



## Unleash AI power with the Dell Pro 14 Plus

Artificial intelligence (AI) is transforming how we work, accelerating tasks from research to coding to content creation. To keep pace, you need PCs that are built for the future.

The Dell™ Pro 14 Plus, powered by Intel® Core™ Ultra 5 and Ultra 7 processors (Series 2), can help you take advantage of this AI revolution. We compared it to Dell Latitude PCs from 2022 and 2023 and found that not only could it deliver dramatic increases in performance in areas from graphics to AI to battery life—it could also gain you back millions in productivity costs over time.

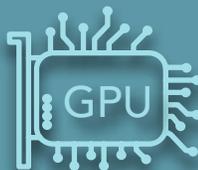
Ready to see the difference? Dive into the results and discover how upgrading can supercharge your productivity.



**Gain up to \$3.5M**  
in productivity over 3 years  
for a 1,000-person company

*Dell Pro 14 Plus AI PC (Intel Core Ultra 5 236V)  
vs. Dell Latitude 5440 (Intel Core i5-1345U)*

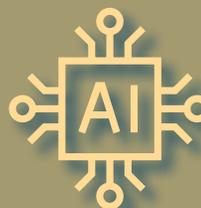
[Learn more](#) ▶



**Up to 5.1x the  
graphics performance**  
for smoother and faster video editing,  
3D rendering, and data visualization

*3DMark Steel Nomad  
Dell Pro 14 Plus (Intel Core Ultra 5 236V) vs. Dell Latitude 7430 (Intel Core i5)*

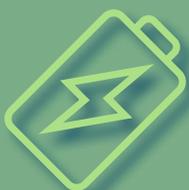
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**Up to 10.6x the  
on-device AI performance**  
to enable data-driven decision-making  
and increased innovation

*Geekbench AI Half Precision CPU score  
Dell Pro 14 Plus (Intel Core Ultra 5 236V) vs. Dell Latitude 7430 (Intel Core i5)*

[Learn more](#) ▶



**Over 10 hours of battery life**  
or the freedom to work beyond the  
bounds of the office and the workday

*MobileMark 30  
Dell Pro 14 Plus (Intel Core Ultra 5 236V) vs. Dell Pro 14 Plus (Intel Core Ultra 7 268V)*

[Learn more](#) ▶



## Productivity gains and salary savings

### Invest wisely. Save on salary costs.

Before investing in new tech, you have to ask yourself: Are the potential benefits worth the cost? As we'll cover here, new laptops will absolutely boost performance. But it's not always easy to translate those performance increases into impact on your bottom line. When you know exactly how much you'll gain in productive time—and the value of that time—the benefits of upgrading become crystal clear.

We used several Procyon benchmarks to assess the kind of performance increases you would see on GenAI tasks, everyday office work, and Adobe Creative Suite workloads. Together, these benchmarks aggregate a total of 65 timed tasks, all but a handful of which were faster on the newer Dell Pro 14 Plus AI PCs. Then, we used those results to build a model that highlights how much a company of 1,000 workers could gain in productivity costs over three years by upgrading.

Cost comparison: Intel Core Ultra 5 vs. Intel Core i5



Cost comparison: Intel Core Ultra 7 vs. Intel Core i7



Explore the model using our calculator tool



Image provided by Dell



Productivity gains

General performance

AI performance

Battery life

Learn more





## Productivity gains and salary savings

### Recoup your investment in productivity costs in under a year

The cost to employ any one staff member is generally fixed OpEx, while an investment in new laptops is a new CapEx spend. Our model specifically focuses on the value of the increased productivity you could see by upgrading...so where do the cost savings come from?

The answer is time savings. If you force your staff to continue using old devices, you might have to spend dramatically more in additional employee costs to accomplish the same work—whether hiring more people or requiring your existing staff to take more time on their projects. But if you upgrade to new Intel Core Ultra 5 processor 236V-powered Dell Pro 14 Plus AI PCs from older Dell Latitude 5540 and Latitude 5430 devices, you could immediately start to see increased productivity: the ability to do the same work in less time, freeing up your staff for heavier workloads. With the productivity gains you get from this upgrade, you could pay back the purchase price of the new devices in under 10 months.

### How did we build our productivity model?

Everyone uses their devices differently, and tasks that are critical for one role might be rare for another. To imagine a realistic organization, we identified five personas, quantified the value of each persona's time, and built a model for a 1,000-person company with a mix of all five personas. To see our complete model, review the science behind the report for our report [Unlock valuable productivity improvements with Dell Pro 14 Plus AI PCs](#).

## Gain back up to \$3.5M in productivity

**Dell Pro 14 Plus AI PCs with Intel Core Ultra 5 processors 236V vs. older Latitude devices**

### 3-year device purchase and employee productivity costs

for Dell Pro 14 Plus AI PCs with Intel Core Ultra 5 processors 236V vs. older Latitude devices

US dollars | 1,000-person company | Lower is better

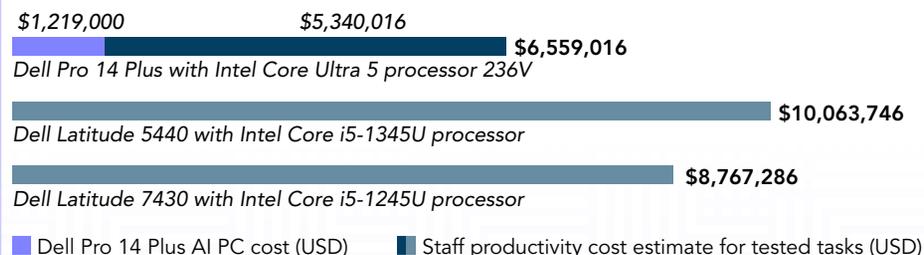


Figure 1: Three-year dollar costs, in productivity cost estimates and purchase price (USD) for a 1,000-person company, for the Dell Pro 14 Plus AI PC with the Intel Core Ultra 5 processor and the two Intel Core i5 processor-powered legacy devices. We have excluded the purchase price of the older devices, as we assume a company upgrading would already have those devices in hand. Lower is better. Source: PT.



## Productivity gains and salary savings

### Save time with a productivity boom

Just as we quantified the productivity benefits of upgrading to Intel Core Ultra 5 processor 236V-powered Dell Pro 14 Plus AI PCs, we also compared new Dell Pro 14 Plus AI PCs with Intel Core Ultra 7 processor 268Vs to their Dell Latitude predecessors.

