Latitude Family –
Laptops and 2-in-1s

Sales Guide for Partners

January 2021

Why Latitude?

Work wherever and however users need with small, light and stylish laptops and 2-in-1s designed for mobility and productivity. Stay connected with leading wireless and LTE options, next-level collaboration tools, and a broad array of ports and accessories. Featuring Dell Optimizer with Express features and Safe security solutions, Latitude continues to innovate as the world's most intelligent and secure commercial PCs.[1]

Innovative Design

- Ultra-premium 9000 series redefines innovation for ultimate productivity.
- 7000 Series and up-leveled 5000 and 3000 Series ensure Latitude products are smaller and lighter, so users can work comfortably anywhere.
- A wide array of ports allows for remote office or conference room setup.
- SafeScreen and camera shutter options keep your work private. A modern keyboard and touchpad increase comfort and productivity.
- Flexible choices of laptops or 2-in-1s are now offered with the same image and BIOS* to lessen IT complexity. Aluminum, carbon fiber and postconsumer recycled materials are built to last, having passed rigorous MIL-STD 810G tests.
- Sustainable choices including waterborne paint and ocean bound plastics are in more Latitude products as we reach EPEAT Gold rating and continue our commitment to end-to-end sustainability.

Always Ready

- Dell Optimizer uses AI and machine learning to automatically improve application performance, battery life and audio settings in the background.
- Latest 10th and 11th Gen Intel® vPro® processors offer businesses the performance, manageability and built-in security features while providing the foundation for future technology advancements.
- Choose Intel® Wi-Fi 6 (Gig+) for nearly 3x faster speeds and next-gen security to PCs and wireless networks.
- Stay connected with choices of 4G LTE, 5G and eSIM capability.
- Plug in less with Dell's innovative Super Low Power panel and long-running batteries.

Dell Technologies Unified Workspace

- With Dell Technologies Unified Workspace, IT can simplify the environment with automation and intelligence, while ensuring end users have what they need to stay productive, connected and collaborative.

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

World's most intelligent PCs with built in AI[1]

World's most secure commercial PCs[2]

Latitude 9520 features the **industry's first automatic SafeShutter[3]**

Latitude 9420 is the world's 1st PC with Intel® Visual Sensing Technology[4]

Latitude 5400/5300 2-in-1 Chromebook Enterprise are **world's most powerful business Chromebook devices[5]**

Latitude 5000 series are the **1st PCs to use bioplastics from trees[6]**.

New Latitude CY2021 Products

The world's most intelligent PCs with the built-in AI of Dell Optimizer**

9000 Series

**INNOVATION MEETS
ULTRA-PREMIUM
DESIGN**

**9520 15" Laptop or 2-n-1
(Announce in January, Launch in March)**
Seamless collaboration on our longest running ultra-premium 15" business PC

**9420 14" Laptop or 2-n-1
(Announce in January, Launch in March)**
Leading the new age of intelligence
World's most intelligent 14" ultra-premium business PC.*

7000 Series

**SMALL DESIGN,
PREMIUM
PRODUCTIVITY**

**7x20 13/14/15 Laptop or 2-n-1
(Announce & launch in January)**
Maximum productivity on our smallest premium business PCs

**7320 Detachable 13" detachable
(Announce in January, Launch in March)**
World's most intelligent detachable* to maximize productivity

5000 Series

**BUILT FOR
SCALABILITY &
FLEXIBILITY**

**5x20 13/14/15 Laptop or 2-n1-
(Announce & launch in January)**
Screen improvements, low blue light, SLP, ExpressSign-in, SafeScreen on more configs, smaller, lighter, targeting best battery life

3000 Series

**MODERN DESIGN,
ESSENTIAL FEATURES
FOR ANY BUSINESS**

Essential business laptops and 2-in-1s. Modern design for small business up to enterprise.

Smallest and lightest in their class[1]. Most secure business PCs[2], Unified Workspace offerings.

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

Latitude 9420
(Laptop or 2-in-1) *

Leading the new age of intelligence
Our smallest, ultra-premium 14" business PC

BEST CONNECTIVITY & COLLABORATION EXPERIENCE

1. Superior video calls with enhanced camera quality that brightens & sharpens images

2. Best Wi-Fi experience with new ExpressConnect (standard) & Wi-Fi 6E option. Or Stay connected with 5G or 4G LTE and eSIM options^

3. Collaborate seamlessly & confidently with built-in speakerphone; Dell's SafeShutter automatically knows to open and close, have extra assurance camera + mic mute with F4/F9 keys

