

Differentiated simplicity: Our new branding framework



Simplifying the customer experience

As the industry shifts to embrace the newest technologies including AI, we see a lot of companies modernising their businesses. Dell is no different and as part of our global modernisation journey, we are streamlining our product lines to simplify our offerings across our client portfolio. Our new product lines of PC's, displays, peripherals and services are:

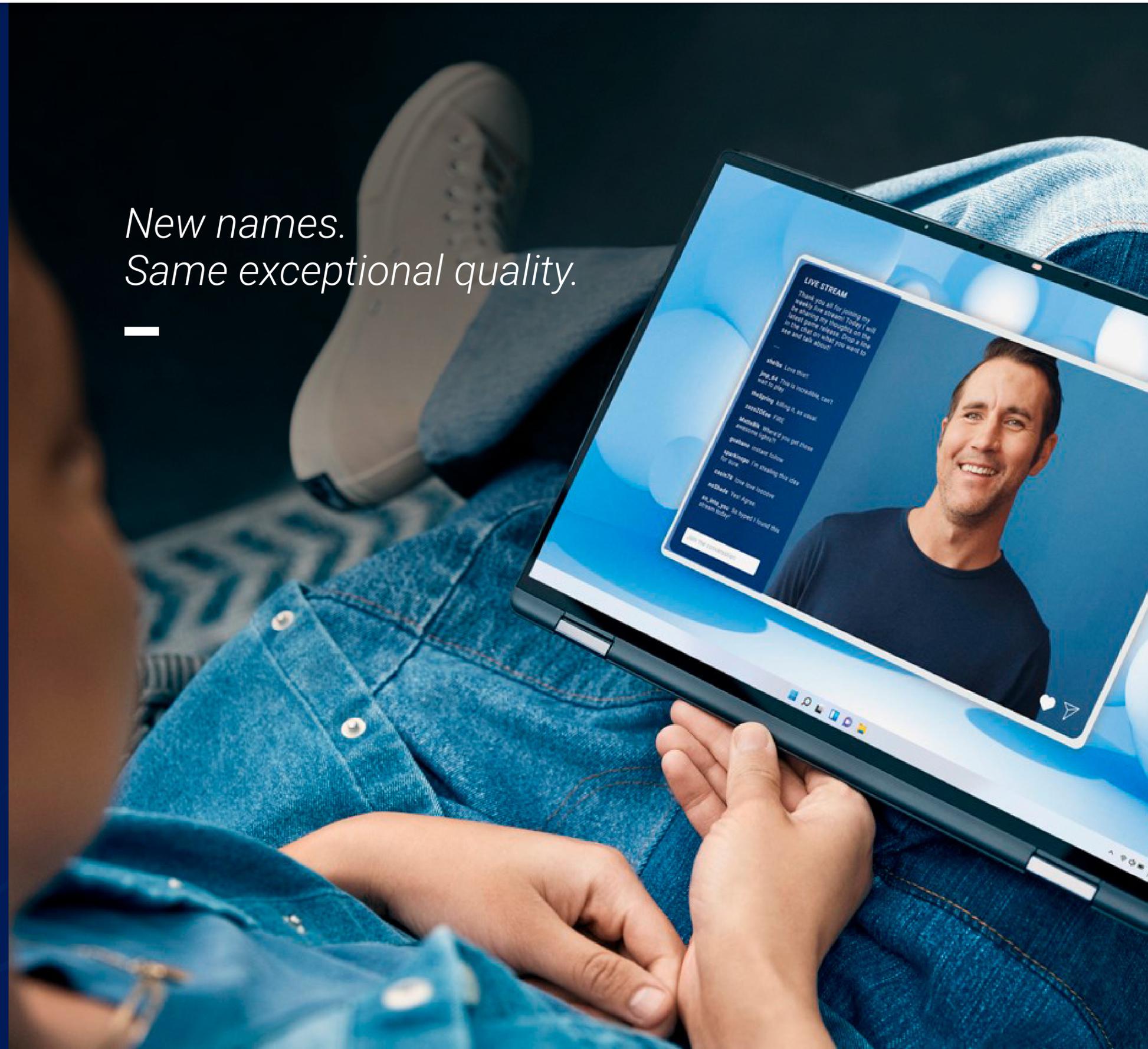
Dell: PCs and devices designed for play, school and work

