

# Differentiated simplicity: Our new branding framework

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Password 'BrandUni2024'





# 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. As of January 2025, all product names will be unified under Dell.

We will have three product categories:

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

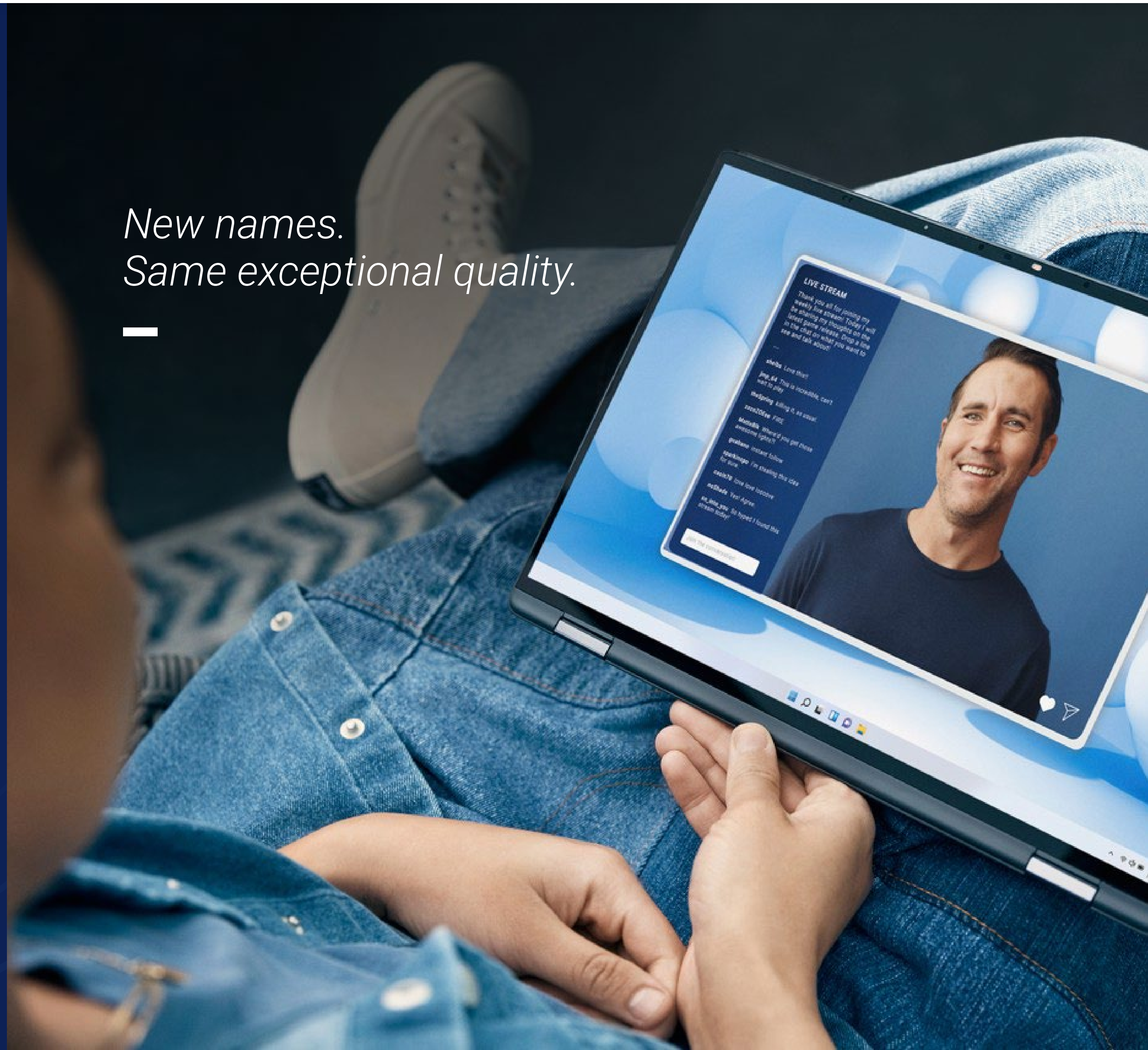
**Dell Pro:** PCs and devices built for professional-grade productivity

**Dell Pro Max:** PCs designed for maximum performance

Alienware will continue to be our gaming brand.

