

What makes a PC an AI PC?

An AI PC is designed to run AI-accelerated software with components optimized for AI workloads. The **new Dell AI PCs** have built-in AI acceleration with a new 3D hybrid architecture from Intel® integrating CPU, GPU and NPU in a single package. This new PC architecture works together to send the right workload to the right engine at the right time.

**What is an NPU?** NPU stands for neural processing unit – this is the new addition within the new PC architecture. This processor is designed explicitly for neural network operations and AI algorithms which are at the heart of modern AI-enabled applications.

**The synergy between the NPU, GPU, and CPU is where the magic happens.** In an AI PC, the NPU takes on the heavy lifting of AI computations, freeing the CPU and GPU for other tasks. While the CPU manages general computing and system operations and the GPU handles graphics and some AI tasks with its parallel processing capabilities, the NPU takes on AI-specific computations more efficiently. Learn more from this [video](#).

Dell AI CSG Commercial Portfolio		
Use Case	Target Customer	Line of Business
Cloud-based AI	Perfect for companies who are willing to utilize AI via public and private cloud offerings such as M365 Copilot, ChatGPT, Google Bard	<b>Commercial:</b> Latitude, Precision, OptiPlex <b>Consumer:</b> XPS, Inspiron, Alienware
AI PCs with Meteor Lake Intel® Processors (Built-in NPU with 10 TOPs)	AI PCs are ready for the future. As software integrates AI and workloads increase, the new PC architecture steps in to handle it all.  Latitude PCs are for executive and mainstream professional users and Precision AI workstations are for power users.	<b>Commercial:</b> Latitude, Precision <b>Consumer:</b> XPS, Inspiron, Alienware
Next Gen AI PCs with Qualcomm Snapdragon X Elite Processors (Built-in NPU with 40 TOPs)	NextGen PCs with x86 and ARM enables Copilot for Windows on the device. It will have expanded on-device use cases and are designed for early adopters who are willing to invest in the newest technology.	<b>Commercial:</b> Latitude <b>Consumer:</b> XPS, Inspiron

AI PC Personas

**AI Builders** are professionals engaged in the field of AI, focusing on designing, building and implementing AI models and systems. Their work spans various industries including tech, healthcare, finance, automotive and more.  
**Title Roles:** AI/ML engineers, data scientists, research scientists, software developers with a focus on AI and professors or researchers in academia.  
**Technological needs:** They require PCs with advanced CPUs and GPUs to handle complex computations, large datasets and intensive model training.  
**Recommend:** Precision AI workstations. The 7000 series are great for development, deployment and fine-tuning. The 5000 series are great for utilization, hosting and inferencing these AI models.

**AI End-Users within the AI space are divided into two personas: the Knowledge Workers and the Power Users.**

**Knowledge Workers** are professionals whose primary job involves processing and working with information, making decisions based on insights and creating knowledge. They can be found in various sectors including finance, education, healthcare, IT, legal and business services.  
**Technological needs:** The introduction of AI PCs into their workflow can significantly enhance productivity, efficiency, and the ability to derive insights from vast amounts of data.  
**Recommend:** Latitude AI PCs for knowledge workers. The Latitude AI PCs are productivity machines that's able to run AI software that can help organize, search and manage large volumes of documents and data that speed efficiency. It has new tools that can enhance collaboration and communication running AI tools such as live translations while helping save battery life.

**Power users** or creators are highly skilled individuals who leverage advanced computing capabilities to drive innovation, create content and solve complex problems. These users span various domains, including digital content creation, software development, scientific research, and advanced data analysis.  
**Technological needs:** They demand high-performance computing solutions to effectively utilize AI and machine learning technologies, enabling them to work more efficiently and to push the boundaries of what's possible in their respective fields.  
**Recommend:** Precision 3000 and 5000 series for power users. These powerful workstations have top-tier CPUs, GPUs and RAM that can handle demanding tasks like 3D rendering, video editing and complex data analysis.

Why Dell for AI Client Solutions?

- Best Designs with powerful fixed workstations with more memory and storage<sup>1</sup> to the most scalable mainstream laptops and mobile premium<sup>2</sup> laptop designs our competition can't match
- History of delivering productivity-enhancing AI optimizations with the world's most intelligent PCs<sup>3</sup> since 2020. And now, Copilot for Windows adds even more
- Dell has the industry's most secure commercial PCs with Dell Trusted Workspace. Unique telemetry integrations with AI-enabled cybersecurity software help reduce the attack surface and improve long-term cyber resilience.
- Our portfolio of professional services empowers our customers to build a future-ready IT environment and invest in new technology with ease, thanks to flexible payment options offered by APEX PCaaS.
- Improve energy efficiency on devices with AI-based Dell Optimizer and optimize your AI investment through Dell's Professional services to reduce waste and lower energy costs and can responsibly retire hardware with Asset Recovery Services and recover value to invest in new AI PCs, ensuring a sustainable and seamless transition to advanced technology

OBJECTION HANDLING

***So NPU is not exclusive to Dell – it’s the biggest PC renaissance yet to come. How are HP and Lenovo talking about Meteor Lake and how do we differentiate?***

Our competitors have leaned into the AI conversation, focusing on the future of an AI PC and talking about the NPU capabilities of Intel Meteor Lake and AMD Ryzen chips as well as the enhancements to end-user experience that software like Microsoft 365 Copilot.