Dell Pro: Professional grade devices built with advanced collaboration features, industry-leading security and manageability solutions

Alienware: For gamers seeking the ultimate in performance, aesthetics and innovation

We will continue to deliver the same exceptional quality – just with new, refreshingly simple names.

*New names.
Same exceptional quality.*



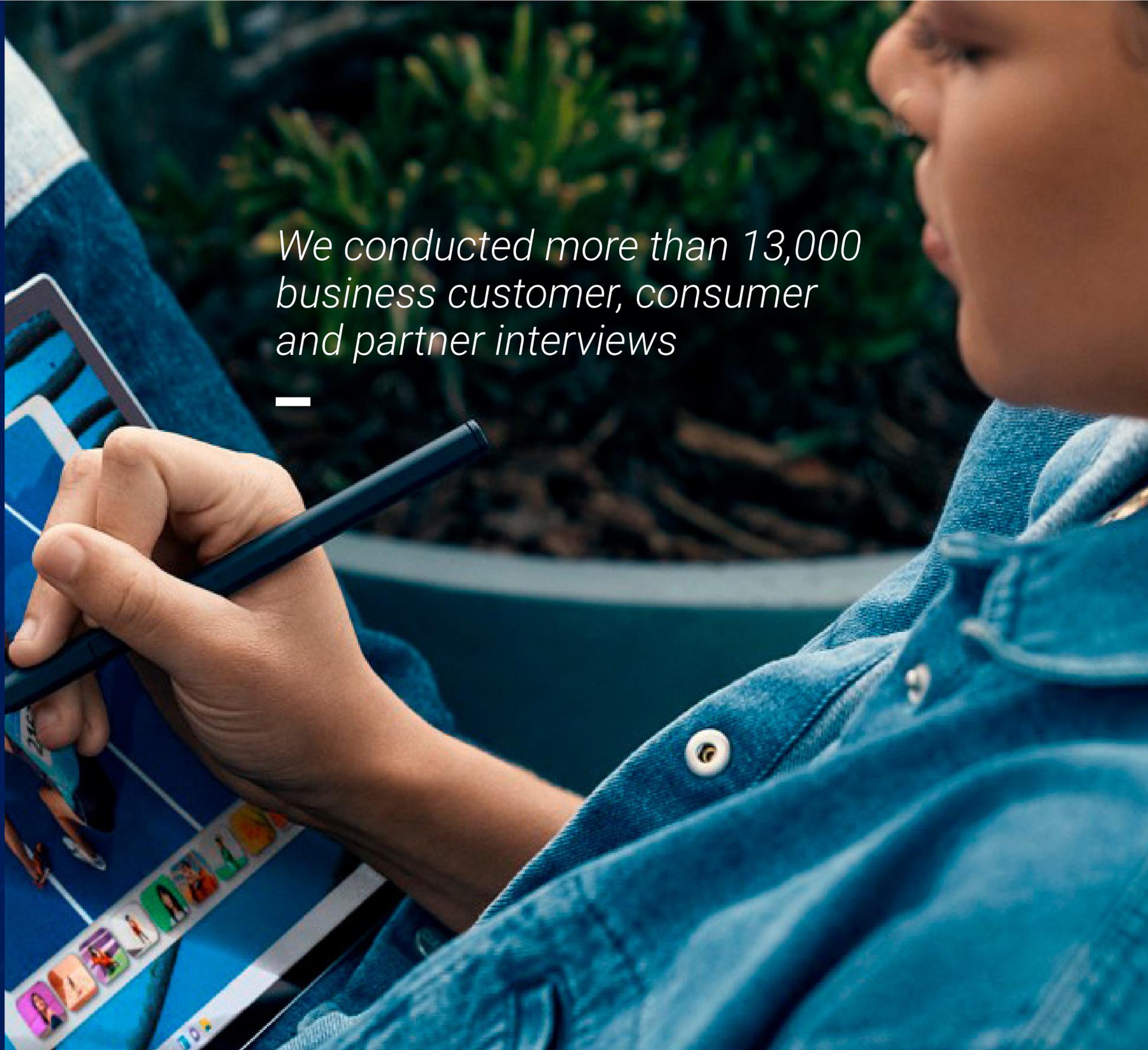
We listened

We want to make it as easy as possible for our customers to find the products they need.