4. Power for more of your work. Performance, security, manageability & stability of Intel 11th Gen U vPro Processors

ULTRA-PREMIUM LAPTOP OR 2-IN-1

1. See more, do more. 16:10 InfinityEdge screen provides 5% more viewing area. Work comfortably with ComfortView Plus Low Blue Light option

MOST INTELLIGENT BUSINESS PCS WITH BUILT-IN AI[2]

Dell Optimizer[3]:
1. ExpressConnect dynamically provides better Wi-Fi connection for faster, prioritized speeds

2. Launch apps faster with ExpressResponse

3. Log in fast with ExpressSign-in for touchless auto wake and lock

4. Maximize run time, intelligently. Charge faster - up to 80% in 35 min w/ ExpressCharge 2.0 or up to 35% in 20 min w/ ExpressCharge Boost

5. Intelligent audio reduces echoes & background noise for improved sound quality and conferencing

EARN 2 X YOUR STANDARD CLIENT+ BASE REBATE WITH THIS PRODUCT[1]

Latitude 9520 (Laptop or 2-in-1) *

Seamless collaboration on our longest running ultra-premium 15" business PC

ULTRA-PREMIUM CONNECTIVITY AND COLLABORATION EXPERIENCE

1. Best Wi-Fi experience with new ExpressConnect[3] (standard) & Wi-Fi 6 option

2. Stay connected in more places with Gigabit LTE, 5G and eSIM options^

3. Collaborate seamlessly & confidently with built in speakerphone; camera shutter controlled with F9 key

4. Work comfortably with ComfortView Plus Low Blue Light option

5. Power for more of your work. Performance, security, manageability & stability of Intel 11th Gen U vPro Processors

15.0" ULTRA-PREMIUM LAPTOP OR 2-IN-1

1. Designed to be our smallest 15" ultra-premium business PC

2. Larger work area for mobile professionals - 15.0 InfinityEdge screen in a compact 14" size

MOST INTELLIGENT BUSINESS PCS WITH BUILT-IN AI[2]

Dell Optimizer[3]:
1. ExpressConnect dynamically provides better Wi-Fi connection for faster, prioritized speeds

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3. Log in fast with ExpressSign-in for touchless auto wake and lock

4. Maximize run time, intelligently. Charge faster - up to 80% in 35 min w/ ExpressCharge 2.0 or up to 35% in 20 min w/ ExpressCharge Boost

5. Intelligent audio reduces echoes & background noise for improved sound quality and conferencing

EARN **2 X YOUR STANDARD CLIENT+ BASE REBATE** WITH THIS PRODUCT[1]

Latitude 7320 & Latitude 7420
(Laptop or 2-in-1)

Latitude 7520
(Laptop)

epeat GOLD *

Maximum productivity on our smallest premium business PCs

MAXIMIZE PRODUCTIVITY

1. ComfortView Plus Low Blue Light display now available on FHD and UHD panels

2. Up-leveled collaboration with premium audio top firing speakers on 15" and improved audio on 13"/ 14"; Work in confidence with SafeScreen and camera shutter option

3. Best Wi-Fi experience with new ExpressConnect[3] (standard) & Wi-Fi 6E option. Or stay connected with Gigabit LTE & eSIM options^

4. Power for more of your work. Performance, security, manageability & stability of Intel 11th Gen U vPro Processors (15W)

SMALL, LIGHT, PREMIUM DESIGN

1. Our smallest 13"/14"/15" premium business laptops. Choices of lighter weight carbon fiber or premium aluminum with polished edges

2. Improved thermal performance versus previous generations

MOST INTELLIGENT BUSINESS PCS WITH BUILT-IN AI[2]

Dell Optimizer[3]:
1. ExpressConnect dynamically provides better Wi-Fi connection for faster, prioritized speeds

2. Launch apps faster with ExpressResponse

3. Log in fast with ExpressSign-in for touchless auto wake and lock

4. Maximize run time, intelligently. Charge faster - up to 80% in 35 min w/ ExpressCharge 2.0** or up to 35% in 20 min w/ ExpressCharge Boost

5. Intelligent audio reduces echoes & background noise for improved sound quality and conferencing

EARN 2 X YOUR STANDARD CLIENT+ BASE REBATE WITH THIS PRODUCT[1]

Latitude 7320 Detachable

epeat GOLD *

Worlds' most powerful commercial detachable to maximize productivity**

Keyboard sold separately

MAXIMIZE PRODUCTIVITY

1. Work comfortably with ComfortView Plus Low Blue light option and brighter display featuring edge-to-edge 13" Gorilla Glass for superior front-of-screen experience

2. Flexibility and mobility: Only detachable that powers on with kickstand release[2]. Increase productivity with newly designed elegant & study detachable keyboard

3. Better pen and writing experience. Charge pen faster in 5 minutes

4. Improved mics, amp with bandwidth optimizer (SmartConnect) plus Intelligent Audio for premium audio conferencing

MOST SECURE, POWERFUL

1. Fully field serviceable with enterprise security features in the device - TPM /FIPS Certified, fingerprint reader, contacted and contactless smart card reader and lock slot options.

