



DELL QUALCOMM WEBINAR

November 6, 2025



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Engagement & Education,
Qualcomm



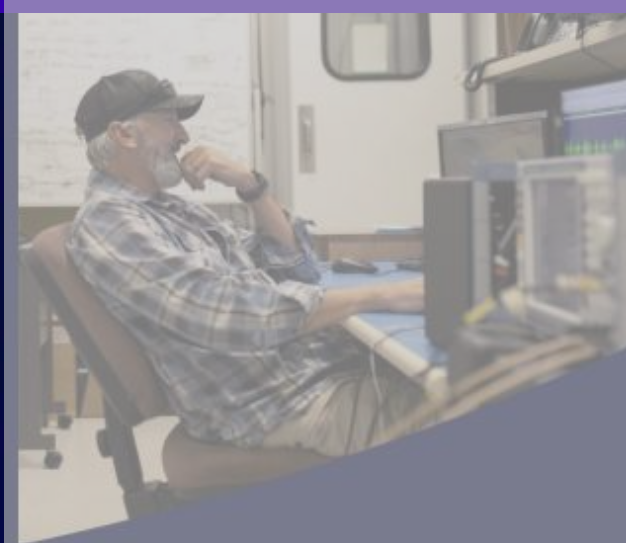
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Director, Field App. & Customer Eng.
Enterprise Compute,
Qualcomm



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Global Product Manager,
Dell Technologies



Our Values

Win together

We believe great ideas can come from anywhere – we seek to be curious while collaborating with each other, our partners and our customers.

Achieve excellence

We have unparalleled technical expertise, exceed expectations, and are relentless about execution.

Make the impossible inevitable

We turn challenges into opportunities with disruptive and transformative innovation.

Do the right thing

We operate with uncompromising integrity, communicate openly, and treat everyone with respect.

Qualcomm



Driving disruption through
technology innovation



Enabling end users with
the best experiences

2025-2026 will be the year of transition for the PC

Pandemic refresh



Migration to Windows 11



Rise of AI revolution



What is “Performance”?





