



Inc.

Lenovo

Robust Computing Power is Key as Businesses Pivot to Work-from-Anywhere

*How to increase productivity and creativity
and thrive in the new business landscape*



Businesses were blindsided by the pandemic when it came on the scene in early 2020. Prior to the first warning signals of a strange illness in various regions around the world, economic indicators were favorable. Unemployment was at a fifty-year low. The economy was growing steadily. But, as the scope of the challenge became clear, many recognized the need for revolutionary change.

While the COVID-19 pandemic has caused massive economic upheaval and devastated communities and businesses around the world, pandemics themselves are nothing new. Roughly three times per century, an illness sweeps across the planet, creating disruption and destruction in its wake. Even as pandemics take their toll on humanity, the human response has led to societal advances and innovations. For example, the working poor were elevated from serfdom to an empowered labor force after the bubonic plague wreaked havoc on much of the world in the 14th century. The 1918 influenza pandemic led to new approaches in health care and preventive medicine. The current pandemic has already inspired innovation in many areas, and it has served as a catalyst to prove the business use case for viable and highly productive remote and hybrid workforces.

By June, the business landscape had undergone a radical transformation, with employees working from home (WFH) accounting for more than 60 percent of U.S. economic activity, according to a [study](#) by the Stanford Institute for Economic Policy Research. A Lenovo [global research study](#) found that the work location of almost three-quarters of employees worldwide has been affected by COVID, and many expect the workplace to be forever altered.

Survival, then growth, in an era of change

At first, businesses didn't have the luxury to examine the possible long-term impact of the pandemic. They were in survival mode and needed to change everything from where employees work to how products and services were delivered or how their businesses generated revenue. The pandemic accelerated the need to embrace innovation and emerging technologies. Stay-at-home orders began in some states in March. By the end of the summer, 90 percent of companies were in the process of business transformation, with four in 10 organizations prioritizing digital initiatives, according to [research](#) by Robert Half.

As businesses navigated new paths in a COVID-19 environment, they learned many important lessons. Some of these include:

- **Culture must function effectively across all modes of work.** [Gallup studies](#) show that businesses are most successful when workplace culture is aligned across the virtual, hybrid, and in-person employee experience (EX).
- **Businesses need contingency plans, along with budgets to implement and support them.**
- **It's best to invest in emerging technologies sooner rather than later.** A recent [McKinsey survey](#) found that funding for digital initiatives is a top priority for business leaders.
- **Business is increasingly conducted online,** and the pandemic has accelerated this trend by several years. Globally, 58 percent of customer interactions are now digital; in North America, it's 65 percent.
- **Agility and flexibility matter.** Businesses must look for new ways to connect with customers and market new products.
- **Remote and hybrid workforces can be just as productive, or more so, than traditional workforces** when given the right technology and other resources they need to excel.

Some businesses are still in turmoil, focused on recovering. However, once leaders find a level of stability, it's time to be forward-looking about what's next—and what long-term changes need to become a permanent part of the new business model. Undeniably, the outsized role technology played in core business strategies will be front and center.

This white paper takes a closer look at the challenges of the new work-from-anywhere (WFA) landscape. Even businesses that had modest work-from-home (WFH) policies in the past need to make changes. Managing a few static WFH schedules is far different than managing and supporting dynamic, entirely—or almost entirely—remote teams. Businesses, especially small and medium sized businesses (SMBs), interested in engaging their teams, enhancing productivity, and growing in this new environment need to focus on three key areas: new strategies, new technologies, and increased computing power to realize their goals.

I. New Strategies

After responding to the pandemic with a nimbleness no one could have predicted, companies committed to growth now need to think and prioritize differently. Employees played an enormous role in pivoting as necessary and, as a result, proved how they truly are a company's most important asset. To ensure their continued engagement and contributions, businesses need to support them with the tools and opportunities they need.