Here, again, the three-year cost with the newer device is significantly lower than that of the old devices. You could gain back over a million dollars in productivity costs by upgrading—time and dollars that could go toward expanding AI initiatives, improving customer service, or delivering new offerings.

### Customize for your business

Our model uses a representative business of 1,000 employees; the benefits you'll see will be different depending on the size of your organization and the types of work you do. That's why we built a calculator to accompany this report. With our calculator, you can customize the number of laptops you need, how many of each persona you have in your organization, and even how frequently each persona completes a task each week. This enables you to determine how much your specific organization could gain back in productivity costs with Dell Pro 14 Plus AI PCs. [Explore the calculator.](#)

### Gain back up to \$1.3M in productivity

**Dell Pro 14 Plus AI PCs with Intel Core Ultra 7 processors 268V vs. older Latitude devices**

### 3-year device purchase and employee productivity costs

for Dell Pro 14 Plus AI PCs with Intel Core Ultra 7 processors 268V vs. older Latitude devices

US dollars | 1,000-person company | Lower is better

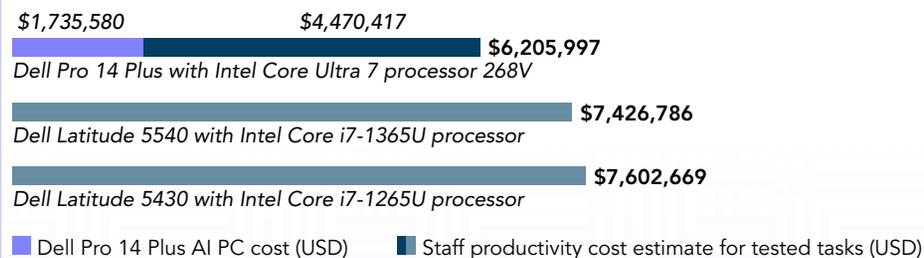


Figure 2: Three-year dollar costs, in productivity cost estimates and purchase price (USD) for a 1,000-person company, for the Dell Pro 14 Plus AI PC with the Intel Core Ultra 7 processor and the two Intel Core i7 processor-powered legacy devices. We have excluded the purchase price of the older devices, as we assume a company upgrading would already have those devices in hand. Lower is better. Source: PT.



## Measuring everyday and graphics performance

### Accelerate productivity with powerful graphics

High-performing laptops pave the road to productivity. By giving your team more responsive systems, you can smooth workflows, reduce downtime, and maximize ROI.

We evaluated performance in two critical areas: everyday productivity work, such as handling documents and spreadsheets, and content creation workloads, such as video editing, 3D rendering, and graphics manipulation. Even if your teams don't work with graphics regularly, these benchmarks will give you a good sense of how a system handles demanding, processor-intensive applications. With faster performance in these two areas, your teams can stay focused on delivering results.

CrossMark®	▶
SYSmark® 30	▶
Procyon® Office Productivity Benchmark	▶
3DMark Steel Nomad	▶
Cinebench 2024	▶
Procyon Photo Editing Benchmark	▶
Procyon Video Editing Benchmark	▶
PugetBench for Creators	▶



Image provided by Dell



## Measuring everyday and graphics performance

### General performance: CrossMark

When you're choosing your next laptop or purchasing for your fleet, it's helpful to look at both overall performance and performance for the kinds of specialized work you and your teams handle regularly. CrossMark, which measures overall system performance and system responsiveness, checks the first box. This general performance benchmark stresses system hardware by using models of real-world applications.<sup>1</sup>

Regardless of configuration, the Dell Pro 14 Plus powered by Intel offered higher performance on this benchmark than any of its predecessors, highlighting the increased power of the newer device.

### About the Intel Core Ultra 5 processor 236V with Intel vPro®

The latest Intel Core Ultra processors (Series 2) are "the ultimate desktop and entry workstation platform, engineered to unlock new levels of intelligent performance for the most demanding daily tasks," according to Intel.<sup>2</sup> [Learn more about the Intel Core Ultra 5 processor 236V with Intel vPro.](#)

Up to 33.30% better overall system performance

**Dell Pro 14 Plus AI PC with Intel Core Ultra 7 processor 268V vs. Dell Latitude 7430**

### CrossMark

Score | Higher is better

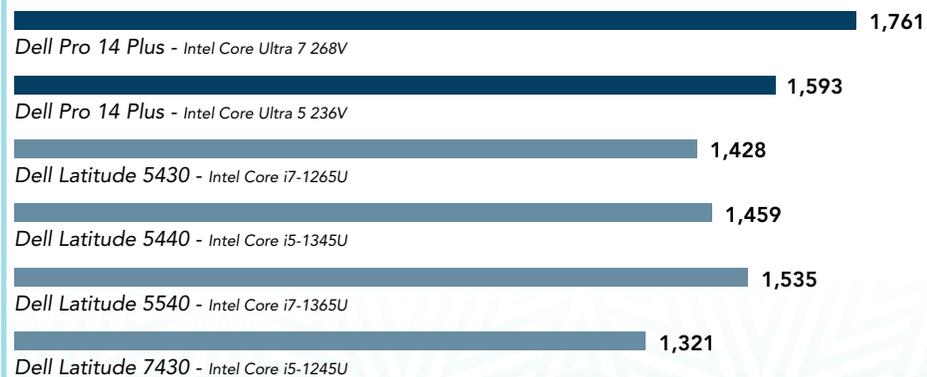


Figure 3: CrossMark results. Source: PT.



## Measuring everyday and graphics performance

### General performance: SYSmark

SYSmark offers another perspective on overall system performance. To reflect a realistic user experience, this benchmark uses real-world user workloads and datasets, as well as Microsoft 365 applications and Adobe content creation applications.<sup>3</sup> A higher score from SYSmark indicates better performance for the kinds of work you do every day. In our tests, you can see the substantial jump in performance with the Dell Pro 14 laptops compared to their two- and three-year-old predecessors.