NO GAS
NEXT
1000 MILES

This requires a revolution in your experience

Users are expecting
more from their PCs



**Better performance,
even when unplugged**



**Longer
battery life**

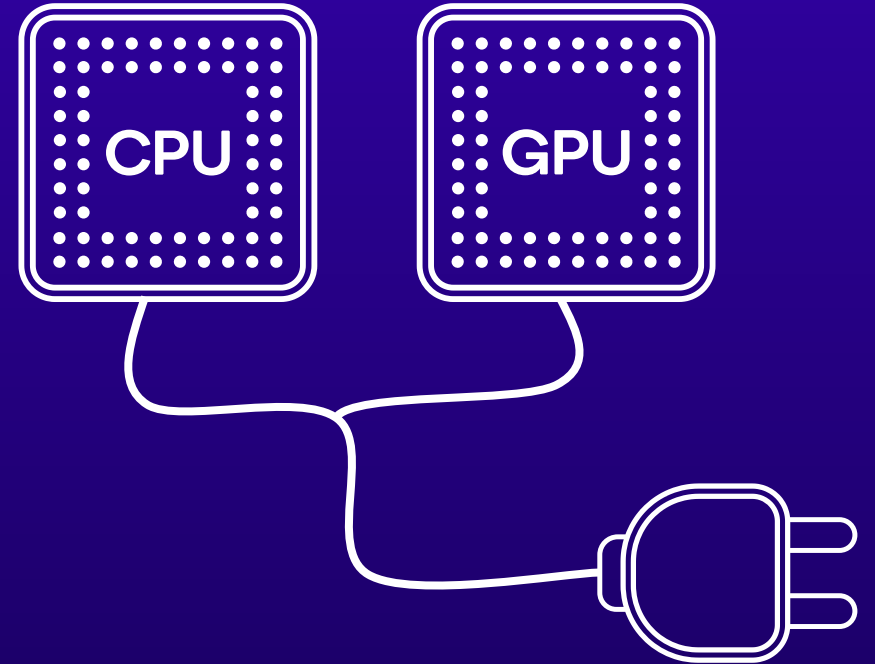


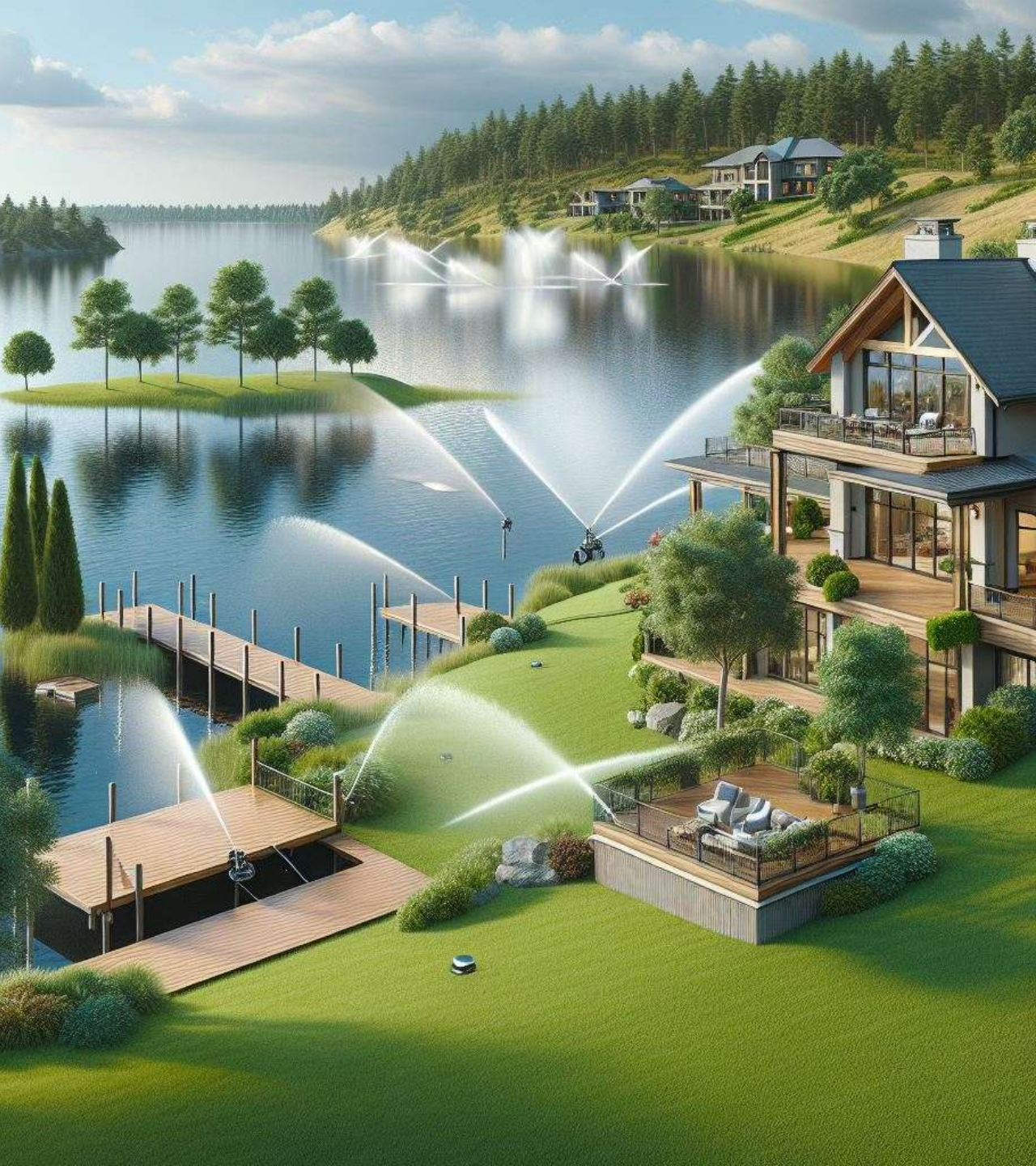
**Powerful, yet
cool and quiet**



**On-device &
Hybrid AI
experiences**

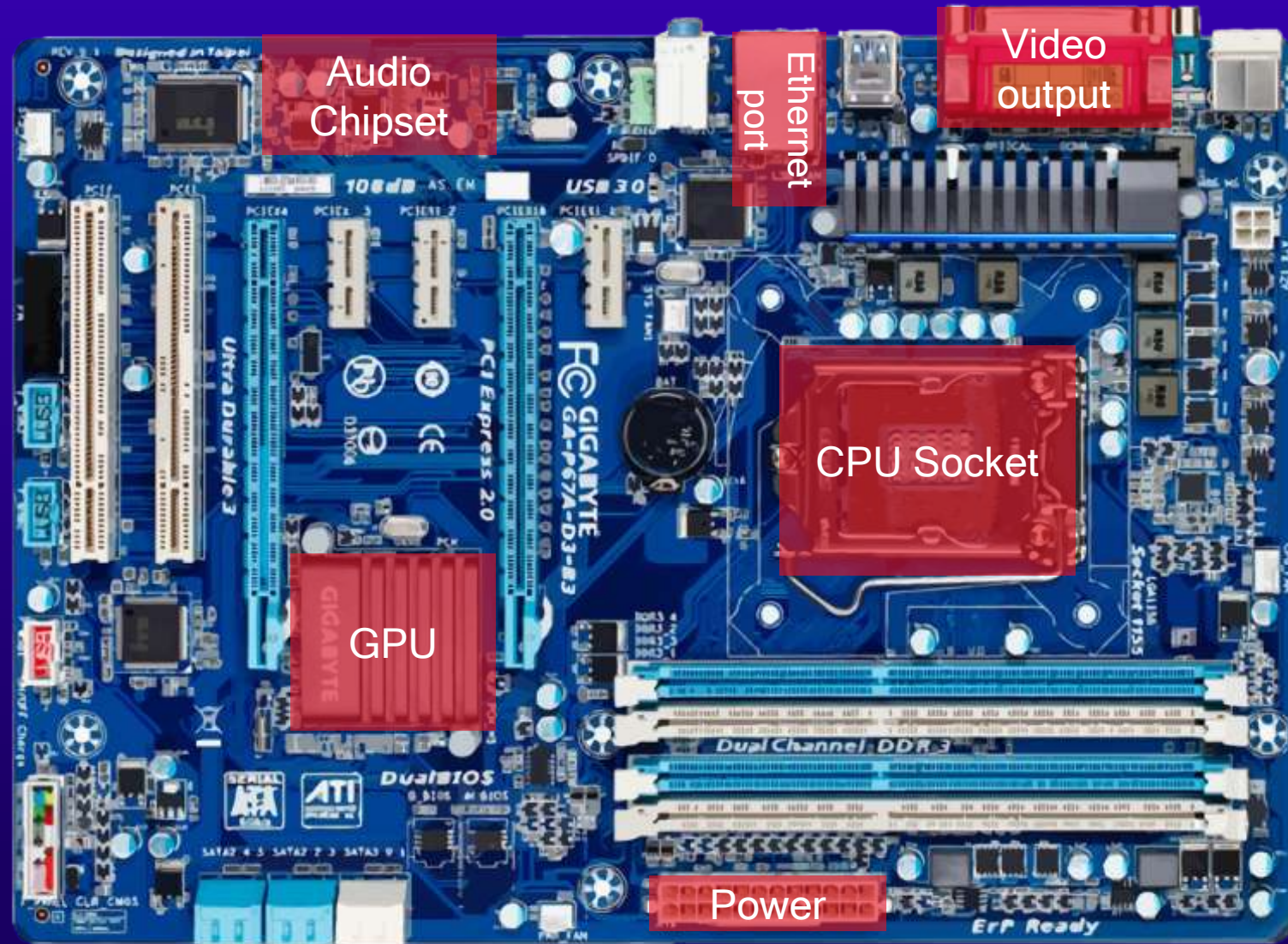
**x86 legacy concept
of scaling performance**













System on a Chip

"SoC"

System-on-a-Chip Design

Employees can accomplish more across applications with battery life that lasts for days.*



CPU

Free to focus on computational heavy-lifting

GPU

Free to focus only on graphics

NPU

Focuses only on AI tasks, placing less strain on the CPU/GPU

*Battery life varies significantly with settings, usage, and other factors. Multi-day battery life is based on OEM device performance claims, ranging from 20-27 hours of usage.

