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# Save Time, Money, and Protect Your Mid-Market Business with Strategic Workforce Solutions

*Dell Technologies brings together the means to more effectively handle business and technology needs, to deliver a strategic advantage through superior capabilities to deploy, secure, manage, and support business PCs.*

As mid-market businesses grow, their technology requirements inevitably get more complex, which has both financial and security implications. From an operational perspective, inefficiencies that could previously be overlooked become more significant at scale, both in terms of their potential cost to the business and the potential opportunities from improving on them.

In terms of cybersecurity, the growing business becomes a more desirable target for malicious parties, even as it becomes harder to protect because of a more diverse computing environment and a bigger attack surface. A structured response to these issues is a strategic imperative that can provide long-term benefits in terms of protecting the business, enabling its growth, and making it more competitive.

Dell Technologies Unified Workspace gives mid-market companies the tools and services they need to thrive in the face of challenges and opportunities like these. Designed to apply intelligence and automation that eliminate low-value tasks, Unified Workspace is available on a subscription basis. This set of offerings offloads tedious, resource-consuming tasks associated with getting the right business PC into the hands of every employee, maintaining it to deliver maximum sustained value to the user as well as the business, and securing it from the world of constantly multiplying threats.

Under the umbrella of Unified Workspace, Dell Technologies is the first OEM to provision applications with VMware Workspace ONE in the factory<sup>1</sup>. The systems are shipped directly to employees, delivering efficient ready-to-work experiences that streamline the internal effort needed to procure and deploy business PCs. Organizations may save nearly a week of IT labor per 1,000 devices deployed<sup>2</sup>, as well as reducing the time to deliver core applications to end users from two hours to just over 12 minutes<sup>3</sup>.

## In this Paper

- Mid-market businesses need to quickly and efficiently put the right business PC into the hands of every employee.
- Beyond delivery, mid-market businesses need are devoting resources to maintaining and securing their PCs.
- Dell PC Lifecycle Services can help mid-market businesses significantly reduce costs in this area.

Unified Workspace transforms the way medium businesses source and utilize business PCs, for benefits across the organization:

- **Deploy.** Factory provisioning and configuration of business PCs according to individual requirements and shipping them directly to workers extends the abilities of IT teams without adding head count.
- **Secure.** Trusted devices, trusted access, and trusted data protect the client computing environment without interfering with employees' abilities to collaborate freely and be productive anywhere.
- **Manage.** Proactively monitoring, maintaining, and updating the end-user environment optimizes device performance and usability, improving end-user productivity.
- **Support.** Predictive alerts of issues with business PCs before they happen, 24x7 access to Dell experts, and same or next-day onsite response accelerate resolution of issues before they can impact productivity.

Drawing on these capabilities, businesses all over the world are driving up their competitiveness by wielding their business PCs as a strategic asset.

**Innovative Business Approaches to Procurement and Financing**

For smaller companies, buying business PCs and other IT equipment as needed is a straightforward proposition. Even when financing is required, the necessary arrangements can

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typically be made easily with the vendor or another credit provider. As the business and its fleet of PCs grow, however, these purchases represent larger amounts of capital, paving the way for flexible consumption models to lower overall costs, free up budgets, and maximize opportunities.

**Dell Business Credit: Acquire PCs on Your Own Timeline**

The ability to grow into opportunities as they arise is central to the potential for success, and overcoming the financial challenges that can limit that growth is essential. Having a sufficient amount of high-quality credit can play a vital role, making purchases affordable that would otherwise be out of reach, while spreading payments across multiple budget cycles and preserving other lines of credit for use elsewhere. Dell Business Credit expands your company's purchase power while also building your business credit profile to support ongoing future growth.