### About the Dell Pro 14 Plus

This mainstream business laptop is lightweight and slim, with “an aluminum top cover and palmrest for an elegant look and feel, as well as added protection wherever you go.”<sup>4</sup> With Windows 11 Pro, which offers “more time-savings and less hassle for IT and employees,”<sup>5</sup> this AI PC also includes built-in technologies to better support your business goals and objectives, such as a module USB-C port, optional 5G or 4G LTE mobile broadband connectivity, and LPDDR5x or upgradeable DDR5 memory.<sup>6</sup> [Learn more.](#)

Up to 64.86% better overall system performance

**Dell Pro 14 Plus AI PC with Intel Core Ultra 7 processor 268V vs. Dell Latitude 7430**

### SYSmark

Score | Higher is better

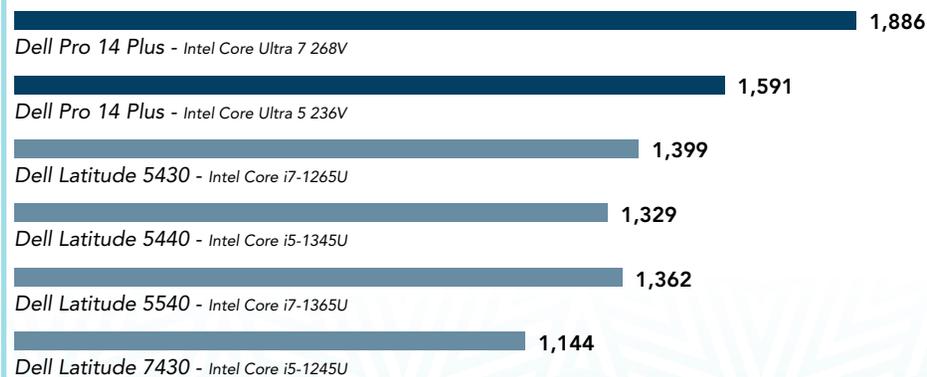
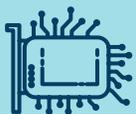


Figure 4: SYSmark results. Source: PT.





# Measuring everyday and graphics performance

## General performance: Procyon Office Productivity Benchmark

Many businesses rely on Microsoft 365 applications, such as Microsoft Word, Microsoft Excel, and Microsoft PowerPoint, for their daily operations. By choosing a device that performs well on these applications, you're laying a solid groundwork for a productive day.

The Procyon Office Productivity Benchmark uses Microsoft 365 applications to measure CPU performance around typical office productivity tasks. This general performance benchmark simulates a standard day at the office, including leaving Microsoft 365 apps "running in the background as the focus moves from one task to another."<sup>2</sup>

As it did in the CrossMark and SYSmark general productivity benchmark tests, the Dell Pro 14 Plus consistently scored higher here. These results suggest that upgrading to a Dell Pro 14 Plus can speed your everyday office work.

Up to 40.58% better productivity app-based performance  
**Dell Pro 14 Plus AI PC with Intel Core Ultra 7 processor 268V vs. Dell Latitude 7430**

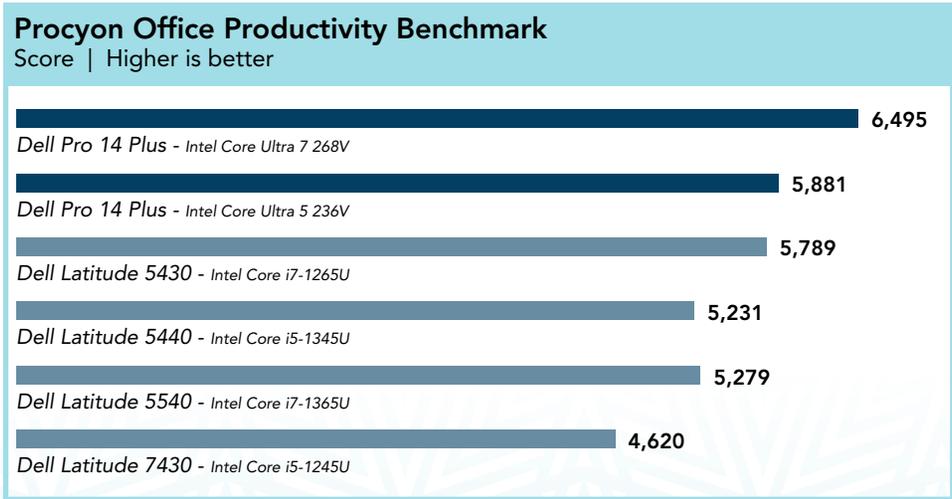


Figure 5: Procyon Office Productivity Benchmark scores. Source: PT.



## Measuring everyday and graphics performance

### Graphics performance: 3DMark Steel Nomad

For resource-intensive video, graphic design, or computer-aided design (CAD) applications, strong graphics performance is obviously a must-have. But it's also important for users who are in video meetings all day or simply have to use or review graphics-heavy content from time to time.

3DMark Steel Nomad captures metrics on a system's overall GPU performance. This graphics-intensive benchmark, which is designed to measure gaming performance, stresses systems with new graphics techniques like volumetric skies and procedural grass.<sup>2</sup>

Both configurations of the Dell Pro 14 Plus AI PC easily beat their predecessors, with the Intel Core Ultra 7 processor 268V-powered device providing over 5 times the performance of the older systems.

Up to 5.7x the graphics performance

**Dell Pro 14 Plus AI PC with Intel Core Ultra 7 processor 268V  
vs. Dell Latitude 7430**

### 3DMark Steel Nomad

Score | Higher is better



Figure 6: 3DMark Steel Nomad scores. Source: PT.



# Measuring everyday and graphics performance

## Graphics performance: Cinebench 2024

Cinebench 2024 utilizes Maxon Redshift—a 3D rendering engine—to assess real-world CPU and GPU performance.<sup>2</sup> Cinebench results are especially valuable for teams working with 3D renders and other graphics-heavy files. However, with GenAI and social media driving the increased use of images and videos, its results are worth considering even if you’re simply looking at a system for general office work.

The Intel Core Ultra processor-powered Dell Pro 14 Plus PCs offered significantly higher performance on the Cinebench multi-core test, highlighting the advantages you’d see for CPU-intensive workloads with the newer system.

For a deeper dive into our Cinebench results, including CPU single-core scores, visit the full reports, which you can find on the [Learn more page](#).

