS REPORT AN IMPROVEMENT IN WORK-LIFE BALANCE

ACE REMOTE WORK

Get step-by-step action plan in waiting for you. Built on guidance from our experts, plus a roadmap for your remote workplace journey with Dell.

GET TREND SAVVY

Upgrade your knowledge of the remote work landscape. Our annual report includes data on technology trends, remote statistics, insight from leading thought leaders and more.

DON'T DELAY. GO BEYOND BASIC TODAY.

*Join to Dell and we'll help your remote workplace deliver with success.

[GO BEYOND BASIC](#)

GO BEYOND BASIC

EXPAND YOUR REMOTE WORKSPACE

EASY-TO-FOLLOW GUIDELINES

Download our learn and start planning the remote work success today, tomorrow and beyond.

GO BEYOND BASIC

TODAY'S REMOTE WORK TECHNOLOGY TRENDS

A BIRD'S EYE VIEW INTO ANALYST INSIGHT

Download our learn and start planning the remote work success today, tomorrow and beyond.

GO BEYOND BASIC

meet andre

*** [GO BEYOND BASIC](#)

GET COMPLETE SOLUTIONS FROM DELL AND PUT BASIC TO BED

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At Dell Technologies, we're here to change the game.

REMARKABLE REMOTE WORK AND TIME SERVICES

To take you beyond basic, we've designed a fun, interactive site. Follow along as we introduce you to Andre - a high-performance digital assistant who masterfully anticipates what you need to know. Check out the technology you need to enhance the workplace and more.

EXPLORE THE DELL LATITUDE 9410

DON'T DELAY. GO BEYOND BASIC TODAY.

With your knowledge, we're here to help you. With our complete solution portfolio, you can turn patchwork home offices into full-fledged remote workplaces. Now is the time to stop being basic and start planning the remote work success today, tomorrow and beyond.

[GO BEYOND BASIC](#)

STAY TUNED...

We'll be back to show you how to make the most of your remote workplace with success.

GO BEYOND BASIC

meet cristina

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EXPLORE THE DELL PRECISION 5520

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GO BEYOND BASIC

meet kevin

*** [GO BEYOND BASIC](#)

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