New Model Identifiers

DELL Technologies

New future-proof model identifier

With our future-proof model identifiers, we're using five clear elements for brand consistency, indicating:

- Product line
- Tier / Configuration
- Form factor/ Screen Size
- Generation (launch calendar year)
- CPU vendor / differentiator

"Model identifiers are critical for effectively communicating Product attributes."

Dell Pro 13 Premium

P	A	1 3	2 5	0
Product Line Category	Tier / Config	Form Factor / Screen Size	Generation (Launch CY)	CPU Vendor / Differentiator

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Model Identifier - Taxonomy

Based on future CY25 Marketing Name: ***Dell Pro 13 Premium***
(Current CY24 Commercial example: ***Latitude 7350****)*

P	A	1 3	2 5	0
Product Line Category	Tier	Form Factor	Generation (Launch CY)	CPU Vendor / Differentiator

Decoder

Dell
C - Dell Chromebooks
D - Dell Laptops
E - Dell Desktops

Dell Pro
P - Dell Pro Laptops
Q - Dell Pro Desktops
M - Dell Pro Max Laptops
F - Dell Pro Max Desktops
R - Dell Pro Rugged Laptops

Tiers
A – Premium (N/A for DT)
B - Plus
C - *(base)*

Purpose Built *
7 – ChengMing
8 – OEM*
9 - Thin Client*

Laptop/AIO
2-digit screen size: 10-99

2-in-1 / Detachable *
0 for 2in1 + screen size 2nd digit 00–09

Desktops
M1 - Micro 1
M2 – Micro 2
S1 - Slim 1
T1 - Tower 1
T2 - Tower 2
T4 - Tower 4
T6 - Tower 6
R2 - Rack 2U

NLT DPE, calculate RTO + 3 months, use that CY (Calendar Year) in this field

Examples:
- RTO target on or before: 9/30/27 = 27
- RTO target on or after: 10/1/27 = 28

CPU Vendor
Designates product as Intel, AMD or Qualcomm. NOT designed to reflect architecture options (N vs N-1) offered in the same year.
0 - Intel
5 - AMD
7 - Qualcomm

Differentiator
If there is a need for a different product model ID under same CPU Vendor, use the following:
Intel 2nd product = "1"
AMD 2nd Product = "6"
Qualcomm 2nd Product = "8"

* USE only for standalone offers;
Purpose Built: DO NOT USE for OEM & Thin Client products leveraged from Dell Pro / Max Laptops & Desktops
Form Factor: DO NOT USE '0' Form factor for configurable 2-in-1 display options on Dell Pro Laptops

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Display Model Identifier

Based on future CY25 Marketing Name: ***Dell Pro 24 Plus QHD USB-C Hub Monitor***
(Current CY24 Commercial example: Dell 24 Monitor – P2423DE)

P	24	25	D	E
Brand	Form Factor / Screen Size	Generation (Launch CY)	Resolution	Feature / Differentiation
Decoder	Portfolio Position: SE = Dell S = Dell Plus E = Dell Pro P = Dell Pro Plus U = UltraSharp UP = UltraSharp PremierColor AW = Alienware	Two digits for inch screen size	Calendar Year of RTS	D = QHD H = FHD K = 6K / 8K Q = UHD S = Standard W = Wide Blank = 16:10	A = Specs / FW to meet regulatory or legal standards B = Built-in Camera / Mic or Multimedia C = USB-C E = USB-C with RJ-45 Ethernet F = Free Sync M = Low-cost version / Mainstream S = Low-cost HAS Commercial, or Consumer HAS T = Touch W = Ultrawide 21:9 or 32:9 aspect ratio

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Pen & Stylus Model Identifier

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Arm & Stand Model Identifier

S	M 1	2 5
Product Type	Form Factor / Configuration	CY Launch

Decoder

S = Stand A = Arm	**Form Factor & Configuration** M1 - Micro M2 - Micro/Compact S1 - Small D1 – Single Monitor D2 – Dual Monitor	Calendar Year of Launch

