Latitude Family – Laptops and 2-in-1s

Sales Guide for Partners

May 2020
Latitude Portfolio

Work wherever and however you need with small, light and stylish laptops and 2-in-1s designed for mobility and productivity. The world’s most intelligent PCs with Dell Optimizer, built-in AI*.

3000 Series
MODERN DESIGN FOR ANY BUSINESS
Essential business laptops and 2-in-1s. Modern design for small business up to enterprise.
Smallest and lightest in their class¹. Most secure business PCs², Unified Workspace offerings.

5000 Series
BUILT FOR SCALABILITY & FLEXIBILITY

7000 Series
SMALL DESIGN, PREMIUM PERFORMANCE
Premium business laptops & 2-in-1s with broader features for larger deployments.
Redesigned smaller and lighter. All day battery life**.

9000 Series
INNOVATION MEETS ULTRA-PREMIUM DESIGN
New Ultra-premium business laptops & 2-in-1s with best innovation experiences and design.
World’s smallest, lightest* and longest battery life**.

Claims have restrictions in certain countries and cannot be used. Please check the notes for more details.

¹Based on Dell internal analysis, November 2019
²Based on Dell analysis, February 2020
³Based on Dell internal analysis, January 2019
What's new with Latitude?

Work wherever and however you need with small, light and stylish laptops and 2-in-1s designed for mobility and productivity. For over 25 years, Latitude has pushed and continues to push the boundaries of innovation.

New Ultra-Premium 9000 Series
- Best of the best – in innovation, design & experiences
- PC as a speakerphone
- 30+ hrs battery life*

Redesigned 7000 series
- Smaller, lighter design
- New 4K low blue light option
- ExpressSign-in available also on 7310 and 7410.

Customer Experience focus
- First in industry Dell Optimizer, machine learning AI intelligence**, which learns and adapts to the way your work.
- Privacy SafeScreen & Camera shutter added to more platforms
- Up-leveled 5000, 3000 design

Usability
- New keyboard & touchpad
- Narrow borders.
- InfinityEdge screen on 9510
- Features to create a modern, clean design and ultimately maximize productivity

Connectivity
- 5G ready on 9510***
- eSIM – connect to more carriers around the globe without switching SIM cards
- SMART Antennas on 9000 and 7000
- Wi-fi-6 capability

Sustainability expanded
- Ocean-bound plastics on 9000 and 7000 packaging
- Waterborne paint on 9000, 7000, 5000
- Recycled carbon fiber on 5000, now expanded to 7000

* Battery life is based on testing Latitude 9510 with Intel Core i5-10310U, 16GB RAM, 256 GB SSD, 88Whr battery and FHD non-touch display, using the Mobile Mark 2014 benchmark test available at www.bapco.com. Test results are for comparative purposes only. Actual battery life may be significantly less than the test results and varies depending on product configuration and use, software, operating conditions, power management settings and other factors. Maximum battery life will decrease with time. 9510 – up to 34 hrs of battery life. 9410 2-in-1 upsell – 27 hrs of battery life.

**Based on Dell internal analysis, November 2019

***Available Autumn 2020
Talking Points

Who should I talk to?

And what priorities need to be addressed?

Business Leaders

- Employees need seamless connections, longer battery life, processing power to maximize productivity
- Optimized performance on how and where users work
- Accessories for effective collaboration and communication
- Improve employee experience and NPS

1 in 4 report a negative technology experience would impact career decisions

What qualifying questions should I ask?

And what challenges are they currently facing?

- Do users have issues – system lag, slow performance and app uploads?
- Is collaboration, communication or connectivity hindering productivity?
- Describe the type of workers you have in your organization? – remote, on-the-go, mobile.
- Do your workers have the right accessories to work effectively? – space-constrained environments, remote conferencing, etc.

21% Productivity boost with dual monitors

Latitude Solutions

Which is right for your customer?