Our new product branding framework addresses customer feedback from over 13,000 interviews on brand recall and awareness.

Customers told us they are seeking clearer differentiation within our extensive client solutions portfolio. Our new framework removes product overlap and promises an enhanced, simplified shopping experience for all.

[View Key Findings](#)



We conducted more than 13,000 business customer, consumer and partner interviews

Product lines

PC categories

Tiers & form factors

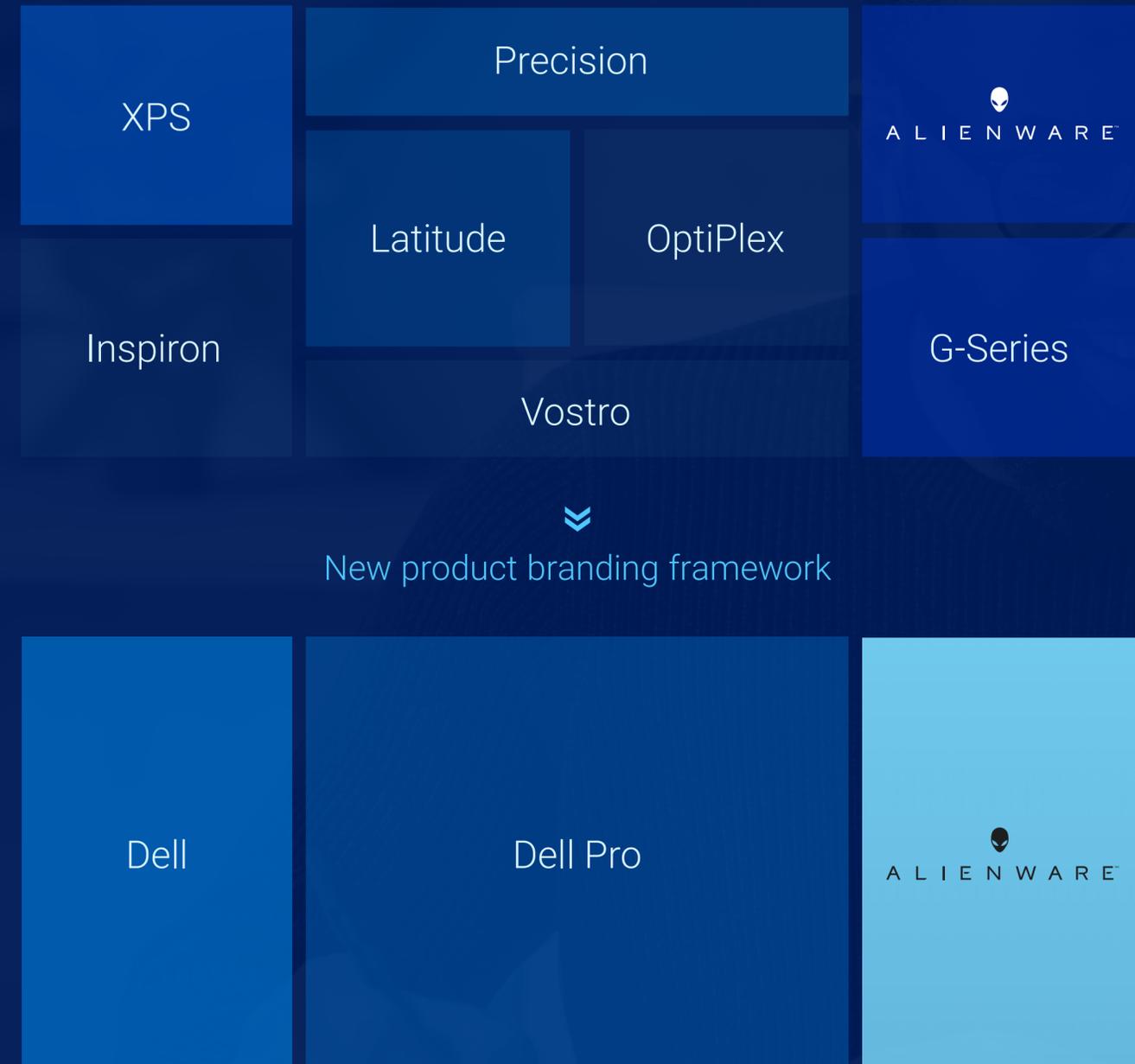
Why the new product lines?