Up to 67.39% higher Cinebench CPU multi-core score  
**Dell Pro 14 Plus AI PC with Intel Core Ultra 7 processor 268V vs. Dell Latitude 5430**

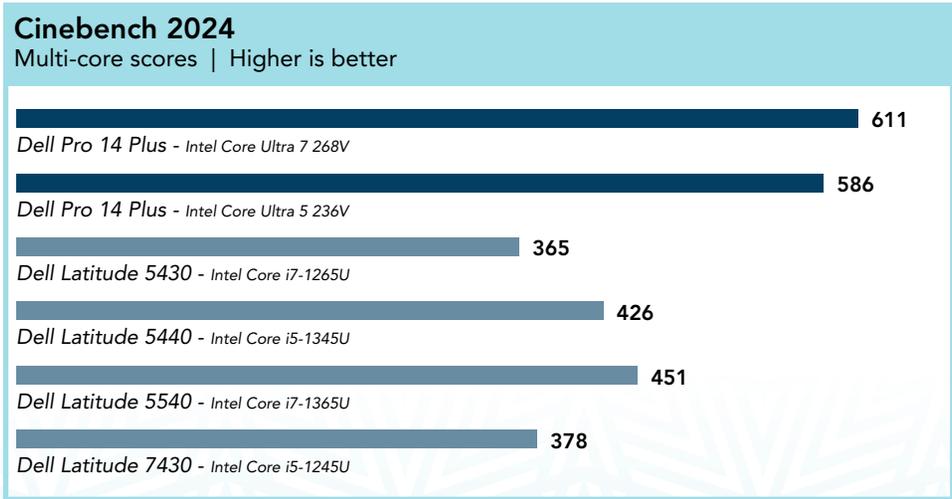


Figure 7: Cinebench 2024 CPU multi-score scores. Source: PT.



## Measuring everyday and graphics performance

### Graphics performance: Procyon Photo Editing Benchmark

In addition to more general graphics performance benchmarks, we also looked at the performance of the systems on application-specific benchmarks. To measure how systems handle demanding and complex tasks, Procyon Photo Editing Benchmark uses Adobe Photoshop® and Lightroom® Classic applications to mimic a “typical photo editing workflow that includes batch processing and image retouching.”<sup>10</sup> And like the Cinebench 2024 results, these results give us a glimpse into a bigger picture. If you’ve ever tried to edit a photo or a similarly large file using a slow system, you know how frustrating it can be to press a button and wait for long seconds to see the effect of your choice. The Dell Pro 14 Plus AI PCs offered dramatically higher performance on this benchmark, with the Intel Core Ultra 7 processor 268V-powered system more than doubling the performance of the Latitude 7430 PC.

### About the Intel Core Ultra 7 processor 268V with Intel vPro®

According to Intel, the latest Intel Core Ultra processors (Series 2) are a “gateway into the age of AI,” with the CPU, GPU, and NPU integrated “for optimal performance, efficiency, and security.”<sup>11</sup> [Learn more about the Intel Core Ultra 7 processor 268V with Intel vPro.](#)

Up to 2.3x the photo editing performance

**Dell Pro 14 Plus AI PC with Intel Core Ultra 7 processor 268V vs. Dell Latitude 7430**

### Procyon Photo Editing Benchmark Score | Higher is better

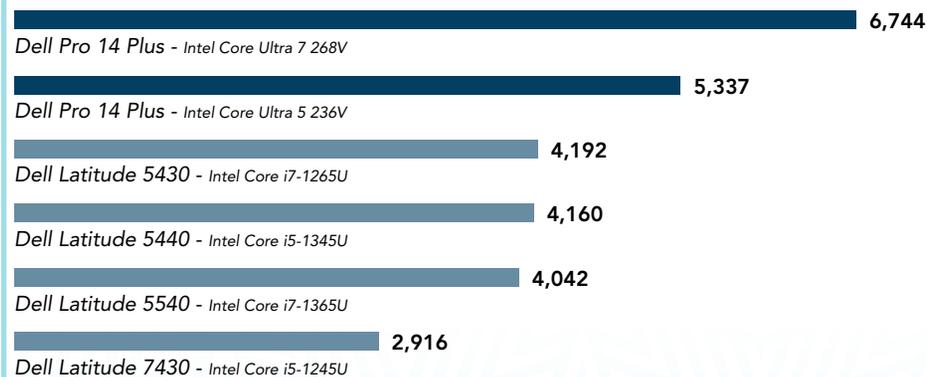


Figure 8: Procyon Photo Editing Benchmark scores. Source: PT.



## Measuring everyday and graphics performance

### Graphics performance: Procyon Video Editing Benchmark

Similar to the Procyon Photo Editing Benchmark, the Procyon Video Editing Benchmark uses a popular Adobe video editing application to simulate a real-world video editing workflow—in this case, Adobe Premiere Pro. It measures CPU and GPU performance with tasks including importing project files, adding effects, and exporting the files again.<sup>12</sup>

You can also look at these results as representative of other resource-intensive tasks, such as scientific and financial modeling, data mining, and complex work in other Adobe Creative Suite applications.

The Dell Pro 14 Plus AI PCs again improved performance dramatically over the older Latitude PCs, providing up to 3.2x the performance. As UL Solutions notes, “Exporting video files from Premiere Pro is dead time to a creator,” and with a faster PC, you can gain time back to check another item off your to-do list.<sup>13</sup>

Up to 3.2x the video editing performance

**Dell Pro 14 Plus AI PC with Intel Core Ultra 7 processor 268V  
vs. Dell Latitude 7430**

### Procyon Video Editing Benchmark Score | Higher is better

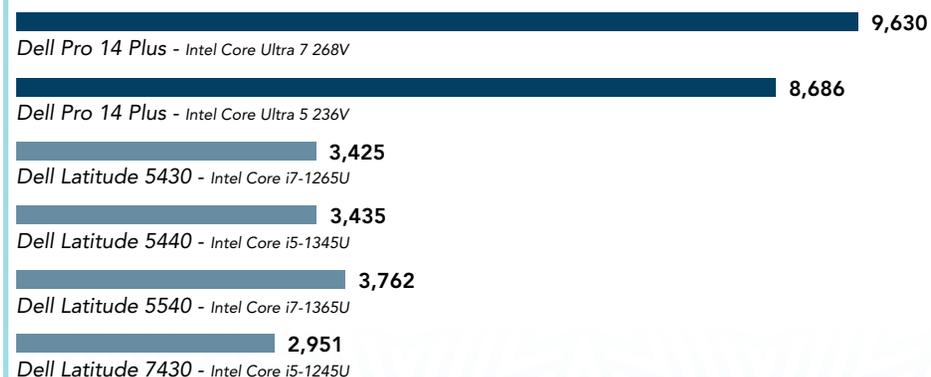


Figure 9: Procyon Video Editing Benchmark scores. Source: PT.



