

Buyer's Guide

Smarter  
technology  
for all

Lenovo

# Improving the IT experience for a new generation

Prepare for the new work-from-anywhere (WFA) demands with premium laptops and managed IT services created for this growing workforce.

**Lenovo recommends  
Windows 11 Pro for business.**



AMD  
RYZEN  
PRO

 Windows 11

Lenovo recommends Windows 11 Pro for business





## Adapting to a new workforce

A new generation of creative, inspired individuals is reshaping work to fit their daily lives and their values. IT professionals are stepping up to meet the challenges of this hybrid workforce with improved devices, managed services, and sustainable practices.

### The new challenges:

#### **Finding devices created for modern hybrid work**

Outdated, uncomfortable, and poorly designed equipment impacts the daily experience of every worker — reducing productivity, security, and employee retention

#### **Teams not collaborating efficiently**

Working from anywhere fails when teams can't meet, message, or work together when needed

**By next year, remote workers will make up:<sup>1</sup>**

**53%** of the U.S. workforce

**52%** of the U.K. workforce

**32%** of the global workforce

#### **Meeting sustainability expectations**

Sustainability is a top priority for this generation. It has become a differentiator in the jobs they take and the products they use

#### **Increasing demands on IT teams**

Rising security threats are targeting remote workers. Addressing these threats across disparate devices and systems adds to the demands already facing IT teams

# Discovering opportunities in the hybrid workforce

Organizations can improve their WFA experience by focusing on three key areas.



## 1. Equipping employees with devices made to fit their work and life.

Deploy modern laptops and accessories designed for WFA, safeguard against security threats, and meet the sustainability expectations of this generation.



## 3. Enhancing IT services to meet demand.

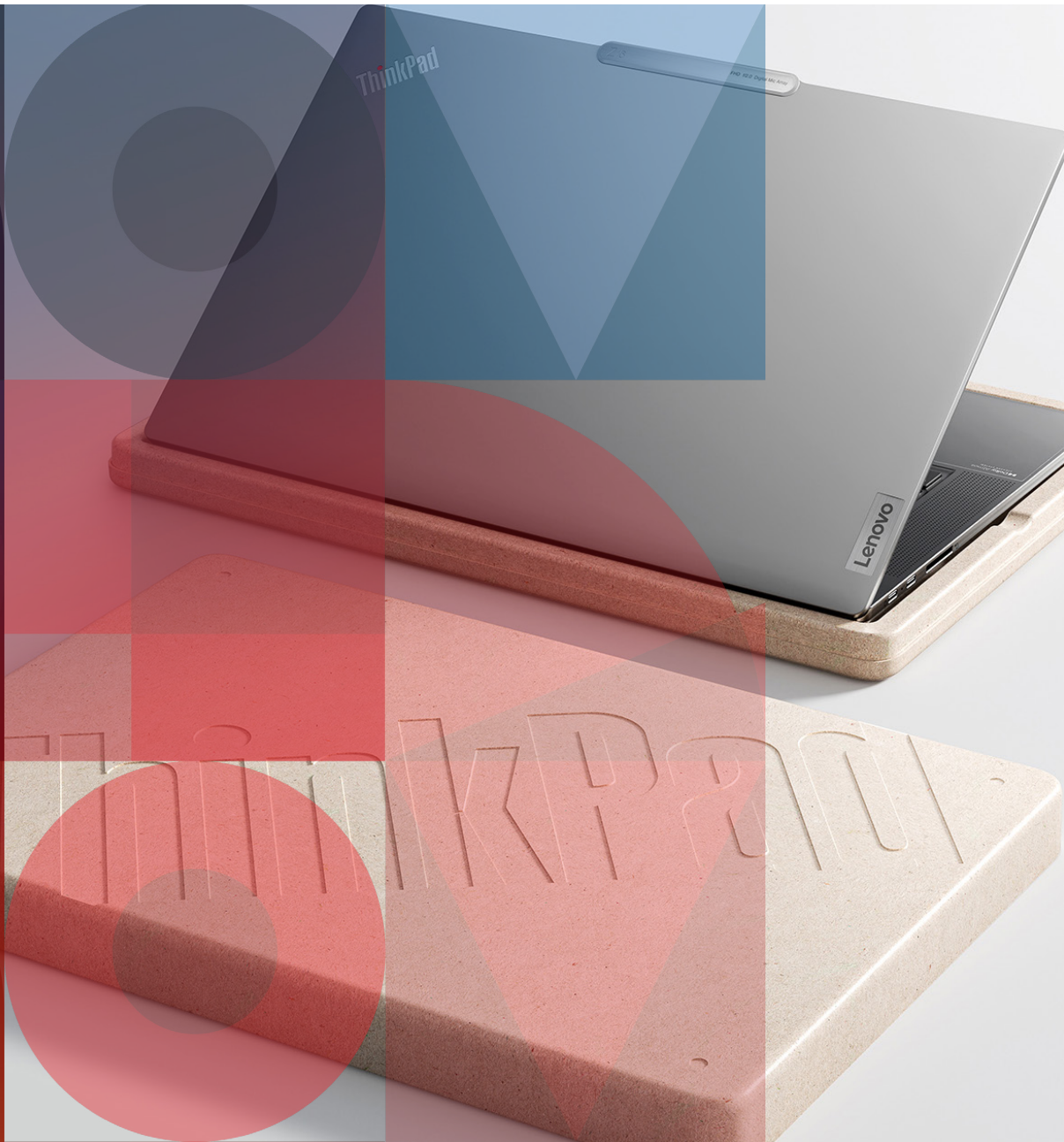
Optimize user and fleet manageability with integrations that simplify support and managed services that remove workloads, delivering on the diverse security and support needs of hybrid workers. IT teams can be freed up to focus on new growth initiatives.