In a world where we search online to research products prior to contacting a sales representative, it is essential that we make our business lines easy to understand for all.

By simplifying our portfolio to three product lines, we are providing clarity to our customers on what IT solutions we offer them.

“Product names should explain which products are professional grade”

Quote from customers during our research.



Product lines

PC categories

Tiers & form factors

Our product categories

Under our new product lines, Dell and Dell Pro, we have purpose-built categories created for specialized use cases.

Our research found that customers primarily need to know that a device is a Dell, with the function conveyed as simply and clearly as possible. That's why we are using Dell and Dell Pro to clearly distinguish between systems made for personal and professional use, and why our workstation category is now called Dell Pro Max.



Product lines

PC categories

Tiers & form factors

Our new product tiers

Product tiers for laptops, desktops, peripherals and displays* are:

Premium / UltraSharp – The most mobile AI PCs and devices designed with expert craftsmanship in our thinnest and lightest form factors.

Plus – Devices that scale to fit customer needs through AI-powered performance and an enhanced audiovisual experience.

Base level – Everyday devices providing effortless use and reliable design.

“The term ‘Premium’ speaks for itself and is self-explanatory for a high-quality product.”

Quote from customers during our research.

*Not all product tiers are used in every product line

**Also includes Dell Pro Max desktops & laptops



Laptops, peripherals and displays

Dell Premium / UltraSharp	Dell Pro** Premium / UltraSharp
Dell Plus	Dell Pro** Plus
Dell	Dell Pro**



Desktops

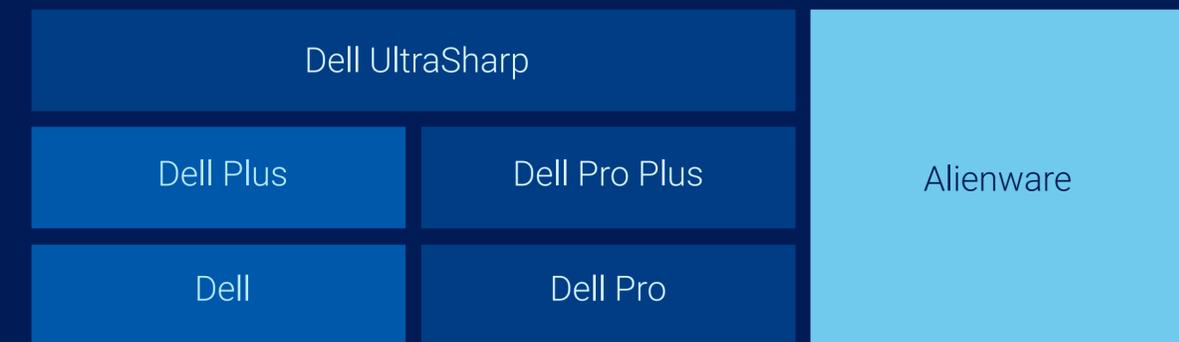
Dell All-in-One	Dell Pro** All-in-One
Dell Tower	Dell Pro** Tower
Dell Slim	Dell Pro** Slim
-	Dell Pro** Micro

What about our ecosystem?

