

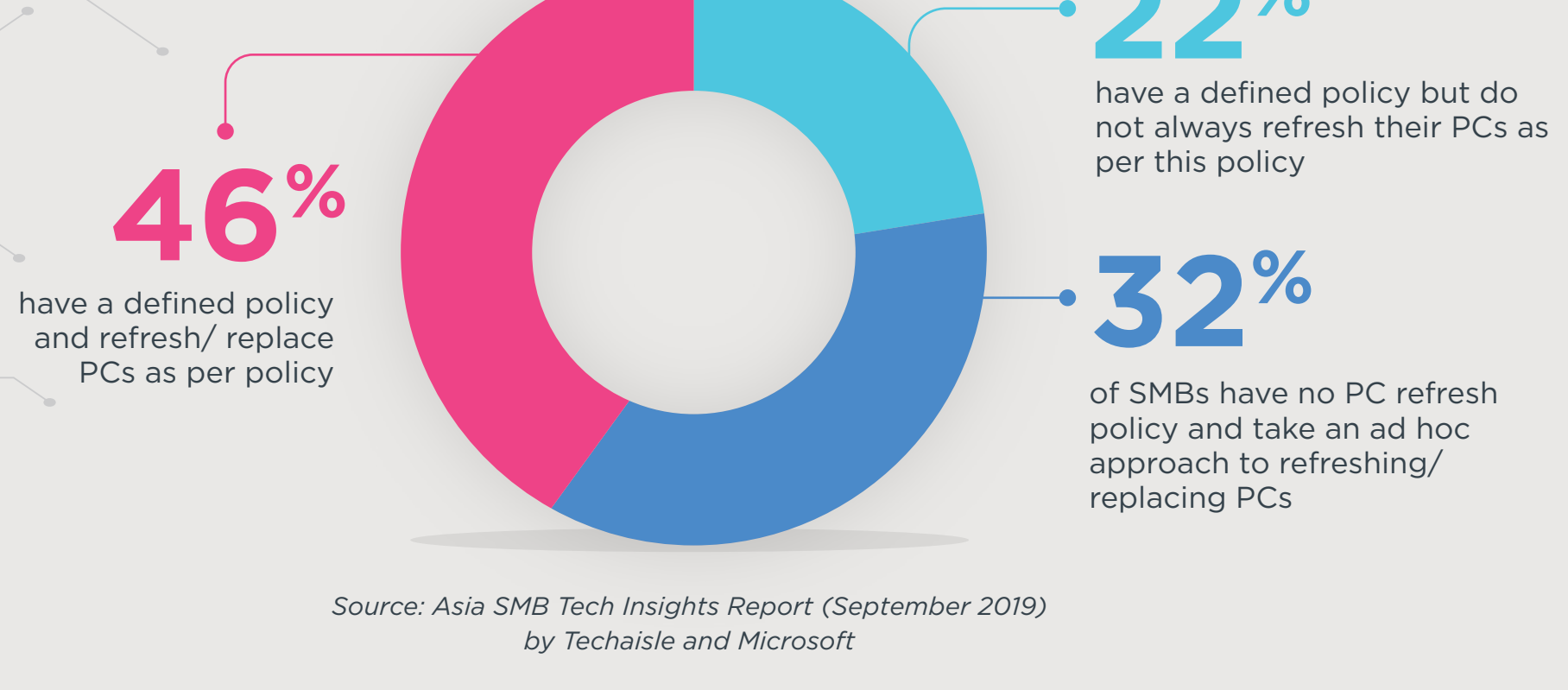
# 5 reasons why SMBs should choose Modern Devices



Increasing profitability, improving workforce productivity and reducing operational costs are among the top business issues for SMBs in the Asia-Pacific region. Too often, SMBs focus on short term costs that can lead to situations that cost them more.

Read our infographic to find out how investing in modern devices, powered by the latest Intel processors and Windows 10 Pro brings about business benefits which can impact your competitiveness.

## Reality of current SMBs PC refresh policy



Source: Asia SMB Tech Insights Report (September 2019) by Techaisle and Microsoft

## Why should you keep your PCs and Software up-to-date?

### 1 Cost efficiency

Reduction in overall maintenance fees, and greater overall manageability and efficiency



### 2 Security

Improved protection against ever-evolving cyberattacks, data theft and employee malfeasance



### 3 Productivity

Modern, easy-to-manage technology means employees can be more productive from anywhere