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

*New names.  
Same exceptional quality.*





# We listened

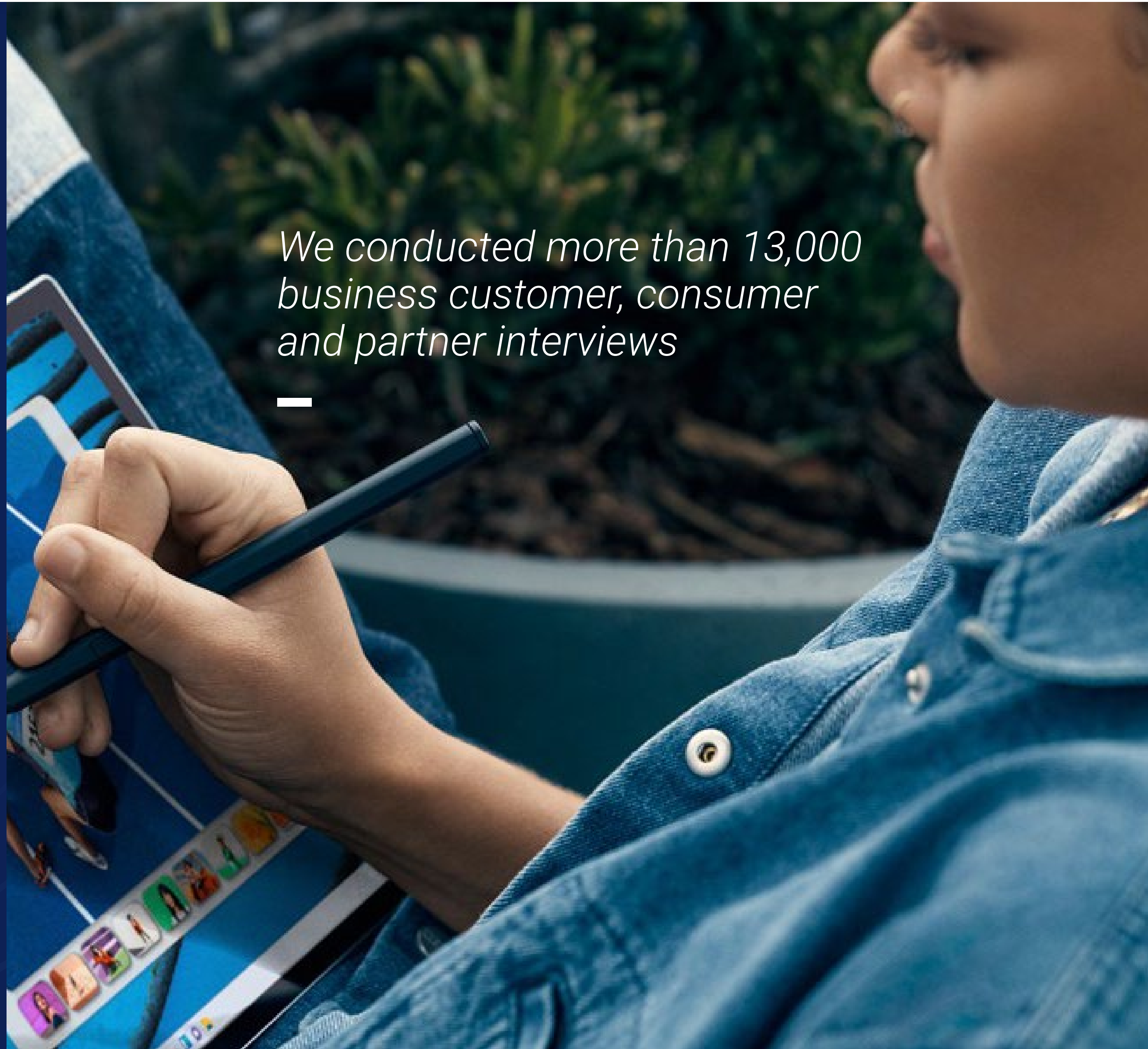
We want to make it as easy as possible for our customers to find the products they need.