## 2. Bringing teams together.

Hybrid workers want clear video, near bezel-less screens, and fast processing to make collaborating with team members easier. Innovation is at the heart of this generation, but it means nothing if it can't be shared.

ThinkPad Z13 with recycled  
PET vegan leather





# Equipping employees with devices made to fit their work and life

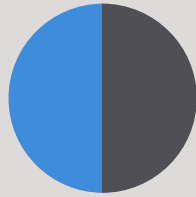
Providing devices created specifically for hybrid work improves every interaction the employee has during the day — boosting productivity, decreasing support requests, and improving the company's employee retention.

Two-thirds of organizations expect to use technology to improve their employee experience.<sup>2</sup>



One-third of workers have left a job due to technology.<sup>3</sup>

Half are likely to leave their jobs due to frustration with the technology they use.<sup>3</sup>



16% of millennials and Gen Z workers have already quit a job due to the technology the employer provided.<sup>4</sup>



## Embracing sustainability

Employees want sustainable materials and processes. They're willing to put their money where their mouth is and expect the same of their companies.

**70%** of millennials say sustainability affects how long they stay at a company.<sup>5</sup>

More than a third of all workers say they have given more time and effort to their job due to their company's sustainability efforts.<sup>6</sup>



**40%** of millennials say they've accepted competing job offers based on a company's sustainability.<sup>5</sup>

## Making security a priority

Providing secure, enterprise-ready devices designed for WFA keeps IT teams on top of security threats as they emerge.

**74%** of IT workers feel they have been less effective when responding to security threats for remote workers.<sup>7</sup>

The FBI has tracked a 300% increase in the number of reported cybercrimes since the pandemic started.<sup>9</sup>



**20%** of organizations report that remote workers have caused a security breach.<sup>10</sup>





## The ThinkPad® Z Series: Built for the modern workforce

Meet the sleek, new ThinkPad Z Series — designed for how and where work happens today without sacrificing enterprise-class productivity.



**Premium experience**



**Modern progressive design**



**Visionary collaboration**



**Sustainability in action**



**Intrinsic and continuous security**

### Thin, light, and powerful: Perfect for hybrid workers

## Lenovo ThinkPad® Z13

The **new Lenovo ThinkPad Z13** defines progressive design and mobility. Thin and ultra-light at 1.25kg, this 13" WFA powerhouse boasts the coveted combination of an AMD Ryzen™ PRO R7 6860Z U-Series processor with AMD RDNA™ 2 integrated graphics, a feels-like-you're-there FHD RGB + IR dual camera with the new webcam e-shutter, an edge-to-edge keyboard shaped to fit the natural finger curve, haptic ForcePad™ and customizable TrackPoint buttons.

Plus, the fresh ultra-narrow bezel design provides maximum screen real estate. Personalize your ThinkPad by selecting from arctic grey aluminum, bronze aluminum with black vegan leather, or black aluminum with an arctic grey frame.

