

DELLTechnologies

Future-Proof Your Growing Organization

How Dell Technologies Empowers
Growth and Innovation



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Leaders of small and medium businesses wear many hats. You manage daily operations, balance budgets, support your team, and look for new ways to grow. Technology should make your job easier, not harder. When your systems fall behind, you see the impact immediately through slow operations, rising maintenance costs, and increased security risks.

Simply trying to keep up with technology often hides expenses and inefficiencies. These hidden costs add up in the form of system downtime, constant fixes, and daily distractions that pull you away from your customers. You need a secure and resilient environment to support real-time business needs and scale efficiently.

Staying ahead of technology trends helps you work smarter, control costs, and protect your business. To move forward with confidence, you need more than just the right tools. You need a trusted technology partner who turns your investments into tangible outcomes and lasting value. Dell Technologies helps you simplify complexity, reduce risk, and get practical results to drive your goals. We stay a step ahead so you can keep your focus on serving customers and expanding your business.

Stay Ahead of What's Next

Modernize Your Workplace

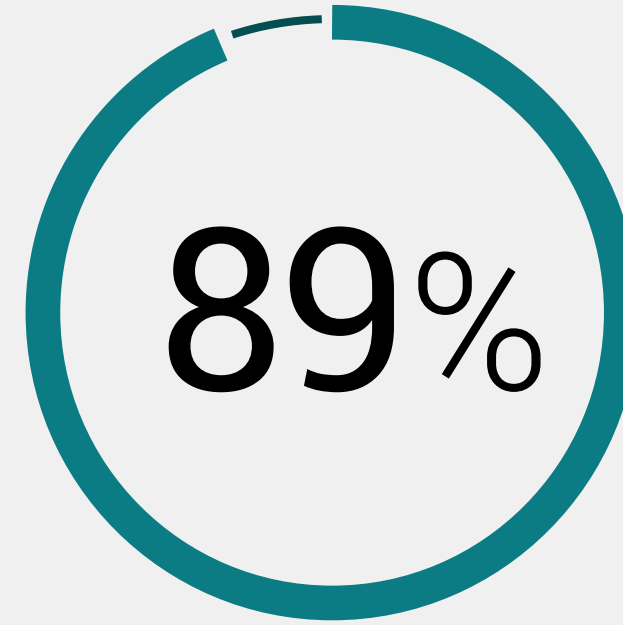
Outdated technology frustrates your team and slows down your entire operation. A laptop that takes ten minutes to boot up or crashes during a client presentation creates unnecessary friction. Beyond the daily annoyances, aging devices leave your organization vulnerable to evolving security threats.



Stay Ahead of What's Next

Dell Technologies designs workspaces that align with how your team actually works. We offer affordable, AI-ready PCs and smart desk solutions tailored specifically for growing organizations. These devices deliver built-in security features, like SafeBIOS, to protect your operations from the ground up. You can also take advantage of flexible services like PC-as-a-Service to simplify IT management and keep your costs predictable.

By upgrading your workplace, you unlock new opportunities for growth. Your team gains a massive boost in productivity and collaboration. You simplify your IT management, reduce disruptive downtime, and create an environment where employees feel valued and empowered.



of growing organizations agree that it is critical that their PCs support AI-driven applications/workloads.¹



Stay Ahead of What's Next

Design Your Modern Data Center

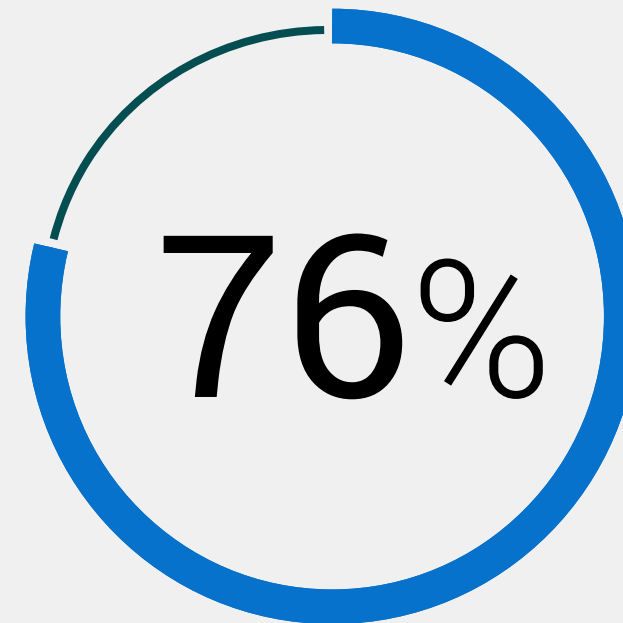
As your business grows, your technology needs grow with it. You generate more data, adopt new applications, and take on heavier workloads. Managing this information efficiently can stretch your budget and overwhelm a small IT team. Legacy systems simply cannot keep pace with the demands of modern business.



