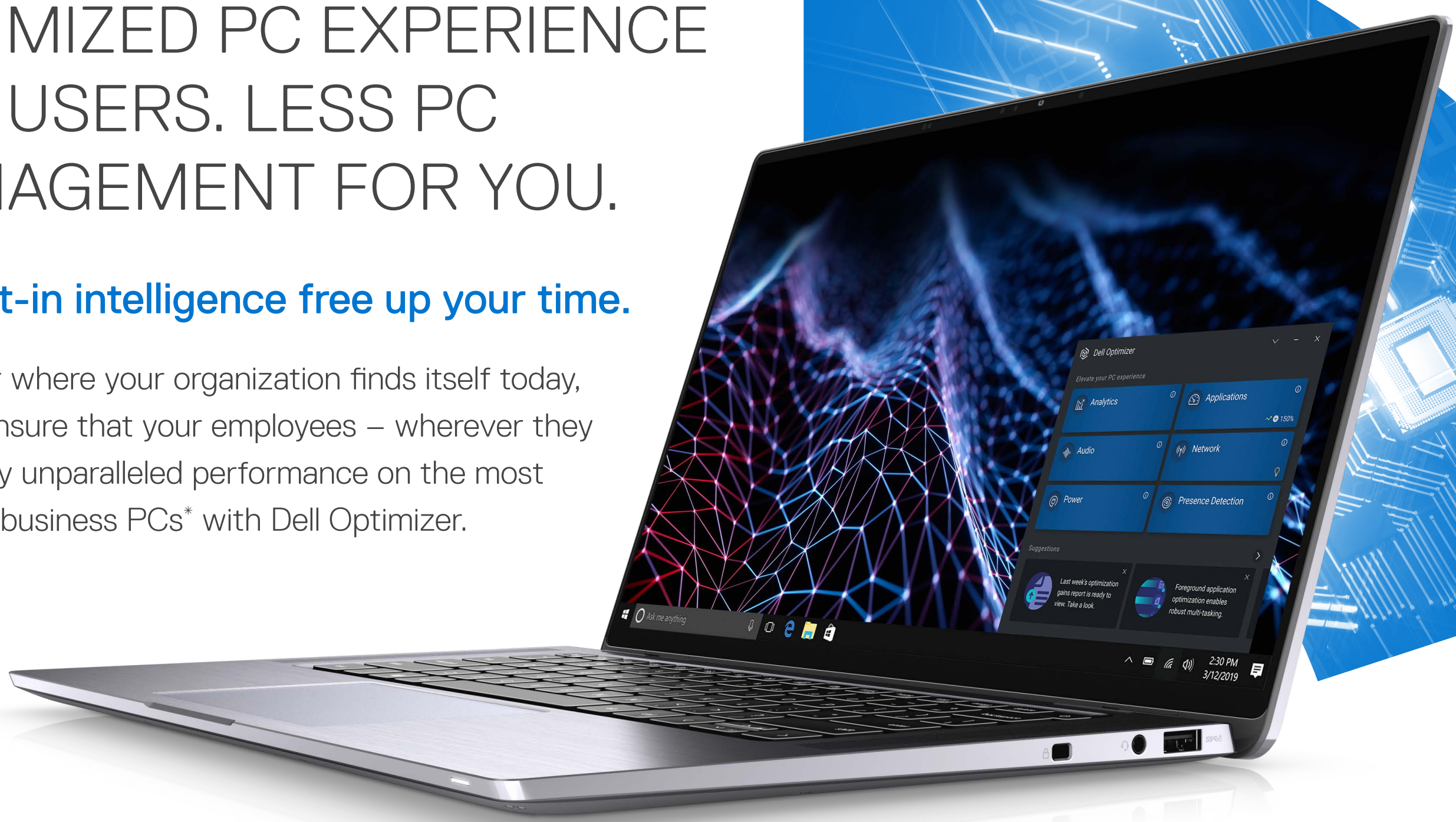


OPTIMIZED PC EXPERIENCE FOR USERS. LESS PC MANAGEMENT FOR YOU.

Let built-in intelligence free up your time.

No matter where your organization finds itself today, you can ensure that your employees – wherever they are – enjoy unparalleled performance on the most intelligent business PCs* with Dell Optimizer.



SAVE TIME WITH A SYSTEM AS INTELLIGENT AS YOU.

Dell Optimizer is unique built-in, AI-based optimization software available on Dell commercial PCs¹ to enhance user experience. It's designed to learn and respond to the way users work, automatically improving productivity, performance, privacy and battery run time.