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*







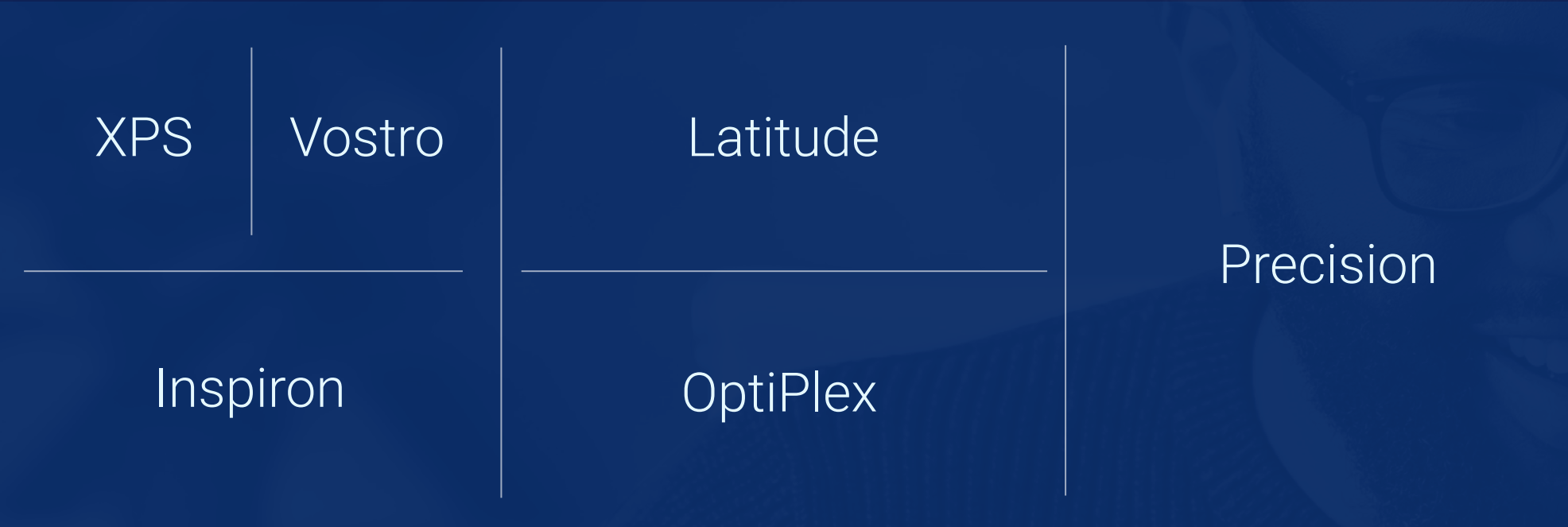
# Why the new product names?

