World’s Most Intelligent Commercial PCs are Now Available with Windows 11 with Windows Copilot, for Even More AI-Level Productivity Enhancements

By Andrew Glinka, Vice President Competitive Intelligence | October 2023

The “work from anywhere” lifestyle has become the new norm and embracing it is now a business imperative. Many of our customers seek ways to ensure their employees can be fully productive no matter where they are working, and Dell always strives to be ahead of the curve. As such, we have developed an exciting lineup of devices that offer Artificial Intelligence (AI)-based collaboration and productivity features that our competitors cannot match.

Dell’s exclusive AI-powered Dell Optimizer software, available on most Latitude, OptiPlex, Precision, and Rugged devices, revolutionizes the way you work by fueling the world’s most intelligent commercial PCs. The software intuitively improves application performance, battery run-time, bandwidth, audio quality, and network connectivity while you are working. Dell Optimizer now brings the entire ecosystem together, creating the world’s most intelligent collaboration experience through AI-based optimization of audio, connectivity, and productivity features. And now, the addition of Windows Copilot AI features to Windows 11 complements Dell Optimizer to deliver more AI-enhanced productivity enhancements than ever to help users get things done. The latest version of Dell Optimizer, version 4.1.3, also introduces Microsoft Teams compatibility to the Collaboration Touchpad. Now Latitude 9330 and Latitude 9440 users have the same at-your-fingertip controls for both Zoom and Microsoft Teams calls.

“It (Dell Optimizer) has been an incredible value-add because every employee, regardless of tech savviness, automatically benefits from Dell Optimizer”—Kelly Durand, Director of Organizational Learning, People’s Emergency Center.

Dell’s top competitors - HP, Lenovo, and Apple - fall short of the comprehensive list of collaboration and performance features Dell Optimizer has to offer. Here are some specific examples of Dell’s AI-powered innovations and how they improve productivity for customers.

Network Optimization

With videoconferencing now a daily occurrence in most organizations, maintaining a reliable connection to the network is critical. Dell remains the only PC company to offer simultaneous multi-network connection, an AI-based network connection feature that helps optimize connectivity and bandwidth for a clearer, more productive conferencing experience. The world’s first simultaneous multi-network connection can connect to two wired or wireless networks at the same time to send and receive data concurrently,
resulting in faster downloads and fewer interruptions. *6 This feature will dynamically manage traffic across networks resulting in 3x less buffering, 20% more data transfers, 8x better video quality, and 30% faster app and data processing—impressive productivity gains that can make employees more efficient. 7 HP, Lenovo and Apple do not offer simultaneous multi-network connection.

“Traveling a lot means using different Internet connections and wireless options—so the fact that Dell Optimizer automatically connects me to the best network is excellent for my daily work”—Sakkanart Udomdirekrirk, owner of Pragma Technology.

Collaboration via Intelligent Audio

It goes without saying that working from home can involve unwelcome interruptions. Barking dogs, lawn mowers, kids playing in the next room – the list goes on and on. You can collaborate efficiently with Dell Optimizer’s Intelligent Audio that eliminates background noise for you and the participants on the call, providing a less distracting conferencing experience. AI-based neural noise cancellation technology detects non-human noises for a clearer listening experience, so you do not have to worry about interrupting noises while you participate in meetings. Furthermore, the Voice Quality Monitoring feature notifies users when their voice quality is poor so they can adjust it and avoid wasted time during conference calls. Dell’s competitors HP, Lenovo and Apple do not offer anything like this feature.

“Emergency shelters are incredibly noisy places—not good environments for clear Zoom or Teams calls, but these virtual conversations directly impact people’s lives. Dell Optimizer's Intelligent Audio Technology has really saved us.”—Jelly Durand, Director of Organizational Learning at People’s Emergency Center in Philadelphia.

