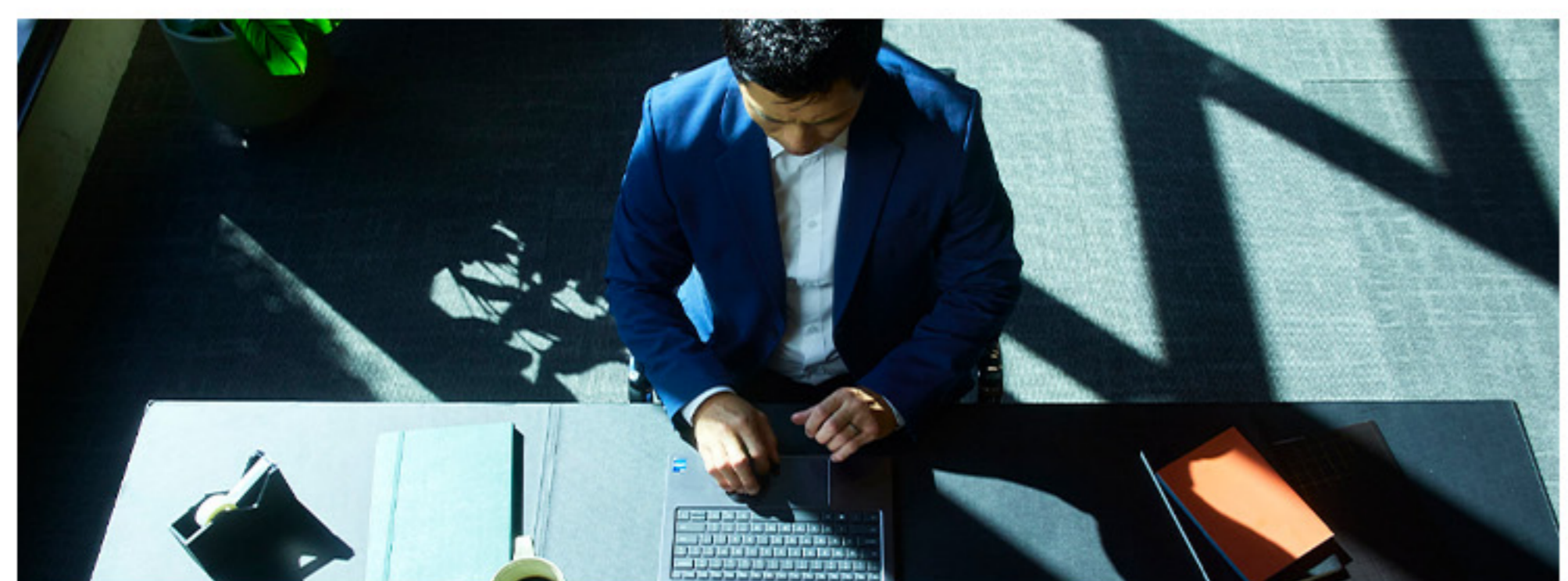## Ignite the innovator in you

Bring your brightest ideas to life and securely drive continuous innovation with intelligent technology.

▶ Watch Video

Go from ideas to outcomes faster with AI-based laptops, automated servers that outmaneuver threats, proactive storage solutions, and a simple and consistent cloud experience with APEX.

DEVICES

Work with confidence from anywhere

Performance meets privacy. Dell Latitude features AI-based Dell Optimizer — the only built-in optimization software that adapts to the way you work[1] with:

- Built-in intruder protection and auto-dimming
- ExpressResponse and Intel® Adaptix™ Technology to optimize applications
- ExpressSign-in to wake systems before login and lock PCs when you're away

Explore Latitude

Text link place holder   Text link place holder

SERVERS

Anticipate and outmaneuver threats

Get a comprehensive, real-time view of your infrastructure across environments and take security to the next level automatically with intelligent Dell PowerEdge servers that provide the data you need to:

- Identify potential risks
- Address evolving compute demands
- Rapidly respond to business opportunities