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

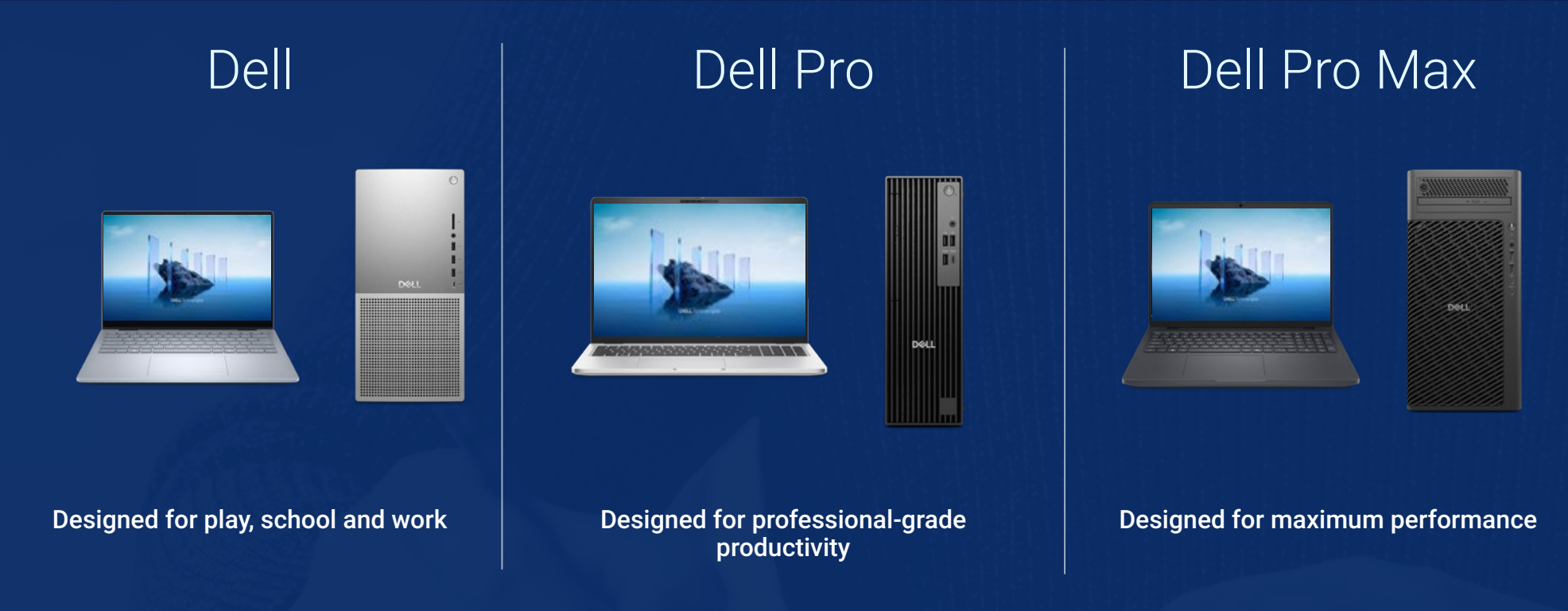
By simplifying our portfolio, we are providing clarity to our customers on what IT solutions we offer them.

*“Product names should explain which products are professional grade”*

Quote from customers during our research.



## New product branding framework







Product names

**PC categories**

Tiers & form factors

# Our PC categories

We also 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, Dell Pro and Dell Pro Max to clearly distinguish between systems.

Dell



Designed for play, school and work

Dell Pro



Designed for professional-grade productivity

Dell Pro Max



Designed for maximum performance



Dell Chromebooks



Dell Pro Rugged







Product names

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 tier** – 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 <b>Premium / UltraSharp</b>	Dell Pro** <b>Premium / UltraSharp</b>
Dell <b>Plus</b>	Dell Pro** <b>Plus</b>
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

Dell UltraSharp		Alienware
Dell Plus	Dell Pro Plus	
Dell	Dell Pro	

## Peripherals

Dell	Dell Pro Premium	Alienware Pro
	Dell Pro Plus	Alienware
	Dell Pro	

## Services

Dell Care Premium	Dell ProSupport Plus	Alienware Elite Care
Dell Care Plus	Dell ProSupport	Alienware Care
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



