



INTEL AND DELL SMB SALES & DEMAND GENERATION RESOURCES

June 2020



DELL & INTEL 10TH GEN CORE VPRO SALES KIT



DELL AND INTEL 10TH GEN CORE VPRO SALES KIT (COMING JUNE)

<https://msp.intel.com/resources/dell>

Securely enabling a reliable remote workforce.
Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

The add-on content is available for you to keep your own content and messaging consistent with your customers. The add-on is provided for you to edit and use content as appropriate to your specific offering. To help you use our content messaging to communicate with your customers.

BUY NOW

Hardened Security: Five Sales Steps
Direct customers to make a smarter, safer purchase. Now Dell devices powered by the 10th Generation Intel® Core™ VPro processor.

Our global security team designed five smart tactics and your customers are obtaining the most advanced, most secure devices. Now you can help your customers get the most advanced, most secure devices. Now you can help your customers get the most advanced, most secure devices. Now you can help your customers get the most advanced, most secure devices.

STEP 1: Identify your customer's needs and requirements. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

STEP 2: Explain the customer's security benefits. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

STEP 3: Highlight the customer's security benefits. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

BUY NOW

What Your Customers Need
Use the Latest Dell Devices with the 10th Generation Intel® Core™ VPro Processor.

Did you know a "better laptop" solution is beyond transformation and managed devices. Stronger your solution is an essential building block. But in our laptop world, it is built for business and security. Your solution is an essential building block. But in our laptop world, it is built for business and security. Your solution is an essential building block. But in our laptop world, it is built for business and security.

1. Prioritize safe computing with Dell endpoint security.
Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

2. Now's your chance to burn-through initial opportunity.
The price is right. Your customers are open to it. Now is the time to sell. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

3. Quantify the benefits and your company's unique value.
The price is right. Your customers are open to it. Now is the time to sell. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

4. Be a first to market.
The price is right. Your customers are open to it. Now is the time to sell. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

5. Recently managed security – customers finally "get it."
The price is right. Your customers are open to it. Now is the time to sell. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

BUY NOW

Remote Manageability: Five Sales Steps
Guide customers to their most effective management choice. Dell devices powered by the 10th Generation Intel® Core™ VPro processor.

Our customers are looking for a solution that is easy to use, easy to manage, and easy to integrate. Our customers are looking for a solution that is easy to use, easy to manage, and easy to integrate. Our customers are looking for a solution that is easy to use, easy to manage, and easy to integrate.

STEP 1: Start with customer. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

STEP 2: Guide to the right management solution. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

STEP 3: Explain the customer's security benefits. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

BUY NOW

Secure Reasons to Refresh
Use the Latest Dell Devices with the 10th Generation Intel® Core™ VPro Processor.

Transform your business for the future with the latest security and stability. Dell and Intel are the only "better together" solution. Dell and Intel are the only "better together" solution. Dell and Intel are the only "better together" solution. Dell and Intel are the only "better together" solution.

1. Enjoy safer computing with Dell endpoint security.
Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

2. The only VPro solution with security certified by Intel.
Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

3. You need security that works 24/7.
Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

4. Today's threats are more sophisticated.
Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

5. You need remote manageability more than ever.
Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

BUY NOW

EMAIL TEMPLATES

SECURITY FLOWCHART

REASONS TO SELL

MANAGEABILITY FLOWCHART

REASONS TO BUY

Productivity everywhere, all the time.
Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

Work from anywhere, anytime. Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

BUY NOW

BATTLECARD

Selling Hardened Security
Project customers to projects for which they will use Dell devices featuring 10th Generation Intel® Core™ VPro processors.

There is no getting around the need for hardened security. The industry's most advanced, most secure devices. Now you can help your customers get the most advanced, most secure devices. Now you can help your customers get the most advanced, most secure devices.

Customer Scenario
"We just upgraded our entire software portfolio. We need to make sure our data is secure. We need to make sure our data is secure. We need to make sure our data is secure."

Essential Features
Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

BUY NOW

SECURITY SHEET

Securely enabling a reliable remote workforce.
Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

The add-on content is available for you to keep your own content and messaging consistent with your customers. The add-on is provided for you to edit and use content as appropriate to your specific offering. To help you use our content messaging to communicate with your customers.

BUY NOW

SNACKABLE

Securely enabling a reliable remote workforce.
Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

Introducing your content goes here with a statement about your company's services. Dell Secure Assist for Dell Latitude™ Core™ VPro processors. Transforming remote workforces with enhanced security, stability, performance and manageability.

