## LATITUDE -

## 5340 LAPTOP OR 2-IN 1 5440 | 5540 LAPTOPS

The world's smallest and most scalable PCs in their class.<sup>6</sup>

These laptops and 2-in-1s are designed with versatility for those who aim to produce results and strive for efficiency. They are designed for those in specialized and complex fields, performing detailed work. These powerful devices offer the highest security and scalable performance for desk productivity with the flexibility to work anywhere.

## **Producers: Motivation**

Focus on efficiency .... Goal-oriented and customer-centric .... Focus on time to completion as a measure of success

## Producers: Challenges

Can't work on slow and unreliable devices .... Will delay focused work until they're in an optimal ergonomic setting .... Distracted by background noises

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Think status meetings get in the way of real work Producers make up over half of the workforce with representation across many industries

RODUC

22% engage in more independent work

Latitude 5340, 5440, 5540

52% work from only one location

Recommended Solutions