Laptops are meant
to be portable







Performance plugged in

Same OEM chassis on balanced (default) mode

- Plugged In
- Snapdragon X Elite X1E-80-100
 - Other Co-Pilot+ Platform



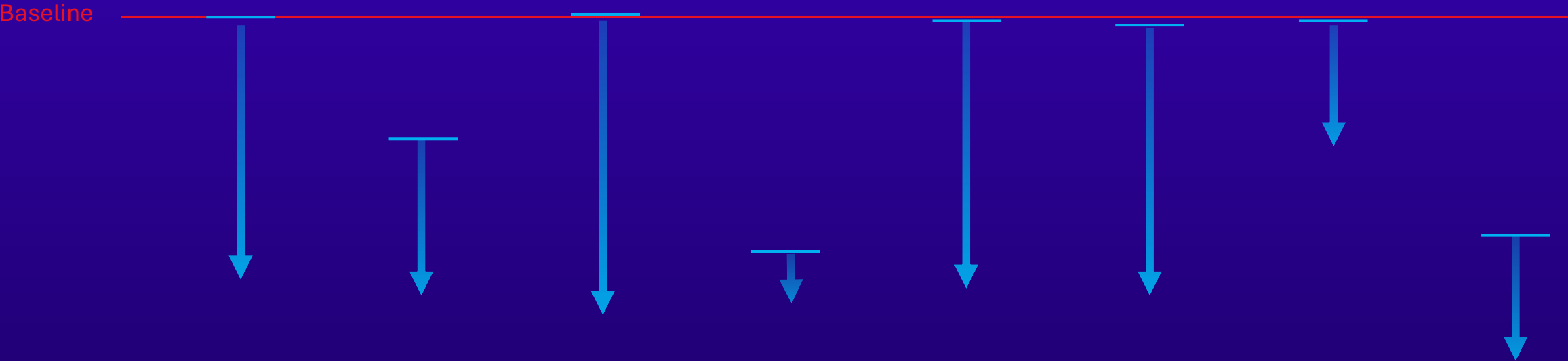
Plugged In Performance

Performance is based on indicated test application run in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on “Balanced” Power Mode in Windows and “Optimized” in Dell Power Manager for both devices. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.

Battery performance drop

Same OEM chassis on balanced (default) mode

- Plugged In
- Snapdragon X Elite X1E-80-100
 - Other Co-Pilot+ PC Platform



On Battery Performance

Performance is based on indicated test application run in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on “Balanced” Power Mode in Windows and “Optimized” in Dell Power Manager for both devices. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.

Relative performance on battery

Same OEM chassis on balanced (default) mode

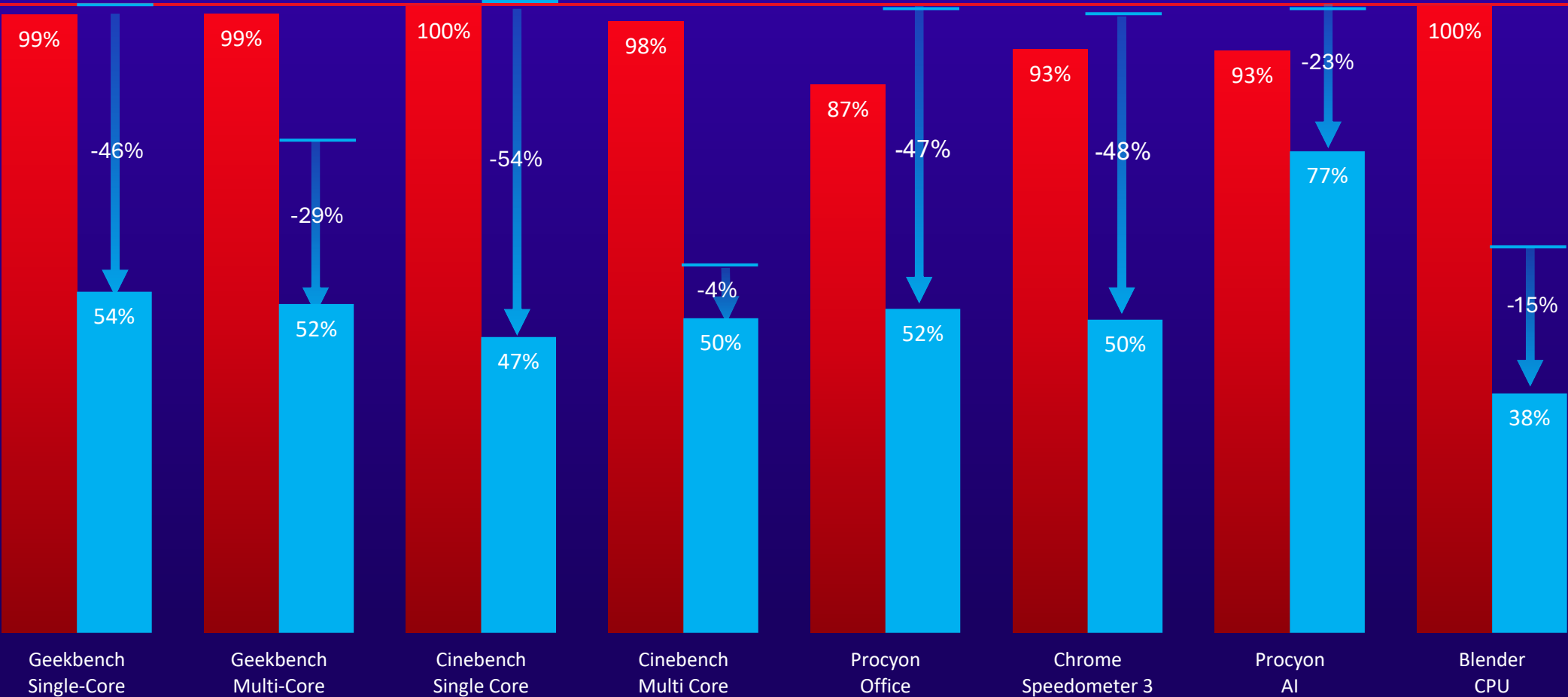
Snapdragon X Elite X1E-80-100

Other CoPilot+ PC Platform

Plugged In

On Battery

Baseline



On Battery Performance

Performance is based on indicated test application run in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on "Balanced" Power Mode in Windows and "Optimized" in Dell Power Manager for both devices. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.

