

Controls Engineer



Analytics Manager



Data Scientist



HR Manager



Communications



Strategy Manager



Data Engineer



Occupational Therapist



Tax Manager



Graphic Designer



Supply Chain Manager



Finance Manager



Corporate Recruiter



Mechanical Engineer



Marketing Manager



Solutions Architect

# to each their own



Construction Foreman



Architect



Compliance Manager



UX Designer



Nurse Practitioner

A GUIDE TO USER-FOCUSED  
DEVICE PROCUREMENT



# The era of “one-size-fits-all” procurement is over.



## Not every user’s “office” is the same. Why should their devices be?

Work is no longer somewhere you go, it’s something you do. Today, workers demand more freedom to choose where, when and how they do their jobs. They expect the same when it comes to the devices they use.

In the past, selecting work computers was a straightforward process. Now workers rely on a wide array of devices to get their work done.

Over 82% of workers feel customized technology makes them more productive.<sup>1</sup> Yet, fewer than 1 in 5 are satisfied with the tools they have.<sup>2</sup>

Diverse ways of working call for purpose-built computing devices, accessories, software and services. But for IT, greater variety of devices means more complexity around purchasing, provisioning, security and management. Between a more demanding workforce and a more complex environment, 53% of IT leaders struggle to keep up.<sup>3</sup>

Great technology is no longer a perk. Dell finds 66% of workers say technology influences their choice of employer.<sup>4</sup> Among millennials, 42% say they would quit a job over poor technology.<sup>5</sup> If your organization can’t offer users work devices they love, you stand to lose out on the next generation of top talent.

From a processor-heavy workstation to an ultralight tablet, the ideal work device looks different to everyone. The notion of “one user base, one device” no longer makes sense.

Last year, Dell studied North American office workers and pinpointed 7 archetypal “work styles” and tailored its suite of computing devices and accessories.

This guide will help you identify the users in your organization and match them with Dell PCs and accessories optimized for their specific needs.

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# desk-centric worker

## primed for productivity

Technology is changing fast. Workers are no longer chained to their desks. But for desk-centric worker, the old-fashioned workspace is still the best place to get things done.

**39%** of workers spend most of their workday at a desk

**74%** of them use a desktop computer for work-related activities

**81%** of desktop users spend more than 4 hours per day in a designated workspace

**Desk-centric workers spend most of their workday in the same designated workspace. But rather than feeling confined to a cubicle, desk-centric workers prize productivity. They often prefer – or require – the high processing power and support for dual displays.**

### How to Spot Them:

- Their jobs are rooted in the office and tend to rely on formal workplace structures<sup>6</sup>
- Their work processes are often straightforward, consistent and predictable<sup>7</sup>
- They tend to have roles like accountant, administrator, operations professional<sup>8</sup>

### What They Want:

- Space: a comfortable, clutter-free space to spend most of their day in
- Power: enough processing power to handle data-intensive workloads
- Productivity: support for multi-tasking workflows with large screens and dual monitors
- Flexibility: freedom to present, share and collaborate when in other areas of the office

### Great Power. Small Package.

Dell OptiPlex micro-PCs offer a combination of capability and convenience that's ideal for desk-centric workers. It offers 7th Gen Intel processors for high-performance productivity in a small-scale form factor. OptiPlex PCs pair with wireless keyboard, mouse and up to three adjustable-mount Dell monitors for a clutter-free workstation that fits into tight spaces.



Dell OptiPlex

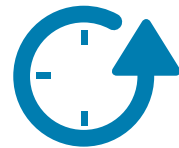


# the remote worker

maximum productivity.  
anywhere.

Some of the most productive workers in any office seldom show up. For the remote worker, the office is wherever they're logging in: home, the local coffee shop or a shared coworking space.