Supporting a distributed workforce

A study conducted by Forrester Consulting for Lenovo and Intel found that the impact of technology in improving EX—a key success factor for hybrid and remote workforces—is much greater than anticipated. On average, companies' investments in EXs result in a five-fold return, driven by increased productivity, organizational agility, and customer satisfaction.

In recent years, remote work—the WFA model—was in high demand among employees. And, while it had gained traction, COVID-19 made it mainstream. While 31 percent of employees were working from home on a regular basis prior to the pandemic, that jumped to 88 percent after shutdowns were enacted, according to a report by Global Workplace Analytics (GWA). Pre-COVID, just nine percent of employees worked from home full-time (five days a week); during the pandemic that climbed to 77 percent.

But just sending them home wasn't enough. To ensure employees could do their jobs, companies needed to treat remote support, including technology needs, as a new business priority. From an employee perspective, the GWA survey found that the most significant enablers of a successful remote work strategy include:

- The right technology to do their work, and the training and skills they need to use those tools.
- Remote meeting and collaboration tools that are intuitive and easy to use.
- Reliable and secure access to company networks.
- Self-discipline.
- A suitable place in the home to work without distractions.
- The trust of their manager.

Using predictive analytics, GWA projects that 76 percent of employees will continue to work remotely at least one day a week after the pandemic has been tamed. Most would prefer to do so two days a week if given the option. What employees like most about working from home are eliminating their commute and positive effects on their well-being, especially improved work-life balance.

Adopting an employee-first approach to tools

Both on-site and remote employees need the right technology tools to ensure their success, and that starts with their computer. Lenovo's research found that 85 percent of remote workers feel even more reliant on their work PCs (laptops or desktops) than they did when they were working from the office. As video meetings, online collaboration, and advanced data technologies become more common, remote workers need more and more processing power, which raises challenges for them and their employers.

Just 19 percent of global employees believe their companies are leaders in their industries when it comes to adopting new and emerging technology and being strongly committed to staying up to date. The percentage is even lower among employees at SMBs. Almost half of all employees feel their employers are only in the middle of the pack or are falling behind with their tech needs. Roughly 70 percent say they have purchased new technology in order to navigate new remote work requirements during COVID-19, spending an average of \$273 globally and \$348 in the U.S. on upgrades or improvements. Employers picked up the tab 61 percent of the time, but 39 percent of employees paid for the new tech partially or fully on their own.

One potential solution to these challenges is Device as a Service (DaaS), which helps organizations mitigate costs by bundling powerful workstations, PCs, and other devices with a variety of services and software for a monthly subscription fee. This approach improves employee productivity, empowering them with the latest and most agile technology. With no upfront investment and lower total cost of ownership (TCO), DaaS also frees up capital and cash flow.

Other key technology enablers of remote work success include:

- Fast, reliable internet connectivity with sufficient bandwidth for video streaming and multitasking.
- Virtual collaboration and communication tools, such as chat apps, video conferencing platforms, and file-sharing tools.
- Project management tools that allow teams to set tasks and goals, track progress, acknowledge completed assignments, and provide transparent accountability.
- Cybersecurity tools.
- Effective and accessible IT support.
- Peripherals needed to maximize efficiency and productivity of remote workspaces on an individual basis, such as noise-cancelling headphones or earbuds, multiple monitors, printers, green screens, or backgrounds for video meetings.
- Ergonomically correct furniture, such as adjustable chairs and standing desks. Seventy-one percent of respondents in Lenovo's global research study complained of new or worsening aches and pains while working remotely during COVID-19.

Investing strategically in efficiency and innovation

Think about the possibilities for efficiency if a plumbing company could digitally diagnose a customer's faulty water heater, scan its model and serial numbers, and order the right repair parts—all without a technician ever leaving the office. These capabilities already exist; their costs are coming down; and 5G will vastly increase their accessibility. Many SMBs with access to greater computing power can realize such efficiencies, boosting sales and profit while decreasing costs. Combining technologies like 5G, AI, AR, and 3D modeling, service companies will be able to blend the physical and digital environments in real time.