## Measuring everyday and graphics performance

### Graphics performance: PugetBench for Creators

For another angle on performance with resource-intensive workloads, we used the PugetBench for Premiere Pro® benchmark, part of the PugetBench for Creators suite of benchmarking tools. PugetBench for Premiere Pro is “designed in partnership with...end users and influencers who use Premiere Pro daily” and offers real-world results that actually rely on the Adobe Creative Cloud® app itself.<sup>14</sup>

Both configurations of the Dell Pro 14 Plus outperformed the older Latitude PCs delivering over 3 times the performance. Video teams working in Adobe Premiere Pro need high-performing systems to be able to render drafts quickly, especially as 4K video becomes more prevalent, and the Dell Pro 14 Plus can help.

For a deeper dive into our PugetBench for Creators results—including graphic design-focused PugetBench for Photoshop scores—visit the full reports, which you can find on the [Learn more page](#).

Up to 3.2x the Premiere Pro performance

**Dell Pro 14 Plus AI PC with Intel Core Ultra 7 processor 268V  
vs. Dell Latitude 5430**

### PugetBench for Premiere Pro

Score | Higher is better

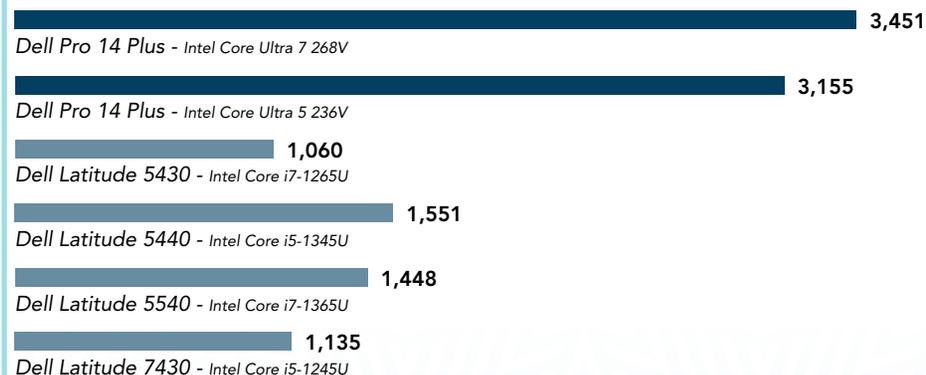


Figure 10: PugetBench for Premiere Pro scores. Source: PT.



## Measuring AI performance

### Meet AI at work: Upgrade to intelligent AI performance

AI is more than a buzzword. For many IT leaders, it's a business imperative. That means your hardware needs to keep up. As AI becomes embedded in everyday workflows—from intelligent automation to enhanced productivity tools—the traditional PC is evolving. As Brian Westover of PCMag puts it, "The AI PC will simply become the new norm... reshaping hardware, software, and our entire understanding of what a PC is and does."<sup>15</sup>

To help you prepare, we measured the AI performance gains you might see by upgrading from older Latitude devices to the new Dell Pro 14 Plus laptops powered by Intel® Core™ Ultra processors (Series 2). Our results, from several industry-standard AI benchmarks, can help you make informed decisions backed by real data. The future of work is AI-driven. Make sure your teams have the tools to lead it.

Geekbench AI	▶
Procyon AI Computer Vision Benchmark	▶
Procyon AI Text Generation Benchmark	▶
Procyon AI Image Generation Benchmark	▶



Image provided by Dell



Productivity gains

General performance

**AI performance**

Battery life

Learn more





# Measuring AI performance

## Geekbench AI

Geekbench AI runs ten different AI workloads “using large datasets that mimic real-world AI use cases.”<sup>16</sup> We used the Intel OpenVINO™ AI framework and chose to highlight the Half Precision (FP16) scores because they offer “a good balance between speed and accuracy.”<sup>17</sup>

The performance of the Dell Pro 14 Plus was in stark contrast to that of the older laptops, which struggled. If you’re planning to run AI workloads locally on your PC, an upgrade may be in order.

For a deeper dive into our results, which includes Single Precision (FP32), Half Precision (FP16), and Quantized (INT8) scores for both CPU and GPU, visit the science document for each report, which you can find on the [Learn more page](#).

Up to 11.8x the on-device AI performance  
Dell Pro 14 Plus AI PC with Intel Core Ultra 7 processor 268V vs. Dell Latitude 7430

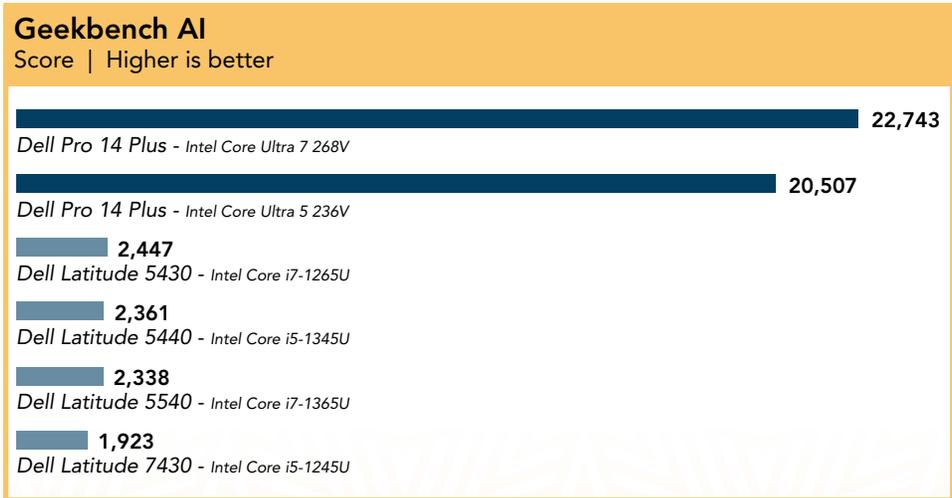


Figure 11: Geekbench AI results. Source: PT



# Measuring AI performance

## Procyon AI Computer Vision Benchmark

Computer vision algorithms are opening up new possibilities in fields from science to security to graphic design—and the faster your computer crunches through these workloads, the better. Procyon AI Computer Vision Benchmark measures devices’ AI inference performance using multiple inference engines.<sup>18</sup> We tested each device with several of these engines to give a layered picture of algorithm-based computation performance. In Figure 10, as an example of our results, we highlight results from four inference engines on the Dell Pro 14 Plus featuring Intel Core Ultra 5 processor 236V, the Dell Latitude 5440, and the Dell Latitude 7430. Those engines are:

- ResNet-50, for image classification
- Inception-v4, also for image classification
- YOLOv3, for object detection
- Real-ESRGAN, for increasing image resolution

For a deeper dive into our results—including results on more inference engines and integer, float16, and float32 scores—visit the science behind each report, which you can find on the [Learn more page](#).