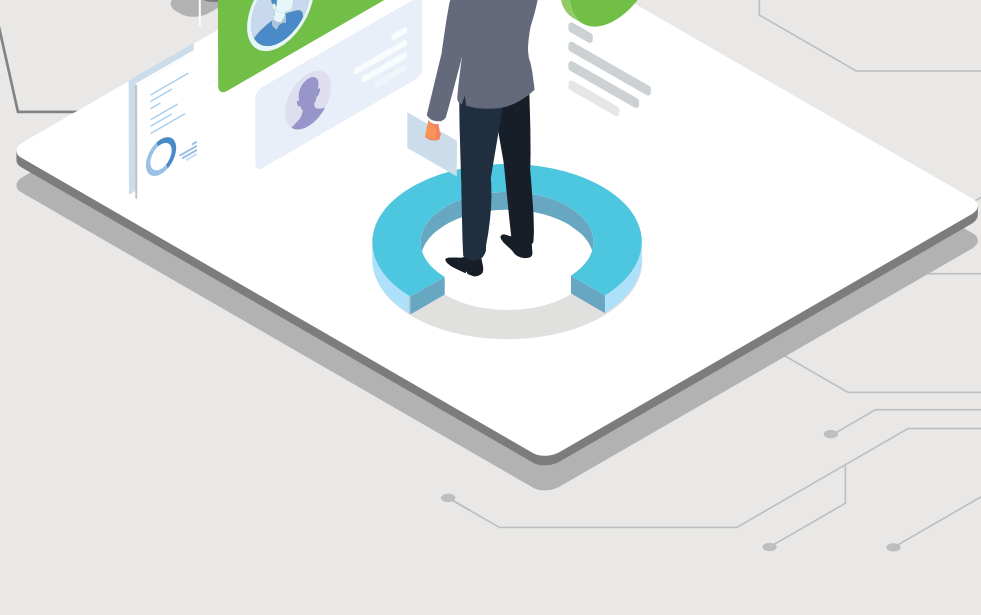
### 4 Business Growth

Smarter and newer technologies are built to deliver remote manageability and security which your business needs, with the performance and long battery life your users want. With improved business efficiencies, it will translate to tangible and sustainable business growth.



### 5 Employee Experience

If your employees are happy, they are more likely to be productive and stay at a company. Create a positive, smart workspace experience will encourage them to produce their best work. Among the variables that affect the employee experience, technology plays a huge role. Leveraging the right tools can make employees want to work and increase their ability to collaborate, communicate, and innovate.



## Modern Devices Powered by Windows 10 Pro and the latest Intel® Processors

### ThinkCentre Desktops:

**Supercharge your company growth with scalable technology**

ThinkCentre desktops are engineered to maximize your productivity with expandability features. Just like our latest ThinkCentre M70c, they are equipped with dual display ports to connect existing monitor and new ones, and latest Intel desktop technology that brings you fast speed in responding to dynamic business changes. Our ThinkCentre desktops are available in form factors ranging from Nano to ultracompact powerhouses to meet your every business needs.



### ThinkPad Laptops:

**Legendary performance & reliability**

ThinkPad systems are engineered for durability. We know your business depends on your PC to keep you going. So every ThinkPad is made to endure. Every investment is made to focus on process improvement, ergonomics, and usability of ThinkPad—so you can focus on achieving results for your business. With the world's first foldable PC, ThinkPad X1 Fold will reshape the way you experience a laptop.



### ThinkBook Laptops:

**Built for business, designed for you**

ThinkBook is engineered for the new workforce who expects a device that promises uncompromised productivity with essential features such as, security, reliability, and business-grade support services, while satisfying the demand for sleek & stylish looking devices. Lenovo ThinkBook also comes with innovative features like hot keys, audio and visual technologies that provide convenience, enhanced web conferencing experience and seamless connection.



### Boost your productivity with Lenovo Visuals and Accessories

Lenovo's device multipliers ranging from docks to input devices and visuals, help employees to do more in less time and enable users with different job roles to extract the full potential of their devices, thereby boosting productivity.



### ThinkPad Mobile Workstations:

**Powering unlimited possibilities**

Fusing the portability of a laptop and the performance of a workstation, the ThinkPad P Series laptops are ISV-certified for all major applications. These systems feature lightning-fast graphics and processing, and the latest cutting-edge technology to handle your compute-intensive needs—in surprisingly light packages.

### Lenovo Premier Support Ranked #1 In Global Study\*

Premier Support is Lenovo's advanced PC support solution for business, managing routine support tasks and freeing IT to focus on strategic efforts. You will have direct access to elite Lenovo engineers who provide unscripted troubleshooting and comprehensive support for hardware and software.

Source: TBR, Premier PC Support Customer Satisfaction Research, March 2020



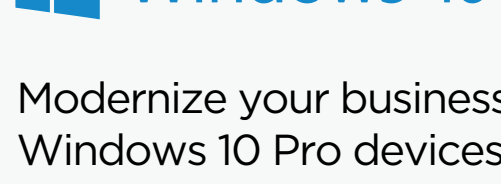
Discover all about Lenovo Solutions, powered by the latest Intel® processors and Windows 10 Pro

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## Smarter technology for all



Powered by Intel® Core™ Processors



Modernize your business: Windows 10 Pro devices.

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