These technologies have a multifaceted impact on the workforce, too. Today's employees are aware of the breakthrough technologies being driven by data science, and they are excited about the future this portends. Lenovo's [research](#) found that 83 percent of employees believe 5G networks will have a positive impact on their jobs; 79 percent feel the same way about IoT, AI, and ML; and 75 percent about AR and VR.

What's more, they expect their employers to provide them with the technology they need to reap those benefits, especially powerful PCs. One [recent survey](#) found that 77 percent of full-time employees say that PCs are an essential factor in their daily work and collaboration with one another. Most respondents agreed that PC devices are critical to increasing customer satisfaction (69 percent), revenue growth (62 percent), and employee retention (55 percent).



Encouraging an “all-hands” approach to security

While work-from-anywhere offers many advantages and opens up new opportunities for SMBs, it also raises new cybersecurity challenges. These are not insurmountable, but businesses must take steps to make sure their data and their employees are kept safe from all kinds of cyber attacks.

Cyber crime has increased by as much as 300 percent since the start of the pandemic, and the FBI’s Internet Crime Complaint Center (IC3) has been averaging [3,000 to 4,000 cybersecurity complaints a day](#), up from just 1,000 a day before the pandemic.

At the same time, employee awareness of cybersecurity risks and best practices to prevent them has been declining in recent years, according to a [report](#) from MediaPRO. Three-quarters of employees surveyed for that report have such a lack of basic cybersecurity knowledge that they put their organizations at serious risk for a privacy or security incident.

In a recent [article](#), two IT experts at MIT’s The Enterprise Project singled out several areas businesses should emphasize to help their remote workers protect data, hardware, and networks:

- **Segmentation.** Work PC devices should not be used for personal activities (social media, entertainment), and they should not be used by other family members.
- **Patching.** IT leaders within the business should try to remotely patch employee devices as soon as patches become available, and they should instruct remote workers on how to patch their Wi-Fi routers.
- **Phishing emails.** This remains an active, effective, and extremely dangerous attack vector. Up to two-thirds of malware is spread by email, and one in 10 phishing emails succeeds.
- **Backups.** This is especially important if remote workers are storing essential and/or business data on their PC devices.
- **Password hygiene.** Equip remote workers with password managers and multi-factor authentication solutions. Make sure they don’t store their passwords on an unencrypted document on their device.
- **Training.** Constant internal and external training for all workers, remote and on-site, is key to maintaining an aggressive cybersecurity posture.

Choosing the right PC and workstation hardware also plays an important role in protecting against cyberthreats. Look for devices with built-in capabilities such as encryption, virtualization, and BIOS protections to harden endpoints from attacks. SMBs with internal IT expertise can use workstations to run simulations of the impact of security upgrades on the speed and efficiency of essential business processes running on their networks.

When companies truly take the time to analyze what their employees need to do their jobs in the emerging world of hybrid workplaces, the payoff comes in many ways. In addition to improving employee satisfaction and experience, employees are more engaged and productive. They have the technology, training, and leadership buy-in they need to do their jobs.

The challenge for growth-minded companies is balancing the desire to properly equip employees with the tools they need, while also making strategic, budget-minded investments in those tools. Understanding the technology and its impact can help leaders make more informed and effective purchases.

II. NEW TECHNOLOGIES

Not too long ago, data science—the process of extracting insights from data produced by algorithms and machines—was the territory of scientists and large corporations. Today, a variety of tools and technologies have democratized data science, making those insights more widely available to a greater scope of businesses.

But the real revolution lies in how data science bridges the gap between the information an organization already has on hand and new data. Increasingly, edge devices, such as equipment sensors, remote cameras, and high-powered PCs, are generating new data all the time. Monitoring and analyzing the data as it's generated can help organizations see change, patterns, and emerging needs.