By aligning our entire portfolio of PCs, displays, peripherals and services, we are making it as easy as possible for customers to research, understand and purchase the products they need.



Displays



Peripherals



Services



Basic Support

Alienware

With Alienware we wanted to make it as easy as possible for customers to choose our products using names consistent with the Alienware sci-fi thematic. Under our Alienware brand we have leveraged the desktop naming convention across our notebooks and desktops.

Area-51 caters to enthusiast gamers, Aurora is for everyday gamers and we will release a category of products in the future that are geared towards hyper mobile gamers.



Desktops

Area-51

Aurora

Notebooks

X Series

M Series

Dell G Series



Desktops & Notebooks

Area-51

Aurora

Hybrid Gamer
(Name to be determined)

New future-proof model identifier

With our future-proof model identifiers, we're using five clear elements for brand consistency, indicating:

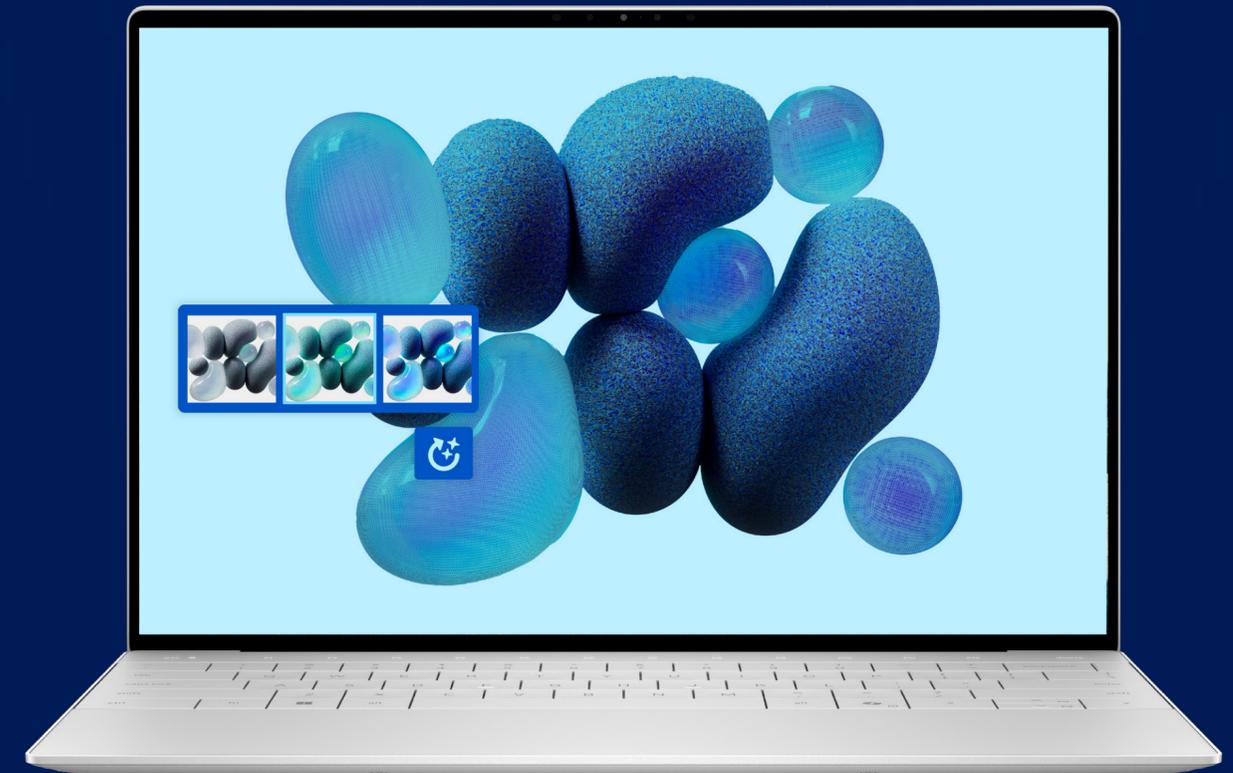
- Product line
- Tier / Configuration
- Form factor / Screen Size
- Generation (launch calendar year)
- CPU vendor / differentiator