A L I E N W A R E™

## 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:

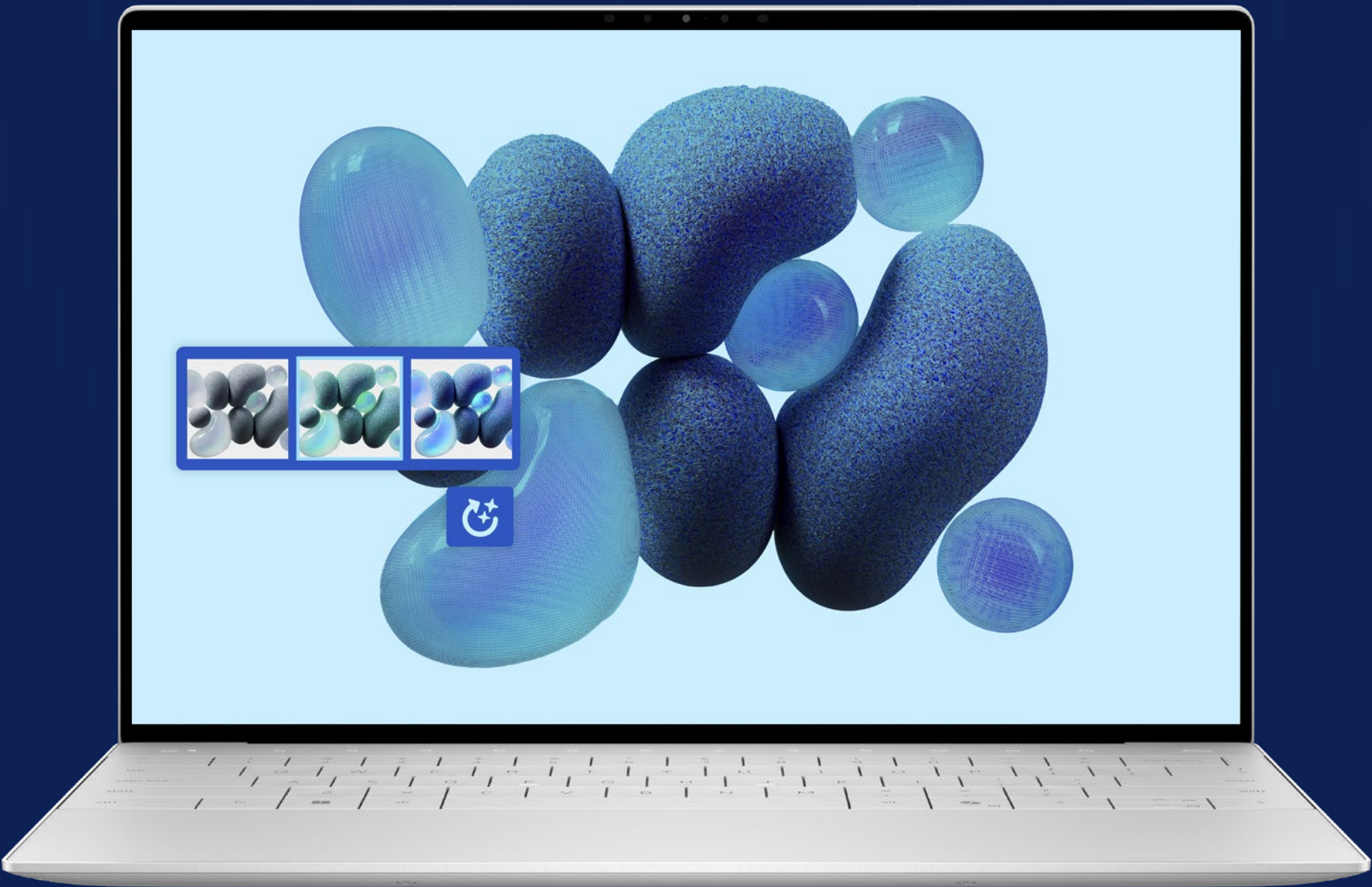
- Product line category
- Tier / Configuration
- Form factor / Screen Size
- Generation (launch calendar year)
- CPU vendor / differentiator

[Learn More](#)

*“Model identifiers are critical for effectively communicating product attributes.”*

*Quote from customers during our research.*

# Dell Pro 13 Premium



P	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

**Tower**

XPS Desktop  
Inspiron Desktop



Dell Tower Plus  
Dell Tower



Dell Pro

OptiPlex Tower Plus  
OptiPlex Tower



Dell Pro Tower Plus  
Dell Pro Tower



Dell Pro Max (workstations)

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.

