

Dell Optimizer

—

We make it intelligent.
You make it yours.



Powering the world's most intelligent PCs¹

With the recent democratization of Generative AI, the public can now access intelligent data that elevates the everyday work experience. It provides users with vast amounts of information, and also teaches and assists them on how to absorb it efficiently.

The PC becomes a vessel of information – the window to your world of productivity. Intelligent devices help improve performance and usability and deliver better access to these new technologies, so employees can do their jobs smarter and faster.

Dell Optimizer is our AI-based optimization software that learns and responds to the way you work, designed to automatically improve application and device performance, PC and accessory battery run-time, audio/video settings and privacy – all in the background while you're working.



	Safe and secure optimization → At Dell, your privacy and security are paramount	04
	Power optimization → Uninterrupted productivity with robust features to save energy and preserve battery runtime	05
	Application performance → Seamlessly optimizes system and improves app performance through machine learning	06
	Collaboration touchpad → Frequently-used conferencing functions right at your fingertips, when you need them	07
	Intelligent audio → Elevates sound quality and provides noise reduction for enhanced collaboration	08
	Network optimization → Intelligently connects you to the best network, delivering a more stable connection and faster download speeds	09
	Analytics reports → Delivers performance insights and system diagnostics	10
	Intelligent ecosystem → Easy pairing and management of your Dell monitors and accessories, all in one place	11
	Presence detection → Privacy and battery-protecting sensors awaken or darken your screen, based on your presence	12



Safe and secure optimization

Artificial intelligence is seen by many as the baseline of transformative technology, but it can be dangerous when not handled ethically and responsibly. Dell Optimizer follows a stringent process to ensure your privacy and security within the optimization and data collection process.



At Dell, your security and privacy are paramount.

Our optimization technology is designed to gather and analyze data locally on your system and never leaves the box without your consent. Designed to continually improve your PC experience, Dell continues to innovate and infuse algorithms to elevate the hardware experience.



Telemetry information such as event data and service heartbeats are sent to Dell to help better understand if the app is working appropriately and done anonymously. Not only does this contribute to continued improvement and functionality of this software, it also further elevates the hardware experience, making Dell Optimizer work uniquely better for you.



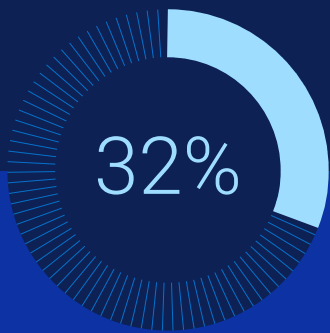
Get up to 18% in power savings²

Experience uninterrupted productivity with intelligent power and battery features, which help you save power when you set your PC to Quiet Mode³ on your thermal management settings — giving you up to 2.4 watts of power savings compared to default mode.

Advanced Charge keeps your PC batteries from overcharging when plugged into a direct power source, therefore extending the life and health of your PC battery.

Save energy costs by charging only during certain times of the day with **Peak Shift**.

Intelligent Battery Extender will help preserve battery runtime by making system adjustments when your battery is running low.



Improve battery charging performance by 32% with Power Optimization³
Reduced battery recharging times



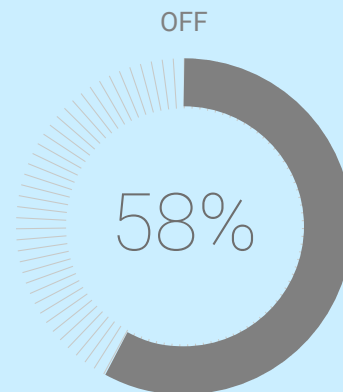
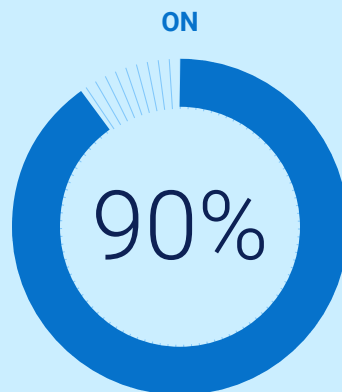
I noticed a significant difference to my battery life straight away – with Dell Optimizer I can now easily work for 12 hours without plugging in.

Peiyong Zhang
COO Australia & New Zealand, Schröder Australia

Power Optimization

Dell Latitude 9430

Charge up to 90% of your battery in just 1 hour
Reduced battery recharging times
Source: Principled Technologies





Improved app performance

Our **application optimization technology**⁴ analyzes how you use your preferred apps to boost performance.



