# Dell Technologies simplifies PC naming strategy to boost sales



Dell Technologies Inc. has announced a significant shift in its product branding strategy, unveiling plans to simplify the naming conventions of its personal computers. This decision mirrors Apple Inc.'s naming preferences and aims to enhance consumer engagement. The announcement was made on Monday, January 6, 2024, as the company looks to address declining sales in the global personal computer market.

Jeff Clarke, Dell's chief operating officer, highlighted the rationale behind the move, stating that customers favour product names that are "easy to remember and easy to pronounce." He further explained that the previous nomenclature had caused confusion among buyers who do not want to spend unnecessary time deciphering complex product names.

The global personal computer market has faced a downturn in recent years, partly due to a surge in demand during the early stages of the coronavirus pandemic. As many employees transitioned to remote work, the necessity for personal computers increased, leading consumers to make purchases in anticipation of prolonged changes to their work environments. This heightened demand, however, has not sustained its momentum, prompting Dell and its competitors, including HP Inc. and Lenovo Group Ltd., to adopt new strategies to encourage upgrades.

In response, Dell is introducing a tiered system for its new personal computers, categorised as Dell, Dell Pro, and Dell Pro Max. This structure is indeed reminiscent of Apple’s product line, with the latter company employing similar naming conventions for its high-end iPhone models. Clarke defended the use of terms like "Pro" and "Max," asserting that such words are not exclusive to any one brand and that the changes were informed by extensive customer research.

Kevin Terwilliger, a vice president within Dell’s personal computer division, noted that the company is focusing on creating a unified brand identity through this approach. Despite the rebranding, Dell's gaming-focused Alienware line will maintain its existing brand name, ensuring that dedicated gamers continue to recognise and trust the product.

A notable characteristic of Dell's new computers will be the incorporation of neural processing units, which are designed specifically for artificial intelligence tasks. Terwilliger indicated that these advancements aim to further position Dell as an innovative leader in the technology sector.

The company's CEO, Michael Dell, shared at a recent press briefing that there are 1.5 billion personal computers in use worldwide, many of which will require replacement as businesses and individuals adapt to new artificial intelligence capabilities. He expressed confidence that the updated naming strategy would streamline the purchasing experience for consumers.

In addition to its personal computer offerings, Dell ranks among the largest technology firms in the United States, featuring an extensive product portfolio that includes servers, monitors, software, computer security, and network security services. Its position on the 2024 Fortune 500 list—ranked 48th based on revenue—highlights its significant impact in the technology landscape.

Overall, Dell Technologies is positioning itself for a transformative shift in how consumers interact with technology, steering towards a future where artificial intelligence plays a pivotal role in business practices and consumer behaviour.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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