- **9510** – smallest, lightest, most intelligent 15" business premium PC³ longest battery life (up to 30hrs⁴), InfinityEdge and larger screen. Laptop or 2-in-1 with Dell Optimizer. Compact 14” alternative **9410 2-in-1** convertible with up to 27hrs of battery life⁵
- **7310, 7410** – world’s smallest and smartest 13” & 14” premium PCs⁶, long battery life and fast connectivity. Laptop or 2-in-1 with Dell Optimizer.
- **7210 2-in-1** – 12.3” detachable for consumption and creation users that demand higher computing capabilities. ExpressResponse, ExpressCharge and Intelligent Audio.
- **5310, 5410, 5510** - the smallest commercial PCs in their class⁷ offers IT the most scalability, best battery performance. ExpressResponse, ExpressCharge and Intelligent Audio.
- **5411, 5511** – more processing power and fastest memory speeds in the family with H-class processors. ExpressResponse, ExpressCharge and Intelligent Audio.
- **3410, 3510** - Thinner, lighter 14” and 15” designs. Cost conscious requiring enterprise-level business features. ExpressResponse, ExpressCharge and Intelligent Audio.
- **Latitude Family** – Most Intelligent business PCs with built-in AI Dell Optimizer⁸
  - Faster app performance with ExpressResponse
  - Log in fast with ExpressSign-in
  - Intelligent optimizing battery life.
  - Charge faster – up to 80% in 1hr with ExpressCharge and ExpressCharge Boost up to 35% in 20 mins⁹.
  - Smart audio that auto-adjusts for best sound quality and conferencing

See Notes for further information on all footnotes.

4 of 9
Talking Points

Who should I talk to?

And what priorities need to be addressed?

- ITDMs
  - Ensure data is secure without hindering employee access, collaboration and sharing
  - Simple management and quick deployment to keep business running and limit disruption
  - Scalable support that ensures business continuity for a remote workforce

What qualifying questions should I ask?

- Is every endpoint in your organization secure?
- How long does it take your IT team to deliver core applications to devices?
- Does your organization experience high support call volume related to PC security and management?
- Has your organization upgraded to Windows 10?

Ways to determine your customers’ needs

- 72% Of end users share confidential data externally¹
- 53% saw improvements in mobile workforce effectiveness²

Security, Manageability and Services Solutions

How you can add value for your customer?

ProDeploy Plus - Deploy fully customized systems with Dell factory provisioning
- Expedite deployment by reducing the time required to provision devices by one week for every 1000 systems³. Devices shipped from factory to user directly.

Secureworks Trusted Security - Proactively secure devices, users, and data
- Reduce vulnerability by storing user authentication credentials in a secure hardware layer. Enhance access control by continuously tracking usage details and quickly remediate issues. Protect data using embedded artificial intelligence and machine learning capabilities to prevent malware threats.

VMware Workspace One – Easily manage all devices and systems from one console
- Simplify administration by managing all devices from a single console regardless of OS. Consolidate management of every device by leveraging integration with Dell Client Command Suite and Workspace ONE.

ProSupport Plus – Predictive and proactive support
- Limit downtime and resolve IT issues faster with proactive support. Streamline updates to firmware, drivers, operating system, and applications on any device.

PC as a Service – Reduce the burden and cost of PC lifecycle management⁴
- Minimize IT costs with flexible financing and leasing options from Dell Financial Services. Hardware, software, lifecycle services and financing in one all-encompassing solution for a single, predictable price per seat per month.⁴