Stay Ahead of What's Next

We deliver an efficient, resilient, and flexible infrastructure that puts you back in control of your data. Technology from Dell provides a unified foundation across servers, storage, and networking. We pair this with automation and lifecycle management to remove the complexity from your daily operations.

Modernizing your data center builds an agile foundation for your future. You achieve faster time to value with platforms ready to handle advanced workloads. You lower your total cost of ownership through highly efficient operations. Most importantly, you improve the security and resilience of your critical data, allowing you to scale with complete confidence.



of growing organizations agree that existing storage capacity and capabilities are insufficient for their growing AI needs.²

Stay Ahead of What's Next

Simplify Your AI Journey

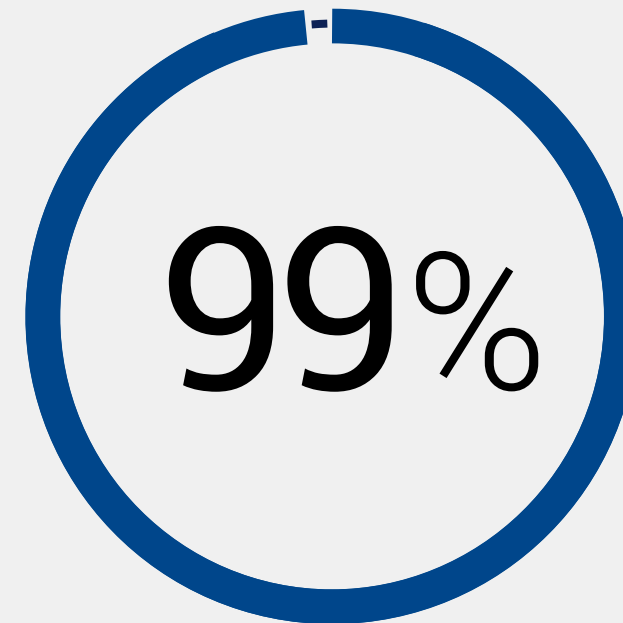
Artificial intelligence offers a powerful way to accelerate innovation and improve your operations. AI can help you save valuable time, deliver better customer experiences, and manage costs as your business expands.



Stay Ahead of What's Next

You do not need a massive IT team or an unlimited budget to see real results. The Dell AI Factory simplifies your journey with a unified approach. We provide pre-tested solutions and expert guidance tailored for growing organizations. We help you build a scalable infrastructure that supports your AI growth without overcomplicating your operations.

The best strategy is to focus on practical AI use cases that solve real problems, such as automating invoices, improving spam detection, or enhancing customer support. You gain faster insights, boost your operational efficiency, and keep your data completely secure.



of growing organizations have a formal AI strategy, and 81% have invested in research and development to explore potential AI use cases.³

Stay Ahead of What's Next

Advance Cybersecurity Maturity



Many growing organizations lack the dedicated resources to monitor and respond to these sophisticated risks. You need a security approach that helps you reduce your vulnerabilities, spot threats quickly, and recover with confidence if an incident occurs.

Stay Ahead of What's Next

Dell Technologies helps you build resilience with secure-by-design infrastructure and zero trust principles. We build protection directly into our devices, data centers, and cloud platforms. We also offer partner-delivered services like Managed Detection and Response to give you expert monitoring around the clock.

This proactive approach makes security a strength rather than a struggle. You reduce your risk of breaches and business disruption. You detect and respond to threats faster. You gain the confidence to adopt new technologies securely, knowing your business is protected at every level.



Cybersecurity and resilience are the top technology area growing organizations are investing in to stay competitive.⁴

Stay Ahead of What's Next

Modernize with Efficiency at the Core

Technology powers your business, but it also drives significant energy use. Rising energy costs and the pressure to adopt sustainable practices make efficiency a core business necessity. Relying on outdated infrastructure consumes excess power, generates excess heat, and requires constant maintenance.