### Superior performance for mobile power users

## Lenovo ThinkPad® Z16

The **new Lenovo ThinkPad Z16** is built for on-the-go performance. This 16" laptop, powered by the AMD Ryzen™ PRO R9 6950 H-Series processor and optional discrete AMD Radeon™ RX6500M graphics with SmartShift, is a perfect fit for content creators. Screen time becomes a crystal-clear pleasure with the largest screen-to-body ratio of any ThinkPad, a premium camera with new webcam e-shutter, and LTE connectivity.

The Z16 also boasts the first 120mm-wide haptic ForcePad™ on a ThinkPad. The Z16 provides an elevated experience: simple beauty with exceptional power. Available in arctic grey aluminum.

Explore the Lenovo ThinkPad Z Series [here](#).





# Accessories made for on-the-go work

The Lenovo ThinkPad Z Series is the foundation of a modern strategy for WFA laptops. Build on that strategy with accessories made to boost productivity and peace of mind everywhere work happens.

## Staying in the flow

### Lenovo Go wireless active noise-canceling headset

Remain focused on what matters with best-in-class noise reduction and clarity, more than 20 hours of battery life, and dual Bluetooth® connectivity — in addition to USB audio and charging.

## Creating in comfort

### Lenovo Go wireless vertical mouse

Designed with handshake contours to reduce wrist strain and treated with cork for an easier grip, this customizable mouse offers up to 12 months of battery life on a single AA battery.

## Connecting to everything

### ThinkPad® universal USB-C dock

Connect, charge, and automatically install firmware updates anywhere with blazing-fast speeds.

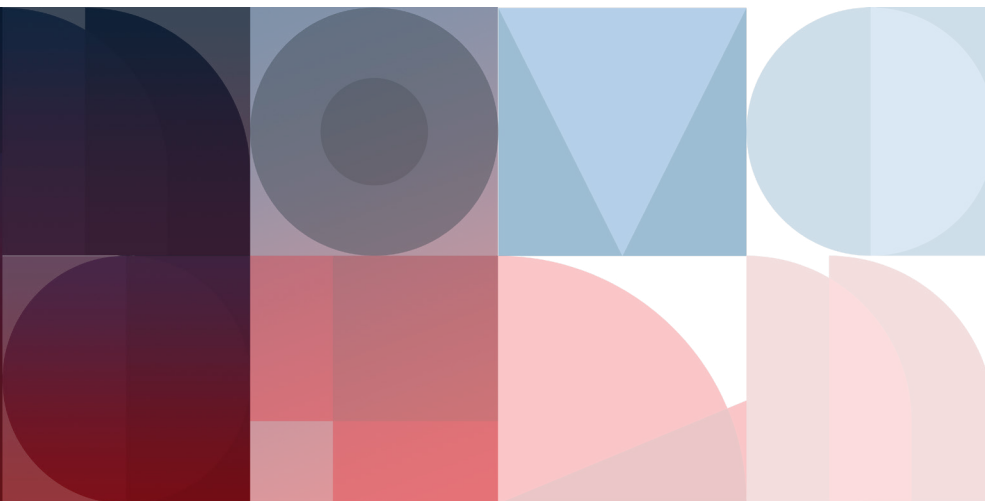
## Delivering confidence in small packages

### Lenovo Go

These travel-ready, field-tested peripherals are made to withstand the rigors of working from multiple locations.



Lenovo Go Wireless Headset and Mouse







Businesses using collaboration platforms experience a

**10% jump in productivity.<sup>11</sup>**

## Bringing hybrid teams together

Meetings should be easy, clear, and collaborative, no matter what the distance between team members may be.

The Lenovo ThinkPad Z Series provides immersive collaboration and studio-quality conferencing with virtual backgrounds, image quality enhancement, background noise removal, face recognition, and object detection.

Lenovo ThinkSmart solutions enhance the immersive experience with devices designed so employees can easily engage, with each other and in groups, from anywhere.

**ThinkSmart Manager: Manages all your devices from a single console.**

### Lenovo ThinkSmart personal solutions

#### ThinkSmart Cam

The ThinkSmart Cam is Lenovo's 4K HDR AI-enabled camera that keeps meetings crystal clear.

#### ThinkSmart Bar

The ThinkSmart Bar, a lightweight audio device, is purpose-built to improve long-distance communication.

