

Beyond the Competition: Why Dell Latitude 3000 and 5000 Series Laptops Outsmart HP and Lenovo

By Andrew Glinka, Vice President Competitive Intelligence | June 2023

As technology evolves, businesses require more powerful and feature-rich PCs to support their day-to-day operations. When it comes to selecting new laptops for your enterprise, the options can seem overwhelming. With so many brands and models to choose from, it can be difficult to know where to start. However, if you are in the market for reliable, high-performance business laptops perfectly suited for professionals with various working styles, you can't go wrong with Dell. But what exactly sets Dell PCs apart from the competition? It's simple: Dell has the world's most intelligent¹ and the industry's most secure² commercial PCs, including Latitude 3000 and 5000 series.

Enjoy Exceptional Collaboration Experience

Dell Latitude 3000 and 5000 series are equipped with Dell Optimizer—a software that uses AI to learn user behavior and optimize system performance accordingly. It can improve audio, connection, privacy, and overall system responsiveness.

When your employees are on a conference call, the last thing they want is for background noise to interrupt the conversation. With Dell's Intelligent Audio technology that eliminates background noise for participants on the call, your employees can say goodbye to those awkward moments of asking "Can you hear me now?" and say hello to crystal-clear conversations. Furthermore, Dell's new Voice Quality Monitoring feature notifies users when their voice quality is poor so they can address it and avoid wasted time during conference calls. Neither Lenovo nor HP offer a Voice Quality Monitoring equivalent. With Dell Latitude, you can expect clear communication without any distractions.

You can optimize video meetings with greater resolution and clarity with Latitude 5000 series PCs equipped with FHD camera options featuring the latest Temporal Noise Reduction (TNR) 3 technology for excellent image quality. Lenovo does not offer TNR. This means that your video conferences and presentations will look sharp and professional with a Dell Latitude.

Expect reliable and high-speed connectivity with Dell's 5G³ and Wi-Fi 6E⁴ options, and the world's first simultaneous multi-network connection feature for faster data and video downloads.⁵ The Dell Latitude notebooks also feature network connection optimization which dynamically manages traffic across networks resulting in 3x less buffering, 20 percent more data transfers, 8x better video quality, and 30 percent faster app and data processing. Lenovo does not offer network optimization on the comparable ThinkPad X13, T, L or E series and does not offer 5G on ThinkPad T and L series devices. HP does not offer network connection optimization on any of their comparable devices.

Neither HP nor Lenovo PCs can connect to two networks simultaneously, which can be a significant disadvantage for people who rely on a stable Internet connection.

Dell's latest Latitudes are also enhanced with backlit keyboards with durable, laser-etched key prints and a new premium click-pad on Latitude 5000 series featuring improved feel for better productivity. Dell Latitude's touchpad is up to 20 percent larger than Lenovo's, allowing for easy navigation without accidentally clicking the wrong button.

Portable, Scalable, Durable, Cool and Quiet

Dell Latitude 3000 and 5000 PCs are some of the smallest and lightest. The 13-inch Latitude 3340 is the world's lightest new 13" essential business notebook⁶, starting at just 2.76lbs/1.25kg while Dell Latitude 5000 series boasts the world's smallest⁷ mainstream 14" and 15" business laptops with the most scalable⁸ performance options built for multitasking.



Another key advantage of Dell's business PCs is their durability. Dell laptops are known for their superior build quality. Your employees will use these devices day in and day out, and Dell PCs can handle the wear and tear. The Dell Latitude 2-in-1's Corning Gorilla Glass is scratch-resistant and tough as nails. Lenovo's comparable devices and HP's latest-generation EliteBook 2-in-1s do not offer this level of durability.⁹

In addition, Dell Latitude 5000 series PCs are equipped with advanced thermal technologies¹⁰ such as Dual Opposite Outlet fans that allow you to keep your system running at high speeds while it stays quieter, significantly cooler, and reduces heat-related crashing. Comparable Lenovo and HP PCs do not have Dual Opposite Outlet Fans to help keep their devices cool and quiet¹¹.

