

**DELL**Technologies

Transforming Customer Experiences  
with Connected Retail Solutions



# RETAIL USE CASES



## HOSPITALITY

Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.

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## DIGITAL COLLABORATION

Reach customers with immersive technology that expands the borders of collaboration.

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## MOBILE POINT OF SALE

Bring the sale to the customer with agile devices, whether on-the-go or on the sales floor.

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## INDUSTRIAL-GRADE MOBILE POINT OF SALE

Provide a welcoming, streamlined experience with interactive devices in customer service kiosks or reception spaces.

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## VERSATILE RETAIL ENDPOINTS

Enable retail innovation with streamlined, customer-centric solutions from the sales floor to the data center.

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## PURPOSE-BUILT POINT OF SALE

Customize your unique retail workspace with solutions built for demanding jobs.

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## INDUSTRIAL-GRADE INVENTORY MANAGEMENT

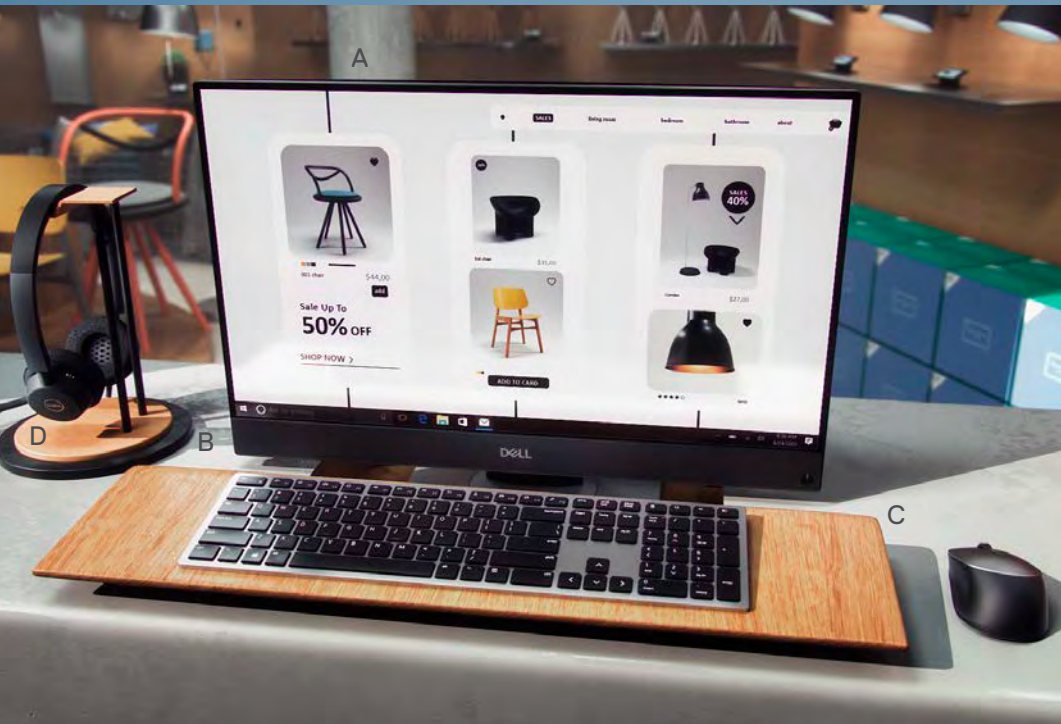
Master every area of retail logistics and product management with solutions that work smoothly in the harshest environments.

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# Hospitality

PROVIDE A WELCOMING, STREAMLINED EXPERIENCE WITH INTERACTIVE DEVICES IN CUSTOMER SERVICE KIOSKS OR RECEPTION SPACES.



## Recommended Dell Solution

- A. OptiPlex 5400 All-in-One
- B. OptiPlex All-in-One Height Adjustable Stand
- C. Dell Premier Multi-Device Wireless Keyboard and Mouse – KM7321W
- D. Dell Premier Wireless ANC Headset - WL7022

OptiPlex 5400 All-in-One's sleek design and hassle-free technology create a lasting first impression. Work comfortably all day with a large FHD touch or non-touch display with new Low Blue Light (LBL) capability.



## Additional options

Engage your customers with a clean, modular all-in-one setup:

- E. OptiPlex 7000 Micro
- F. OptiPlex Micro All-in-One Stand - MFS22
- G. Dell UltraSharp 24 Monitor - U2422H (dual monitor set up)
- H. Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W\*
- I. Dell Pro Stereo Headset - WHO22\*
- J. Dell UltraSharp 4K Webcam - WB7022

\*Not pictured

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# Digital collaboration

REACH CUSTOMERS WITH IMMERSIVE TECHNOLOGY  
THAT EXPANDS THE BORDERS OF COLLABORATION.