Emerging innovation goes mainstream

Data science is the driving force behind technologies such as artificial intelligence (AI), machine learning (ML), augmented reality (AR), virtual reality (VR), and 3D modeling and printing. And these sectors are expanding quickly. The global AI market is [projected to grow](#) at an annual rate in excess of 46 percent a year through 2025. As AI and ML continue to penetrate the small and medium-sized business (SMB) market, companies with the right hardware and software stand to reap significant benefits. The technology is opening opportunities for better sales management and more accurate business intelligence. Businesses will be able to find and target their customers faster, more effectively, and at lower cost, which can drive top- and bottom-line gains.

With these technologies, smaller businesses are actually better situated to innovate and gain competitive edges because of their flexibility and ability to make decisions quickly and decisively, leading to greater productivity.

5G will pave a path for new business models

One of the most anticipated connectivity developments in recent years is the widespread rollout of 5G networks. 5G is designed and engineered to facilitate connected devices and automation systems, according to a [report](#) from the Institute of Electrical and Electronics Engineers (IEEE). In many ways, it will kick off the next industrial revolution, the report says. The combined effect of 5G cellular, the Internet of Things (IoT), and advanced data analytics will “pave the path for new business models, technology innovation, and myriad opportunities for applications across all industry verticals that rely on telecom and IT services,” it predicts.

Glimpses of that potential have already given us a peek at what the future might look like, sometimes in response to the COVID-19 pandemic. For example, employee training and upskilling are essential in industries that rely on skilled trades. When the pandemic made in-person training impossible, some companies turned to [experiential learning platforms](#) using technology tools such as 3D simulations, VR, and gamification to pick up the slack. This approach has been successful with thousands of workers in skilled trades, including construction, HVAC, electrical, plumbing, building maintenance, and appliance repair.

Powerful tools support efficiency and productivity

SMB leaders and team members tend to be multitalented and have responsibilities in diverse areas. SMB leaders acknowledged the hurdle this represents in a recent [survey](#), with more than half saying that improving workforce efficiency and productivity is their biggest challenge. Thirty-three percent also said they struggle with developing employees' ability to contribute to organizational success at higher levels.

The difference between an ordinary PC and a workstation is actual rocket science—or at least it started out that way. A workstation is a purpose-built, high-performance version of a desktop or laptop computer. It's equipped with advanced graphics capabilities, souped-up processing power, a more muscular power supply and chassis design, and greater reliability. NASA developed the first workstation in 1981 to support the Apollo space program, and commercial versions began hitting the market two years later.

Historically, workstations were most often used by designers, engineers, and other technical and creative professionals who do a lot of computer-aided design (CAD) work. The speed, processing power, and reliability of independent software vendor (ISV)-certified workstations drive design and development productivity in two ways. First, it shortens the time required to complete individual tasks, which improves the overall workflow. Second, it eliminates idle time by ensuring that all critical IT resources (hardware and software) are always up and running and available to users. Those same qualities now make workstations increasingly appealing in the SMB space, where computing performance requirements are on a steady upward climb.

Workstations add lanes to the processing highway

Tasks such as creating presentations, animation, and video content and working collaboratively through platforms like Microsoft Teams are part of more and more SMB job descriptions in the work-from-anywhere environment. The hardware required to do that successfully includes higher-end webcams, noise-cancelling microphones, ultra-high-definition 4K monitors, and more. Data-intensive tasks that once were done only occasionally are now a regular part of the workday routine. All of that drives a need for more computing power, and workstations meet it. Not only are they faster than standard PCs, they are also more scalable, powerful, and efficient.