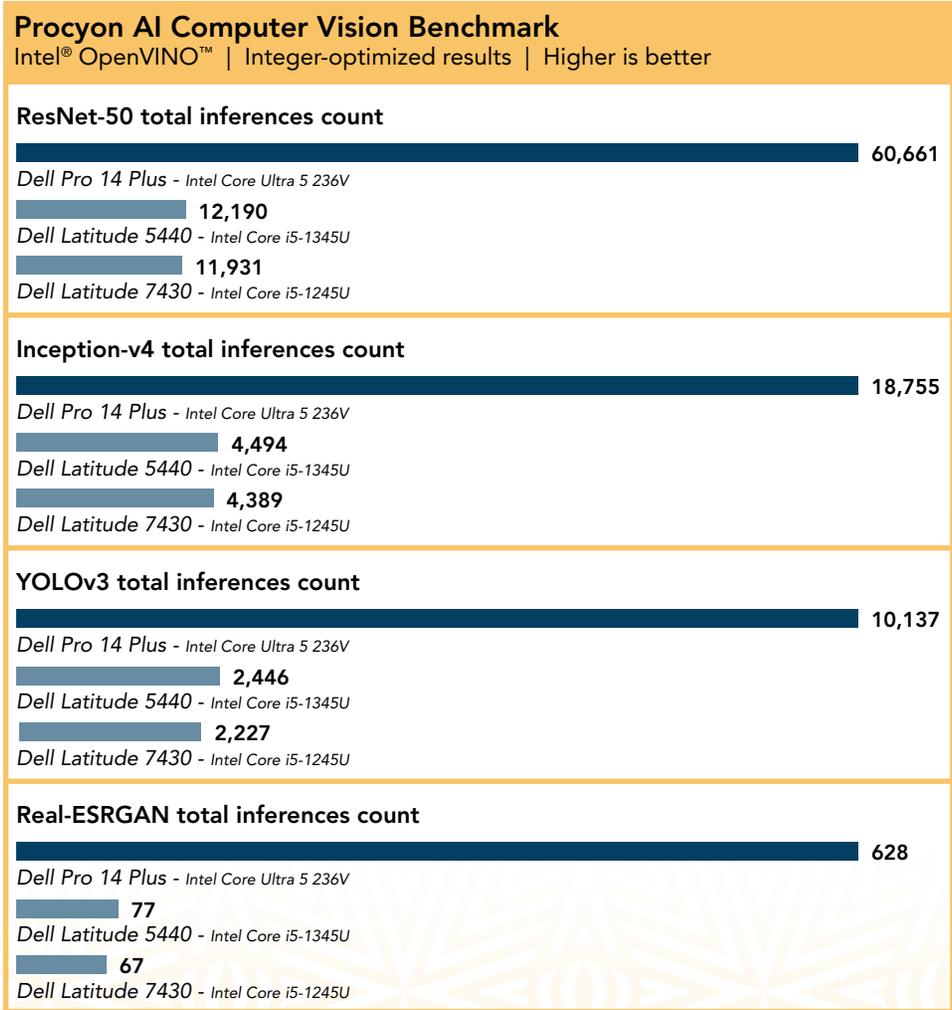


Figure 12: Procyon AI Computer Vision Benchmark results. Source: PT.



# Measuring AI performance

## Procyon AI Text Generation Benchmark

Over half of American adults now use large language models (LLMs), making them an incredibly popular AI use case.<sup>12</sup> While much of this usage is online with tools like ChatGPT, running LLMs locally can also be valuable for security and other reasons. To see how the new and old systems handled LLM workloads, we used the Procyon AI Text Generation Benchmark.

The Dell Pro 14 Plus AI PC consistently performed better than its predecessors regardless of configuration, delivering a higher score on three different language models. Figure 11 shows an example of our findings highlighting the Dell Pro 14 Plus with Intel Core Ultra 7 processor 268V and two of the older PCs with Intel Core i7 processors.

For a deeper dive into our results—including results on more inference engines and integer, float16, and float32 scores—visit the science behind each report, which you can find on the [Learn more page](#).

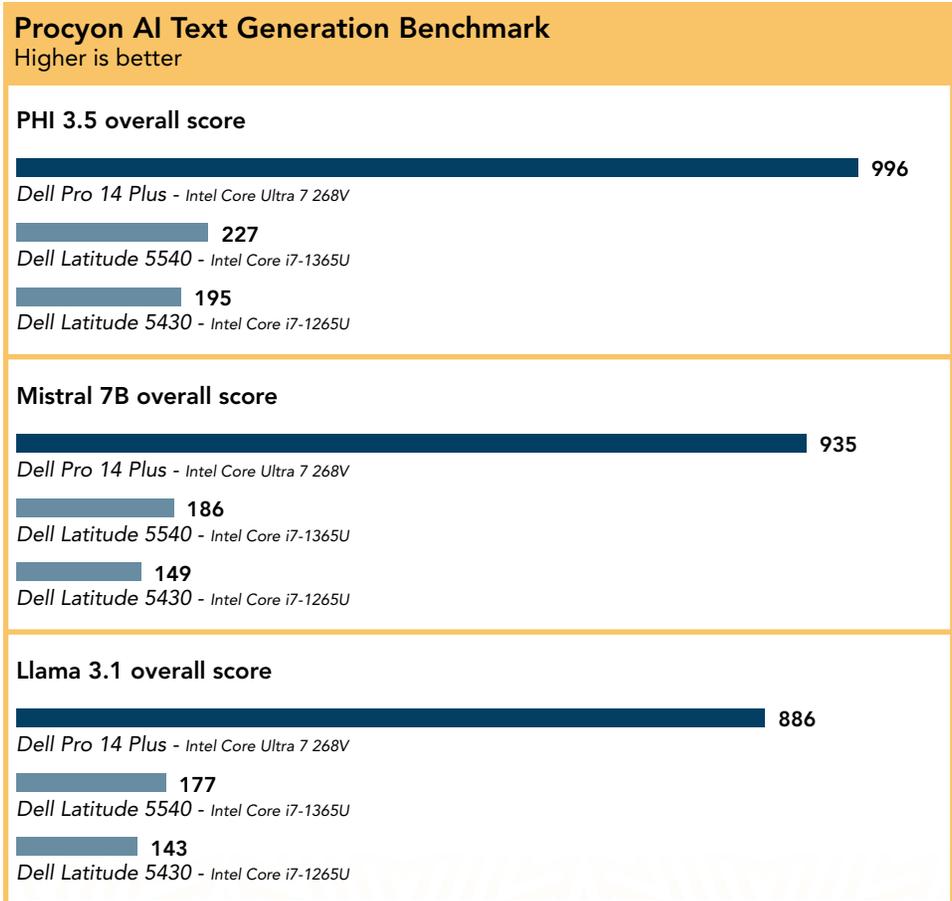


Figure 13: Procyon AI Text Generation Benchmark results. Source: PT.