**52%** of the workforce does work in a non-office space at least part of the time



they're also 2x as likely to work more than 40 hours per week than in-office workers

**Remote workers are those who get their jobs done in a variety of fixed non-office settings. Whether they're working from home or elsewhere, they expect the same productivity, security and connectivity as their office-based counterparts.**

### How to Spot Them:

- They spend 30 or more hours of their work week outside company-owned workspaces<sup>9</sup>
- Their workday is less often defined by "nine-to-five"<sup>10</sup>
- They have roles like sales representative, project manager and services professional<sup>11</sup>

### What They Want:

- Speed: fast, simple connection to work with full IT support from home
- Connectivity: full capacity to share, collaborate and stay connected with colleagues
- Security: safe, reliable access to work data and professional resources
- Versatility: streamlined form factor that minimizes clutter

### Connected. Self-Sufficient. Productive.

Dell Latitude 5000 Series notebooks provide remote workers with the power, portability and connectivity they need to be self-sufficient in any setting. Paired a Dell Pro Stereo Headset, the Latitude notebook places the remote worker right in the thick of things in the office, boardroom or huddle space. Secure, fast VPN access means they're never without access to the network, files and IT support they need to get their jobs done. The Dell dock with monitor stand allows seamless switching between desk mode at home and notebook for anywhere else.



Dell Latitude 5000 Series



# the corridor warrior

agile. active. all day.

Some people spend their entire day in presentation mode. For the corridor warrior, "workspace" translates to "wherever the next meeting, workshop or brainstorm session takes me."

**50%** of their workday away from their desk are "corridor warriors"



they represent about 1 in 5 people in the workforce

**71%** believe portable technology makes it easier to collaborate "on-the-go"

**Corridor warriors spend most of their workday on-the-move. Their jobs require them to make a seamless transition from desktop to presentation to collaboration space multiple times per day. They need technology that's capable of keeping up with the program.**

### How to Spot Them:

- Their workday involves the frequent transition between different areas of the office<sup>12</sup>
- They spend a lot of time preparing for or participating in meetings and presentations<sup>13</sup>
- They have roles like sales or marketing representative, mid-level manager, executive<sup>14</sup>

### What They Want:

- Portability: an ultra-light form factor perfect for a quick transition between workspaces
- Adaptability: simple context switching between presentation and productivity modes
- Longevity: enough battery power to stay productive through a packed schedule
- Reach: plug-and-play capabilities with wireless meeting room displays and projectors

### Agility Exemplified

The Dell Latitude 7380 notebook condenses a lightweight build, streamlined docking and extended battery life into a perfect package for the corridor warrior. Paired with the Dell USB-C adapter, it's a purebred presentation machine. Combined with the Dell Dock it's ready for pre- or post-show productivity in seconds. With the Dell Hybrid Adapter, it charges uninterrupted anywhere in the office.



Dell Latitude 7380





# the on-the-go-pro

mobile and in-the-moment

Offsite doesn't always mean "switched off."  
There are few places the high-mobility worker  
can't get work done and few times they  
consider "after hours."

**20%** workers spend more than half of their work hours away from the office



all of "on-the-go pros" carry mobile work devices wherever they travel

**39%** of mobile workers use more than one device to do their jobs

The "on-the-go pro" is a mobile employee who spends little time in the office. Their jobs require frequent travel and high autonomy around work hours and decision-making. They need a device that turns any location into a high productivity workspace.

### How to Spot Them:

- Their jobs are not often fixed to a specific schedule or location<sup>15</sup>
- Their work tends to focus on offsite meetings and presentations<sup>16</sup>
- They tend to have roles like sales representative, consultant, VP or C-level executive<sup>17</sup>

### What They Want:

- Convenience: a portable, versatile device with the battery to last through extended trips
- Comfort: confidence that sensitive corporate data is safe from malicious activity
- Reliability: consistent, secure connection to the office network from every location
- Mobility: reliable wireless that works wherever the office happens to be today

### Versatile and Road-Ready

The Dell Latitude 7389 2-in-1 is a versatile, high-performance device that changes from laptop to tablet and back to suit the moment. The touchscreen and Active Pen interface allow for continued productivity even in unconventional spaces. Equipped for mobile broadband, it keeps the on-the-go professional connected everywhere they go. Combined with the Dell Hybrid Adapter and Power Bank, it has the battery life to last even the longest workdays.



Dell Latitude 7389 2-in-1

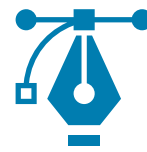


## the creative possibility meets performance

Inspiration doesn't always wait for technology to catch up. The creative professional relies on the ability to create, refine and perfect their work uninterrupted.