Workstations can be configured with more, and more powerful, central processing units (CPUs) than an ordinary PC, so they provide multiple cores (small, independent CPUs built into a larger CPU). Today's software

applications are data intensive. On a conventional PC, word processing, spreadsheet, presentation, email, collaboration, and other programs are constantly battling for computing power through limited pathways. Multi-core workstations can be tuned to dedicate individual processing cores to specific types of programs, so everything can run at peak performance simultaneously. The effect is like adding more lines on a highway to ease traffic congestion.

Be ready for the next tech to arrive

Workstations radically outclass PCs in display quality. Most are designed with one or more professional-grade graphics processing units (GPUs), while PCs typically support only consumer-grade cards. As technologies like AR, VR, and 3D modeling continue to penetrate the SMB market, workstation users working with 2D or 3D graphics and other data-intensive applications will see dramatic improvements in system responsiveness.

The data-crunching power of a workstation coupled with increasingly accessible and affordable AI solutions is creating new opportunities for SMBs in many different areas. For example, natural language processing (NLP) is a branch of AI that studies how machines understand human language. Its goal is to build systems that can make sense of text and spoken words, and even detect emotions in what is being communicated. SMBs can use this technology to automate routine tasks like routing incoming phone calls and tracking consumer sentiment around their brands on social media. Off-the-shelf AI solutions like these are currently available and are cost-effective to implement with existing hardware and software, as long as there is sufficient computer processing power in place. As penetration of these types of AI programs increases, costs will continue to drop. In other words, even if you're not using these tools yet, investment in workstations ensures you'll be ready for them when they make sense for your business.

III. NEW COMPUTING POWER

The data-processing muscle of a workstation can also help SMBs unlock practical value in their existing data, too. By using a workstation to analyze archived data going back several years, business leaders gain access to insights they can use to make operations more efficient and agile. This type of analysis can improve supply chain, inventory, and time management. Marketing analytics can help maximize sales pipeline performance and facilitate better alignment of marketing, sales, credit, and financial control, while teasing out new efficiencies in all these areas.

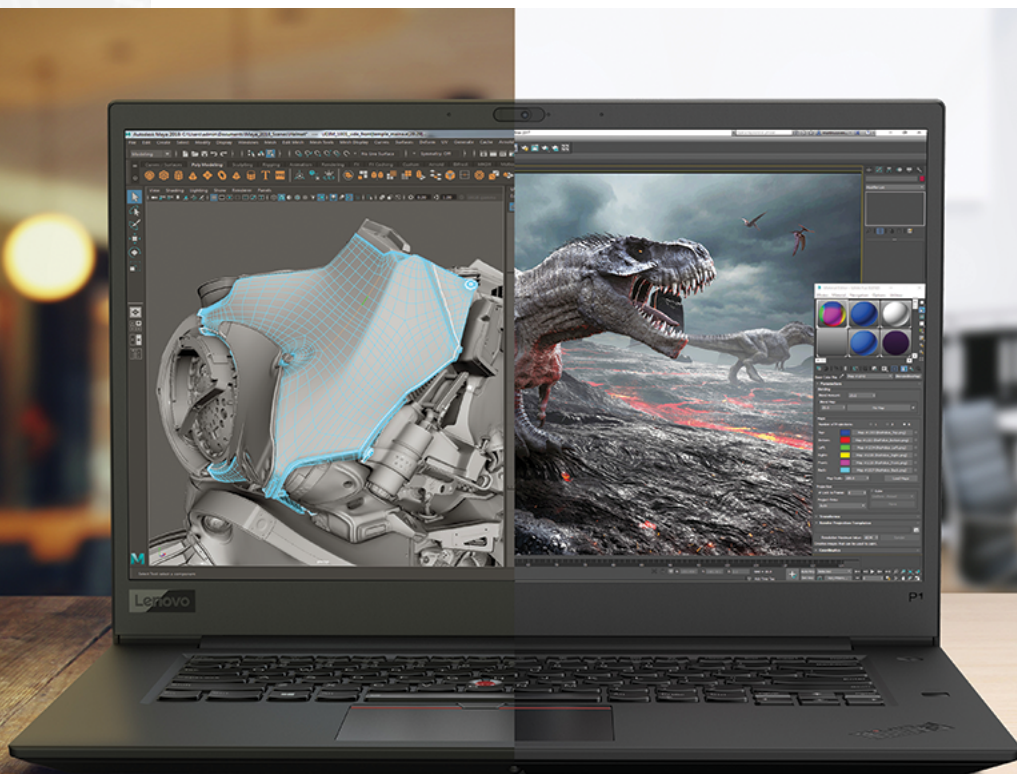
Because workstations are purpose-built, SMBs have many options in terms of how they can harness this computing power. Build specs should be driven by the types of applications the business will be running, but there isn't a workflow in today's business environment that wouldn't benefit from a workstation. In the case of revenue-generating employees, the workstation's reliability alone is often enough to justify the outlay since downtime is virtually eliminated. Workstation prices fluctuate by configuration, but a proper solution built to the right specifications will return cost savings over time.