[Learn More](#)

"Model identifiers are critical for effectively communicating product attributes."

Quote from customers during our research.

Dell 13 Premium



D **A** **13** **25** **0**

Product Line Category Tier / Config Form Factor / Screen Size Generation (Launch CY) CPU Vendor / Differentiator

What does this mean for you?

Simpler names help unify our brand, bringing greater clarity and standardization across the entire client portfolio.

Better differentiation between our products benefits everyone. Now we can more easily navigate the portfolio and more efficiently communicate our offering – strengthening customer relationships, enhancing the shopping journey and ensuring customers always find the right products for their needs.



Release timeline

The new branding framework will be phased in as new products launch with the names outlined in this document. The existing portfolio will remain in market until each product reaches EOL.

Dell Pro laptops (January 2025)

Dell desktops & monitors (March 2025)

Dell laptops - (March 2025)

Dell Pro desktops & monitors - (March 2025)

Dell Pro Max laptops & desktops - (March 2025)

Dell Pro Rugged laptops (October 2024)

Alienware Area-51 NB (January 2025)

Alienware Aurora NB (May 2025)

Dell UltraSharp Monitors (February 2025)

1H CY24

2H CY24

1H CY25

2H CY25

1H CY26

What will our new systems be called?

When an existing system has reached end of life, the new generation will adopt the new name, as illustrated in the **examples** below.



Dell

Premium

XPS 14 Laptop >> Dell 14 Premium



Dell Pro

Latitude 7350 Ultra-Light Laptop >> Dell Pro 13 Premium



Dell Pro Max (workstations)

Precision 5690 Workstation >> Dell Pro Max 16 Premium



Plus

Inspiron 14 Plus Laptop >> Dell 14 Plus



Latitude 5350 Laptop >> Dell Pro 13 Plus



Precision 7780 Workstation >> Dell Pro Max 18 Plus



Inspiron 14 Laptop >> Dell 14



Latitude 3450 Laptop >> Dell Pro 14



Precision 3490 Workstation >> Dell Pro Max 14

For a full list of old to new product mapping please visit our

[Brand Unification Decoder Tool](#)

What will our new systems be called?

When an existing system has reached end of life, the new generation will adopt the new name, as illustrated in the **examples** below.



Dell



Dell Pro



Dell Pro Max (workstations)

Tower

XPS Desktop
Inspiron Desktop



Dell Tower Plus
Dell Tower

OptiPlex Tower Plus
OptiPlex Tower



Dell Pro Tower Plus
Dell Pro Tower

Precision 3680
Tower Workstation



Dell Pro Max Tower T2



Slim

Inspiron Small Desktop



Dell Slim



OptiPlex Small Form Factor Plus
OptiPlex Small Form Factor



Dell Pro Slim Plus
Dell Pro Slim

Precision 3460 Small
Form Factor Workstation



Dell Pro Max Slim



Micro

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OptiPlex Micro Form Factor Plus
OptiPlex Micro Form Factor



Dell Pro Micro Plus
Dell Pro Micro

Precision 3280
Compact Workstation



Dell Pro Max Micro

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What will our new displays be called?