### Lenovo ThinkSmart team solutions

#### ThinkSmart Hub

The ThinkSmart Hub can transform any room into a conference space with a rotatable touchscreen display, four built-in speakers, and dual array mic.

#### ThinkSmart Edition Tiny

ThinkSmart Edition Tiny custom PC kits support videoconferencing in any size room.

Explore Lenovo ThinkSmart solutions [here](#).



# Enhancing IT services to meet demand

Increasing support requests and security threats do not have to limit the productivity of your IT team. Lenovo provides the services needed to support an ever-changing workforce.

## Lenovo Managed Services

Lenovo Managed Services provide end users with a premium technology experience from start to finish — while providing IT teams the freedom to innovate with the peace of mind that users are being well served.



### Smart Service Desk

Managing the day-to-day IT issues of your hybrid workforce can take a significant toll on your IT staff. Lenovo Managed Services Smart Service Desk options answer the call with expert support resources that resolve issues quickly and efficiently.



### Smart Fleet Services

The PC is the heart of the modern workforce. Lenovo Managed Services streamlines maintenance with AI-driven predictive monitoring and management, removing workloads so IT teams can focus on innovation.



### Smart Managed Security by ThinkShield

The expanded attack surface presented by a hybrid workforce has proven irresistible to hackers and malware, ransomware, and phishing attacks are on the rise. Lenovo Managed Security supports every aspect of your workforce's protection needs, no matter where they're working.