Flexible accessibility options

The unique nature of workstations provides considerable flexibility in terms of how SMB teams can access their computing power, including hub-and-spoke configurations. The most powerful machines are desktops with a three-to-five-year life expectancy, during which they are generally reconfigured several times. A new generation of mobile workstations, which look very much like conventional laptops from the outside but have much more computing power inside, can be used as client machines to access the more-powerful desktop when needed.

A typical scenario is a small group of multitasking team members (usually revenue-generating) outfitted with mobile workstations that are powerful enough to handle most of their regular work, but that can also access the desktop workstation for processing-intensive chores like video rendering or 3D media creation. A key to making this scenario work is the remote workstation software powering the interface between the two machines. It should support the highest performance, lowest latency, and most scalable user experience possible.

The workstation has its roots in the space program, and it cut its teeth as the tool of choice for scientists and mega-data crunchers. But the seamless productivity, maximum performance, and unmatched reliability it provides now makes the workstation a smart PC choice for a much broader range of workers, regardless of what type of work they do or where they do it. Time is money for SMBs, and data analytics run on a workstation delivers the fastest pathway to actionable business intelligence.



Preparing for a connected future

Sometimes described as a “network of networks,” IoT is essentially a data-gathering technology. But, as this data is gathered and analyzed, it reveals important insights that can change the way businesses operate. The potential is particularly important as companies prepare for employees to go back to the office. And, for businesses that sell products and services directly to members of the public, that same technology is making it safer to resume operations.

Many of the IoT-enabled capabilities being implemented to get employees back into the workplace provide advantages that extend beyond that short-term goal. As such, they are likely to become permanent fixtures in the workplace of the future. Among them are:

- **Touchless building access**, using smartphone apps, QR codes, and facial recognition scanning to manage access to facilities. These technologies can also be used to schedule and/or stagger employees’ arrival times and manage occupancy in conference rooms, elevators, and other shared facilities.
- **Automated controls**, using embedded sensors in the office environment to optimize heating, cooling, ventilation, and lighting. This can save money, reduce energy usage, and provide a more comfortable working environment for employees.
- **IoT-enabled digital signage**, which can communicate important policy information and tailor specific messaging to the workforce based on time, location, density, and other variables.

Gartner has also identified an intensifying trend toward [smart workspaces](#), driven by the increasingly digitalized nature of workplace accoutrements and their ability to communicate with each other wirelessly. Key technologies behind this trend include IoT, digital signage, integrated workplace management systems, virtual workspaces, motion sensors, and facial recognition. Office buildings, cubicles, conferences, and any other location where people work—even at home—can now be a smart workplace. Wireless IoT connections between devices and office networks let businesses customize workspaces as needed.

Getting companies back to work

IoT has been popping up in various guises in the workplace over the past several years, and in the wake of the coronavirus pandemic, its role is expanding rapidly. In a recent [Lenovo survey](#), 58 percent of respondents said their jobs had shifted to remote work since the pandemic started, and 88 percent said it’s important for their companies to deploy technology-based safety measures within their workplaces before they go back to on-site work.