## Recommended Dell solution

- A. Dell 86 4K Interactive Touch Monitor - C8621QT
- B. OptiPlex 7000 Micro with Intel® vPro™ \*

Transform hotel meeting spaces into on-demand collaboration hubs with the right-sized solution powered by Dell.

\*Not pictured

OptiPlex 7000 Micro and a Dell 4K Interactive Touch Monitor bring to life a powerful, collaboration solution for the modern ways people meet. Run smarter, more productive business conferences with AI-based optimization of Dell Optimizer, designed to automatically improve application performance, audio settings and network connectivity.

D



F



E



## Additional options

For personalized retail design collaboration:

- D. Dell Precision 5770
- E. OptiPlex 7000 VR Ready Tower
- F. HTC VIVE Pro

Discover the right solution tailored for retail VR experiences. Designers trust the powerful tools of Precision to create rich VR content bringing product designs to life. Consumers are demanding hands-on personalization during purchase decisions – from furniture to shoes, and even vacation planning. The OptiPlex 7000 Tower is the ideal tool for retailers to provide these immersive VR consumption experiences.



# Mobile point of sale

BRING THE SALE TO THE CUSTOMER WITH AGILE DEVICES,  
WHETHER ON-THE-GO OR ON THE SALES FLOOR.



## Recommended Dell solution

- A. Latitude 7330 Laptop or 2-in-1
- B. ID Tech Magstripe Reader\*

Have the confidence to work anywhere with the ultra-light configuration, weighing in at 0.967kg/2.13lbs with a magnesium design. Enjoy long battery life with ExpressCharge which provides up to 80% charge within 60 minutes.\*

\*Not pictured

\*ExpressCharge must be enabled within Dell Power Manager software. System must be powered off or in hibernation mode for ExpressCharge feature to function. After charging has reached the stated capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter. Charging times may vary.



## Additional accessories

- A. Latitude 7330 Laptop or 2-in-1
- B. Dell Premier Rechargeable Wireless Mouse -MS7421W
- C. Dell Premier Briefcase 15 - PE1520C
- D. Dell 7-in-1 USB-C Multiport Adapter - DA310
- E. Dell Latitude 7320 Detachable Active Pen
- F. Dell Notebook Power Bank Plus – USB C, 65Wh - PW7018LC

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# Industrial-grade mobile point of sale

DISCOVER THE RIGHT TOOLS THAT ENDURE DUST, MOISTURE, HEAT AND COLD WEATHER FOR EXTREME MOBILE POINT OF SALE ENVIRONMENTS.



## Recommended Dell solution

- A. Latitude 7220 Rugged Extreme Tablet
- B. Rugged Cross Strap

Work hard and play hard with the Latitude 7220 Rugged Extreme Tablet. It stands up to long hours in the sun with a 1000-nit outdoor-viewable screen and no compromise on connectivity, making it the ideal point of sale device at large outdoor events and destination travel check-in.

The Latitude 7220 Rugged Extreme Tablet is a tough and light mobile point of sale device, weighing in at only 2.9 lbs. It features hot-swappable dual batteries and is in tested to withstand extreme temperatures of -20°F to 145°F. This solution is highlighted by robust accessories including the scanner module, optimized for the ergonomics of both scanning barcodes and reading cards with magnetic stripes.