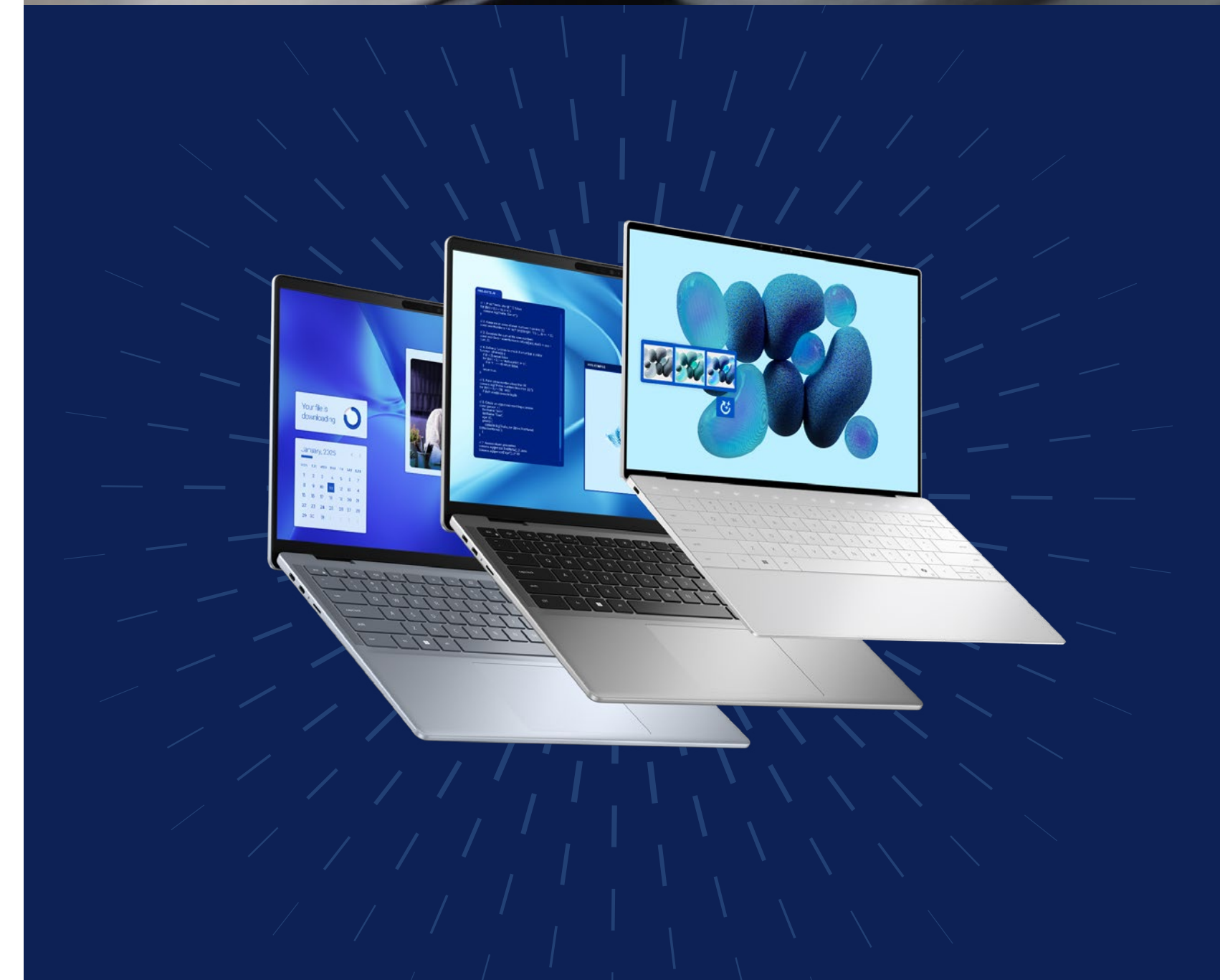
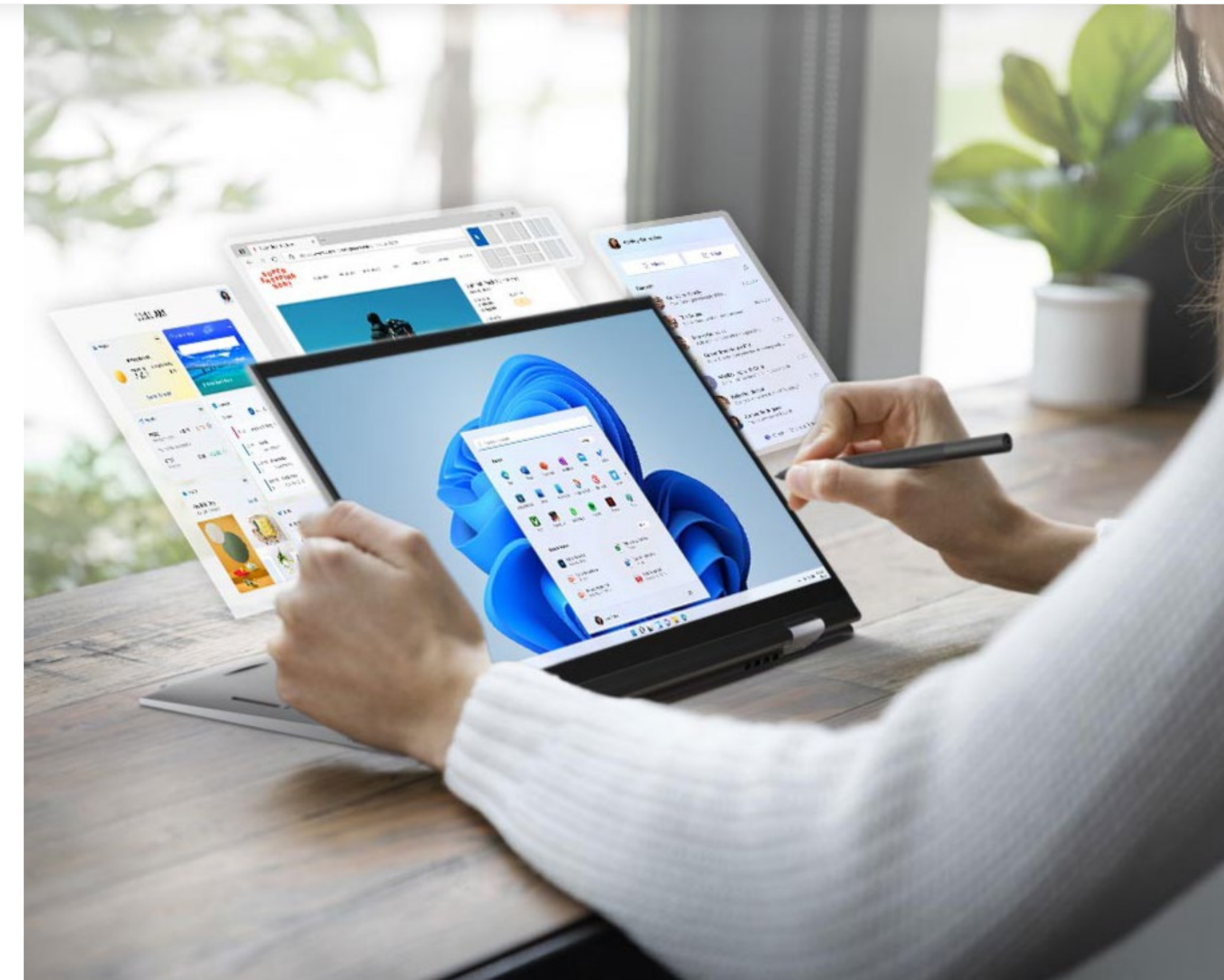
Windows 10 support will end in October 2025 and older devices may not meet Windows 11 requirements. They will lack the latest built-in functionality so replacing their PC is a huge opportunity for both end users and IT.