Secure and Sustainable

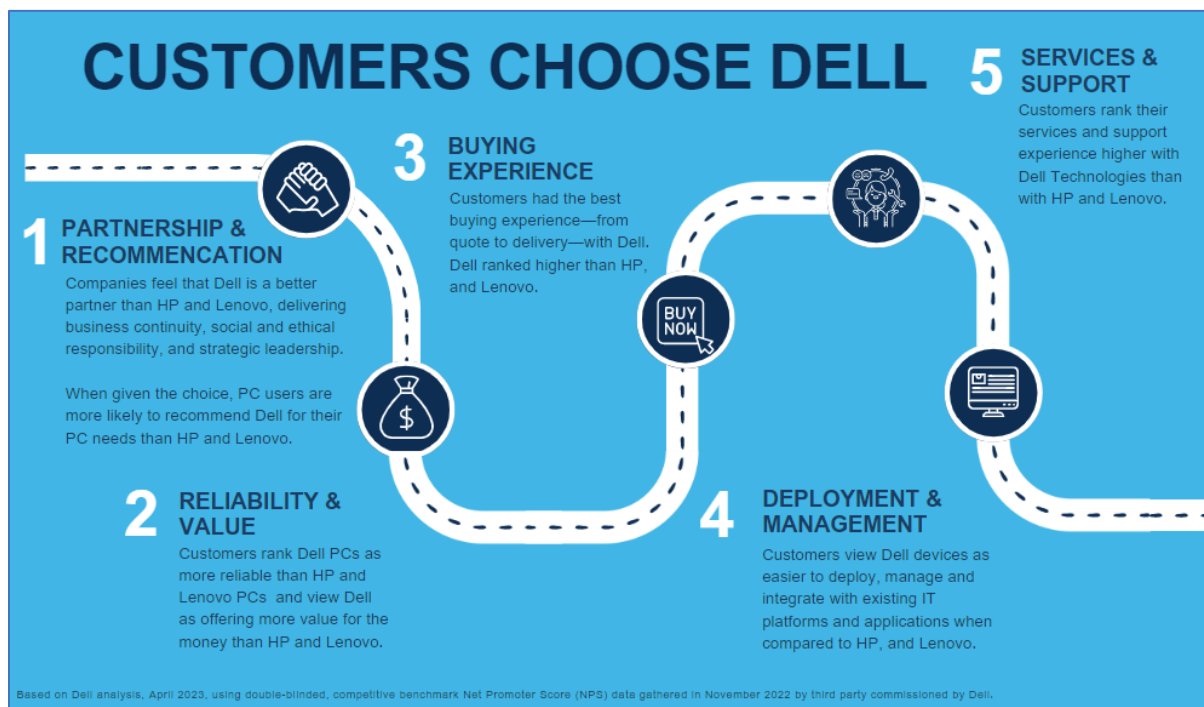
Today's security challenges include managing an evolving threat landscape with a modern work environment in mind. Dell has the industry's most secure commercial PCs¹², including the Latitude series, which offers layers of security features to keep you protected and give you visibility to threats for resiliency against cyberattacks.

Specifically, Dell employs both software-based above the operating system (OS) protections and hardware-based below the OS capabilities to defend against current and future threats. None of our competitors can match our below the OS security features. Only Dell offers off-host BIOS verification, capture and storage of the image if the BIOS is corrupt, Indicators of Attack to help IT identify potential future threats^{13 14} and SafeID with ControlVault to store and process authentication credentials in a dedicated security chip¹⁵. Furthermore, Dell is the only company among our 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^{16*}. Dell's comprehensive security features will help you to catch and repel malicious activity before it compromises your system.

Finally, Dell's business PCs are designed with sustainability in mind. Your employees care about the environment, and they want to work for a company that cares, too. The Dell Latitude 3000 series PCs feature components made with post-consumer recycled plastics and Latitude 5000 series offers the world's most innovative use of sustainable materials.¹⁷ The new packaging across all of Dell's commercial notebooks is of 100% recycled or renewable content.¹⁸ Additionally, Dell has a global recycling program that helps ensure its products are responsibly disposed at the end of their life.

Customers Prefer Dell over HP and Lenovo

Don't just take our word for it. In 2023, Bain and Company gathered NPS data from business customers and PC users and presented the following findings¹⁹.



So, there you have it—if you are looking for a high-performance laptop that is built to last, offers advanced features, is sustainable, and comes with top-notch customer support, Dell is the clear choice. With its superior build quality, innovative features and commitment to sustainability, Dell Latitude 3000 and 5000 laptops are simply the best option on the market today.



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.

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 visit: <https://www.delltechnologies.com/asset/en-us/solutions/business-solutions/technical-support/dell-optimizer-features-availability-matrix.pdf.external>

² Based on Dell internal analysis, September 2022. Not all features available with all PCs. Additional purchase required for some features.

³ 5G module is optional and must be selected at purchase. 4G and 3G Backwards compatible. Actual speeds will vary depending on the carrier network, users, location and other factors. Subject to service provider's subscription and coverage area. Additional charges will apply. Contact service provider for details.

⁴ WiFi 6E requires Windows 11 Operating system and compatible router. Router requires a separate purchase. WiFi 6E connectivity is only available in [select locations](#). Check availability with your service provider

⁵ 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. Based on Dell analysis, March 2023.

⁶ Based on Dell Internal Analysis, November 2022.

⁷ Based on Dell Internal Analysis, October 2022

⁸ Offering may vary by country and by configuration and operating system.

⁹ Based on internal analysis, June 2023

¹⁰ Based on Dell Internal Analysis, April 2023.

¹¹ Based on internal analysis, June 2023.

¹² Based on Dell internal analysis, September 2022. Not all features available with all PCs. Additional purchase required for some features.

¹³ Based on internal competitive analysis (Dell security team)

¹⁴ [A Partnership of Trust: Dell Supply Chain Security](#) (Customer-facing whitepaper)

¹⁵ [A Partnership of Trust: Dell Supply Chain Security](#) (Customer-facing whitepaper)

¹⁶ *Disclaimer: Available for U.S. Federal customers only.

¹⁷ Based on Dell Internal Analysis, October 2022.

¹⁸ Premium Packaging: Approximately 78% recycled content and 22% renewable content in the form of FSC paper fibers. Excludes optional items added to order and included in box. Enhanced Packaging: Approximately 95% recycled content and 5% renewable content in the form of FSC paper fibers. Excludes optional items added to order and included in box.

¹⁹ Based on Dell analysis, April 2023, using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered in November 2022 by third party commissioned by Dell.