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Carrying Cases/Soft Goods Model Identifier

C	V	7	5	2 5	S
Product Category	Product Type	Tier	Size	Launch Year	Feature / Differentiation

Decoder

Product Category	Product Type	Tier	Size	Launch Year	Feature / Differentiation
C = Carrying Case	C = Briefcase G = Commercial Grade Case P = Backpack V = Sleeve	9 = Halo 7 = Premium 5 = Plus 3 = Base	7 = 17” 6 = 16” 5 = 15” 4 = 14” Etc.	Calendar Year of Launch	S = Slim Version G = Gray B = Blue Alphabet denotes difference if portfolio position, tiering, size and launch CY is the same.

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Docks Model Identifier

S D	2 5	T B 4	
Product Type	Launch Year	Connectivity	Power Differentiator Optional letter if product also offered with another power adapter
Workspace Series: SD = Smart Dock / Remote Management WD = Wired Dock / Office Work Desks UD = Universal Dock / Hoteling Desks HD = Hybrid Dock / Home Desks	Calendar Year of Launch	Blank = USB-C DCS = Dual USB-C TB4 = Thunderbolt 4 TB5 = Thunderbolt 5	Z = Differentiator for a different model ID, if product is also offered with a higher Wattage power adapter

Decoder

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Keyboard/Mouse Model Identifier

K B	7	2 5	C	F	B
Product Type	Tier	Launch Year	Connectivity	Form Factor	Color Variants Optional letter, only applies to new color variants
Decoder					
KB = Keyboard MS = Mouse KM = Combo	9 = Halo 7 = Premium 5 = Plus 3 = Base	Calendar Year	C = Wired(Corded) W = Wireless	F = Full Size C= Compact M= Mini E = Ergonomic	B=Blue R= Red Y=Yellow …

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Cable Adapter Model Identifier

Decoder

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Audio Visual Model Identifier

WB	7	2 5
Product Type	Tier	CY Launch
WB = Webcam WH = Wired HS WL = Wireless HS EB = Earbuds SP = Speakerphone SB = Soundbar HE = Headset Accessories HR = Headset Receiver HC = Headset Charging Stand	9 = Halo 7 = Premium 5 = Plus 3 = Base 1 = Sub-entry 0 = No-Tier	Calendar Year of Launch

