



## INCREASE YOUR PROFITABILITY WITH THE WORLD'S MOST INTELLIGENT PCS<sup>1</sup>

DELIVER A TRULY DIFFERENTIATED EXPERIENCE WITH DELL LATITUDE 5520

For customers who want to work from anywhere faster and more effectively, you can now offer the built-in AI of **Dell Optimizer** on the first 15" laptop to use bioplastics from trees in its design.<sup>2</sup>

**\$** Help your customers get the technology they need now with the flexible financing options of Dell Technologies on Demand.



### THERE'S NOTHING MAINSTREAM ABOUT IT

The feature-rich **Dell Latitude 5520** Commercial Laptop offers the perfect balance of performance, scalability and mobility, delivering the usability needed for all day work and collaboration. The AI-based **Dell Optimizer** works seamlessly in the background to enable anywhere, anytime conferencing, making the **5520** ideal for the future of collaboration.

- 15.6" design** delivers additional screen estate to help customers get more done.
- ComfortView Plus<sup>3</sup>** - brighter and larger FHD screen & webcam for better conferencing.
- Touchless wake & lock **ExpressSign-in<sup>4</sup>**
- Up to 80% in just an hour with **ExpressCharge<sup>5</sup>**
- ExpressConnect** joins the strongest access points and prioritizes bandwidth for conferencing applications.<sup>6</sup>
- Faster application performance with **ExpressResponse<sup>7</sup>**

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### DELL OPTIMIZER FOR PERFORMANCE AT LIGHTNING SPEED<sup>8</sup>

**Dell Optimizer** is our unique optimization software that uses built-in artificial intelligence and machine learning to learn how users interact with their system. Based on what it learns, it will work in the background – invisibly and on the user's behalf – to make meaningful adjustments, providing a more seamless end user experience.

#### END USER BENEFITS

- **Fewer interruptions** on conference calls with new network throughput optimization.
- **Intelligent Audio** reduces unexpected noise and enhances the quality of voice, allowing customers to stay off mute and work as if they're in the same room.
- **An improved user interface.**

#### IT ADMIN BENEFITS

- **Fewer IT tickets:** Dell Optimizer allows the end user to self-manage, ultimately cutting down IT man-hours and costs.
- **Dell Optimizer** is the first line of support.



### ADVANCING SUSTAINABILITY

We've pioneered bio-based technologies in the production and packaging of our products, working closely with our suppliers to minimize our collective environmental impact at every step. The benefit of using bioplastics from trees in the lid of the 5000 Series<sup>9</sup> is that it creates a lower footprint during manufacturing.

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- 9.73 million kg CO2** emissions reduced = 24.2 million miles driven.<sup>10</sup>
- Energy saved to power **5,564 homes** for a year.
- Enough water conserved to fill **226 Olympic-size pools.**<sup>11</sup>

### STEP INTO THE FUTURE OF COLLABORATION WITH INTEL<sup>®</sup>

With an impressive leap in performance on new CPU architecture you can give your customers an exceptional experience, anywhere. The new 11th Gen Intel<sup>®</sup> Core<sup>™</sup> vPro<sup>®</sup> processors and Intel<sup>®</sup> Hardware Shield deliver increased security, enhanced collaboration and powerful productivity with:

- AI technologies and Iris<sup>®</sup> Xe graphics
- With Thunderbolt<sup>™</sup> 4
- Next-gen connectivity with Wi-Fi 6E

### PERIPHERALS DESIGNED TO COMPLEMENT YOUR DELL SYSTEMS

Deliver a complete IT package for maximum productivity, comfort and efficiency. Extend the **Dell Latitude** experience with these essential accessories:

- **Dell Multi-device Wireless Keyboard and Mouse - KM7120W**  
Increase productivity with clutter-free desks and up to 36 months<sup>10</sup> of battery life.
- **Dell Mobile Adapter Speakerphone - MH3021P**  
Multiport adapter with integrated speakerphone offers an all-in-one connectivity and conferencing solution.
- **Dell Thunderbolt Dock - WD19TB**  
Charges the system faster, supports up to two 4K displays and connects to all peripherals via a single cable.
- **Dell 27 Video Conferencing Monitor - C2722DE**  
Transform video conferencing experiences with the built-in camera, microphone and speakers of our 27" QHD monitor.