[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

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**+** What are the exciting new changes at Dell Technologies I've heard about at CES?

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**+** Why are you making these changes?

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**+** What other changes are you making?

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**+** Why are you making these changes now?

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**+** What do the new tiers stand for?

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

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**+** Why is now the right time to buy?



# What are the exciting new changes at Dell Technologies I've heard about at CES?



At CES we announced a simplified portfolio and naming architecture that unifies our PC brand under the Dell name making it easier for you to choose and buy Dell AI PCs.



# Why are you making these changes?



We want you to spend your valuable time determining the use cases & what workloads you want to run on your Dell AI PCs, not working through our sub-brands & nomenclature.

Our research found that customers prefer names that are easy to remember & easy to pronounce. Our research also found that customers prefer topline brand names as a result.

# What other changes are you making?



In addition to Dell, Dell Pro and Dell Pro Max, we've introduced new product tiers of Base, 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.



# Why are you making these changes now?



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

# What do the new tiers stand for?



Premium (and UltraSharp) feature our most design forward solutions.

Plus features our most scalable, best performing solutions.

Base provides essential performance and productivity.



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



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 configurations.

# Why is now the right time to buy?



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



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.



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



When can I discuss this change with my customer?



How will this change how we market our products?



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



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

[View full Q&A](#)



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



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

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



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.



# When can I discuss this change with my customer?



After making our public announcement at CES, you can now discuss these updates with your customers.

# How will this change how we market our products?



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.

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



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



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



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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