When I turn on my computer, I notice that my applications start a lot faster now that I use Dell Optimizer.

Dario Ladu

Systems Engineer at Freecon AG, Switzerland

Maximize your favorites

Choose the top five apps you use most and let Dell Optimizer handle the rest. Machine learning evaluates how you use each program and identifies opportunities for optimization and resource utilization.

Enhances performance

After learning your selected applications, our app optimization technology boosts app performance and prioritizes the task at hand.

Peak efficiency for select Precision PCs

Our applications module also delivers peak 240-watt performance on selected applications when unplugged from your power adapter.



Accelerate routine tasks with up to 28% better system responsiveness⁴

Boosted Microsoft 365 app performance

Handle demanding tasks better with up to 31% better system responsiveness⁴

Boosted Adobe® Lightroom® app performance



World's most intelligent collaboration experience⁵

Dell Optimizer delivers the ultimate collaboration experience through AI-based optimization of audio, connectivity, and productivity features.

A touch of collaboration

Ease into your meetings with the collaboration touchpad⁶ on select Latitude PCs.⁷ It uses the touchpad surface to provide quick access to frequently used Zoom and Microsoft Teams features such as screen share, chat, camera, and microphone. Haptic vibrations are now available on the Latitude 9440 to enable a better conferencing experience.





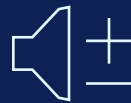
Hear and be heard

Intelligent Audio senses your surroundings and enhances the conferencing experience by reducing background noise for you and all call participants — giving you a better collaboration experience.



Remove background noises

Neural Noise cancellation enables advanced artificial intelligent techniques to distinguish human speech and cancel unwanted noise — so you can hear and be heard in any conference call.



Voice Quality Monitoring

alerts you when your voice quality is poor and when others may have a hard time hearing you.



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.

Kelly Durand

Director of Organizational Learning, People’s Emergency Center, Philadelphia



Unmatched connectivity

Optimized for the best connection, our **intelligent networking tools**,⁸ powered by Intel® Connectivity Performance Suite, provide the world's first simultaneous multi-network connection for faster data and video downloads.⁹ It also enables joining the best network¹⁰ permissible and prioritizes traffic for conferencing apps, wherever you work.



Transfer data up to 2X faster with Simultaneous multi-network connection⁴

Boosted network performance



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, Pragma Technology



Productivity without disruptions

Deploy updates and optimize multiple systems simultaneously and remotely with minimal interruptions to your workflow with **centralized management**.

Flexible to manage

With **modular installation**, you can pick and choose which Dell Optimizer features to install to fit your specific work environment.



Get personalized insights

Access real-time workload and system insights with the **Analytics features** on select Precision workstations and Rugged PCs. These features can:

- Monitor workload utilization of your Precision workstation or Rugged PC.
- Help diagnose system problems by analyzing core PC components such as battery, storage, CPU and memory behavior.
- Manage diagnostics reviewing system reliability and problem history.

“

Dell Optimizer directly helps us save costs. In a year of using the solution, I haven't had to provide a CPU or RAM upgrade to any Dell Precision users based on Dell Optimizer analytics.

Aaron Zell

Manager of IT, Yardi





An intelligent ecosystem

Elevate your work experience with intelligent optimization extending from your PC to the rest of your desk. Enjoy easy pairing and management of your Dell monitors and accessories with easy access to [Dell Display Manager](#) and [Dell Peripheral Manager](#).



[Dell Display Manager](#) offers optimal front-of-screen experience and efficient display management through comprehensive easy-to-use tools.

Customize and update your compatible Dell accessories with advanced features such as AI auto-framing in webcams and programmable keyboard keys using [Dell Peripheral Manager](#).



Save time with Presence Detection

Get to work faster and keep your sensitive data private with our Presence Detection technology¹¹ – the proximity sensor with Intel® Contact Sensing Technology detects your presence to wake on approach before Windows Hello logs you in via facial recognition and locks your PC when you walk away. This not only provides convenience but also extends battery life.

Onlooker detection will texturize your screen when an onlooker is detected and Look Away Dim darkens your screen when you look away. Keep your sensitive data private with a comprehensive suite of Intelligent Privacy features.