**80%** of workers take on creative tasks at least every week

**16%** of them have creative functions that demand specialized technology



Visual artists and designers seek the shortest distance between idea and execution

**The creative professional spends their work hours building the intellectual property of the company, often with the help of specialized tools. More than an ordinary PC, the creative needs a workstation built, tested and perfected for work with data-intensive specialist applications.**

### How to Spot Them:

- Their jobs often require creative talent as well as specialized skill sets<sup>18</sup>
- Their workflows are often processor-intensive and call for large, high-quality displays<sup>19</sup>
- They have roles like graphic designer, visual artist, film and TV editor, animator<sup>20</sup>

### What They Want:

- Power: the capability to uphold data-intensive CPU and graphics workflows every day
- Capacity: the memory to support massive multi-terabyte work files
- Optimization: performance fine-tuned to work with professional-grade software suites
- Splash: support for lightning-fast, production-caliber graphical output

### Create Without Limits

The Dell Precision 5520 packs workstation-grade performance and graphics into a notebook built for creativity. Its 7th Gen Intel Core and E3-1505M v6 processors deliver power enough for professional graphics software. Meanwhile, the NVIDIA Quadro M1200 with 4GB memory boosts graphics performance to the next level. Paired with the Dell Thunderbolt Dock, it connects to lush 4K displays with optimal power and data transfer performance.



Dell Precision 5520





## the engineer building for the future

Complex work requires tools without compromise. For the engineer, building the next generation of technology calls for equipment capable of keeping up.

**46%** of workers say slow or outdated technology is their biggest time-waster at work



using the latest computing devices makes workers 3-to-5x more productive



for the engineer, tech hang-ups slash productivity and time spent on the next big idea

**The engineer performs mission-critical work involving high-compute, detail-oriented workflows. Their work often depends on next-generation and experimental CAE and CAT applications. They need devices capable of the fastest processing and memory speed available.**

### How to Spot Them:

- Their jobs involve high-complexity projects requiring specialized technical training<sup>21</sup>
- Their work processes demand precision and concurrent, processor-heavy workflows<sup>22</sup>
- They have roles like engineer, architect, software developer, industrial designer<sup>23</sup>

### What They Want:

- Potential: capacity to support multiple simultaneous compute-intensive tasks
- Optimization: routine performance at maximum clock speeds
- Space: massive file storage and hyper-speed data transfer
- Precision: industry-best graphical output supporting AR and VR workflows

### Top Performance Made Portable

The Dell Precision 7720 is a high-performance mobile workstation offering the market-leading specs the engineer needs. It runs at maximum ISV clock speeds with fifth generation thermal cooling. It's ideal for 3D modeling and analytics workflows and ranks among the few AR/VR-optimized laptops on the market. Its solid-state PCIe NVMe ranks among the best in file storage and transfer speeds.



Dell Precision 7720



# the field worker ready for anything

For some people, “another day at the office” subjects their work devices to a high degree of punishment. The field worker needs technology that can stand up to any environment.



Field workers rely on their technology as much as other job-specific tools



A growing number of field workers prefer large-screen, handheld rugged tablets



Putting standard business devices in the field increases total cost of ownership (TCO)

**Field workers spend most of their workday anywhere but a desk. They include a wide range of professionals whose work takes them to noisy, dangerous or even hostile environments. They require rugged mobile devices that provide full productivity and withstand extreme conditions.**

### How to Spot Them:

- They tend to have demanding jobs in extreme conditions<sup>24</sup>
- Their work subjects their technology to punishment that would destroy standard devices<sup>25</sup>
- They have roles like emergency responder, armed forces member, field engineer, manufacturing or logistics professional and construction worker<sup>26</sup>

### What They Want:

- Mobility: lightweight, portable handheld form factor
- Endurance: the capacity to handle extreme temperatures, physical damage and submersion
- Usability: full functionality and responsiveness in any conditions
- Performance: high processing and memory speed for data-intensive analytics in the field

### Rugged as They Come

The Dell Latitude Rugged tablet can resist anything the field worker’s “day at the office” throws at it. It’s field-tested to military standards while providing next-level performance in hand or in desk mode with the Rugged Tablet Dock. It’s also packed with innovation, including a ruggedized touchscreen that responds to wet or gloved fingers and is readable in direct sunlight.