Explore PowerEdge

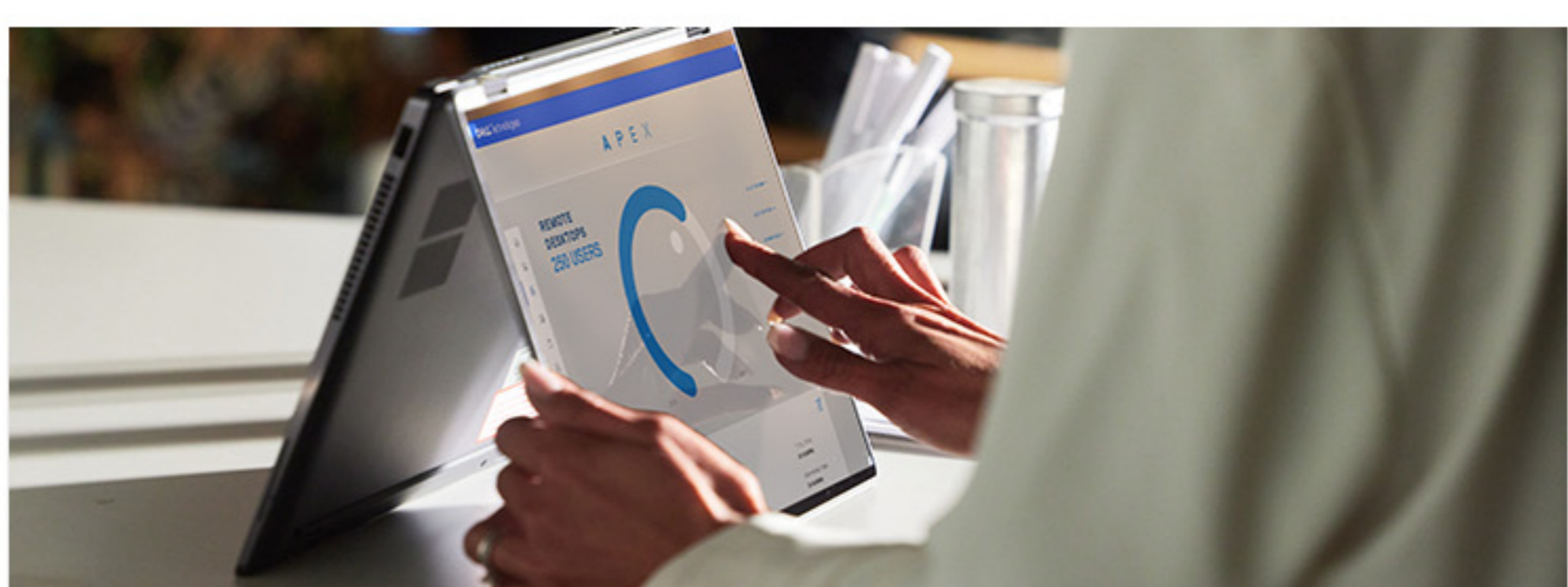Text link place holder   Text link place holder

STORAGE

Proactively detect and resolve issues

Save time and resources by mitigating storage problems before they arise. With Dell PowerStore proactive monitoring and predictive analysis, you can:

- Resolve issues up to 3x faster[2]
- Predict capacity is almost full up to 10x faster[3]
- Find reclaimable storage up to 42x faster[3]

Explore PowerStore

Text link place holder   Text link place holder

AS-A-SERVICE

Control your infrastructure with APEX

Deploy as-a-Service with simplicity, agility and control, and pay as you go across your entire cloud environment. APEX can help you reduce:

- Unplanned downtime impact with 88% improvement in lost productivity hours per year[4]
- Deployment time with 64% faster staff hours[4]
- Overall cost of operations 39% over 3 years[4]

Explore APEX

Text link place holder   Text link place holder

Protecting our planet is a shared responsibility

Confidently meet your sustainability goals with solutions and products designed to help reduce the world's carbon footprint. At Dell Technologies, we embed sustainability and ethical practices into everything we do.

From the materials in our products and packaging to the strength and integrity of our supply chain, we design devices with the entire lifecycle in mind. We plan to make every year our most sustainable one yet. Our 2030 goals include:

For every product bought, we will reuse or recycle an equivalent.

100% of our packaging will be made from recycled or renewable material.

More than half of our product content will be made from recycled or renewable material.

Read More About Our 2030 Goals   Explore Sustainable Devices

IGNITE YOUR ORGANIZATION'S INNOVATION

Put innovation to work with the right technology partner

Stay ahead of your competition and simplify continuous innovation from edge to cloud with intelligent solutions from Dell Technologies. We bring together the trusted partnerships and end-to-end IT you need to accelerate your digital transformation.

Let's connect on your innovation strategy

Because innovation never stops, we make it seamless for you to acquire the technology you need with an efficient and fully online purchase experience: Dell Premier. It's never been easier to make confident IT decisions, and we're by your side every step of the way.

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