### UPSELL TO MAKE IT A PREMIUM EXPERIENCE

Take advantage of the extensive Dell Technologies portfolio that allows for multiple upsell and cross-sell opportunities. Increase your profitability by upselling from **Dell Latitude 5520** to **Dell Latitude 7520** to provide a more premium experience.

- **The ultimate productivity tool** with 4G LTE option, premium audio experience or up-leveled audio, and our largest laptop.
- **Higher 4K resolution on a large display** still in a mobile form factor.
- **Premium aluminum** or carbon fiber weave design.

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### ENSURE MINIMAL DOWNTIME AND OPTIMAL PRODUCTIVITY

Your customers don't have time for downtime. Dell ProSupport Plus provides 24x7 support whether they are at home or in the office. It keeps them productive with predictive technology that detects issues before they become problems and includes Accidental Damage coverage so they can recover quickly from drops, spills, and surges. Offer your customer maximum support and protection so they can focus on their business.

### SIMPLIFY IT FOR YOUR CUSTOMERS

Dell Technologies On Demand provides more choice, flexibility, and predictability in how you and your customers consume IT infrastructure. Extend the **Dell Latitude** experience with these essential accessories: spanning our innovative end-to-end portfolio help you deliver consumption-based and as-a-service delivery models ideally suited for the way technology infrastructure is consumed in today's on-demand economy.<sup>12</sup>

### ADD EXTRA VALUE WITH A SIMPLIFIED INCENTIVE STRUCTURE THROUGH THE 2020 DELL TECHNOLOGIES PARTNER PROGRAM

#### DRIVE BUSINESS GROWTH WITH YOUR PARTNERSHIP

As our valued partner, you may be eligible for rebates, multipliers, new business incentives and MDF when you sell Dell Latitude and drive acquisition to Dell Technologies.

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Once Partners achieve a metal tier, Base rebates and multipliers require a corresponding Portfolio Competency New Business Incentive eligible Client + sales are defined as sales to customer with below \$10K of Incent + LOB purchases over the past 12 months.

<sup>1</sup> Based on Dell analysis, November 2020  
<sup>2</sup> Based on Dell analysis, September 2020. 21% bioplastics in LCD coverlid.  
<sup>3</sup> TÜV Rheinland Certified - low blue light hardware solution. For more information, visit tuv.com  
<sup>4</sup> ExpressSign-in: Available on Latitude 9000, 7000 and 5000 series. See product details for availability.  
<sup>5</sup> ExpressCharge can recharge system battery from 0% up to 80% within 60 minutes. After charging has reached 80% capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter; not recommended with a smaller capacity power adapter. Charging time may vary +/-10% due to system tolerance.  
<sup>6</sup> Best network selection based on signal strength, channel congestion, router type and others. Network suggestions based on user credentials.  
<sup>7</sup> ExpressResponse must be enabled in the Applications feature. DO learn how user uses the selected application(s) over several hours. Based on Dell testing using Sysmark 2018 benchmark running productivity applications, March 2020. Improvement will vary based on product configuration, use, application and other factors. Geographic Restrictions: see below for details.  
<sup>8</sup> Based on Dell analysis, November 2020. Geographic Restrictions: see below for details.  
<sup>9</sup> Based on Dell analysis, September 2020. 21% bioplastics in LCD coverlid.  
<sup>10</sup> Estimates based on data derived from Life Cycle Assessments conducted in accordance to ISO 14040:2006 and ISO 14044:2006. The system boundary of the LCA is Cradle-to-Gate, with the Gate of the analysis being the production of the mechanical part. Included in the analysis is the polymer production, injection molding process, paint manufacturing and painting process. Sept. 2020. Geographic restrictions apply for claims 7, 8 and 9 do not use in Chile, China, Colombia, Costa Rica, Guatemala, Hong Kong, Korea, Malaysia, Russia, South Africa, Taiwan, Ukraine, Venezuela and Vietnam.  
<sup>11</sup> Battery life may vary based on usage and computing conditions.  
<sup>12</sup> Payment 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. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell EMC and the Dell EMC logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. PCs as Fair Market Value ("FMV"). Lease: At the end of the initial FMV lease term, lessee may 1) purchase the equipment for the then FMV, 2) renew the lease or 3) return the equipment to DFS.