When an existing display has reached end of life, the new generation will adopt the new name, as illustrated in the **examples** below.



Dell

Dell Pro

Dell UltraSharp (No Change)



S-series >> Dell **Plus**



P-series >> Dell Pro **Plus**



SE-series >> Dell



E-series >> Dell Pro

Find out more with useful resources

We've compiled useful resources to help you understand the new branding framework and communicate with customers:

[Brand Unification Website](#)[Decoder Mapping Tool](#)[SalesU Training](#)[View Full Q&A](#)[Learning Studio](#)

For our channel partners, you'll find all the relevant information on:

[Partner Portal](#)

Leverage conversation starters

These conversation starters are designed to engage customers, provide valuable information and highlight the benefits of Dell Technologies' new branding.

Windows 11 Refresh

As millions of PCs become four years and older, now is the time for your customers to plan upgrading to the latest Dell devices with Windows 11 for an improved and more secure experience.

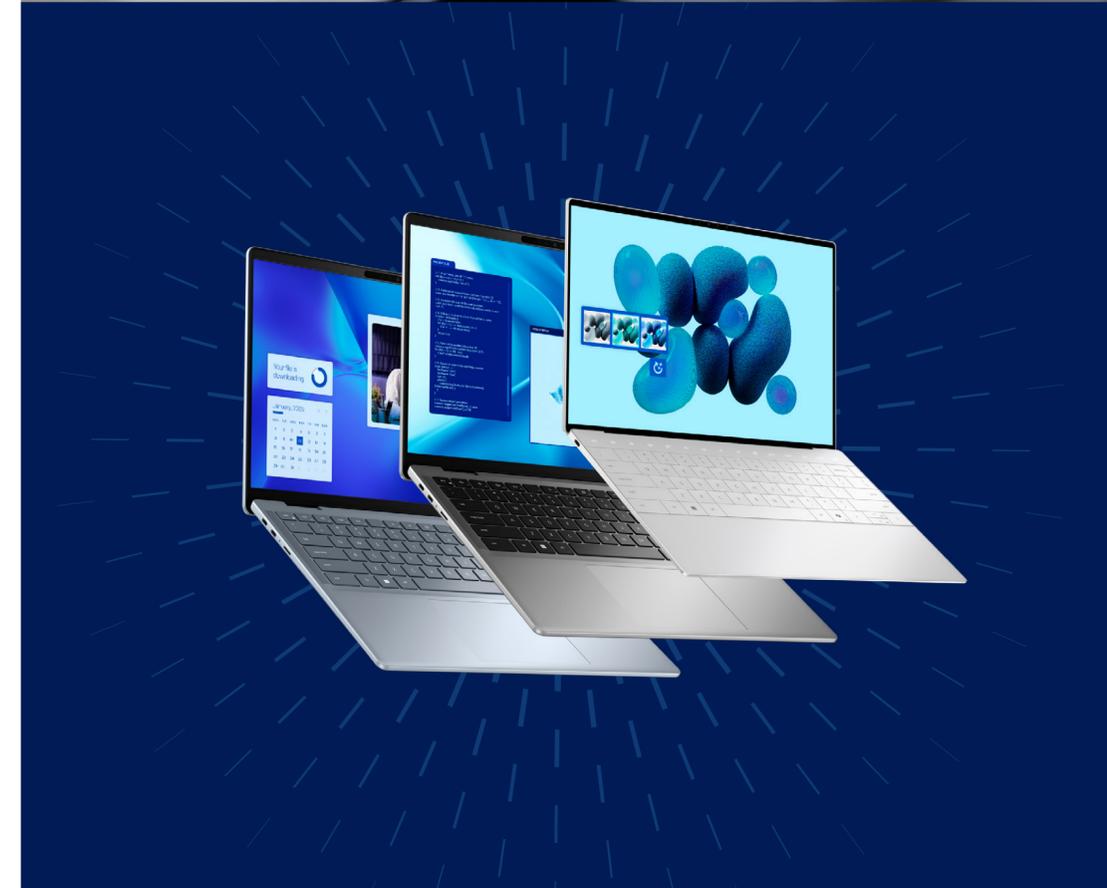
Windows 10 support will end in October 2025 and older devices may not meet Windows 11 requirements. They will lack the latest built-in functionality so replacing their PC is a huge opportunity for both end users and IT.