BUY NOW

PRINT AD

DELL & INTEL WORK FROM HOME INFLUENCER BRIEFCASE



DELL AND INTEL REMOTE WORKFORCE INFLUENCER KIT - (COMING JUNE)

<https://msp.intel.com/resources/dell>

DELL AND INTEL REMOTE WORKFORCE BLUEPRINT

The Technology You Need to Work Remote Now

Remote workers must be empowered with the tools and technologies they need to succeed. Research shows that 29 percent of employees worked from home in 2020 and right now even more are doing so. That's good news for business and productivity. In fact, 54 percent of survey respondents say they are more productive at home!

Start with a powerful and reliable Dell device powered by an Intel® Core™ vPro® processor. If you're looking for a laptop, then consider adding a powerful docking station, a comfortable headset, and other peripherals to stay on task all day long. If your needs demand a desktop, a larger than life display is the answer. For travel, all the work-from-home essentials you need are available right now from Dell.

BEST PRACTICES FOR REMOTE WORKERS

Mimic a traditional work schedule
Get a stable schedule

DELL AND INTEL REMOTE WORKFORCE BLUEPRINT

| | GOOD ** | BETTER *** | BEST **** | BEST FOR CONTENT CREATION **** |
|--------------------------|--|---|--|--|
| DESKTOP COMPUTERS | <p>Computer</p> <p>Dell OptiPlex 7080 Micro</p> | <p>Computer</p> <p>Dell OptiPlex 7080 Micro</p> | <p>Computer</p> <p>Dell OptiPlex 7080 Ultra</p> | <p>Computer</p> <p>Dell Precision 5820</p> |
| | <p>Display</p> <p>Dell UltraSharp Thunderbolt™ 24" Monitor</p> | <p>Display</p> <p>Dell UltraSharp Thunderbolt 24" Monitor</p> | <p>Display</p> <p>Dell UltraSharp Thunderbolt 24" 4K Monitor</p> | <p>Display</p> <p>Dell UltraSharp Thunderbolt 24" 4K Monitor</p> |
| | <p>Dock</p> <p>N/A</p> | <p>Dock</p> <p>Dell Thunderbolt Dock</p> | <p>Dock</p> <p>Dell Precision Thunderbolt Dock</p> | <p>Dock</p> <p>Dell Precision Thunderbolt Dock</p> |
| | <p>Headset</p> <p>Headset</p> | <p>Headset</p> <p>Wireless headset</p> | <p>Headset</p> <p>Noise-cancelling headset</p> | <p>Headset</p> <p>Noise-cancelling headset</p> |
| | <p>Webcam</p> <p>N/A</p> | <p>Webcam</p> <p>Webcam</p> | <p>Webcam</p> <p>Webcam</p> | <p>Webcam</p> <p>Webcam</p> |
| | <p>Services</p> <p>N/A</p> | <p>Services</p> <p>Dell Pro Support</p> | <p>Services</p> <p>Dell Pro Support Plus</p> | <p>Services</p> <p>Dell Pro Support Plus</p> |
| MOBILE COMPUTERS | <p>Computer</p> <p>Dell Latitude 5410</p> | <p>Computer</p> <p>Dell Latitude 7410</p> | <p>Computer</p> <p>Dell Latitude 9510</p> | <p>Computer</p> <p>Dell Precision 6750</p> |
| | <p>Display</p> <p>Dell UltraSharp Thunderbolt™ 14" Monitor</p> | <p>Display</p> <p>Dell UltraSharp Thunderbolt 24" Monitor</p> | <p>Display</p> <p>Dell UltraSharp Thunderbolt 24" 4K Monitor</p> | <p>Display</p> <p>Dell UltraSharp Thunderbolt 24" 4K Monitor</p> |
| | <p>Dock</p> <p>N/A</p> | <p>Dock</p> <p>Dell Thunderbolt Dock</p> | <p>Dock</p> <p>Dell Precision Thunderbolt Dock</p> | <p>Dock</p> <p>Dell Precision Thunderbolt Dock</p> |
| | <p>Headset</p> <p>N/A</p> | <p>Headset</p> <p>Wireless headset</p> | <p>Headset</p> <p>Noise-cancelling headset</p> | <p>Headset</p> <p>Noise-cancelling headset</p> |
| | <p>Webcam</p> <p>N/A</p> | <p>Webcam</p> <p>Webcam</p> | <p>Webcam</p> <p>Webcam</p> | <p>Webcam</p> <p>Webcam</p> |
| | <p>Services</p> <p>N/A</p> | <p>Services</p> <p>Dell Pro Support</p> | <p>Services</p> <p>Dell Pro Support Plus</p> | <p>Services</p> <p>Dell Pro Support Plus</p> |

Help keep remote workers secure and productive with Dell devices and the Intel vPro® platform.