Intelligent Privacy via Presence Detection

Employees on the go will inevitably find themselves working in a coffee shop, airport lounge or other public location. Dell helps keep your sensitive content secure in these locations through innovations such as Walk Away Lock and Wake On Approach which offer secure locking and faster sign-in by automatically detecting your presence, waking up your system, and locking your PC when you walk away. 8 The Intelligent Privacy feature allows you to keep sensitive data private and intelligently protect digital assets with Onlooker Detection, which lets you texturize your screen when an intruder is detected. 9 The Look Away Dim feature can darken the PC screen based on user behavior, now can be enabled based on the detection of a network change, or based on specific networks the user identifies, providing contextual-based privacy and benefitting users who travel for work or work from various locations. Intelligent Privacy is offered on a broad selection of Latitude and Precision laptops as well as on select OptiPlex devices. 10 By contrast, Apple’s proximity-based sign-in and screen lock features require
a paired iPhone or Apple watch to work properly, and Apple does not offer Onlooker Detection while HP does not offer blurring of the screen.

“Student confidentiality and privacy is essential to running a school. I’ve come to rely on the eye recognition sign-in and auto-lock features of Dell Optimizer to ensure a safe learning environment.”—Derek Cooper, Superintendent/Principal at Happy Camp Union Elementary School District.

Application Optimization

To help improve productivity, Dell Optimizer offers AI-based application optimization and foreground prioritization of the most frequently used apps. As you are using different applications throughout your day, Dell Optimizer is working in the background on flawless application performance based on your usage style and history. HP, Lenovo and Apple do not offer a proprietary AI-based foreground app optimization that is personalized to each user’s workflows. Furthermore, Dell Optimizer’s exclusive new feature—Adaptive Optimization, available on select Precision mobile workstations, improves performance of in-focus apps while running on battery power with limited impact to battery runtime, benefitting users who work unplugged.

“I love how Dell Optimizer can proactively prioritize the apps that I use most frequently and intensely. It’s something that we will utilize company-wide going forward.”—Aaron Zell, Manager, IT, Yardi

Power Optimization

Battery life is arguably the most critical element of working on the go and Dell has you covered. Dell Optimizer uses machine learning to analyze the end-user’s power consumption habits and assigns a policy charge that improves battery performance and extends run time. It also regulates screen brightness, CPU performance, Bluetooth, and other settings to ensure optimal battery performance. For users who need to recharge their battery quickly, Dell PCs can charge up to 90% of their battery in an hour with Dell Optimizer’s power module. The Dell Optimizer power module offers even more optimization features.

- **Advanced Charge** keeps your PC batteries from overcharging when plugged into a direct power source, therefore, extending the life and health of the battery.
- **Battery Details** allows you to quickly access battery details within the new power interface.
- **Smart Alerts** will notify you of any power, thermal and battery charges within your hardware and ecosystem.
- **Peak Shift** delivers a unique cost-conscious option that allows the user to select the times of day they want to charge up their battery so they can avoid high energy costs during specific parts of the day.
• **Quiet Mode**, within thermal management settings options, can provide up to 18% in power savings and deliver up to 21% performance per watt improvement over the default mode.\(^1\)

Apple’s Macs are not AI-based and do not auto-adjust battery use. While HP offers fast charge on select mobile devices, it does not offer battery use adjustments and it is not AI-based. Lenovo offers Rapid Charging Technology, but it is also not AI-based. Neither HP nor Apple offer Peak Shift or Critical Alerts features.

“I noticed a significant difference to my battery life straight away—with Dell Optimizer I can now easily work for 12 hours without plugging in.”—Pelying Zhang, COO Australia & New Zealand, Schreder Australia.