[Windows 11 Refresh](#)

New AI PCs

It's easier than ever before to find the performance and functionality that customers are looking for to accelerate creativity and efficiency with the power of AI.

[Power of AI](#)



Customer questions

Q: What are the exciting new changes at Dell Technologies I've heard about?

A: We've streamlined our product lines into Dell and Dell Pro. Our new product lines are designed to eliminate confusion and enhance your shopping journey.

Q: Why are you making these changes?

A: By providing a clear differentiation between products we've removed complexity and enhanced clarity so you can now navigate our portfolio more easily and find the right technology for your needs.

Q: What other changes are you making?

A: In addition to Dell and Dell Pro, we've introduced new product tiers of Plus and Premium to provide a more straightforward selection process. These changes are designed to make it easier for you to find the right tools for your end users' specific use cases.

Q: Why are you making these changes now?

A: Our extensive research showed that our product codes were confusing for many customers. That's why we've introduced the Plus and Premium tiers which have been designed to quickly and easily help you identify the specification of the laptop, client peripherals, displays and support services you need.

Q: What does Plus and Premium stand for?

A: Plus are our most scalable, best performing solutions. Premium (and UltraSharp) are our most design forward solutions.

Q: You mentioned laptops, client peripherals, displays and services, what are you doing for desktops?

A: Based on the extensive research we've conducted, customers have asked that we continue to differentiate between our desktops. We will use industry standard form factor naming without referring to form factor or FF in the name. We will also use Plus tiering as necessary to clearly distinguish between tiers.

In summary, you still get the great innovative products you expect from Dell, but now with an easier way to shop and buy.

Q: Why is now the right time to buy?

A: As millions of PCs reach 4 years and older, now is the time for you to upgrade to the latest Dell technology. You will find the performance and functionality you need to accelerate creativity and efficiency with the power of our new AI PCs.

And PCs with Windows 10 will no longer receive security updates and new features from October 2025. Older devices may not meet Windows 11 requirements and will lack the latest built-in functionality so replacing your PCs is a huge opportunity for both end users and IT, providing an improved and more secure experience.



Your questions

Q: Specifications and form factors are the number one thing customers look for when shopping for a PC. Our research showed that our product names could do more to convey this information.

A: That's why we're standardizing our portfolio through three product tiers for laptops, peripherals and displays, and four form factors for desktops.

Q: When will the new product line naming be introduced externally to the market?

A: The first products to launch will be in October 2024 under the Dell Pro name (Rugged category products). We're transitioning our products and services to our new product line names and taxonomy as they undergo refreshes. There will be additional sales enablement content to help you navigate this transition with your customers. We will then be sharing an announcement about our new product lines in January. This will be the first time it will be broadly announced externally in January 2025.

[View full Q&A](#)

Q: When can I discuss this change with my customer?

A: For customers under NDA, conversations should start now. Remind customers that this information is sensitive (more so than usual) and covered by our existing NDA. For customers, partners, and audiences not under NDA, there should be no discussion on the brand unification until the public announcement in January 2025.

Q: How will this change how we market our products?

A: This will not change how we market our products. Our marketing has always been centered on showing customers how products address their specific needs at work, home, on the road, in school – anywhere and everywhere they use technology.

Q: Does this impact the way we quote/sell these products?

A: No, there are no changes in the way we quote and sell these products.

Q: Will my customer-facing sales resources be updated to reflect these changes?

A: Yes, sales resources and materials will be updated for customers as we move closer to releasing the updated products.





Thank you

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