Delivering unrivaled power, battery life, and AI for Copilot+ PCs

Powered by



Snapdragon
X Series



Powerful performance
for demanding productivity
workflows.



Multi-day
battery life



Up to
4X faster than the most
popular 5-year-old
Windows PCs³



Up to
27% faster than
Apple M3¹



Up to
54% faster than
Apple M2¹



Up to
75% faster than
Apple M1¹



Ultimate performance
and efficiency for productivity
and creativity.



Multi-day
battery life



Up to
5X faster than the most
popular 5-year-old
Windows PCs³



Up to
15% faster than
Apple M4²



Up to
58% faster than
Apple M3¹



Up to
107% faster than
Apple M2¹



Up to
135% faster than
Apple M1¹

1) CPU Performance is based on Cinebench 2024 Multi-Core run in from April 2024 to February 2025. The Snapdragon X Elite (X1E-78-100) was tested using an ASUS Vivobook S15 (S5507) on Windows 11 OS. The Snapdragon X Plus (X1P-64-100) was tested using a Qualcomm reference design on Windows 11 OS. The Snapdragon X Plus (X1P-42-100) was tested using a Qualcomm reference design on Windows 11 OS. The Snapdragon X (X-26-100) was tested using a Qualcomm reference design on Windows 11 OS. The Apple M3 was tested on a 15" MacBook Air M3. The Apple M2 was tested on a 15" MacBook Air M2. The Apple M1 was tested on a 13.6" MacBook Air M1. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices. 2) Performance is based on Cinebench 2024 CPU Multi Core test run between November 2024 and April 2025. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345) on Microsoft Windows 11 Home Build 26100. Apple M4 was tested using an Apple MacBook Air 15-inch (MC7C4HN/A) on MacOS Sequoia 15.5. Performance comparison reflects results based on measurements and hardware instrumentation of given devices. 3) Based on Microsoft's internal testing. See results at aka.ms/cpclaims.

Unleash your team's potential

Robust app ecosystem

Hundreds of the most essential enterprise Windows apps and features are available and turbocharged.



Simplified IT management



Configure, deploy, and manage devices from virtually anywhere with zero-touch provisioning and modern deployment workflows.

Enhanced security & privacy



Enterprise-grade on-device and chip-to-cloud security—from the moment laptops power on.

Game-changing performance & efficiency



Ultra-fast, ultra-responsive PC experiences.

On-device AI



Run AI workloads on the most efficient NPU available for on-device AI performance with privacy and security.

Multi-day battery life*

Revolutionary performance per watt from SoC optimization to power any task, anywhere.



*Battery life varies significantly with device, settings, usage, and other factors.

The era of AI inference

AI processing is moving towards devices

New models outperforming larger ones from last year

Model sizes are decreasing rapidly

Increased focus on commercial applications

AI is the new UI

On-device

Inference

Performance & efficiency

Privacy & security

Immediacy

Reliability

Personalization



On-prem edge



Network edge



Central cloud

Training

Ease of development
& deployment

Aggregation

Absolute performance



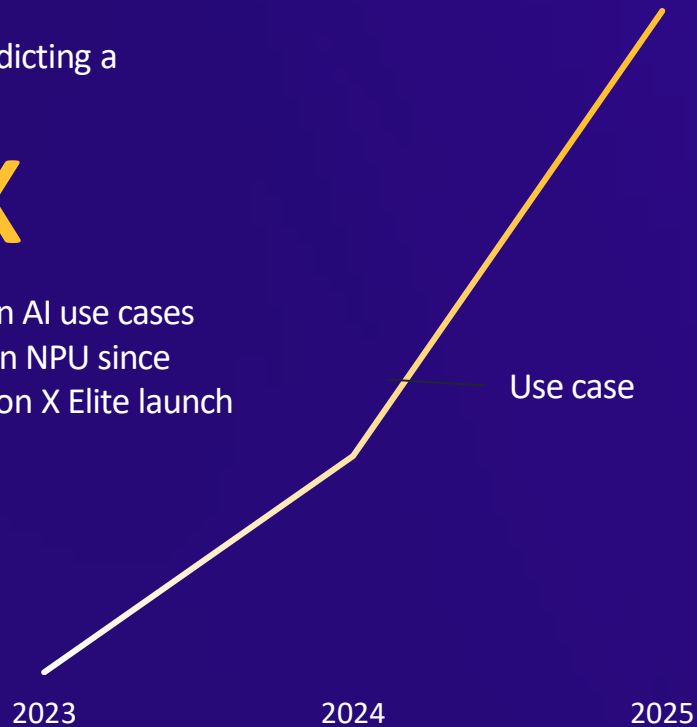
The need for AI processing is skyrocketing

Consumer usage is growing

IDC is predicting a

3x

increase in AI use cases
running on NPU since
Snapdragon X Elite launch



Source: IDC

The number of AI apps is exploding:

Consumer AI market expected to reach **\$1.5 trillion by 2030**, growing at a CAGR of **35%**¹

The Agentic AI boom is just beginning:

These systems that are goal-oriented, autonomous, capable of executing tasks on your behalf—ushering in a new era of personalization.