The [OSHA Act of 1970](#) makes it clear that U.S. employers are responsible for providing their employees with a work environment “free from recognized hazards” likely to cause them serious harm. IoT-based technologies can help businesses do that by enabling them to control who gains access to a location, to manage behaviors within the workplace, and to prepare to respond to incidents when they arise.

Using networks of IoT sensors and cameras, businesses can monitor sanitization and hygiene practices, quickly and accurately detect unsafe working conditions, monitor and enforce social-distancing and mask-wearing policies, provide the data for effective contact tracing, and more. IoT sensors and tracking capabilities coupled with AI can help businesses monitor high-traffic areas and/or times and use that data to schedule cleaning and sanitizing services in ways that save time and money. In factories and other worksites where manual labor is performed, IoT-connected sensors worn by employees can be used to monitor vital signs, temperature, and other important health data.

Feeding companies the data they need to succeed

Businesses that deal directly with the public are benefitting from IoT, too. Prior to the pandemic, consumer spending was already shifting away from physical stores and toward e-commerce, and that trend is now accelerating. However, brick-and-mortar outlets continue to offer a unique experience for shoppers that cannot be fully replicated online. While a recent [Lenovo survey](#) found that almost half of consumers began shopping online more frequently in 2020, it also revealed that they have new expectations about in-store shopping.

Retailers are deploying various IoT technologies, from marketing and customer experience to supply chain management and security. McKinsey & Co. [projects](#) the global economic impact of IoT on retailing may approach \$1 trillion by 2025, led by IoT-enabled technologies like automated checkout, store layout optimization, smart CRM (customer relationship management), in-store personalized promotions, and inventory shrinkage prevention. Capitalizing on the immense opportunities created by IoT hinges on a retailer's ability to process massive amounts of data in near real time.

[Research](#) suggests that retail businesses adopting IoT transform into experience-based retailers. They combine the online and in-store customer experience and turn the store into an entertaining venue for shoppers, often using technologies like AR, VR, and advanced data analytics tools. While brick-and-mortar stores will continue to play an important role in the retail ecosystem, that role is changing. In order to succeed, the "store of the future" must in effect become two stores, one physical and one digital, and IoT will play an increasingly important role in that symbiosis.

Safety, not surprisingly, was top-of-mind for consumers in the Lenovo survey, with 66 percent saying it is the retailer's responsibility to keep them healthy while they shop in-store. At the same time, they are excited about future store experiences enabled through technologies like IoT, especially greater transparency about product availability, targeted advertising for relevant deals, and ensuring that prices are updated correctly. IoT can help in all these areas and more.

Powering customer experience

IoT is the primary enabler of what are commonly called “connected stores,” which sit at the intersection of retail and technology. Retailing has become an extended ecosystem of touchpoints with the customer at its center, according to a Deloitte [report](#). Touchpoints include e-commerce, products, social media, customer service, websites, employees, apps, messaging, and stores, but stores stand out for the unique role they play in this ecosystem.

Connected stores leverage IoT technology to regulate inventory levels, optimize merchandise mix, and fine-tune store layouts through the use of RFID (radio-frequency identification) tags, beacons, video recording, and data analytics. Some connected stores are using AR to enhance customers’ in-store experience, such as by giving them the ability to point a smartphone at a garment and try it on virtually. One [study](#) found that:

- 71 percent of consumers would shop at a store more often if it offered AR.
- 61 percent prefer to shop at stores that offer AR over those that don’t.
- 40 percent would be willing to pay more for a product if they could experience it through AR.