Interested in learning more? Check out our [Dell Rugged Guide](#)



Dell Latitude Rugged

# Enable Your Users with Style-Specific Technology

In-Office		Mobile		Specialized Workers		
Desk-centric Worker	Corridor Warrior	Remote Worker	On-the-Go Pro	Creative	Engineer	Field Worker
Common Needs & Concerns						
Space & Infrastructure, Adaptability & Collaboration		Connectivity, Independence & Security		Performance, Reliability & Responsiveness		
Typical Functions						
Accounting/Finance Administration Operations	Sales & Marketing Support Management	Sales & Marketing Project Management Services	Sales Consulting Executive	Graphic Design Editing Visual Art Animation	Engineering Programming Architecture Industrial Design	Emergency Response Law Enforcement Field Services Manufacturing Logistics Construction Military
Recommended Devices						
OptiPlex Micro PC Latitude or OptiPlex devices + Dell Dock & Display + Dell solutions for meeting rooms		Latitude 2-in-1 Latitude or OptiPlex devices + Dell Dock & Display + UC Headset + Dell Adapter & Power + Mobile broadband		Dell Precision Mobile Dell Precision Tower Dell Canvas Full HD/Ultra HD 4K Dell Displays		Dell Latitude Rugged + Rugged Dock + Vehicle accessories

## Dell & Windows 10 Pro: A Winning Combination

No matter which type of workers you have, Windows 10 Pro offers a next-generation operating system built to enhance end user productivity:



**Performance improvements like faster boot times, more convenient access to work applications and better mobility tools help IT and users get work done faster and better.**

Mobile workers estimate they have 25% more time to get work done than they did before using Windows 10 Pro.<sup>27</sup>



**Windows 10 Pro empowers the “creative” in every worker by giving users the tools they need to produce their best work, faster.**

With Windows 10 Pro, users are free to work the way they want. Options like voice, virtual pen, mouse and touchscreen mean end users get to use their preferred modality to get the job done.



**Windows 10 Pro incorporates a broad set of new productivity features for every end user. Features such as Virtual Desktop, Universal Search and Action Center let workers access the information they need, fast.**

Deploying Windows 10 Pro also enhances productivity for IT administrators, reducing the time required for management tasks by 15%.<sup>28</sup>

### Windows 10 Pro and Dell computing devices bring together:

**World-class security:** keep your critical data safe whether your users are in-office or on-the-go with next-generation login validation and remote device management.

**Universal app support:** Windows 10 Pro offers the widest device support for the local line-of-business applications essential to your business.

**Access anywhere:** connect to critical work files and network anywhere from the conference room to the airport lounge with OneDrive for Business and Remote Desktop.

**Unrestricted choice:** from all-in-one PCs to 2-in-1 tablets and high-performance mobile workstations, get the full benefits of Windows 10 Pro on the best device for your users.

## Ready to advance your device strategy?

Problems with procurement often begin with silos. End users prefer one product, but IT recommends another. Meanwhile finance and procurement have their minds on the price tag. The result? Users feel the technology isn't meeting their needs and disengage. To ensure your device procurement strategy succeeds, you must locate the silos in your organization and break them down.

## Softchoice Personalizes Your Procurement

The path to personalized procurement starts with facilitating communication between departments and streamlining the purchasing process. No matter where you are on the procurement journey, Softchoice experts are here to help:



**Baseline Assessment:** plot the map of your current purchasing strategy and identify opportunities to improve efficiency and reduce costs.



**Personalized Digital Marketplace:** a custom one-stop shop for your software and hardware needs personalized by use case or personal need



**Technology Roadmap:** navigate the complex world of vendors, models and licensing offers. Pinpoint your ideal state and build a plan to get you there.