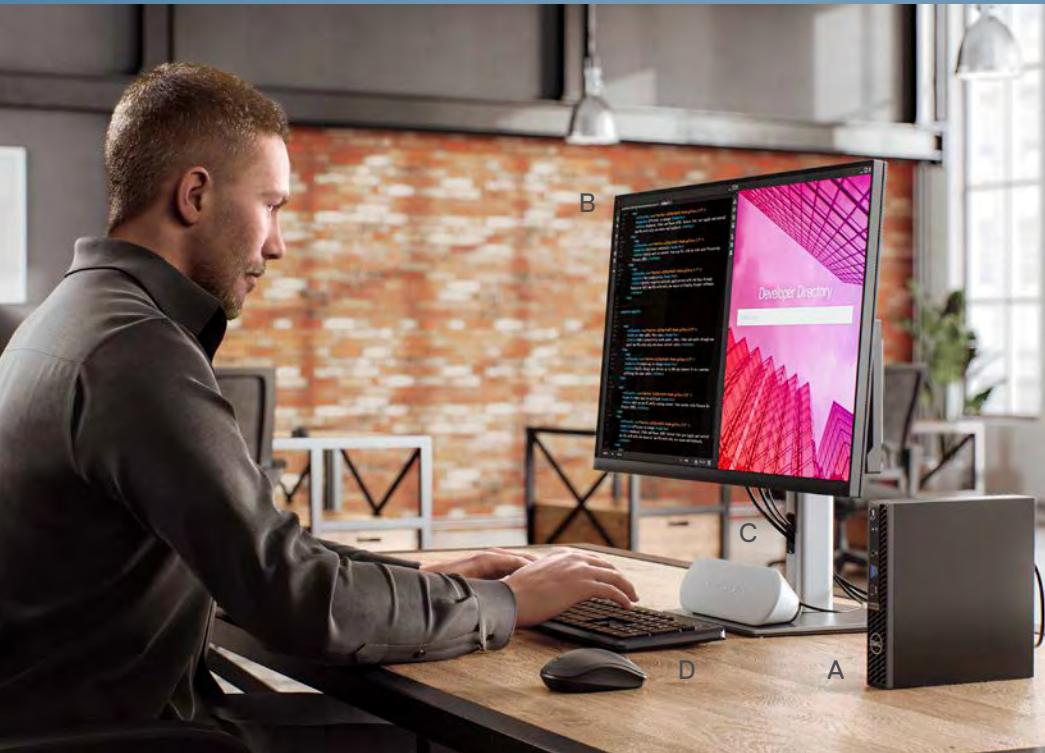
## Additional accessories

- C. Rugged Tablet Shoulder Strap
- D. Rugged Tablet Dock and Battery Charger
- E. Rugged Tablet Scanner Module (Barcode, Magnetic Stripe)
- F. Rugged Active Pen



# Versatile retail endpoints

ENABLE RETAIL INNOVATION WITH STREAMLINED, CUSTOMER-CENTRIC SOLUTIONS FROM THE SALES FLOOR TO THE DATA CENTER.



## Recommended Dell solution

- A. OptiPlex 7000 Micro with Intel vPro®
- B. Dell 27 Monitor - P2723D
- C. OptiPlex Micro All-in-One Stand - MFS22
- D. Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W\*

Featuring the built-in AI of Dell Optimizer ExpressResponse that allows users to optimize the performance of their top 5 apps with every use.

\*Not pictured

Enhance the customer experience while providing tools to power your workforce success. The ultracompact OptiPlex Micro pairs effortlessly with an existing monitor and its tool-less, compact design is easy to service. Versatile mounting options & cable covers provide a secure & clutter-free workspace.



## Additional options

For virtual, secure workspaces with ample legacy support:

- E. OptiPlex 3000 Thin Client
- F. Dell 24 Monitor - P2422H Without Stand
- G. OptiPlex Micro All-in-One Stand - MFS22
- H. Dell Pro Wireless Keyboard and Mouse - KM5221W\*

The OptiPlex 3000 Thin Client is a smart choice for IT Retail. By centralizing customer data at the data center, it reduces the risk of data loss or theft. This solution features a broad choice of connectivity options to support retail peripherals.

\*Not pictured

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# Purpose-built point of sale

CUSTOMIZE YOUR UNIQUE RETAIL WORKSPACE WITH  
SOLUTIONS BUILT FOR DEMANDING JOBS.



## Retail Accessories

For XE4 and OptiPlex:

- C. Cherry Keyboard with Touchpad and Magnetic Stripe Reader\*
- D. Epson TM-T88V POS Thermal Receipt Printer\*
- E. Logic Control LD9900 Customer Pole Display with USB Port Powered Interface - Dark Gray\*
- F. APG Cash Drawer 16-inch x 16-inch Heavy Duty S100 Electronic Black Cash Drawer\*
- G. Honeywell Retail Linear Image Handheld Barcode Scanner\*

\*Not pictured

A high performance, industrial-grade PC and retail accessories provide a powerful solution for modern customer environments. Fully expandable and OEM-ready, OptiPlex XE4 offers long-term stability and is sustainably built with 39% PCR\* (post-consumer recyclables).

\*Source: Dell Product Compliance Datasheet | ENV0023 | A12 | Dell Legal AD# G18000288



# Industrial-grade inventory management

MASTER EVERY AREA OF RETAIL LOGISTICS AND PRODUCT MANAGEMENT WITH TOOLS BUILT FOR THE JOB.



## Recommended Dell solution

- A. Latitude 7220 Rugged Extreme Tablet
- B. Rugged Chest Harness
- D. Rugged Tablet Dock and Battery Charger\*
- E. Rugged Tablet Scanner Module (Barcode, Magnetic Stripe)\*
- F. Forklift Mount\*
- G. Dell Rugged Active Pen

The Latitude 7220 Rugged Extreme Tablet with barcode scanner delivers the connectivity that provides real-time inventory location, tracking and monitoring.

\*Not pictured

Long life and hot-swappable dual batteries provide for multi-shift productivity. The Latitude 7220 Rugged Extreme Tablet is protected against the drops, dust, high humidity and temperature extremes found in warehousing environments.



## Additional options and accessories

- H. OptiPlex XE4 Small Form Factor or Tower
- I. Dell UltraSharp 27 Monitor - U2722D
- J. Dell Small Form Factor All-in-One Stand | OSS21
- K. Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W
- L. OptiPlex Tower & Small Form Factor Cable Covers\*
- M. OptiPlex Small Form Factor and Tower Dust Filters\*

\*Not pictured

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