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DELL Technologies
AUTHORIZED DISTRIBUTOR

HOW TO SELL

Dell Precision Workstations



How to Sell Dell Precision Workstations



If you hear any of these hot-button phrases, think “Precision” workstations ...



- “More processing power ...”
- “More CPUs, cores, memory ...”
- “RAID storage ...”
- “Reliability ...”
- “Scalability ...”
- “Professional graphics ...”
- “Multiple displays ...”
- “OpenGL ...”
- “GPUs ...”
- “ISV Certification ...”
- “Simulations ...”
- “High-resolution graphics ...”
- “ECC (Error-correcting code memory) ...”
- “Artificial intelligence ...” (or “AI ...”)
- “Virtual reality ...” (or “augmented reality ...”)

... and sell from these model families and accessories:



Mobile Workstations

- Dell Precision 3480
- Dell Precision 3580
- Dell Precision 3581
- Dell Precision 5480
- Dell Precision 5680
- Dell Precision 7680
- Dell Precision 7780



Fixed Workstations

- Dell Precision 3260 Compact
- Dell Precision 3460 SFF*
- Dell Precision 3560 Tower*
- Dell Precision 3660 Tower
- Dell Precision 5860 Tower
- Dell Precision 7865 Tower
- Dell Precision 7960 Tower



Rack Workstations

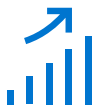





- Dell Precision 3930 Rack
- Dell Precision 7960 Rack



Accessories

- Dell UltraSharp 32 4K USB-C Monitor
- Dell UltraSharp 49 Curved Monitor
- 3Dconnexion SpaceMouse Pro



For many customers with high-performance needs, you can confidently recommend Dell Precision workstations instead of Dell desktop and laptop lines for these reasons:

 Flexible, scalable designs	<ul style="list-style-type: none"> • Multiple form factors offer tremendous flexibility and scalability. We're the only Tier-1 vendor to offer rack workstations. Customers also have tremendous options to custom-configure their Precision workstation choices—scalable processor, graphics, memory, storage and more.
 Mission-critical reliability	<ul style="list-style-type: none"> • Reliable Memory Technology (RMT) Pro, a patented Dell feature for all Precision workstations with ECC (and NECC in some cases, fixed 3000 Series) memory that provides higher availability and reliability—especially important for mission-critical applications. • ISV Certifications ensure those mission-critical apps and others work properly and reliably, including 100+ applications from partner vendors, such as Adobe, Autodesk, Avid, Dassault Systèmes, Schlumberger and Siemens, plus other top names in engineering, media and entertainment, and scientific applications.
 Intelligent performance	<ul style="list-style-type: none"> • Dell Optimizer for Optimizer is the industry's only AI-based performance optimizer software to automatically tune Precision workstations via machine learning, for up to 587% better application performance.
 Game-changing innovation	<ul style="list-style-type: none"> • Virtual reality (VR) and augmented reality (AR) need Precision's ultra-horsepower, such as 56-core Intel® Xeon® CPUs, pro graphics and TBs of RAM. • Artificial intelligence (AI) and machine learning (ML) apps also demand this kind of processing and graphics power.
 Wide choice of GPUs from NVIDIA & AMD	<ul style="list-style-type: none"> • Graphic processor units (GPUs) add extra processing power for graphic-intensive apps, as well as VR/AR and AI/ML apps. NVIDIA and AMD are the world's top GPU suppliers, and we have scores of options for customers.
 Management & security	<ul style="list-style-type: none"> • Dell Client Command Suite is a free toolkit for flexible and automated BIOS and system configuration management. • Dell Data Security solutions ensure data protection in all Precision models.



Where is your customer doing business?

Here are four key markets and their applications and benefits:

	Engineering & Manufacturing	Energy	Media & Entertainment	Healthcare
 Typical Applications	<ul style="list-style-type: none">• Computer-aided design (CAD)• Computer-aided engineering (CAE)• Automation• Architecture engineering• Construction engineering• Computer-aided manufacturing (CAM)• Visualization	<ul style="list-style-type: none">• Oil & Gas• Simulation (SIM)• Defense• Geoengineering• Geosciences• Biochemical	<ul style="list-style-type: none">• Design/create• 3D modeling• Animation• Film/video editing• Post-production• Image editing• Professional audio• Game development	<ul style="list-style-type: none">• Electronic Health Records (EHR)• Electronic Medical Records (EMR)• <i>Picture Archiving and Communication System (PACS)</i>• Point of care• Telemedicine• Laboratories
 Workstation Benefits	<ul style="list-style-type: none">• Responsiveness of large models• More iterations while shortening project timelines• Faster simulation analysis• Fewer physical prototypes• More mobile capabilities	<ul style="list-style-type: none">• Faster response to large data sets• Detailed visualization• Faster simulations• More mobile capabilities	<ul style="list-style-type: none">• Faster rendering• Speed & faster workflow time• More mobile capabilities• Increased creativity	<ul style="list-style-type: none">• Many options for different use cases• Fast, secure access to patient data• Improved analysis of hospital and life sciences lab results• More mobile capabilities

Need help?

GO HERE:

Workstation Advisor tool

Workstation ISV Certification