Decoder

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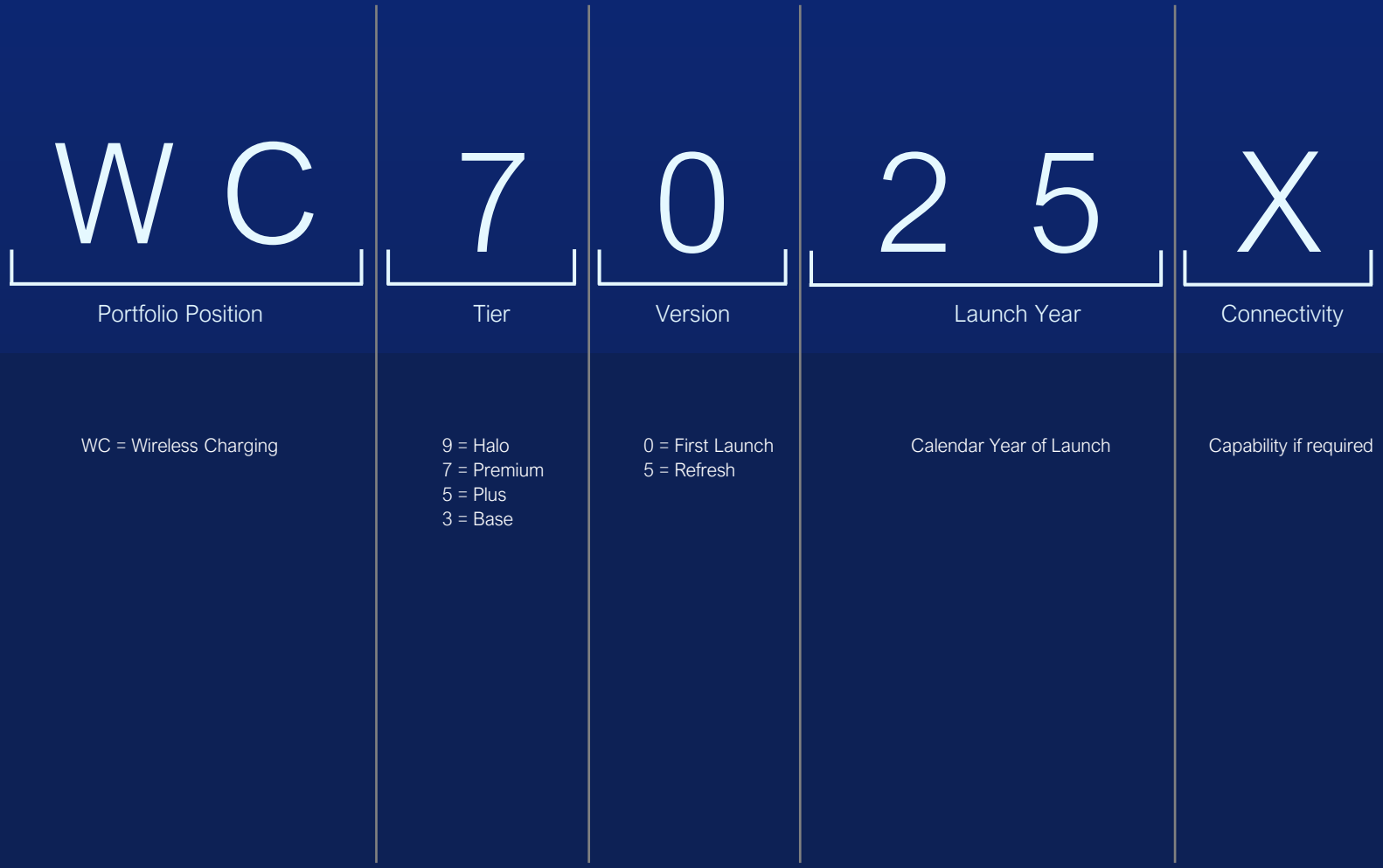
Charger & Charging Model Identifier



Decoder

Portfolio Position	Tier	Version	Launch Year	Connectivity
WC = Wireless Charging	9 = Halo 7 = Premium 5 = Plus 3 = Base	0 = First Launch 5 = Refresh	Calendar Year of Launch	Capability if required

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Rugged Peripherals & Accessories: Model ID

Decoder

Product Line	Category	Launch Year	Product Type	Additional Feature
RE = Rugged Ecosystem	L = Laptop T = Tablet S = Shared # = Screen Size	Calendar Year of Launch	K - Keyboard B = Battery Charger H = Handle S = Strap P = Passive Pen A = Active Pen M = Magnetic Mount C = Dummy Cover X = SSD Kits	L = Language / R - Rubberized D = Dual Bay R = Rigid / F = Flexible S = Shoulder / H = Hand T = Tips

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Gaming Model Identifier

A	A	T 2	2 5	S
Product Category	Tier	Form Factor / Screen Size	Generation (Launch CY)	CPU Vendor / Differentiation

Decoder

Alienware
A - Alienware

Tiers
A – Area-51
C – Aurora
E - TBD FF

Laptop
2 digits - screen size: 10-99

Towers
T1 - Mid Tower
T2 – Full Tower

NLT DPE calculate RTO + 3 months, use that CY in this field

Example:
- RTO target on or before: 30 Sep 2027 = 27
- RTO target on or after: 1 Oct 2027 = 28

CPU Vendor
Designates product as Intel, AMD or Qualcomm. NOT designed to reflect architecture options (N vs N-1) offered in the same year.
0 - Intel
5 - AMD
7 - Qualcomm

Differentiator
If there is a need for a different product model ID under same CPU Vendor, use the following:
Intel 2nd product = “1”
AMD 2nd Product = “6”
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Thank you

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