Perceptive



Generative



Agentic AI



Snapdragon and On-Device AI

Built to stay ahead with a dedicated 45 TOPS NPU

Greater Performance & Efficiency

Reduces latency, improves productivity, and conserves battery life



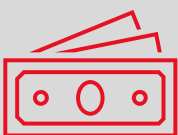
Enhanced Security & Privacy

Keeps sensitive data secure by running AI models locally and off the cloud



Lower Cost of Ownership

Reduces cloud costs and extends device lifecycles by running AI workloads locally and efficiently



NPU leadership



Up to
20%
Faster inferencing¹



Up to
311%
More power efficient²



Up to
7°C
Lower surface temp¹

1. Performance & device temperature measured while running UL Procyon AI Computer Vision on the NPU in run in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on "Balanced" Power Mode in Windows and "Optimized" in Dell Power Manager for both devices. Power, thermal, performance comparison reflects results based on measurements and hardware instrumentation of given devices. 2. Performance & power is measured while running UL Procyon AI Computer Vision on the NPU run in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on "Balanced" Power Mode in Windows and "Optimized" in Dell Power Manager for both devices. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.

A Tale of Two Backgrounds



Older x86 PCs
(CPU/GPU)
9 watts/hr



Snapdragon PCs
(NPU)
0.009 watts/hr

Cooler and faster devices during NPU AI workloads-on battery

Same OEM chassis on balanced mode

Up to **20%** Faster
Inferencing

Up to **7°C** Lower Surface
Temperature

Snapdragon X Elite X1E-80-100

Intel Core Ultra 7 256V

Performance & device temperature measured while running UL Procyon AI Computer Vision on the NPU in run in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on "Balanced" Power Mode in Windows and "Optimized" in Dell Power Manager for both devices. Power, thermal, performance comparison reflects results based on measurements and hardware instrumentation of given devices.

Built-In: Copilot+ NPU Powered AI Experiences*



Live Translation



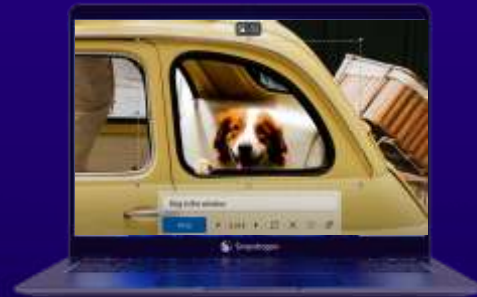
Cocreate



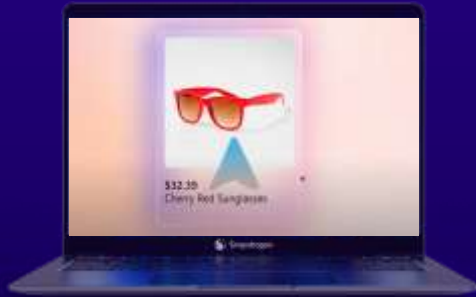
Windows Studio Effects
Animate



Windows Studio Effects
Portrait Light



Generative Fill and
Erase in Photos



Click to do



Super Resolution in
Photos



Recall

** Native to Windows 11 Copilot+ PCs with 40+ TOPs*

Bolt-On: ISV NPU Powered AI Experiences, 100+ and growing

New features with faster performance, power savings, & enhanced privacy



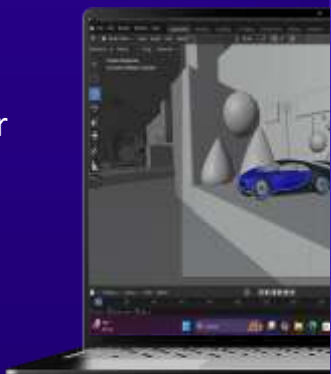
DaVinci Resolve



Magic Mask,
Auto Reframe



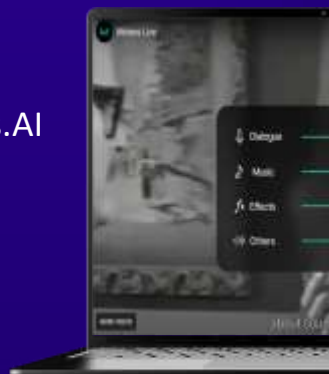
Blender



3D Modeling with
Text to Image Generation



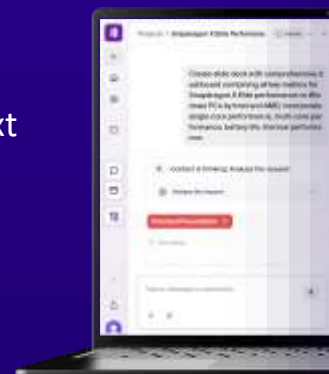
Moises.AI



Instrument
Isolation



Context



Agentic AI
Gen AI Productivity



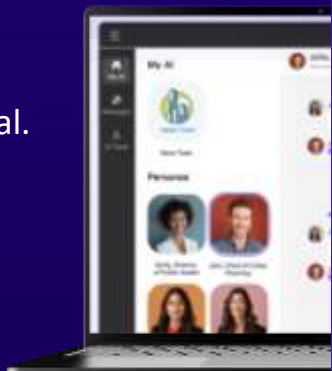
McAfee



Anti-Scam,
Media Deepfakes



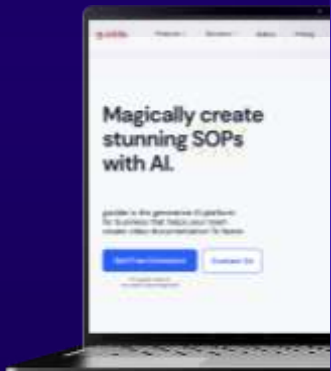
Personal.
AI



Agentic AI
Personal LLM



Guide



Video Tutorial
with translation



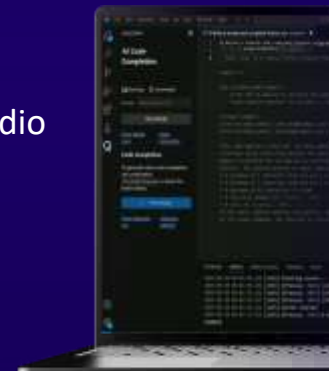
Bria



Advertisement,
Trademark Gen AI



VS Studio
Code



Code Generation,
Commenting



Affinity
Photo



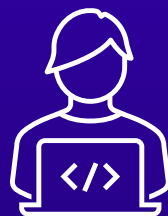
Object and
Subject Selection



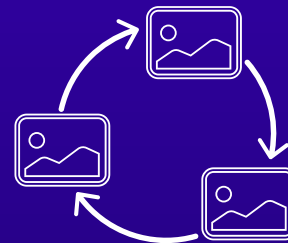
Build-Your-Own: Custom Enterprise Solutions