**Simplification of ecosystem access and Modular Installation**

Another convenient Dell Optimizer upgrade includes the integration of Dell Display Manager and Dell Peripheral Manager into the software, extending personalized PC features to the rest of the ecosystem. This allows for easy pairing and management of Dell monitors and accessories all in one place. Also, Dell Optimizer can be modularly installed and centrally managed, which allows for remote deployment of updates and optimization of multiple systems simultaneously with minimal interruptions to workflow. Among its primary competitors, Dell is the only one offering modular installation.\(^2\)

Dell devices include comprehensive AI-based software at no additional cost and will improve application performance, battery life, bandwidth, audio quality, privacy, and network connectivity while you work. To upgrade your hybrid work experience, look no further than Dell’s broad range of the world’s most intelligent commercial PCs\(^3\), which will help ensure you remain fully productive no matter where you work. Learn more about the new features at Dell.com/Optimizer.

**About the author:** Andrew Glinka is Vice President, Competitive Intelligence at Dell Technologies. Andrew is an 11-year Dell Technologies veteran and brings over 23 years of experience in technology sales, management, and operations. Prior to assuming his current role, Andrew served as Global Director of Sales Strategy for the Data Protection Solutions Division. He has also managed the Global Software Sales team as well as other sales teams in the Data Protection Solutions Division. Prior to joining Dell through the EMC acquisition, Andrew owned and operated an IT Managed Services business in Virginia for over 8 years before successfully selling the company.

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1 Based on Dell internal analysis of competitive PC performance software and applications. February 2023 AD# CLM-006467
Disclaimer: Based on internal analysis, April 2021. Dell Optimizer available in 2020 devices, not available in OptiPlex 3000 series, Latitude 3310 2-in-1 and Latitude Chromebook Enterprise. Feature availability and functionality varies by model.


4 Network Optimization features available with Dell Optimizer software version 2.0 and onwards. Download the latest at https://www.dell.com/support/home.

5 Best network selection based on signal strength, channel congestion, router type and others. Network suggestions based on user credentials.

6 *Disclaimer: Simultaneous multi-network connection (or Connection based teaming) is a connectivity feature under the Network Module. It simultaneously sends and receives data and video traffic using two or more wired or wireless connections. Based on Dell internal analysis, September 2021.

7 Based on testing performed by Dell Labs in June 2020, comparing performance with the feature enabled and disabled. Actual results may vary; testing results do not guarantee performance under test conditions. Subject to service provider’s broadband subscription and coverage area; speeds may vary. Additional charges will apply. Contact your service provider for details.

8 Wake on Approach and Walk Away Lock available on Latitude 9000, 7000 and 5000 series, OptiPlex 3000, 5000, and 7000 series, Precision 3000, 5000, and 7000 series mobile workstations and Precision 3000 workstations. See product details for availability.

9 Based on Dell internal analysis of competitive PC performance software and applications, February 2023. Intelligent Privacy is available on select Dell systems and devices.

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

11 Source based on a Competitive Analysis of available Public Data, from HP & Lenovo, [02.10.2023]

12 Optimize Applications must be enabled in the Applications feature. DO learns how user uses the selected applications over several hours. Based on Dell testing using Sysmark 2018 benchmark running productivity applications, March 2020. Improvement will vary based on product configuration, use, application and other factors.

13 Based on Dell analysis, September 2023.

14 Disclaimer: *Based on A Principled Technologies Report that ran PC performance benchmarks on Dell Latitude 9430 laptops and OptiPlex 7400 all-in-one desktop PCs: Improve PC app performance, battery charging, and end-user experiences with Dell Optimizer, June 2023

15 Disclaimer: This is based on a Dell internal study, testing power and performance within our Dell Optimizer power module. These workers primarily focus on general compute activities such as video conference calls, web browsing and general response time of opening and closing applications. Whitepaper published November 2022. AD # CLM-006460 and CLM-006461.

16 Based on competitive analysis of HP, Lenovo, and Apple’s offerings. SMEs analyzed Optimizer vs competitors’ features for HP, Lenovo, and Apple and their analysis determined that none of the competitors offer this feature for any of their devices.

17 Based on Dell internal analysis of competitive PC performance software and applications. February 2023. CLM-006467