IoT makes it possible for retailers to leverage connected devices to improve customer experience. For example, shoppers can use their smartphones to access on-demand services and receive notifications and personalized offers. These interactions can provide useful feedback to the retailer about a customer’s shopping behavior. Staff members can be looped into this data exchange and align it with other information, such as product availability and complementary items, to further improve the customer experience. The outcome is maximized sales lift and a boost to in-store productivity.

IoT sensors can track store traffic, customer patterns through the aisles, browsing behaviors, purchase histories, merchandise out-of-stocks, status of inventory shipments in the supply chain, and much more. In the process, they generate a tremendous amount of data, but that data is only valuable to retailers if they have the computing power to store, manage, and analyze it. That means workstations and AI-powered data analytics programs. The only way to convert all the data created by IoT sensors and tracking devices into actionable business intelligence is with the right combination of computer hardware and software.

Across the board, the combination of data and computing power gives businesses the insights they need to empower employees to do their jobs better, while also creating environments where everyone is safe. The combination of new strategies, strategic technology investment, and computing power can transform every aspect of the business, from employee satisfaction to customer safety and loyalty.



The Case for Lenovo

Preparing for success in the WFA business landscape starts with the right technology partner. Lenovo checks all the boxes here, starting with an impressive lineup of desktop and mobile workstations and PCs, the right peripherals to maximize productivity, and a full array of products and services needed to make any location a smart workspace.

Lenovo workstations boast legendary quality that translates into big cost savings. An independent workstation reliability [study](#) found that Lenovo workstations have the lowest repair rate among top competitors. Along with that reliability, the newest generation of [ThinkStation and ThinkPad P Series](#) workstations offer game-changing power, graphics, innovation, connectivity, support, and built-in security solutions. That's why cutting-edge innovators like Aston Martin choose the P Series. Affordable pricing puts that same level of computing power within reach of any SMB, and a wide selection of [docks and peripherals](#) further boosts the productivity potential Lenovo workstations can unleash.

The [Lenovo Performance Tuner](#) makes it easy for Lenovo workstation users to get the most out of their system hardware and software. It's as simple as downloading the free software and choosing a focus area for optimization. Performance Tuner comes with numerous profiles certified to work with many leading ISV programs, such as AutoCAD, SolidWorks, Adobe Creative Suite, and many more. The tuner dynamically changes system settings like power scheme, visual performance and effects, process priority, and processor affinity. Users can designate CPU cores for specific apps, so they always perform at their maximum, regardless of what the rest of the system is doing.

Technology to meet the full range of SMB needs

Not every SMB team member requires the power of a workstation, and Lenovo offers a full range of PC device options to meet individual needs. Always a leader in innovation, Lenovo recently debuted the world's first foldable computer, the [ThinkPad X1 Fold](#), and it was first-to-market with a 5G PC, the [Flex 5G](#). Lenovo's full [laptop](#) assortment includes traditional configurations in the ThinkBook and ThinkPad series, thin-and-light machines in the Flex and IdeaPad lineups, and Chromebooks. There is a wide selection of [desktop](#) and all-in-one PCs under the ThinkCentre, IdeaCentre, and Flex brands, along with a variety of Android, Windows, and Chrome [tablets](#).

Beyond computing power, Lenovo provides the innovative technology and personalized services SMBs need to thrive in the WFA environment. Our [ThinkSmart solutions](#) make collaboration more productive and enjoyable while boosting efficiency and flexibility. Devices in the ThinkSmart line are enabled with [ThinkShield](#), Lenovo's customizable suite of security solutions designed to protect users from today's sophisticated cybercriminals. Lenovo's [Commercial IoT](#) offering makes buying and owning IoT solutions as simple and convenient as buying and owning a PC, putting smarter stores and smarter workplaces within easy reach for SMBs.

No matter where an SMB might be in its transformation to a WFA model, partnering with Lenovo will make the process faster, easier, and more economical. Lenovo has the right technologies to seamlessly connect employees and ideas anywhere in the world while increasing productivity and unleashing the creativity needed to thrive in the new business landscape.