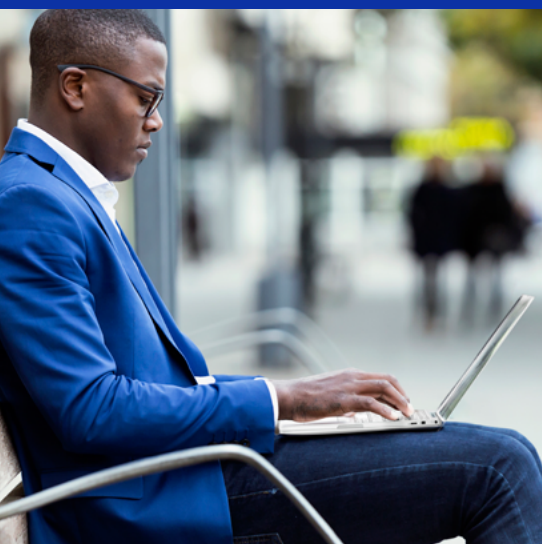
Now available on select OptiPlex AIO PCs and select Dell monitors with built-in IR cameras.



There's no dull moment in any school, and as the principal, I'm called away from my desk a hundred times a day. I love the fact that my laptop is immediately ready for me when I approach and automatically knows when I'm leaving.

Derek Cooper

Superintendent/Principal at Happy Camp Union Elementary School District



Make the world your workplace

Our new network-based privacy feature allows you to set your intelligent privacy settings based on your network connection. When you are out and about you can now quickly enable Onlooker Detection or Look Away Dim from an alert indicating you are connected to a new network.



Explore system features that work for you

Whatever your needs or challenges are, Dell Technologies has a Dell Optimizer-powered system to help you maximize productivity.



Precision Mobile Workstation

Precision Workstation

Latitude Laptops

Rugged Laptops

OptiPlex Desktops

	Precision Mobile Workstation			Precision Workstation			Latitude Laptops				Rugged Laptops			OptiPlex Desktops			
	3000	5000	7000	3000	5000	7000	3000	5000	7000	9000	5430	7230	7330	Micro	SFF	Tower	AIO
Application Optimization	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Intelligent Audio	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Network Optimization	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Power Optimization	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Presence Detection	Blue	Blue	Blue	Dark Blue	Dark Blue	Dark Blue	Light Blue	Blue	Blue	Blue	Light Blue	Dark Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
Analytics	Blue	Blue	Blue	Blue	Blue	Blue	Light Blue	Light Blue	Light Blue	Light Blue	Blue	Blue	Blue	Light Blue	Light Blue	Light Blue	Light Blue
Intelligent Privacy	Blue	Blue	Blue	Light Blue	Light Blue	Light Blue	Light Blue	Blue	Blue	Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Blue
Collaboration Touchpad	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue

Dark blue indicates feature only works when system is connected to an external webcam or with select Dell monitors with integrated webcams using Dell Peripheral Manager.

Dell Optimizer features vary per PC model and platform.



We make it intelligent.
You make it yours.



Contact your Connection Account Team for more information.

Business Solutions	Enterprise Solutions	Public Sector Solutions
1.800.800.0014	1.800.369.1047	1.800.800.0019

www.connection.com/Dell

C2642021-0524

Disclaimers & endnotes

1 Based on Dell analysis, October 2022. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model. For more details go to the Dell Optimizer Features Availability Matrix.

2 This is based on a Dell internal study testing power and performance within our Dell Optimizer power module. White paper published November 2022: [Click here](#) for more details.

3 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.

4 Claim from 2022: Dell ExpressResponse with Intel® Adaptix™ technology, a collection of five advanced technologies that help fine-tune processor performance, intelligently launches your most used applications ultra-fast.

ExpressResponse must be enabled in the Applications feature. DO learns how user uses the selected application(s) over several hours. Based on Dell testing using Sysmark 2018 benchmark on a Latitude system running productivity applications; and using performance evaluation benchmarks on Precision mobile workstations running ISV applications, March 2020. Improvement will vary based on product configuration, use, application and other factors.

5 Based on Dell analysis, November 2022. Collaboration feature availability and functionality may vary by model. Collaboration touchpad is just available on Latitude 9330 and 9440 models only. [Click here](#) for more details.

6 The collaboration touchpad is only available on the Latitude 9330 and 9440 models.

7 Collaboration Touchpad is only available on Latitude 9330 and 9440. Haptic controls are only available on the Latitude 9440 model.

8 ExpressConnect available with Dell Optimizer software version 2.0 and onwards. [Click here](#) to download the latest.

9 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 wired or wireless connections. Based on Dell internal analysis.

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

11 Available on Latitude 9000 and select 7000 series; Precision mobile workstations 7000 and select 5000 series. See PC product details for availability.