¹Dell End_user Security Survey 2017
²IDC Software Defined Networking Forecast
³Based on Principled Technologies Report commissioned by Dell Technologies, “Deliver pre-configured systems to end users faster with Dell Provisioning for VMware Workspace ONE”, January 2019, comparing deployment using Dell Provisioning for Workspace ONE vs. traditional deployment. Results extrapolated to deployment of 1000 systems. Actual results will vary.
⁴Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee (“DFS”) for qualified customers. Offers may not be available or may vary in certain countries. Restrictions, eligibility and additional requirements may apply.
<table>
<thead>
<tr>
<th>Latitude Series</th>
<th>9000</th>
<th>7000</th>
<th>5000</th>
<th>3000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Positioning</strong></td>
<td>ExeCS, C-suite, who want only the best to make an impression with innovation in every aspect - internal architecture to external design. Will pay a premium for latest tech.</td>
<td>For highly mobile professionals who have to be productive anywhere and anytime. They want a premium design experience with broadest range of options to enhance productivity on the go.</td>
<td>SMB to enterprise businesses looking for small mainstream devices that are scalable and reliable with the option of high performance processors. Workers range from desk-centric to remote, to corridor warriors. Power for users working with heavy data analysis and simulations.</td>
<td>SMB to enterprise businesses who prioritize affordability but still need secure, business laptops. Workers range from desk-centric to remote task workers. They don't need to run processor or graphic intensive applications but they do need D3MS tenets.</td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td>Ultra-premium mobility. Smallest in their class. CNC Aluminum/diamond cut edges. 2n1 upsell on 9510. Still have a lot of port options for being so small.</td>
<td>Premium mobility. Smallest premium notebooks in their class. Broad range of affordable carbon fiber, aluminum, laptop, and 2-in-1 options. Award winning inspired premium design.</td>
<td>Modern design, small &amp; light systems including smallest 2-in-1 in its class. May sacrifice weight for scalability or larger battery. Broad range of ports from TBT to legacy ports.</td>
<td>Latitude 3000 offers modern, small &amp; light designs but will prioritize function over form and may trade size and features for budget. This series features a broad range of ports/slots, including legacy ports.</td>
</tr>
<tr>
<td><strong>Serviceability</strong></td>
<td>Moderate; base cover, WWAN and storage are replaceable by the customer</td>
<td>Laptop and 2-in-1, 2-in-1 detachable: Battery Detachable: SSD, Battery, WLAN, WWAN</td>
<td>WWAN, WLAN, Memory socketed thus easily serviceable and replaceable; replaceable battery, memory, SSD</td>
<td>Latitude 3410, 3510 Memory, HDD/SSD, and WWAN/WLAN cards are customer replaceable. Latitude 3301 SSD and WLAN/WLAN cards are customer replaceable.</td>
</tr>
<tr>
<td><strong>Front of Screen</strong></td>
<td>Narrow screen borders. InfinityEdge on 9510. Privacy Camera shutter options on 9510 clamshell</td>
<td>Broadest range of premium options including 4K low blue light. Privacy Camera Shutter and SafeScreen on laptop &amp; 2n1s. Coming Gorilla Glass DX on 7210</td>
<td>4-sides narrow screens (5310 2-in-1 has narrowest borders in its class), Privacy Camera shutter. SafeScreen option on 5410. Gorilla glass on 5310 2-in-1, SLP and up to 300nits panels</td>
<td>Narrow bezels and embedded touch options.</td>
</tr>
<tr>
<td><strong>Dell Optimizer (DO)</strong></td>
<td>Full DO features of ExpressSign-in, ExpressResponse, ExpressCharge, Intelligent Audio.</td>
<td>Full DO features of ExpressSign-in, ExpressResponse, ExpressCharge, Intelligent Audio.</td>
<td>DO features of ExpressResponse, ExpressCharge, Intelligent Audio.</td>
<td>DO more limited, supports ExpressCharge and Intelligent Audio.</td>
</tr>
<tr>
<td><strong>Runtime</strong></td>
<td>Longest: up to 34 hrs on 9510, up to 27 hrs on 9410</td>
<td>Long: up to 12.2 hrs on detachable. Targeting 18 to 24 hours on the laptop and 2-in-1.</td>
<td>Long: up to 21 hours (pending final testing results). Long life cycle battery options.</td>
<td>Longest for &quot;14&quot; and &quot;15&quot; up to 14.5hrs pending final testing results. Longest: up to 15.8+ hours on 13&quot;.</td>
</tr>
<tr>
<td><strong>Collaboration Speakerphone</strong></td>
<td>√</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Proximity Sensor</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Connectivity (Wi-Fi 6, WWAN speeds, eSIM)</strong></td>
<td>Best with 5G design on 9510. Options of Gigabit LTE WWAN, eSIM, Wi-Fi 6</td>
<td>4G with options of Gigabit LTE WWAN, eSIM. Options for Wi-Fi 6</td>
<td>Options of 450 Mbps CAT9 WWAN, eSIM, Wi-Fi 6</td>
<td>Options of 450 Mbps CAT9 WWAN, eSIM, Wi-Fi 6</td>
</tr>
<tr>
<td><strong>Scalability</strong></td>
<td>Low scalability, users prefer style and size</td>
<td>Broad range of options in a premium design. Support up to 32GB DDR4 memory on laptops and 2-in1s. 8 panel options available to meet a broad range of mobile professional needs</td>
<td>Most scalable: with configurable processor, graphics, battery, RAM, storage, LCDs, connectivity or security options</td>
<td>Limited scalability, users prefer low cost</td>
</tr>
<tr>
<td><strong>Performance (memory, processor)</strong></td>
<td>Intel core processors up to i7 vPro, CML-U Memory up to 16GB LPDDR3</td>
<td>Intel Core processors up to i7 vPro, CML-U Memory up to 32GB DDR4</td>
<td>Intel core processors up to i7 vPro, CML-U. Also includes our most powerful H-class 5411/5511 with the highest memory speed of 2933MHz and memory up to 64GB</td>
<td>CPU: 14/15&quot;: Intel core processors up to i7, CML-U: 13” Intel core processors up to i7, WHL-U. MEMORY: 14/15&quot; up to 32GB LPDDR4, 13&quot; up to 16GB LPDDR3.</td>
</tr>
<tr>
<td><strong>Discrete Graphics</strong></td>
<td>x</td>
<td></td>
<td>√</td>
<td></td>
</tr>
</tbody>
</table>
Recommended Accessories for Latitude