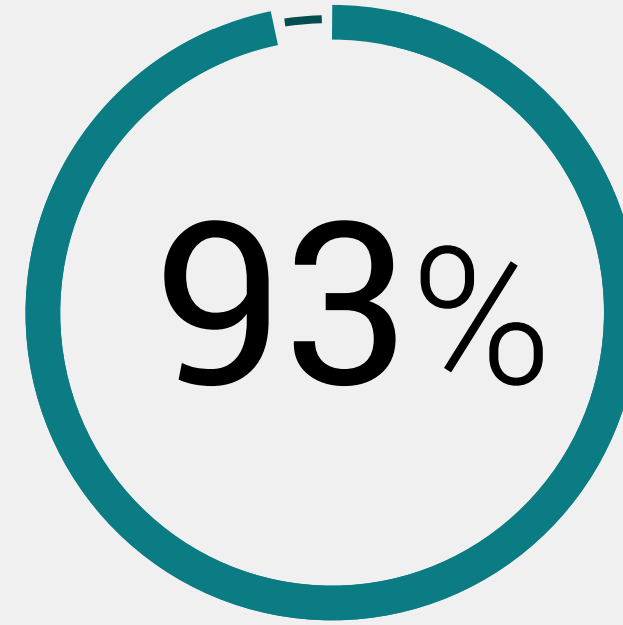


Stay Ahead of What's Next

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We incorporate energy efficiency and circular design across our entire portfolio. Dell Technologies provides energy-smart infrastructure and modular designs that adapt to your needs. We also support circular IT practices, including secure asset recovery and refurbishment programs, to help you manage equipment responsibly.

Prioritizing efficiency produces measurable savings. You lower your energy consumption and reduce emissions. You extend asset lifecycles and cut down on waste. Ultimately, you achieve significant cost savings and build a stronger, more resilient operational foundation.



agree that energy efficiency and product sustainability are key factors when selecting technology partners for their organization.⁵



Stay Ahead of What's Next

Partner For Strategic Growth

Choosing the right partner is critical to shaping the future of your organization. You need a trusted advisor who understands your unique challenges and brings the right tools to solve them.

Dell Technologies brings decades of experience and a comprehensive portfolio of secure, sustainable, and intelligent solutions. We listen to your needs, simplify complexity, and deliver technology that creates meaningful outcomes. We help you move faster, reduce risk, and achieve lasting value.

Empower your small business to achieve more. Whether you need reliable PCs to boost daily productivity, a modern data center to scale your operations, or expert guidance to adopt artificial intelligence, we are here to help. Together, we can drive sustainable growth and ensure you stay ahead of what comes next.

[Explore How to Stay Ahead of What's Next](#)



Frequently Asked Questions

1. How can Dell Technologies help my organization stay ahead of what's next?

Dell Technologies partners with you to build a flexible IT foundation—modernizing your workplace, data center, and processes. Our solutions streamline adoption of new technology, reduce risks, and create measurable results so you can innovate with confidence.

2. What is the Dell AI Factory, and how does it support my AI journey?

The Dell AI Factory is an end-to-end approach that brings together the industry's broadest AI portfolio ⁶, an open ecosystem, and expert guidance. We help you manage and prepare your data, deploy scalable infrastructure, and simplify integration, so you can turn AI projects into real business outcomes at any scale.

3. How does Dell help protect my business from evolving cyber threats?

Security is embedded into every layer of our solutions, leveraging zero trust principles, advanced threat detection and recovery tools like isolated backup vaults. This comprehensive approach helps minimize risk, enables quick recovery, and ensures your organization can keep moving forward.

4. Why is modernizing the data center essential for future growth?

Modernizing your data center with Dell provides unified management, reliable performance, and agility to adapt as demands change. You gain the flexibility to run workloads where they work best, optimize costs, and future-proof your infrastructure for AI and emerging technologies.

5. How can modern workplace solutions improve my team's productivity?

Our AI-powered devices, smart peripherals, and unified management tools streamline workflows and collaboration. With built-in security and easy IT controls, your teams can work efficiently, stay protected, and focus more on driving results.

Sources

¹ Dell Technologies IT Strategy Pulse, a survey across 750 IT and business decision makers from US, UK, DE, FR and JP, November 2025.

² Dell Technologies IT Strategy Pulse, a survey across 750 IT and business decision makers from US, UK, DE, FR and JP, November 2025.

³ Enterprise Strategy Group, "Understanding SMBs View on AI", 2025

⁴ Dell Technologies IT Strategy Pulse, a survey across 750 IT and business decision makers from US, UK, DE, FR and JP, November 2025.

⁵ Dell Technologies IT Strategy Pulse, a survey across 750 IT and business decision makers from US, UK, DE, FR and JP, November 2025.

⁶ Prowess Consulting, "Which Vendor Offers the Broadest AI Portfolio for Infrastructure and Services?" October 2025.

About Dell Technologies

Dell Technologies (NYSE: DELL) helps organizations and individuals build their digital future and transform how they work, live, and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the AI era.

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