**Leasing from Dell Financial Services: Maximize Your Cash Flow**

Growing companies can empower themselves with resources to innovate by extending what they are able to achieve with their capital resources. From the perspective of acquiring PCs and other IT assets, one-time purchases tie up capital that amortizes over a lifespan of three years or more. Leasing business PCs from Dell Financial Services allows for flexible options that let you obtain the latest technology while paying for it on a monthly basis. That frees up resources to be applied to otherwise-untapped opportunities that fuel growth and profitability.

### Dell PC-as-a-Service: Stabilize PC Costs and Save 23.5% of Monthly PC Life-Cycle Costs per Device<sup>4</sup>

Budget planning tends to be a moving target for growing companies. Limiting the costs and complexity of acquiring PC hardware and software while also fending off obsolescence is a threading-the-needle process that leaves little room for predictability. Dell PC-as-a-Service (PCaaS) rolls together hardware, software, PC lifecycle services, and financing into a single easy-to-consume package that is paid for at a predictable price per seat per month and can reduce monthly PC life-cycle costs per device by as much as 23.5 percent<sup>4</sup>. PCaaS also frees up IT resources for strategic priorities and accelerates PC refresh to give workers the technology they need.

### Transformational License Agreements: Streamline Software Licensing

Managing complex sets of software licenses and maintenance agreements can become unwieldy as a business grows, consuming significant resources and creating financial inefficiencies from sources such as redundant contracts. Dell Transformational License Agreements reimagine the process by consolidating licenses and billing into a single agreement with Dell Financial Services that is tailored to individual business needs and maximizes the power of customer investment. In addition to making annual spend more predictable, the program also enhances flexibility with future-proof addition or replacement of software solutions for future requirements without additional fees.

### PC Lifecycle Technical Services for End-to-End Deployment and Support

Many IT decision makers share common challenges with regard to deployment and support of end-user PCs in their organizations. Chief among these is a lack of resources for these tasks, which are widely regarded as simply “keeping the lights on.” Coupled with organizational pressures to cut costs more broadly, IT may struggle to adequately address deployment and support needs. The challenge can be particularly acute to provide the needed level of service to workers at remote locations.

Dell PC Lifecycle Services offload the IT operational burdens of deployment and support to a pair of end-to-end services provided by Dell:

- **ProDeploy Plus** handles every aspect of getting individually configured PCs from the factory floor to being fully operational in the hands of end users. The IT organization manages deployment through a self-service portal, and PCs are prepared at the factory with customer-specified client images, BIOS configurations, and asset tags applied. PCs arrive at the deployment site ready to be powered up by the end user.
- **ProSupport Plus** maintains the smooth operation of business PCs in the post-deployment phase. The service provides priority access to offsite and onsite support, accidental damage repair, and monitoring with predictive alerts for automatic issue prevention and resolution. Testing has shown that ProSupport Plus can drive results of up to 92 percent less time to resolution and up to 68 percent fewer steps in the support process<sup>5</sup>.

Factory provisioning and outsourced support resources both stretch the capabilities of IT departments, enabling decision makers to extend the reach of their teams without adding staff. By reducing IT involvement with routine tasks, these organizations may also be able to address important issues that would otherwise need to be put on hold. Moreover, these services are not dependent on the customer’s geographical location, enabling them to operate at global scale<sup>6</sup>.

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**World’s Most Secure Business PCs<sup>7</sup> with Trust Built in at the Core**

The cyber-threat landscape becomes more dangerous by the day, with escalating attacks requiring more sophisticated measures to stay ahead. With malicious parties striking at every level of the hardware and software stack, a unified security posture that encompasses hardware as well as software has become more essential. In fact, 63 percent of firms have experienced a data breach in the last 12 months due to vulnerability at the hardware or silicon level.<sup>8,9</sup>

**Unified Endpoint Management with VMware Workspace ONE**

Businesses can simplify management of firmware, OS, and apps—regardless of device, OS, or application mix—from a single console based on VMware Workspace ONE, provisioned at the factory by Dell Technologies:

- **Virtualized digital workspace** for all on-premise, cloud, and mobile applications
- **Unified end-user experience** with single-sign-on to their workspace on any device
- **Integrated with everyday user tools** such as email, calendar, and social collaboration
- **Automated onboarding and configuration** for fast provisioning of laptops and mobile devices



Dell Technologies helps businesses fight back against those low-level exploits with the world’s most-secure commercial PCs.<sup>7</sup> Trust is built into the core of these systems, with security features that are baked into the hardware, down to the BIOS level, beyond the reach of malware. The benefits are clear, with organizations that prioritize BIOS and firmware security experiencing 26 percent fewer security incidents.<sup>10</sup>

**Dell SafeBIOS: Protect PC Operating Foundations**

The BIOS operates deep down in the client stack, where unauthorized changes may slip in unseen by the operating system and the security software running on top of it. Because such changes may be difficult or impossible to detect with conventional tools, trust has to start at the BIOS level; if the BIOS isn’t secure, nothing on top of it is either. Dell SafeBIOS is the industry’s only capability<sup>11</sup> to store a protected BIOS image off-host, as a point of comparison to automatically detect BIOS changes and stop them in their tracks, before they can do harm.

**Dell SafeID: Keep Authentication Effective**

Safeguarding the integrity of authentication measures plays a key role in protecting resources from unauthorized access. IT organizations worldwide are on alert for weakness in this area as data loss and downtime due to external security breaches have risen 20 percent since 2016.<sup>12</sup> Dell SafeID hardens the



## Business PCs Engineered with Intel® vPro™ Technology

Intel® vPro™ technology is built into the fabric of Dell EMC business-class laptops, desktops, and 2-in-1s, helping businesses proactively protect, repair, and maintain the PCs their workers depend on:

- Performance driven by platform components across processors, memory, storage, and I/O

**DELL**Technologies



- Manageability using OS-independent remote control, patching, and recovery
- Security based on hardware-enhanced capabilities at the platform, supply chain, and user levels
- Stability of key system components across PC purchases, to help prevent software incompatibilities

authentication pipeline by securely storing and processing advanced authentication credentials in a dedicated security chip, available only from Dell.<sup>13</sup> This capability moves authentication deep below the operating system level, improving IT's ability to lock the front door, so malware and malicious actors are prohibited from gaining access.

### Dell SafeData: Control Access to Data from Device to Cloud

Research by Forrester concludes that 49% of firms struggle to enable employees to easily and securely share data, especially in the cloud.<sup>14</sup> As collaboration in a connected world becomes more important, businesses need the means to protect, monitor, and control data wherever it is stored or used, inside or outside the company. Dell SafeData encrypts data and applies restrictions on who can access or change files such as spreadsheets or documents, even offline. This set of capabilities, offered only by Dell,<sup>15</sup> protects sensitive data on the device or in the cloud, working in the background without any added steps by the user.

### Dell SafeGuard and Response: Apply Dynamic Intelligence to Threats

As the number and diversity of cyber threats multiplies, measures such as next-generation antivirus and endpoint detection and response remain important, but they are not sufficient on their own. Protection must be as agile and dynamic as the ever-changing threats themselves. Dell SafeGuard and Response, powered by VMware Carbon Black and Secureworks, manages threats pre-emptively, using machine learning, artificial intelligence, and human security experts to hunt for and remediate threats at the endpoint, on the network, and in the cloud.

### Conclusion

As a business grows, so does the strategic value of partnering with Dell Technologies for business PCs. Innovative services enable business and IT organizations to streamline and offload low-value tasks, freeing up in-house resources and protecting their ability to engage in more strategic work. Complementing that operational improvement, security that starts at the core of trusted devices helps protect business data assets. Together, these capabilities enable mid-market businesses to drive unprecedented strategic value from the business PC.

Learn more about our mid-market workforce solutions at [DellTechnologies.com/Midmarket](https://www.delltechnologies.com/midmarket)

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**Sources**

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