2. Power for more of your work. Performance, security, manageability & stability of Intel 11th Gen U vPro Athena Processors

MOST INTELLIGENT BUSINESS PCS WITH BUILT-IN AI[2]

Dell Optimizer[3]:
1. Now has ExpressSign-in for touchless auto wake and lock

2. ExpressConnect dynamically provides better Wi-Fi connection for faster, prioritized speeds

3. Launch apps faster with ExpressResponse

4. Maximize run time, intelligently. Charge faster - up to 80% in 35 min w/ ExpressCharge 2.0*** or up to 35% in 20 min w/ ExpressCharge Boost

5. Intelligent audio reduces echoes & background noise for improved sound quality and conferencing

EARN **2 X YOUR STANDARD CLIENT+ BASE REBATE** WITH THIS PRODUCT[1]

Latitude 5320 (Laptop or 2-in-1)
Latitude 5420, 5520 (Laptops)

epeat GOLD *

Intelligent front-of-screen experience on our most scalable PCs

SMALLER, SUSTAINABLE, REDESIGNED

1. Designed to be our smallest 13" / 14" / 15.6" mainstream business laptops

2. Industry's first PC to use bio-based plastics[4]

3. Better front-of-screen experience - ComfortView Plus Low Blue Light display now available (13/14/15") and UHD (15") panels

4. Super Low Power across all sizes; SafeScreen (13/14"). All sizes have narrow border screen, touch options with anti-glare

5. New Modern keyboard and large smooth touchpad

POWERFUL AND SCALABLE

1. Scale up or down with the scalable mainstream 13 / 14 / 15.6" laptops; configurable battery, RAM, storage, processors and mobile broadband options

2. Best Wi-Fi experience with new ExpressConnect[3] (standard). Or stay connected with up to 450 mb/s mobile broadband and eSIM options^

3. More ports for media, monitor and docking compatibility including dual Thunderbolt 4 ports

4. Power for more of your work. Performance, security, manageability & stability of Intel 11th Gen U vPro Processors

MOST INTELLIGENT BUSINESS PCS WITH BUILT-IN AI[2]

Dell Optimizer[3]:
1. Now has ExpressSign-in for touchless auto wake and lock when proximity sensor selected

2. ExpressConnect dynamically provides better Wi-Fi connection for faster, prioritized speeds

3. Launch apps faster with ExpressResponse

4. Maximize run time, intelligently. Charge faster - up to 80% in 35 min w/ ExpressCharge 2.0*** or up to 35% in 20 min w/ ExpressCharge Boost

5. Intelligent audio reduces echoes & background noise for improved sound quality and conferencing

EARN **CLIENT+ REBATE** WITH THIS PRODUCT[1]

Latitude use cases and recommended accessories

Use Cases	Desk Centric	Corridor Warrior	Remote	On-the-Go
Description	Multi-tasker in finance, customer support, executive assistant Use 15" devices with built-in 10 key while docked	Managers, Employees spending most of their time in meetings Use convertible or detachable devices for presenting and developing content	Territory manager, medical sales, remote events manager, help desk support. Device determined by number of times device needs to be carried or if legacy ports are needed	High Level Executives, Customer facing Managers. Light weight devices that fit easily into travel bags that have long battery life.
Latitude	Latitude 5000 Series Latitude 3000 Series	Latitude 7000 Series/ 2-in-1s Latitude 5000 Series 2-in-1s	Latitude 5000 Series	Latitude 9000 Series Latitude 7000 Series
Displays	Dell 27 Monitor – P2720D	Dell UltraSharp 27 4K USB-C Monitor – U2720Q	Dell 27 Monitor – P2720D	Dell UltraSharp 27 4K USB-C Monitor – U2720Q
Dock	Dell Dock WD19, Dell Thunderbolt Dock WD19TB	Dell Thunderbolt Dock WD19TB	Dell Dock WD19, Dell Thunderbolt Dock WD19TB	Dell Thunderbolt Dock WD19TB
Input/Output	KM5221W	KM7120W, PN579X (for 2-in-1s)	KM5221W	KM7120W, PN557W (for 2-in-1s), 7210-2-in-1 Keyboard
Cables and Adapters	Dell Mobile Adapter DA300	Dell Mobile Adapter DA300 Dell Mobile Adapter Speakerphone – MH3021P	Dell Mobile Adapter Speakerphone – MH3021P Dell Mobile Adapter DA300	Dell Mobile Adapter Speakerphone – MH3021P Dell Mobile Adapter DA300
Notebook PowerBank	PW7015L (Latitude 3000 Series) PW7018LC (Latitude 5000 Series)	PW7018LC	PW7018LC	PW7018LC
Carrying Cases	Pro Hybrid Briefcase Backpack Sleeve	Dell Premier Backpack	Pro Hybrid Briefcase Backpack Sleeve	Dell Premier Sleeve 15 – PE1520VL (Only for Latitude 9510) Dell Pro Hybrid Briefcase Backpack 7210-2-in-1 Commercial Grade Case
Audio	Dell ProStereo Headset UC350	Dell ProStereo Headset UC350	Dell ProStereo Headset UC350	Dell ProStereo Headset UC350