RAG / PLM:
CCI Summarization



Code Assistant



Document Search
& Retrieval



OCR
Digitize Text &
Contextualize

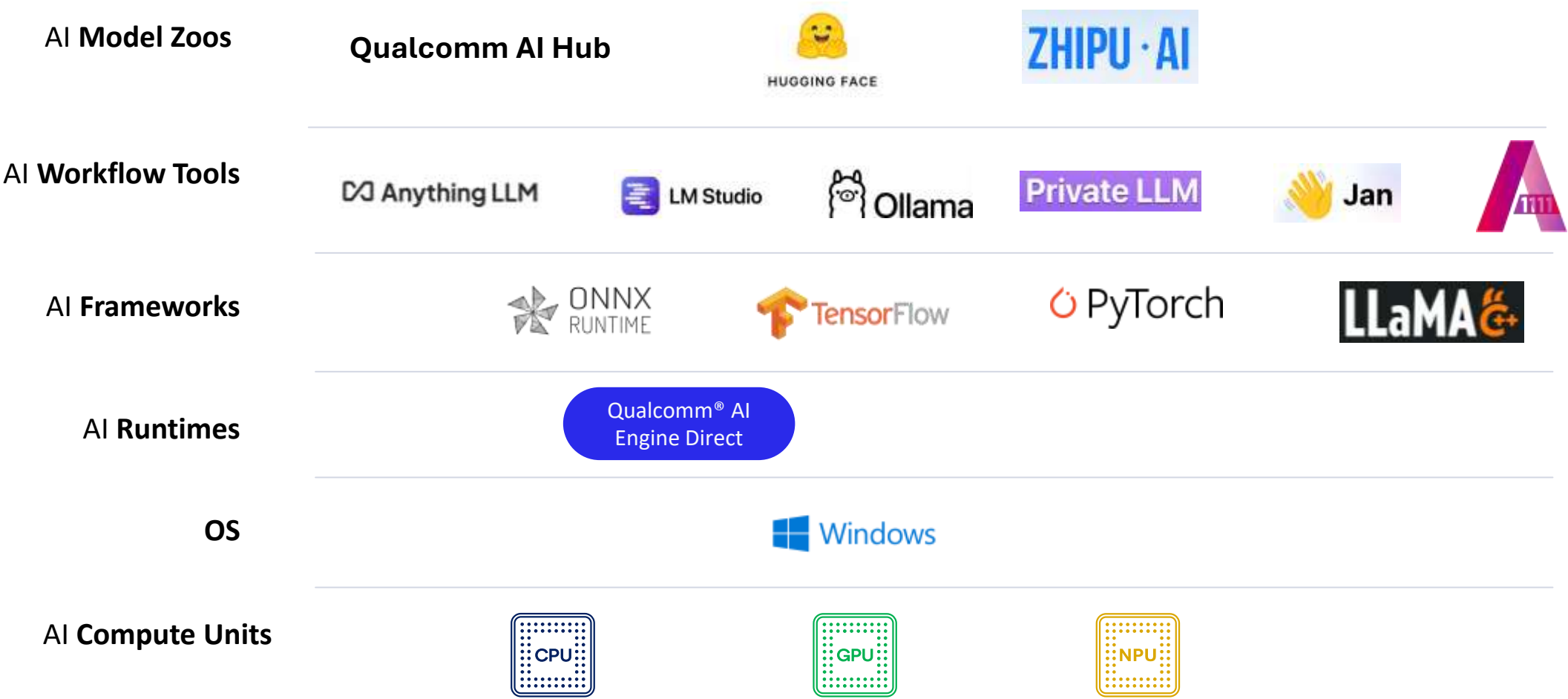
Use Case
Analysis

Model
Customization
(Training/Tuning)

Model
Optimization
(Quantize/compress)

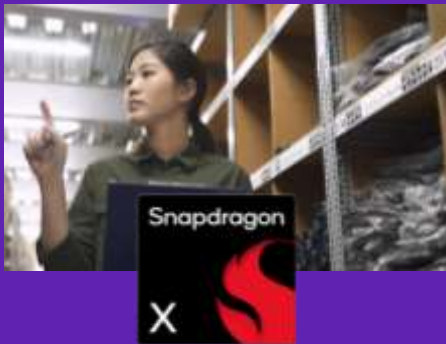
Model Deployment

Qualcomm Compute AI Software Ecosystem



Snapdragon X Series Commercial End Users

Powered by
 **Snapdragon**
X Series



Personas

BUSINESS EXECUTIVE

BUSINESS TRAVELER

KNOWLEDGE WORKER

HYBRID WORKER

Uses

Ultimate Performance | Mobility

Modern Multitasker | Mobility

Powerful Productivity | Mobility

Traditional Tasks | Mobility

Needs

Ultimate performance for productivity, AI-accelerated creativity, and long battery life in ultra-slim designs.

Powerful performance to tackle demanding productivity tasks, advanced AI tools, and long battery life in ultra-slim designs.

Responsive performance for enhanced productivity, AI to streamline tasks, and long battery life in portable designs.

Utility PC with reliable performance for everyday productivity and long battery life, in portable designs.