These things are critically important, but they are **table stakes in AI conversations**, offered by all major PC competitors.

To speak to their capabilities & what they offer, HP & Lenovo have both been talking about their powerful workstations, AI-enabled experience features like audio optimizations, and services like Lenovo Device Intelligence that leverage device telemetry. Sound familiar?

**The great news here is that we have a better story that you can share:**

- We have some of the **best designs** to enable workers to develop or leverage AI, from the #1 Workstations worldwide with a fixed workstation portfolio that currently offers more storage & memory, to some of the smallest & lightest premium laptops.
- We consistently lead the industry in transitions to the latest and greatest tech and because of this expected scale with AI PCs - **we also have differentiated cost**. These transition to an NPU-capable CPU does come at a cost premium so we have planned this generation of products in the same chassis enabling the smoothest transition while our competition is trying to upsell new chassis and the new CPU putting an AI PC out of reach and opening the door for you to steal their customers.
- On top of that **our PCs have been the most intelligent since 2020** – leveraging proprietary IP & partnerships to deliver additional app optimization, faster data transfers & voice quality monitoring that our competitors don’t offer. We don’t anticipate that changing with upcoming launches.
- With AI, security is always going to be part of the conversation. We also have the **industry’s most secure commercial PCs**:
  - Only Dell has SafeBIOS Indicators of Attack, which monitors changes at the hardware level and provides indication of suspicious activity for rapid action.
  - With SafeID with ControlVault, only Dell secures user credentials in a dedicated security chip, keeping them hidden from malware.
  - Only Dell has SafeBIOS verification, which provides secure off-host BIOS verification to keep your PCs secure.

***How about HP talking about workstations pre-loaded with AI software?***

One of HP’s main talking points is software for workstations in their AI conversations. These are pre-loaded AI-related data science software stacks. Make sure you highlight where HP is talking about software that also runs on Dell – or is ISV certified for Precision workstations.

Pre-loaded software is only a benefit if it’s exactly what your users need – and in the case of Data Scientists, they’ll often want the control to install or script their own software.

***How about Lenovo talking about their own AI Assistant on their PC at CES?***

During CES, Lenovo noted that their ‘AI Now’ Personal Assistant is planned to start roll out during 1H in China.

If customers bring this up:

- Highlight our strong partnership with Microsoft – Copilot is the best way to bring these experiences to the end user & are they working globally to roll out their capabilities, where Lenovo’s announcement focused on China and did not mention the rest of the world.
- Talk about our unique optimizations with Dell Optimizer – as we mentioned, we’ve used AI and worked with partners since 2018 to deliver some of these & are continuing to partner to ensure optimal user experiences.
- You can also pivot the conversation to our security strengths – where we have clear advantages vs. Lenovo.

***Lenovo seems to also be claiming to be a one-stop shop for AI customers of all sizes***

Lenovo also highlights their overall portfolio of CSG & ISG products – their goal is to be a ‘one-stop shop that helps customers of all sizes and industries easily deploy AI with confidence’.

**Here again – our end-to-end story is better.** In fact, you can tell your customers that Dell has the world’s broadest AI solutions portfolio from desktop to data center to cloud, all in one place, and we’re also the IDC share leader in many infrastructure categories. Lenovo doesn’t offer cloud-native offers like APEX File for AWS & Azure, or relies on partners for purpose-built backup appliance and object storage. And HP doesn’t offer infrastructure solutions since they split from HPE.

