

# Unleashing the Power of Precision: Why Dell Precision 3480 Triumphs Over the Competition

By Andrew Glinka, Vice President, Competitive Intelligence | July 2023

In the realm of commercial laptops, finding the perfect balance between power, portability and cutting-edge features is paramount. When considering the top contenders in this arena, the Dell Precision 3480 ultra-mobile 14-inch workstation emerges as a true victor, outshining its rivals, the HP ZBook Firefly 14 Gen 10 and Lenovo ThinkPad P14s Intel Gen 4. Precision 3480 is great for multi-tasking and collaboration, using business applications and has exceptional advantages that make it the ultimate choice for discerning commercial customers.

## Unrivalled Connectivity for Seamless Collaboration and Optimized Performance

In today's interconnected world, reliable and fast connectivity is a vital aspect of any commercial laptop. The Dell Precision 3480 takes the lead with the world's first ExpressConnect multi-network connection feature<sup>1</sup> that joins the best network available, offering unparalleled connectivity options. Equipped with Intel 5G, the Dell Precision 3480 provides highly secure and prioritized network access, certified by FirstNet, helping users stay connected without compromise. In contrast, HP's ZBook Firefly 14 G10 and Lenovo's ThinkPad P14s Intel Gen 4 fail to offer multi-network connectivity optimization and Lenovo also does not offer 5G, putting Dell at the forefront of seamless collaboration.<sup>2</sup>

Also, Dell leverages the power of artificial intelligence and machine learning to optimize performance and resource allocation to foreground applications via the Dell Optimizer ExpressResponse feature. This intelligent app enables sustained performance levels, ensuring that programs launch fast and critical tasks are executed flawlessly. Lenovo ThinkPad P14s Intel Gen 4 and HP ZBook Firefly 14 G10, on the other hand, do not offer an equivalent to Dell's AI-based foreground app optimization. They also lack an Advanced Analytics feature that enables users to track system resource utilization for components such as the processor, memory, graphics, and hard drive, leaving their users without this remarkable performance-enhancing capability.<sup>3</sup>

## Portability Perfected: Compact and Lightweight Workstations for Any Work Environment

When it comes to portability, the Dell Precision 3480 stands out for its compact form factor. It is smaller, lighter, and thinner than the HP ZBook Firefly 14 Gen 10 and smaller than Lenovo ThinkPad P14s Intel Gen 4.<sup>4</sup> This remarkable engineering achievement empowers professionals on the go, allowing them to effortlessly carry their powerhouse device without compromising on performance or productivity.

## Superior Thermals for Uncompromised Performance

The Dell Precision 3480 reigns supreme in terms of the number and type of thermal management features, thanks to its unique Dual Opposite Output (DOO) fans and User Selectable Tables, both exclusive features to Dell. This cooling system ensures optimal heat dissipation so the laptop can operate at peak performance levels without the risk of overheating, reducing heat-related crashing and benefitting users that rely on high-end applications. In comparison, the HP ZBook Firefly 14 Gen 10 and Lenovo ThinkPad P14s Intel Gen 4 struggle to match the Dell Precision's thermal management features.<sup>5</sup>

## Enhanced Privacy and Security: Safeguarding Confidentiality

In an era of growing concerns about privacy and security, the Dell Precision 3480 goes the extra mile to help protect your sensitive data. With features such as Express Sign-In's Walk Away Lock and Wake-On Approach and Intelligent Privacy's Onlooker Detection, the laptop has features to help keep it secure even when a user steps away momentarily. HP lacks all these three essential features, while Lenovo's competing device falls short by not offering Look Away Detect.<sup>6</sup>

Furthermore, Dell has the industry's most secure commercial PCs. Only Dell offers off-host BIOS verification, capture and storage of the image if the BIOS gets corrupted, Indicators of Attack to help IT identify potential future threats<sup>7 8</sup> and SafeID with ControlVault to store and process authentication credentials in a dedicated security chip<sup>9</sup>. Also, Dell is the only company among competitors offering Secure Component Verification, a feature that allows customers to verify Dell commercial PCs and key components arrive as they were ordered and built<sup>10\*</sup>. These comprehensive security features help repel malicious activity before it compromises the system.

## A Commitment to Sustainability: Reducing the Environmental Impact

In addition to its outstanding performance and features, Dell takes pride in its sustainability initiatives. The Precision 3480 is made with 28 percent ocean-bound plastic material<sup>11</sup>, the industry's first commercial notebook power adapter made with 50 percent recycled copper<sup>12</sup>, and boasts a 100 percent recycled or renewable packaging that is entirely recyclable<sup>13</sup> helping to reduce the environmental impact without compromising on quality. This commitment to eco-conscious practices reflects Dell's dedication to creating a greener future.

When it comes to commercial laptops, the Dell Precision 3480 emerges as the clear winner, outperforming the HP ZBook Firefly 14 Gen 10 and Lenovo ThinkPad P14s Intel Gen 4 in many ways. From superior thermals and unrivaled connectivity to enhanced privacy and security, Dell Precision 3480 leaves no stone unturned in delivering unparalleled user experience. Check it out [here](#).



**About the author:** Andrew Glinka is Vice President, Competitive Intelligence at Dell Technologies. Andrew is a 12-year Dell Technologies veteran and brings over 24 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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<sup>1</sup> \*Disclaimer: Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two or more wired or wireless connections. Based on Dell internal analysis, March 2023.

<sup>2</sup> Based on internal analysis, June 2023.

<sup>3</sup> Based on internal analysis, June 2023.

<sup>4</sup> Based on internal analysis, June 2023.

<sup>5</sup> Based on internal analysis, June 2023.

<sup>6</sup> Based on internal analysis, June 2023.

<sup>7</sup> Based on internal competitive analysis (Dell security team)

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<sup>8</sup> [A Partnership of Trust: Dell Supply Chain Security](#) (Customer-facing whitepaper)

<sup>9</sup> [A Partnership of Trust: Dell Supply Chain Security](#) (Customer-facing whitepaper)

<sup>10</sup> \*Disclaimer: Available for U.S. Federal customers only.

<sup>11</sup> Based on internal analysis, November 2022. For Select Precision Mobile Workstations (3480, 3580, 3581)

<sup>12</sup> Based on Dell analysis, January 2023. Applies to Precision 3000/5000, Latitude 5000/7000/9000, Inspiron 16 Plus (7630), and Inspiron 14 Plus (7430). Recycled copper is 50% of total copper weight in the power adapter cable.

<sup>13</sup> Up to 38.8 % recycled content and 61.2 % renewable materials in the form of FSC fibers. Excludes optional items added to order and included in box. Paper packaging materials can be recycled via municipal recycling, where available. System bag is made from recycled plastic and can be recycled along with other thin plastics. See local recycling guidelines.