# Measuring AI performance

## Procyon AI Image Generation Benchmark

Stable Diffusion is a popular generative AI model that creates images from text prompts. We tested the systems' GenAI performance using the Procyon AI Image Generation Benchmark, which draws on Stable Diffusion "uses a set of standardized text prompts for a reliable and consistent AI image generation workload."<sup>20</sup> Faster performance on this benchmark can translate to faster iterations, the ability to handle larger or more complex prompts, and smoother workflows for anyone relying on visual AI tools, ultimately speeding turnaround times.

The Dell Pro Plus AI PCs consistently outperformed their older competitors, delivering up to 6.6 times the score (Figure 12). As it becomes more necessary to be able to generate your own custom images—to increase both the quality and effectiveness of content—the ability to quickly generate images using AI will be vital.

Up to 6.6x the Stable Diffusion v1-5 performance

Dell Pro 14 Plus with Intel Core Ultra 5 processor 236V vs. Dell Latitude 7430

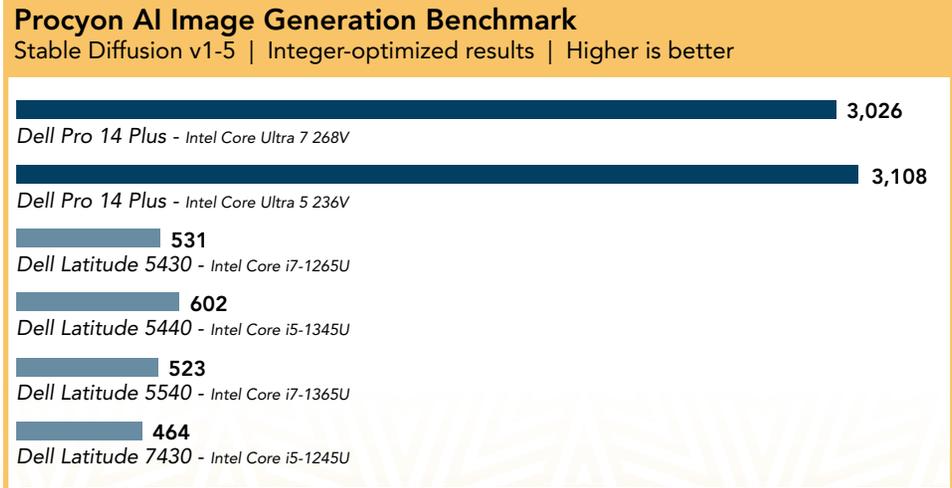


Figure 14: Procyon AI Image Generation Benchmark Stable Diffusion v1-5 integer-optimized results. Source: PT.



## Measuring battery life

### Freedom to work all day

Your teams are always in motion, and their devices have to keep up. Whether they're in back-to-back meetings, on a cross-country flight, or working remotely, the last thing they need is to be tethered to a wall outlet—or worse, scrambling for a charger.

Laptops with all-day battery life give your teams the freedom to stay productive, creative, and connected wherever work takes them. To help you make informed choices, we tested battery life across three real-world scenarios, so you can see how newer and older systems hold up under pressure. True flexibility starts with reliable power. That's exactly what Dell Pro 14 Plus laptops provide.

MobileMark 30



Procyon Battery Life Benchmark



Microsoft Teams battery life



Image provided by Dell





## Measuring battery life

### MobileMark 30

When you know you can rely on a full day of battery life, some pressure eases. You don't have to stress about whether your next meeting will have a convenient place to plug in, and you know you can work wherever you please without your charger by your side. To measure battery life in everyday work scenarios, we used MobileMark 30.

In our tests, both Dell Pro AI Plus PC delivered over ten hours of battery life. This is reassuring for users who tend to leave their chargers at home or are always looking for an outlet. Even without a charger, you should still be able to comfortably work for the entire day (including lunch, if it's busy!) without borrowing a colleague's. The older devices, in contrast, couldn't even make six hours. If you arrived at work at 9 a.m., they'd be dead by 3 p.m., and you'd still have two hours of work to go.

Up to 79.28% longer battery life

**Dell Pro 14 Plus with Intel Core Ultra 7 processor 268V  
vs. Dell Latitude 5430**

### MobileMark 30

Battery life | hh:mm | Higher is better

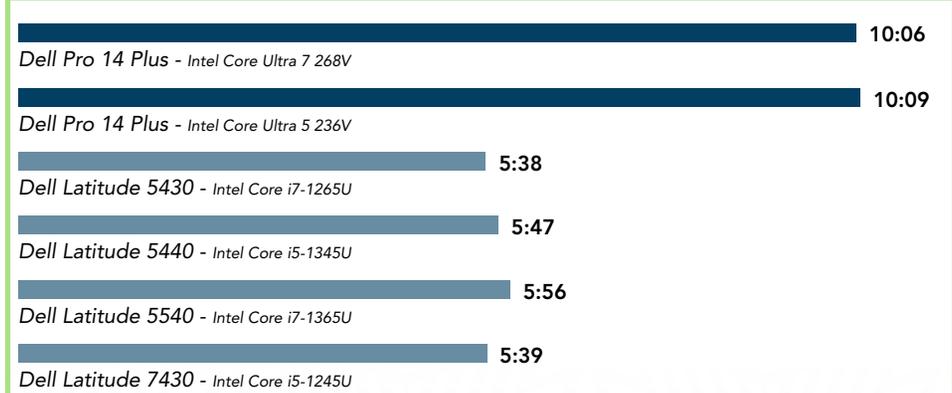


Figure 15: Battery life during a Microsoft Teams meeting. We set all systems to Best power efficiency mode and set the display brightness to 250 nits. Please note that the Dell Latitude 5430 failed to complete the MobileMark 30 test. The results we report are estimates that MobileMark 30 produced based on the portion of the test the device was able to complete. Source: PT.