Powerful accessories designed and tested for Latitude enable seamless productivity wherever work takes them.

**On the Go**
- **Dell Premium Active Pen - PN579X**
  - Designed for busy professionals, the Dell Premium Active Pen allows you to easily take notes and stay organized.
- **Dell Mobile Adapter Speakerphone MH3021P**
  - Multiport adapter with integrated speakerphone offers an all-in-one connectivity and conferencing solution.
- **Dell Notebook Power Bank USB-C 65W - PW7018LC**
  - With fast high power delivery of up to 65Wh, this power bank can charge the widest range of USB-C laptops and mobile devices.
- **Dell USB-C Mobile Adapter - DA300**
  - Connect your Latitude to almost any device with a convenient 6-in-1 compact adapter.
- **Dell Wireless Mouse - MS5120W**
  - Enhance daily performance and productivity with this wireless mouse.
- **Dell Premier Briefcase 15 - PE1520C**
  - The Dell Premier Briefcase 15 is your ultimate, earth-friendly travel companion.
- **Dell UltraSharp 27 Monitor - U2720Q**
  - Experience true color reproduction on this brilliant 27” 4K monitor with a wide color coverage.
- **Dell 27 USB-C Monitor - P2720DC**
  - Do more with a 27” QHD USB-C monitor that expands your workspace. Get a better view of all your important tasks while reducing cable clutter.
- **Dell Dual Monitor Stand - MDS19**
  - This space saving stand mounts up to two 27-inch monitors, providing the screen real estate you need to be most productive.

**At the Desk**
- **Dell Business Dock – WD15**
  - Work at full speed with Dell’s powerful Docking solutions.
- **Dell Pro Stereo Headset - UC350**
  - Hear every word clearly on your next call, optimized to provide in-person call quality and certified for Microsoft Skype for Business.

**Services**
- **ProDeploy Plus** - deliver products directly to your customers from the Dell factory already set-up and provisioned.
End-to-end sustainability for Latitude at scale

Ocean-bound plastics
Collected from beaches, coastal areas for packaging trays
60K lbs. (27 metric tons) collected across Latitude and XPS

First manufacturer to use reclaimed CF in PCs
Prevented 2M lbs. of carbon fiber from ending up in landfills

Asset Resale & Recycle Services
Ensures product is properly recycled, disposed of at EOL

Waterborne (low VOC) paint
Dell is a leader, paving the way
- Creates a healthier work environment
- Enables a sustainable supply chain
On more Latitude products in 2020

Higher sustainability standard than previous
EPEAT 2009 Gold
New Latitude will be EPEAT 2018 Silver-rated or higher

Long lifecycle batteries
Increase the lifespan to avoid replacements
Work at full speed | Resources

Partner Tools and Platforms

Latitude Knowledge Centre page
Latitude Campaign page on Digital marketing tool
Partner Portal

Latitude Resources

Client Solutions Customer Presentation
Latitude Family Brochure
Latitude 9510 Overview / Latitude 9510 Training
Dell Optimizer: Brochure / Reviewers Guide / Video Overview
Whitepaper: Gaining Higher Productivity with a 2-in-1 PC