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.

At the Desk / Work From Home

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

Dell Pro Wireless Keyboard and Mouse - KM5221W

Enhance your everyday productivity with a quiet full size keyboard and mouse combo that offers programmable shortcuts and 36 months battery life.

Dell Business Dock – WD15 Dell Dock USB-C - WD19 & Thunderbolt - WD19TB

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.

DELLTechnologies
PARTNER PROGRAM

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

60%
Growth in remote workers globally[1]

21%
Productivity boost with dual monitors[2]

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.

Which is right for your customer?

- **9420** – laptop and 2-in-1, Dell's smallest, Ultra-premium 14" business PC, a compact 14" 16:10 / 5% larger screen, innovative thermals, with premium conferencing experience and built-in privacy. For executives, style-conscious on-the-go pros wanting the best, latest innovation, mobility, performance.
- **9520** – laptop and 2-in-1 – Dell's longest running ultra-premium 15" business PC, productivity optimized 15" screen in a 14" form factor, 5G, 4K UHD, eye comfort LBL displays, Express Charge 80% in 30 minutes[3]. For on-the-go pros that need seamless connections, longer battery life, larger screen size but still want light, small & premium design.

- **7320, 7420** – laptop & 2-in-1, our smallest and smartest 13" & 14" premium PCs, ComfortView plus LBL display on FHD and UHD panels. SafeScreen and camera shutter option. **7520** laptop with 15" screen
- **7320 Detachable** – 13" detachable for consumption and creation users that demand higher computing capabilities.

- **5320, 5420, 5520** - Dell's smallest and most secure business PCs , offers IT the most scalability and best battery life in its class. Mainstream PCs for remote & desk-centric workers.
- **5411, 5511** – more processing power and fastest memory speeds in the family with H-class processors.

- **3410, 3510** - Thinner, lighter 14" and 15" designs. Cost conscious requiring enterprise-level business features.

- **Latitude Family – Most Intelligent business PCs with built-in AI Dell Optimizer[3]**
  - 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 mins.
  - Smart audio that auto-adjusts for best sound quality and conferencing

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

72%
Of end users share confidential data externally[1]

53%
saw improvements in mobile workforce effectiveness[2]

What qualifying questions should I ask?

Ways to determine your customers' needs

- 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?

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 systems[3]. 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 management[4]
- 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]

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
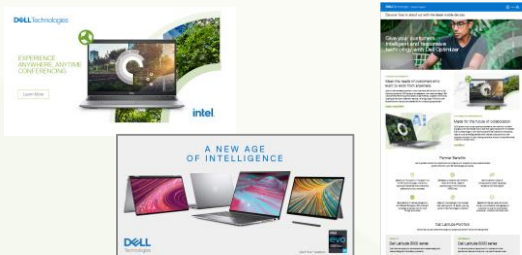- Enables a sustainable supply chain

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

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PARTNER PROGRAM

Work at full speed | Resources

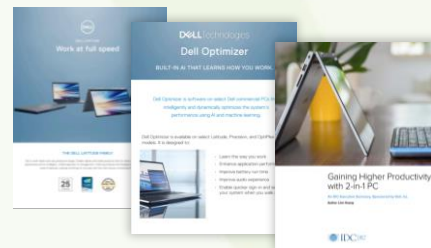## Partner Tools and Platforms

Latitude Knowledge Centre page

Latitude Campaign page on Digital marketing tool

Latitude Demand Gen Page

Competitive Product Information

Latitude Resources

Client Solutions Customer Presentation

Latitude Family Brochure

Training

Dell Optimizer: Brochure / Reviewers Guide / Video Overview