Financial Services | Field Operations | Higher Education | Retail Services | Technology | Healthcare

Segments

Windows 11 transition

AI: Productivity and Creativity

MacBook Air Users

Snapdragon is made for Modern

Reduce your Workload and Costs

Modern Deployment
Deploy like a cell phone

- Provision
- No custom image required
 - Digital recovery media

Manage in an Always On and Always Connected world

Modern Management
Simplified Administration

- Manage from the Cloud
- Use MDM and/or ConfigMgr
 - Co-Manage w/ Intune + ConfigMgr

Method	Process	Deploy	Patch	Manage
Modern	Utilize OEM preload No custom image required	Autopilot + MDM	Same as x86 PC's	Same as x86 PC's
Hybrid (1)		Autopilot + MDM + ConfigMgr Agent		
Hybrid (2)		PPKG on USB - Provisioning Package w/ ConfigMgr Agent		
Traditional	Bare Metal	WinPE ISO + Custom Image Deployment – USB or PXE		

WoS supports multiple deployment options with a focus on Modern and Hybrid

Best Practice white papers for ITDMs at: Windows on Snapdragon Enterprise Documentation*

The screenshot displays the Qualcomm Windows on Snapdragon Enterprise Documentation website. The top navigation bar includes the Qualcomm logo and links for Products, Developer, Support, and Company. The main header shows 'IT for Engineers' and 'Documentation'. A sidebar on the left provides a detailed navigation menu under the heading 'Optimize IT Infrastructure with Snapdragon X Series'. The main content area features a search bar and a list of documents organized into sections: 'Windows on Snapdragon Enterprise Documentation', 'Windows on Snapdragon: Preparation', 'Windows on Snapdragon: Deployment', and 'Windows on Snapdragon: Print Management'. Each section contains a list of specific documents or guides.

Qualcomm Products ▾ Developer ▾ Support ▾ Company ▾

IT for Engineers Documentation

Optimize IT Infrastructure with Snapdragon X Series

Windows on Snapdragon Enterprise Documentation

WINDOWS ON SNAPDRAGON: PREPARATION

Windows 11 migration best practices

Windows 11 migration guidelines

WINDOWS ON SNAPDRAGON: DEPLOYMENT

Snapdragon deployment overview

Intune and Windows Autopilot deployment guide

Intune best practices

Building a PXE Boot Disk: driver integration, ISO capture, and OS deployment

SCCM lab infrastructure setup for OS deployments

SCCM PXE solution for OS deployments (ARM64 devices)

OSD PXE solution using SCCM PXE Responder vs. WDS

ISO deployment guide

Custom Image Methodologies

WINDOWS ON SNAPDRAGON: PRINT MANAGEMENT

Microsoft Universal Print

Connecting to print queues using Microsoft Enhanced Point and Print

Windows on Snapdragon Enterprise Documentation

Search documents

Add to Workspace

Windows on Snapdragon Enterprise Documentation

Windows on Snapdragon: Preparation

- Windows 11 migration best practices
- Windows 11 migration guidelines

Windows on Snapdragon: Deployment

- Intune and Windows Autopilot
 - Snapdragon deployment overview
 - Intune best practices
 - Intune and Windows Autopilot deployment guide
- Microsoft Configuration Manager
 - Building a PXE Boot Disk: driver integration, ISO capture, and OS deployment
 - SCCM lab infrastructure setup for OS deployments
 - SCCM PXE solution for OS deployments (ARM64 devices)
 - OSD PXE solution using SCCM PXE Responder vs. WDS

Custom image methodologies

- Build Windows Preinstallation Environment
- ISO deployment guide

*Access is free but requires a registered and verified Qualcomm ID

Printing on Snapdragon X Series Windows PCs

Printing on Snapdragon X Series Windows PCs

From home to enterprise



Print to over 8,500 modern wireless printers available from top printer vendors including HP, Canon, Brother, EPSON, Xerox, Konica Minolta and more.



Set up wireless printing at home

Copilot+ PCs powered by Snapdragon print wirelessly to Wi-Fi printers. No additional software or drivers required.

[Watch the video >](#)

Windows supports Mopria's universal standards and solutions eliminating the need to install additional software or drivers allowing easy printing and scanning.

[Learn more >](#)

Additional support

Additional drivers for advanced features are available for hundreds of printers from top vendors including HP, Xerox, Lexmark, Brother, Konica Minolta and more. Access drivers & tools for supported printers below.



HP Smart Universal Printing Driver

[SUPD Supported Printers >](#)

[Download HP Smart App >](#)

xerox

Xerox Global Print Driver

[GPD Supported Printers >](#)

[Download Xerox Print & Scan >](#)

Lexmark

Lexmark Universal Print Driver

[UPD Supported Printers >](#)

KONICA MINOLTA

Konica Minolta Universal Print Driver

RICOH

Ricoh Print Support App

SHARP

Sharp Print Support App

Enterprise print management solutions

Deploy and remotely manage a fleet of wireless printers for employees at work.

