

A man with dark hair, wearing a bright orange hoodie, stands in a field of tall grass and wildflowers. He is holding a silver laptop and looking towards the camera with a slight smile. The background shows a line of trees and a clear blue sky with some light clouds. The overall scene is bright and natural.

Smarter  
technology  
for all

Lenovo

**Think again:**  
**The right  
technology is  
more than just  
familiarity and  
aesthetics.**

Across nearly every industry, organizations are realizing how important creating a positive employee experience (EX) is to not only maintaining employee productivity and satisfaction, but to attracting and retaining top talent as well.

Having the right technology in place has been a key aspect of the overall EX, especially since the advent of the remote/hybrid workplace. **82% of workers surveyed said that technology has a significant impact on employee engagement and happiness.<sup>1</sup>** And the PC is at the heart of that technology experience.





# It's time to **think again** about the bigger picture.

Explore the new **Lenovo ThinkPad® Z13 and Z16** with business-ready AMD Ryzen™ PRO 6000 Series processors and Windows 11 Pro, reinventing the premium enterprise mobile experience — without sacrificing enterprise-grade security, manageability, or durability.

## A balancing act

Often IT teams get requests to offer non-Windows devices as part of the enterprise fleet. These requests could come from an executive looking for a stylish, high-profile device. Or they might be from line-of-business leaders asking on behalf of a team that believes a non-Windows device allows them to do their job more efficiently.

On one hand, organizations want to give users their device of choice. On the other, there's the very real concern about the added time, effort, and cost needed to support these devices.

The reality is that not every device is suited for the enterprise working environment. Enterprise devices need to be rugged and reliable to support continuous productivity. They need to run a stack of mission-critical apps seamlessly.

## The hidden cost of a style-first approach

One thing those colorful, stylized commercials for one particular non-Windows manufacturer won't mention is that sometimes you might actually be excluding some users.

Enterprise devices need to accommodate users with a wide range of abilities and needs when it comes to vision, hearing, mobility, speech, and neurodiversity. Decisions some manufacturers make — like not offering a touchscreen display or giving up a fraction of an inch of key travel to accommodate a sleeker design — can negatively impact the experience for certain users.

Lenovo devices are engineered and built to be inclusive for all users. And our broad portfolio of form factors to choose from helps match each device to each user's tasks and needs.

But that doesn't mean companies have to sacrifice style for real-world performance. Lenovo offers advanced styling and sleek design with thin and light options to satisfy the most demanding users. In fact, in a recent survey, companies saw a **15% increase in employee satisfaction with Lenovo ThinkPad® premium devices.**<sup>2</sup>

## Smarter performance with style

Unlock truly hybrid, on-the-go innovation with power to spare with the new Lenovo ThinkPad Z13 and Z16, along with the comprehensive security, business-class productivity tools, and flexible management options of Windows 11 Pro.

And employees can feel good knowing their device manufacturer shares their commitment to sustainability efforts. 56% of Gen Z and 46% of Millennials are dissatisfied with their organization's commitment to sustainability and would leave within two years.<sup>3</sup>

EX demands devices and services that IT teams can ensure are up to date, reliable, and effortlessly compatible with the work required. The ThinkPad Z13 and Z16 deliver enterprise-level consistency, productivity, and security in an elegant design workers will be proud to use anywhere.

1 Harvard Business Review, "Technology's Make or Break Role in Employee Engagement," March 2020

2 A commissioned study by Forrester Consulting, "The Total Economic Impact™ of Lenovo ThinkPad Premium Devices," June 2021

3 Deloitte, 2022 Global Gen Z and Millennial Study, January 2022

AMD  
**RYZEN**  
PRO



**Windows 11**

Lenovo recommends  
Windows 11 Pro for Business.

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