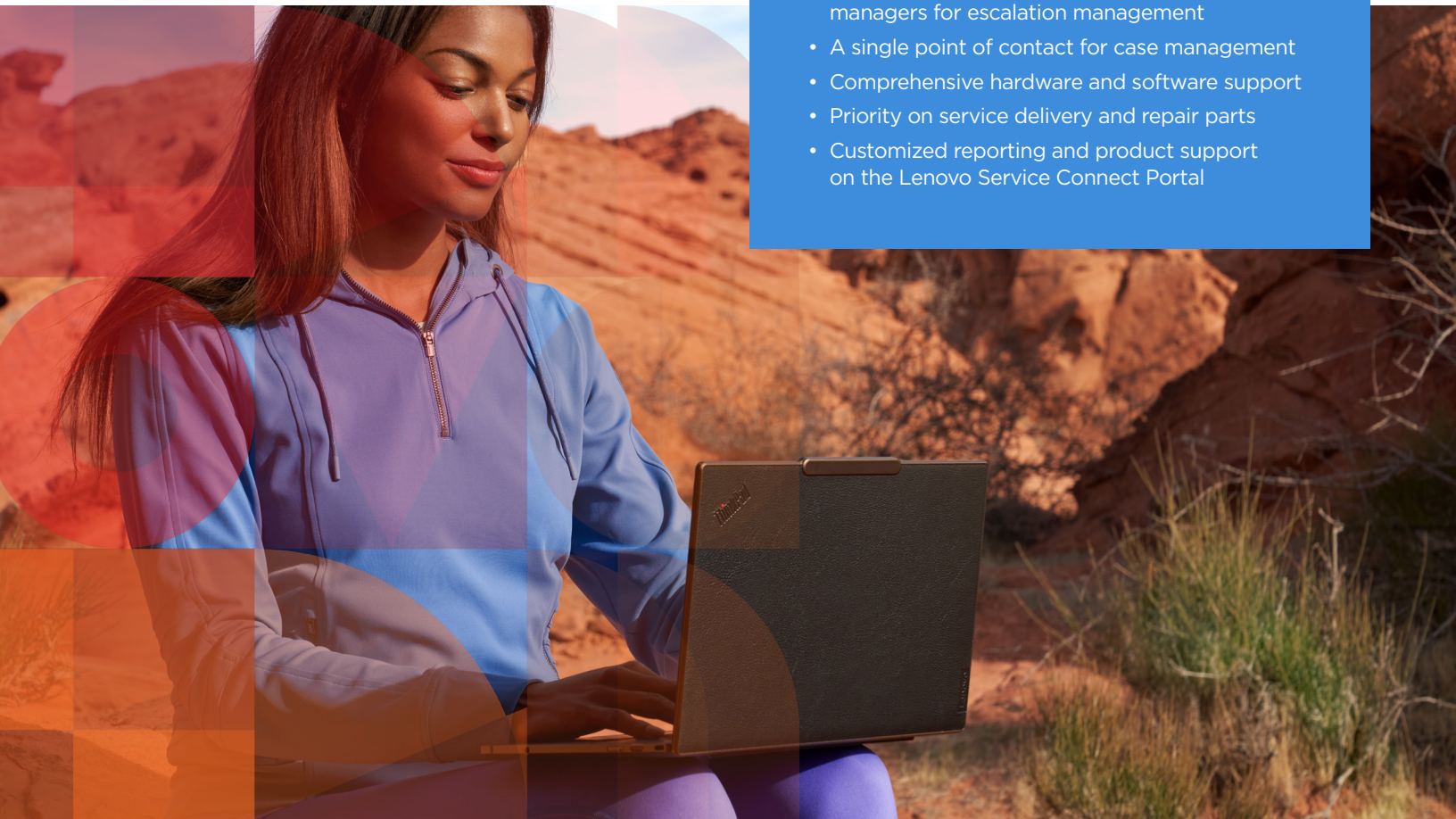
### Smart Managed Solutions

97% of mainstream businesses feel unprepared for a long-term hybrid workforce environment.<sup>12</sup> Lenovo Managed Services has you covered with everything from onsite services to asset recovery.

## Lenovo Premier Support

Get direct access to elite Lenovo engineers who will handle routine support requests for you, freeing up time to concentrate on moving forward.

- Advanced technical support available anytime in 100+ markets
- Real relationships with technical account managers for escalation management
- A single point of contact for case management
- Comprehensive hardware and software support
- Priority on service delivery and repair parts
- Customized reporting and product support on the Lenovo Service Connect Portal





# Lenovo TruScale™ Device as a Service

## A refreshingly simple approach to device management

Lenovo TruScale™ provides IT leaders the performance and flexibility to pay as they grow — while ensuring reliability and peace of mind around IT considerations like security, governance, and latency in a hybrid environment. From hardware and licensing to support and management, simplify your process with one contract and one point of contact.

Take the next step to seamlessly enable your workforce and let Lenovo take care of everything — all for one affordable, predictable, and flexible rate (monthly, quarterly, or annually).

### Find out what your savings could be [here!](#)

- Free up capital and improve employee productivity
- Get end-to-end services and support that precisely match your needs
- Enjoy the simplicity of one predictable monthly fee
- Monitor and assess device health and usage with proactive, predictive analytics
- Easily add or remove devices from your plan or pause your service as business needs change

# 63%

of respondents in a recent global survey indicated they were interested in a DaaS solution.<sup>13</sup>





# Discovering you're not alone

The new workforce demands a technology experience that fits their hybrid lifestyle.

Improving the WFA experience builds better businesses, relationships, and industry practices. We're in this together.

Lenovo is here to help your business evolve and thrive — no matter how or where your employees work.

Contact your **Lenovo representative to learn more** or visit [www.lenovo.com/zseries](http://www.lenovo.com/zseries).

## Sources

- 1 Gartner, "Hybrid and Remote Workers Change How They Use IT Equipment," July 2021
- 2 Willis Towers Watson, "2021 Employee Experience Survey," July 2021
- 3 Adobe Workfront, "The 2021 State of Work," March 2021
- 4 Zapier, "Misunderstood Generations: What Millennials and Gen Z Actually Think about Work," January 2020
- 5 HRDive, "Green companies make the greenest pastures," February 2019
- 6 Fast Company, "Most millennials would take a pay cut to work at an environmentally responsible company," February 2019
- 7 IE and Vanson Bourne, "2021: Assessing IT's readiness for the year of flexible working," January 2021
- 8 Forrester, "Beyond Boundaries: Cybersecurity in the New World of Work," September 2021
- 9 IMC Group, "COVID-19 News: FBI Reports 3005 Increase in Reported Cybercrimes," May 2020
- 10 Malwarebytes, "Enduring from home: COVID-19's impact on business security," March 2020
- 11 Forrester, "Communications And Collaboration Technology For Remote Workers," April 2020
- 12 "SMB and Midmarket Hybrid Work is Here to Stay — Not so Fast, Says the Data," techaisle.com, April 2021
- 13 Lenovo, "The Future of Work and Digital Transformation" report, February 2021

© Lenovo 2022. All rights reserved. v1.00 January 2022.

AMD  
RYZEN  
PRO

Windows 11

Lenovo recommends Windows 11 Pro for business

Smarter  
technology  
for all

Lenovo