SAFEQ

YSoft

PaperCut

PaperCut

LRS

LRS

Equitrac

Equitrac

Canon uniFLOW

Canon uniFLOW

KYOCERA

Kyocera

Strategy for Adoption with Enterprise-Scale

Industry best practice to approach introducing Snapdragon to your enterprise



Ring 0

IT POC,
1-9 devices

Goal: Validating Technical
Readiness



Ring 1

End User Pilot,
10-49 devices

Goal: Validating Business
Capabilities



Ring 2

Persona Introduction,
50-249 devices

Goal: Additional Personas
Ready to Deploy

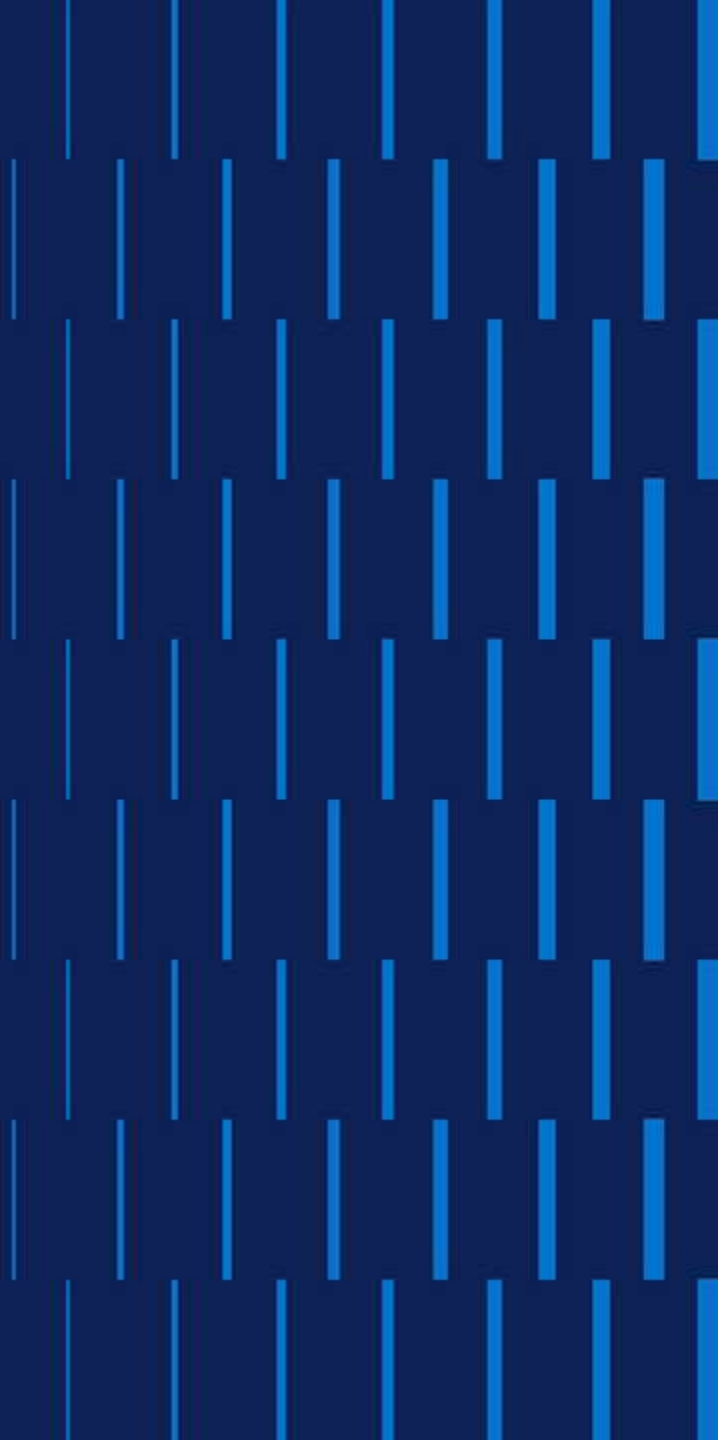


Ring 3

Scale Deployment, 250+
devices

Goal: Accelerate Business
Value

Product and Services Overview



Dell + Snapdragon

DELLTechnologies

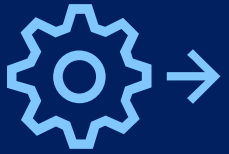
Customer deployment feedback

- ... love the **battery life** with Snapdragon on Dell
- ... after a thorough initial eval one customer highlighted Latitude 7455's **design, battery life, and user experience.**
- ... employees seeing benefit from the Latitude 7455's **cool, quiet operation, excellent battery life, superior keyboard and trackpad**, compared to other Dell models
- ... praise for the **durable form factor with beveled, rounded edges**
- ... noted the device's **tactile keyboard and responsive, textured trackpad** as standout features, and expressed confusion as to why this design is not more widely adopted

Dell Latitude 7455 and 5455 lead the Dell Snapdragon commercial experience



Right mix of innovation, features, design all built around user needs



Powerful Performance

- 8-10-12 core Snapdragon X Elite & X Plus processors
- LPDDR5x memory running at 8448 MT/s
- 45 TOPS NPU



Right mix of innovation, features, design all built around user needs



True Mobility

- Qualcomm FastConnect 7800 Wi-Fi 7
- WWAN optional (7455)
- All-day / Multi-day battery life



Battery Life Leadership

Bouncing from meeting to meeting...

Working at a café or airport...

Sitting on the patio catching up on emails...

Battery Life Matters: Peace of mind comes from knowing your system can work when you need it, all day, every day!

22h 18m

Latitude 7455

12 core

32GB

QHD Panel

27h 34m

Latitude 5455

10 core

16GB

FHD Panel

Right mix of innovation, features, design all built around user needs



User Experience

- Aluminum chassis with a sleek ~17mm max Z
- QHD+ touch (7455) / FHD+ non-touch (5455)
- Quad speakers (7455)
- Backlit keyboard

Right mix of innovation, features, design all built around user needs



Security

- Fingerprint reader
- IR Camera for Windows Hello
- Camera shutter
- Chassis intrusion alert
- TPM 2.0 & Pluton processor

Sustainable innovation in our Snapdragon Latitude 7455 & 5455



Certified ENERGY STAR® 8.0

EPEAT Gold registered with Climate+ designation



Sustainable by design

Designed for sustainability with a range of materials like **recycled and low-emissions aluminum** in the chassis; 50% **post-consumer recycled plastic** in the bezel; 30% **post-consumer recycled plastic** in the speaker box, inner frame of the lid, palmrest and bottom cover; and 15% **recycled steel** in the touchpad bracket.

This device ships with 50% **recycled cobalt** in the battery, and the adapter is designed with 95% **recycled plastic** in the case and 98% **recycled aluminum** in the thermal shielding



Responsible IT asset retirement

Dell APEX offerings and Asset Recovery Services make it easier for our customers to modernize responsibly, and reduce over-provisioning and e-waste, on schedule and within budget. Dell makes it easy to access and replace parts to get the most life out of our products.



Low-impact packaging

Ships in **packaging made with 100% recycled or renewable content that is 100% recyclable**

Services to Accelerate Snapdragon Adoption with Dell

- **Accelerator program to help customers evaluate and deploy Windows 11 ARM**
- **Expert services, coordinated through Dell services team with support from Snapdragon Field Engineering and Microsoft App Assure teams**

Application Compatibility Assessment

Test customer provided applications for readiness, manual testing, RAG report

Application Remediation and Packaging

- Package compatible applications
- Remediate incompatible applications

Customer Image Creation

- Create Windows ARM64 image per specification
- .WIM file with static driver injection in factory

Accelerator Service for Copilot+ PCs

Personalized implementation plans

Recommendations based on user personas

Industry best practices

NPU utilization for AI workloads

Windows 11 settings & Intune management

ProSupport Suite for PCs to keep PCs running smoothly with AI-driven support & self-healing automation



THANK YOU