**Dedicated Account Management:** regular, proactive reviews with customized reporting and renewal calendars

**It's time to empower your users with the technology they love.**

**Request a complementary consultation with a Softchoice device specialist to learn more about how a Dell PCs and accessories optimized to specific needs can help your business.**

**LEARN MORE**

# Footnotes

<sup>1</sup> Forrester Report: Redefine Your Workforce Enablement Through Productivity. A Custom Technology Adoption Profile Commissioned by Dell | November 2016

<sup>2</sup> [http://www.workforcetransformation.com/workforcestudy/assets/report/Dell-future-workforce-study\\_GLOBAL.pdf](http://www.workforcetransformation.com/workforcestudy/assets/report/Dell-future-workforce-study_GLOBAL.pdf)

<sup>3</sup> Forrester Report: Optimize Your PC Lifecycle Management. A Custom Technology Adoption Profile

<sup>4</sup> Dell & Intel Future Workforce Study Global Report, Research conducted by Penn Schoen Berland, 2016, slide 35

<sup>5</sup> Dell/Intel Future Workforce Study: <http://www.dellworkforcestudy.com/us>

<sup>6</sup> <https://www.emc.com/collateral/analyst-reports/define-your-workforce-enablement-through-productivity.pdf>

<sup>7</sup> <http://www.workforcetransformation.com/en-in/workspace-experience/the-right-technology-for-the-job/>

<sup>8</sup> Source: Forrester Business Technographics, Global Devices and Security Workforce Survey, 2015

<sup>9</sup> Source: Dell & Intel Future Workforce Study Global Report, Research conducted by Penn Schoen Berland, 2016, slide 30

<sup>10</sup> <https://www.ciphr.com/advice/10-remote-working-stats-every-business-leader-know/>

<sup>11</sup> <https://www.ciphr.com/advice/10-remote-working-stats-every-business-leader-know/>

<sup>12</sup> <http://i.dell.com/sites/doccontent/shared-content/data-sheets/en/Documents/frw-intpdf-cw.PDF>

<sup>13</sup> <http://i.dell.com/sites/doccontent/shared-content/data-sheets/en/Documents/The-future-worker.pdf>

<sup>14</sup> Source: Dell & Intel Future Workforce Study Global Report, Research conducted by Penn Schoen Berland, 2016, slide 34

<sup>15</sup> <http://i.dell.com/sites/doccontent/shared-content/data-sheets/en/Documents/The-future-worker.pdf>

<sup>16</sup> <http://i.dell.com/sites/doccontent/shared-content/data-sheets/en/Documents/The-future-worker.pdf>

<sup>17</sup> Source: Dell & Intel Future Workforce Study Global Report, Research conducted by Penn Schoen Berland, 2016, slide 20

<sup>18</sup> <https://www.cio.com/article/3177689/it-industry/microsoft-supports-creative-work-with-tech-enabled-spaces.html>

<sup>19</sup> <http://www.workforcetransformation.com/en-in/workspace-experience/the-right-technology-for-the-job/>

<sup>20</sup> <https://www.dellemc.com/en-us/workforce-solutions/creative.htm#video-overlay=5541115950001>

<sup>21</sup> [http://www.workforcetransformation.com/workforcestudy/assets/report/Dell-future-workforce-study\\_GLOBAL.pdf](http://www.workforcetransformation.com/workforcestudy/assets/report/Dell-future-workforce-study_GLOBAL.pdf)

<sup>22</sup> <http://www.workforcetransformation.com/workspace-experience/specialized-workers/>

<sup>23</sup> <http://www.workforcetransformation.com/workspace-experience/specialized-workers/>

<sup>24</sup> <https://www.dellemc.com/en-us/workforce-solutions/field-worker.htm#video-overlay=5541122264001>

<sup>25</sup> [https://www.researchandmarkets.com/research/tzpg9z/global\\_rugged?w=5](https://www.researchandmarkets.com/research/tzpg9z/global_rugged?w=5)

<sup>26</sup> <https://www.dellemc.com/en-us/workforce-solutions/field-worker.htm#video-overlay=5541122264001>

<sup>27</sup> <http://wincom.blob.core.windows.net/documents/Windows%2010%20TEI%20Study.pdf>

<sup>28</sup> <https://blogs.windows.com/business/2017/04/04/updated-forrester-study-finds-windows-10-can-increase-roi-enterprises/#bih9GDLoqDfHHjq.97>





Windows 10 Pro

  
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