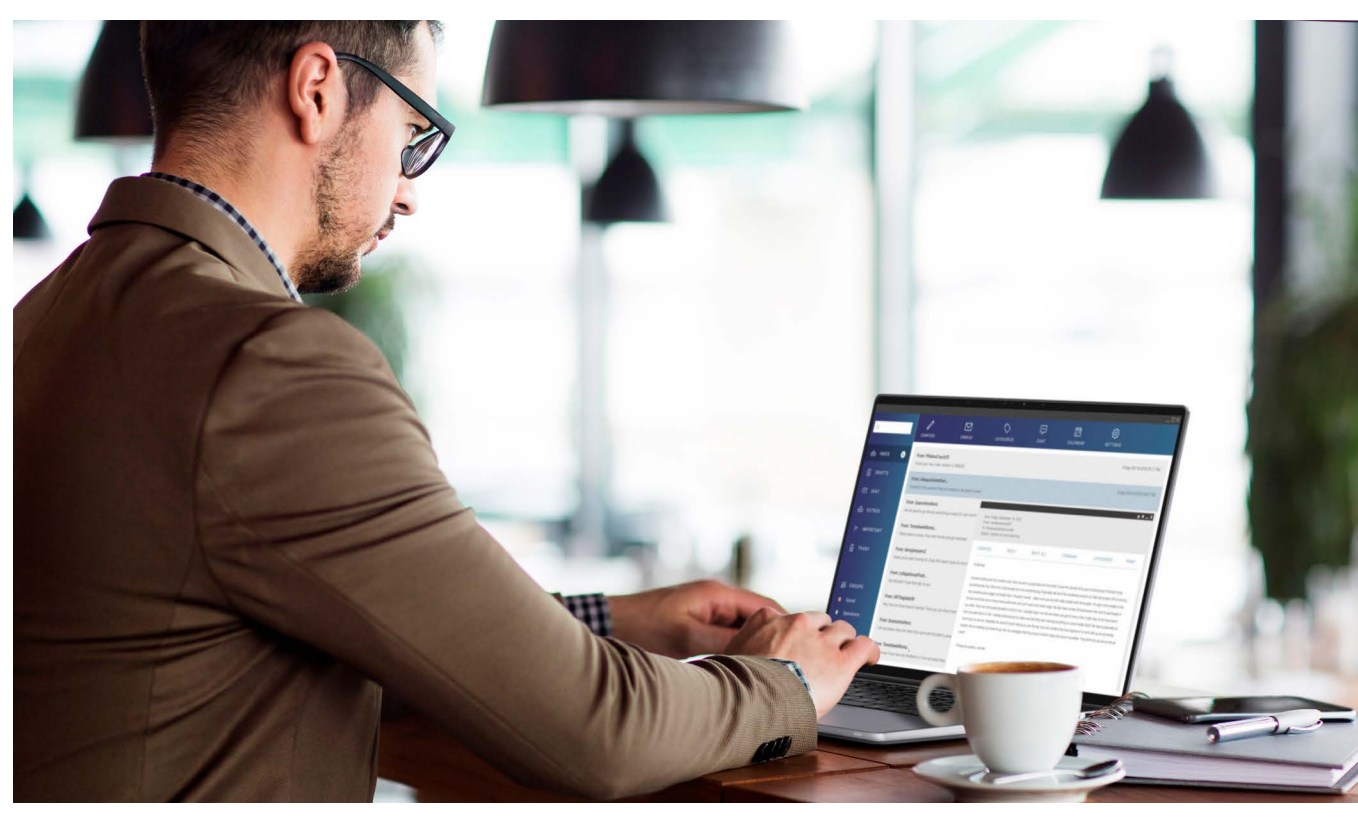
Let AI take the strain: Dell Optimizer makes sure that your employees' app performance is always running at its best, enabling them to keep innovating and delivering business value.



Deliver an excellent user experience: include Dell Optimizer as part of your imaging process. Deploy Dell Optimizer through Microsoft System Center Configuration Manager (SCCM) or Workspace ONE to ensure that your staff always benefits from the latest upgrades as they're released.

EASY MANAGEABILITY FROM ANYWHERE.

Your employees no longer need to worry about technology interruptions, inferior collaboration experiences, and fear of running out of battery. If you deploy and manage Dell Optimizer through SCCM or Workspace ONE, you can ensure they get the best possible experience – every time.



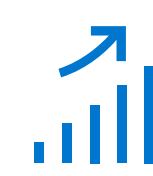
Keep data safe with the world's most comprehensive suite of Intelligent Privacy features.²



Frees up your time so that you can focus on other tasks.



Remotely deploy upgrades on multiple systems simultaneously to ensure that users are always updated and are benefiting from optimal performance.



Eases the stress of individual PC management and ensures minimal interruptions to your employee's workflow.

Dell Optimizer provides improved security, collaboration and connectivity for your workforce.



Intelligent Privacy²

Onlooker detection automatically texturizes your screen when an intruder is detected and dims it when you step away.



ExpressConnect³

Automatically connects you to the best network and delivers simultaneous multi-network connectivity⁴ for faster video and data downloads.



Intelligent Audio

Optimizes audio quality based on surroundings for less background noise and clearer collaboration.



ExpressResponse

After learning your selected applications, ExpressResponse boosts app performance and prioritizes the task at hand.



Modular Installation

Centralized management
Deploy updates and optimize multiple systems simultaneously and remotely with minimal interruptions to your workflow.

Modular installation
Set up individual features and modules from Dell Optimizer that fit your work environment.



RUGGED LAPTOPS

Dell Optimizer (ExpressCharge, ExpressConnect, ExpressResponse, Intelligent Audio) is now available on Rugged Laptops 5430 and 7330.

“Providing our clients with the best and most innovative lighting solutions means that we have to be very precise, super-efficient and totally secure – which is why I’m relying on Dell Optimizer all the time.”

Peiyang Zhang,
COO Australia & New Zealand, Schröder Australia

[Learn More >](#)

* Based on Dell internal analysis of competitive PC performance software and applications, September 2021. Intelligent Privacy is available on select Dell systems and devices.

¹ Dell Optimizer features and functionality differ by device. Dell Optimizer not available on Latitude Chromebook Enterprise.

² Intelligent Privacy is available on select Dell systems and devices.

³ ExpressConnect available with Dell Optimizer software version 2.0 and onwards. Download the latest at <https://www.dell.com/support/home>.

⁴ Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video through two or more wired or wireless connections. Based on Dell internal analysis, September 2021. ExpressConnect available with Dell Optimizer software version 2.0 and onwards. Download the latest at <https://www.dell.com/support/home>.