## Measuring battery life

### Procyon Battery Life

If you're one of the many people who primarily deals with Microsoft 365 applications, you likely want to know long your device's battery will last for a normal day of work in those apps. That's why we tested battery life with the Procyon Battery Life benchmark.

As we stated earlier, different workdays affect battery life differently, but on this benchmark, the Dell Pro 14 Plus AI PCs still lasted significantly longer than their counterparts. Figure 14 shows that both configurations lasted over eight hours, enabling a full day of work, while the older Latitude PCs lasted a maximum of 6 hours 50 minutes.

The Dell Pro 14 Plus AI PCs were also more energy-efficient than their counterparts, delivering more minutes of battery life per Whr of battery on this and both of the other battery life benchmarks we ran. [Explore the efficiency metrics we tested in the full reports.](#)

Up to 68.6% longer battery life

**Dell Pro 14 Plus with Intel Core Ultra 5 processor 236V vs. Dell Latitude 5440**

### Procyon Battery Life Benchmark

Battery life | hh:mm | Higher is better

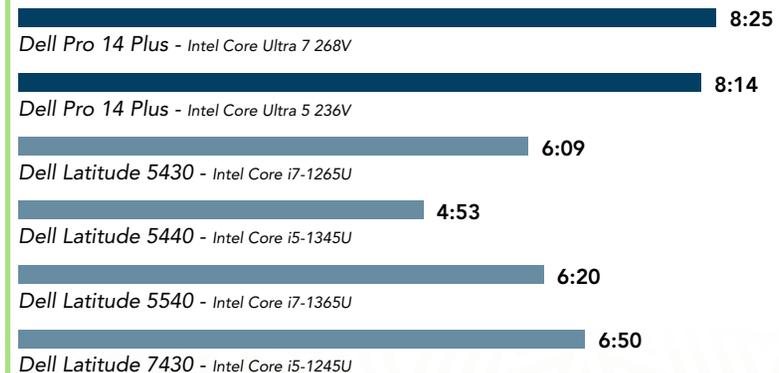


Figure 16: Procyon Battery Life Benchmark results. We set all systems to Best power efficiency mode and set the display brightness to 200 nits. Source: PT.



## Measuring battery life

### Microsoft Teams video call

While it's great to know your battery life for a normal day of work in office apps (thank you MobileMark and Procyon!), many people also spend lots of time in video calls. That's why we ran our video-conferencing battery life assessment, in which we set up a Microsoft Teams meeting with nine participants and measured how long the laptops' batteries lasted.

The new Dell Pro AI Plus PCs provided multiple hours more battery life than their older predecessors (Figure 15). The longest-lasting older device ran for just 4 hours 11 minutes, while both Dell Pro AI Plus PCs lasted well over 7 hours. Most people attend at least one meeting every day, and if you're in part of that group, it's comforting to know your laptop can handle even a demanding, multi-hour meeting day.<sup>21</sup>

### Longer battery life for meeting-heavy days

One study estimates that 98% of meetings will have at least one remote attendant, making virtual and hybrid meetings the new norm.<sup>22</sup> With the meeting load wearing on your device as well as your schedule, long battery life for virtual meetings is essential.

Up to 2x the battery life

**Dell Pro 14 Plus with Intel Core Ultra 5 processor 236V vs. Dell Latitude 7430**

### Battery life during a Microsoft Teams meeting

Battery life | hh:mm | Higher is better

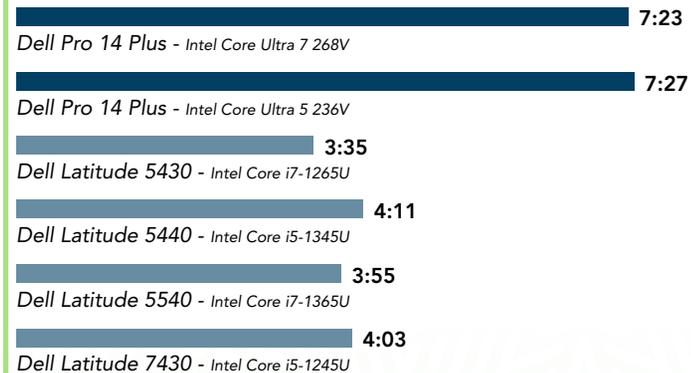


Figure 17: Battery life during a Microsoft Teams meeting. We set all systems to Best power efficiency mode and set the display brightness to 250 nits. Source: PT.



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## Our approach

We compared two configurations of the Dell Pro 14 Plus PC, powered by Intel Core Ultra processors (Series 2), to several different 2022 and 2023 Dell Latitude systems. Our tests covered performance from multiple angles—including everyday office work, graphics-intensive work, and AI workloads—as well as battery life. We also created a productivity cost savings comparison based on additional tests with the Procyon benchmark suite. The rest of this PDF, and the full test reports, highlight specific comparisons we made amongst the below systems.

### Dell Pro 14 Plus AI PC

- Dell Pro 14 Plus AI PC with Intel Core Ultra 5 processor 236V with Intel vPro
- Dell Pro 14 Plus AI PC with Intel Core Ultra 7 processor 268V with Intel vPro

### Two-year-old Dell Latitude PCs (2023)

- Dell Latitude 5440 laptop with Intel Core i5-1345U processor with Intel vPro
- Dell Latitude 5540 laptop with Intel Core i7-1365U processor with Intel vPro

### Three-year-old Dell Latitude PCs (2022)

- Dell Latitude 7430 laptop with Intel Core i5-1245U processor with Intel vPro
- Dell Latitude 5430 laptop with Intel Core i7-1265U processor with Intel vPro

[Learn more about the Dell Pro 14 Plus](#) ▶





Learn more

## Explore our results

To learn more about what we found, explore all our results and our productivity cost model in the following reports and infographics, or dive into our test methodologies in the science behind the report.



### Unlock valuable productivity improvements with Dell Pro 14 Plus AI PCs

[Report](#) ▶

[Science](#) ▶

[Calculator](#) ▶



### Dell Pro 14 Plus: Be better prepared for what's coming

[Report](#) ▶

[Science](#) ▶

[Infographic](#) ▶



### Energize your business strategy with the new Dell Pro 14 Plus

[Report](#) ▶

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Productivity gains

General performance

AI performance

Battery life

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## Learn more

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