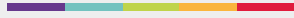




Why you should choose a 2-in-1 laptop



2-in-1 laptops are designed for the way you really work giving you a tablet when you want it and a laptop when you need it. This gives you more flexibility throughout the work day no matter where you are. Dell recently commissioned a study with IDC showing 12.8% more productivity when using a 2-in-1 v.s a standard laptop. Below are the top 4 reasons why users preferred the 2-in-1 device.

Get more done

On average, users completed all the tasks 1.4 minutes faster with the 2-in-1 than with the laptop in a 30-minute period¹.

01

Users' choice

Users preferred the 2-in-1 over laptops and 32% of users were likely to promote it to their peers vs. 7 % for laptops¹.

04

02

Easy to use

Users felt 2-in-1s were significantly less physically demanding and required less effort to use¹.

03

More comfortable

The 2-in-1 was found to be more useable in a dynamic environment and the pen and touch capability give it an edge over laptops when working in PowerPoint¹.



¹ Source: IDC Document #US43116317 ©2017 IDC. www.idc.com