DELL

Supporting the Remote Workforce

Five Tips for Successfully Leading a Remote Team

With a few tips, remote teams can succeed just as well—and sometimes even better—than those in offices, and save companies up to \$16.4M per 1,000 employees per year.*

- 1. Make your expectations clear up front.**
Let your teams know that you understand there will be some frustration before they establish the same rhythms they had in the office. Equally, let them know that once the kinks are worked out that you respect their great collaboration will continue.
- 2. Take advantage of collaboration tools.**
With remote teams, tracking project tasks and status is paramount. Take advantage of tools such as Trello, Asana, or GitHub so each team member knows what they're supposed to focus on.

Reach out to your preferred distributor or sales representative to help solving your unique remote workplace challenges.

Supporting the Remote Workforce

Five Tips for Successful Remote Collaboration

More than 40 percent of American workers reported performing some or all of their work at home. These tips can help every team member get the most out of the burgeoning world of remote collaboration.

- 1. Establish norms for communication.**
Make sure every team member knows when others can be reached by phone, messaging, or email, as well as how often such communications should take place. Clearly expectations for response and timing such as using "BRB" as shorthand for "No need to respond."
- 2. Standardize on one set of tech tools.**
 Slack, Zoom, Microsoft Teams, Beaming, Trello, Asana. Successful collaboration depends on agreeing to tech tools, apps, and software that works best for the whole team.

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Supporting the Remote Workforce

Five Tips for Securing Your Home Office PC and Network

Remote employees don't have IT support right down the hall. Here are some tips for keeping PCs and data safe, as well as home networks secure.

- 1. Security software.**
In 2016, the cost of a typical data breach was \$3.2M and more than 25,000 records were involved in a typical cyberattack. Ensure anti-virus software is installed to keep systems safe from existing and emerging malware attacks.
- 2. Hardware-level security.**
A PC with hardware-level security built in is another important tool to help keep data and intellectual property safe by stopping malware—at the BIOS or hypervisor level.
- 3. Firewalls.**
Rely on the software settings within Windows 10 or the Mac OS to keep PCs safe. Take care, however, when installing a wireless router to change the default password so that someone cannot just "walk" right on the network.
- 4. The ease of managed services.**
Many companies rely on a managed service provider (either their IT department, their IT partner, or a third party) for help with on-site, helping on a managed service provider can help ensure PCs, tablets, phones, and even home networks are secure and sensitive data is safe.
- 5. Follow the same rules as in the office.**
Don't click suspicious links in emails, use a trusted browser, always update your anti-virus software and OS when prompted, use strong passwords, and back-up data to company-approved cloud storage sites or company-issued external drives.

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Supporting the Remote Workforce

Five Tips for Remote Workers

Remote working offers advantages—in flexibility, time savings, control—that can make it preferable to going to a traditional office; the latest technologies and techniques give distributed teams the tools they need to succeed. All it takes is some thoughtful planning with the help of these best practices.

- 1. Mimic a traditional work schedule.**
Staying on a set work schedule, with a lunch and a firm cutoff point, will help prevent burnout. Wearing "real clothes" instead of sweatpants puts you in the right frame of mind for work.
- 2. Put the latest technologies to work for you.**
Make sure your PC are fast and stable, with a comfortably sized display and plenty of ports for the sharing, charging, and connecting to peripherals. Have access to remote management services or know who to reach out to in the event of system crashes or other problems.
- 3. Create a dedicated workspace.**
Ideally, it should be a room in the house with a door and dedicated solely to your work—which will not be your office needs to be a flexdesk, no fun place. Live up with personal items (artwork, photos, snacks, books) that make you want to spend time there.
- 4. Minimize distractions.**
The cost of maintaining includes: more stress, higher frustration, more time pressure, and effort. To avoid these issues, try checking your email less frequently or at scheduled times and dedicate time for yourself and family.
- 5. Be social.**
Remote work can be an isolating experience, so catch an afternoon "break and talk" with a friend. Enjoy virtual happy hours to celebrate the end of the week. Building a rapport with co-workers will help you both feel more connected to each other and to your work.

Reach out to your preferred distributor or sales representative to help solving your unique remote workplace challenges.



Q'2 2020 ITP DELL COMMERCIAL CLIENT INCENTIVES

Q'2 2020 DELL ITP BRANDED POINTS SHEETS



Get the most from your Q2 sales.

This offer sheet outlines some of the Points benefits available exclusively for registered Intel® Technology Provider members.



Latitude™ 7400



Earn up to 30 total Points.



Latitude™ 13 5300



Earn up to 30 total Points.



Precision™ Mobile Workstation 5530



Earn up to 30 total Points.



Earn up to 30 total Points.



Earn up to 30 total Points.



Earn up to 30 total Points.

Limited time only!

Promotion runs from April 1–June 30, 2020.

*Points will vary depending on SKU purchased. Points only awarded for qualifying purchases. Visit the [Points site](#) for full Ts&Cs.

Get up to
30 Points*

10 Points = \$1

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