Sales Conversation Guide	
Questions to start the conversation	Industry trends and considerations
<p><i>Future workloads are AI workloads and it is influencing how we live and work. AI PCs will be a key catalyst in enabling automations to get that AI-level productivity. Make sure to jumpstart the AI PC conversation and take advantage of the biggest PC refresh in history with these questions.</i></p> <ul style="list-style-type: none"><li>How are you leveraging AI to increase productivity in your company?</li><li>Are you looking to enable any AI tools?</li><li>Are you using AI within your company? Do you have the latest devices or ecosystem to support these workloads?</li><li>What challenges are you facing with your current compute set up?</li><li>Can you tell me about the types of projects or workloads you're currently managing that require high computational power?</li><li>Are there specific applications or software tools you use that require advanced graphics processing or AI capabilities?</li><li>How does AI or machine learning fit into your future projects or growth plans?</li><li>What kind of performance improvements are you looking for in your next PC purchase?</li><li>How important is scalability and future-proofing to you when considering a new PC?</li></ul> <p><i>Why companies need to refresh and get AI PCs</i></p> <ul style="list-style-type: none"><li><b>Enhanced AI Capabilities:</b> As organizations increasingly seek AI efficiency, software companies are integrating AI into everyday applications, fundamentally changing our work habits and causing a step change performance in everyday work. AI-powered tools will automate routine tasks like document summarization and meeting notes, freeing individuals to focus on innovation and productivity.</li><li><b>Energy efficiency :</b> Integrating a Neural Processing Unit (NPU) into PCs boosts energy efficiency by specializing in AI and machine learning tasks. NPUs, optimized for parallel processing, consume less power, generate less heat, and extend battery life compared to traditional CPUs. This makes them essential for energy-efficient, high-performance AI computing, ensuring smoother operation of AI-driven applications</li><li><b>Real-time Processing:</b> NPUs can handle real-time data processing, which is crucial for applications like autonomous vehicles, augmented reality, and real-time translation.</li><li><b>Cost-Effectiveness:</b> In the long run, the efficiency of an NPU can offset the initial investment by reducing cloud computing expenses and enabling more work to be done in-house.</li><li><b>Future-proofing:</b> As AI becomes more integrated into various industries, owning an AI PC with an NPU can be seen as an investment in future-proofing one's technology infrastructure. The number of applications utilizing that NPU will continue to scale in the next couple of months and years</li><li><b>Security:</b> Dell collaborates with Intel and CrowdStrike to offload security functions onto the device via the NPU. This approach provides comprehensive threat detection by swiftly identifying malicious sites and security vulnerabilities with reduced latency compared to cloud-based solutions<sup>1</sup>.</li><li>By processing AI workloads on-device, these PCs can detect threats faster, contributing to a more secure computing experience.</li></ul>	<ul style="list-style-type: none"><li><b>If you're not bringing up AI PC refresh in your conversations today, you're already late:</b> The new IDC report forecasts that 167 million PCs containing hardware specifically designed to run generative AI (AI PCs with built-in NPU) will be sold in 2027, representing 60% market share. <b>They mention three technical reasons in bringing AI workloads from the cloud to client:</b><ul style="list-style-type: none"><li>On-device AI eliminates the roundtrip current AI workloads make to the cloud and back over the network</li><li>Enhances privacy and security by keeping data on the device vs. in motion</li><li>Lowers the cost by limiting the need to access cloud resources</li></ul></li><li><b>Position Dell as that trusted end to end AI advisor :</b> While ITMs interest in AI PCs is strong, a great deal of education must take place in the market. Demonstrating use cases across the ecosystem is key and different companies will approach AI deployments at different rates- make sure to mention that Dell has the broadest AI portfolio and that we have the resources to support customers wherever they are in their AI journey.</li><li><b>Always bring up APEX PCaaS in your AI PC refresh conversations:</b> As-a-service and flexible consumption models have been rising in interest and adoption in the past decade. Moving to this type of service may help some organizations better plan for their AI PC rollouts and more smartly manage their ongoing transition to Windows 11.</li></ul> <p><b>Drivers in buying AI PCs according to IDC:</b></p> <ul style="list-style-type: none"><li><b>Interest in PC-based AI capabilities :</b> Commercial buyers will see value in PCs that can complete AI tasks locally vs. running primarily in the cloud. As software vendors update their apps and OS vendors update their platforms, running AI locally should drive many benefits including faster processing, enhanced security and lower costs.</li><li><b>ISV Support of On-Device AI workloads :</b> Work from silicon and OS providers will incentivize ISVs to leverage the new silicon and OS AI capabilities in their applications, creating interest from end-users who leverage these apps to be more creative and efficient in their workflows – as more users see the benefits of performing AI workloads on the device- demand for systems with NPUs will grow.</li></ul> <p><b>Inhibitors in buying AI PCs according to IDC:</b></p> <ul style="list-style-type: none"><li><b>Global macro-economic headwinds:</b> Commercial refresh may lag if spending power remains diminished, make sure to pitch APEX PCaaS solutions to let buyers know they have flexible spending power.</li><li><b>Buyers waiting for future versions of AI PCs:</b> AI PCs are needed today and the TOPs performance of our Dell Meteor Lake PCs should be able to handle everyday AI tasks needed by knowledge workers.</li></ul> <p><small>*Based on IDC Market Forecast: Worldwide Artificial Intelligence PC Forecast 2023-2027</small></p>
Resources	
<ul style="list-style-type: none"><li>The new <a href="#">CSG AI Central SharePoint</a> consolidates all the information you need to support your CSG Gen AI conversations with customers. Bookmark for more information on next quarter's Gen AI and Precision sales plays.</li><li>Know why we're better with the new <a href="#">Why Dell Client for AI and GenAI Competitive Deck</a></li></ul>	