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Smarter devices power successful businesses

Lenovo desktops, powered by the built for
business Intel vPro® platform are best suited
for many job functions

 Windows 10

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Introduction

While there's no denying the popularity of laptops and tablets for today's mobile workforce, that doesn't mean we should discount the relevance of desktops—especially for small and mid-market businesses (SMBs). Having the right devices can be a major contributor to employee productivity and satisfaction. Empowering your workforce with the right tools, to drive your business to success.

This eBook outlines the advantages of desktop computers, focusing on:

- What makes some devices a better fit for specific industries, roles and workstyles
- Key factors for SMBs to consider when making purchase decisions
- How the right device can improve your employees' efficiency and productivity

Before we get started, let's take a look at the most popular industries for SMBs.



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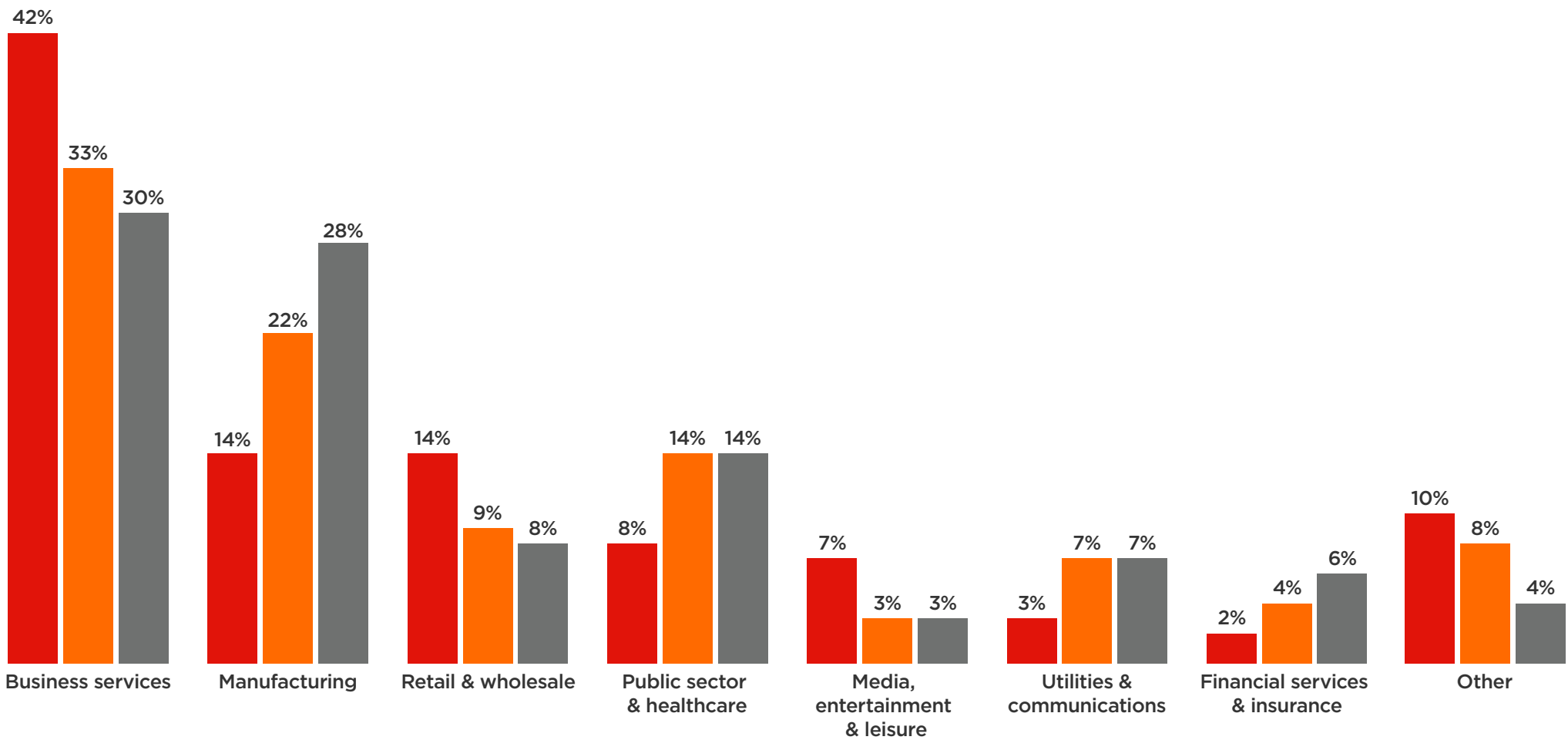
Which industries do SMBs operate in?

SMBs are big business, accounting for approximately 90% of all companies worldwide¹. Forrester has this breakdown of the major industries in which SMBs are making their presence felt².



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All of these industries and businesses operate in different ways, with the result their employees have varying job functions and work styles.

■ VSB = 1-9* ■ SB = 10-99* ■ MB = 100-999*
*Employees

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SMBs aren't one size fits all

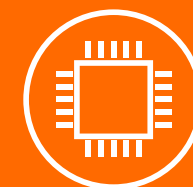
There's a huge difference between the operating styles of the manufacturing industry compared to businesses in media and entertainment. Then, we can also think about the diversity of roles within different businesses.



Desk-bound workers, like analysts, programmers, engineers, who work with processor-hungry data and workloads



Mobile workers, like sales teams, executives and client-facing employees, who might prefer power-packed, but small form factor devices



Remote-workers, like designers and content creators, who need powerful devices that can support demanding apps and workload sizes

The problem is, SMBs often end up equipping these different roles and workstyles with the same set of devices, without considering what the job demands from technology. This leaves employees feeling frustrated as they can't do their jobs properly, and dissatisfied with their work.



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It's clear that the right technology can make a big difference to employee productivity and satisfaction, while also helping to recoup some of those lost working hours. It's therefore vital for SMBs to consider the demands of different workstyles and job functions when making purchase decisions.

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Old or outdated technology is a key issue for workers. According to one report, employees lose 1.8 billion working hours every year because the outdated technology they're given isn't good enough to meet their needs³. Some of the top tech issues employees face with outdated tech and devices include:

- Long loading times and slow file transfers (41%)⁵
- Outdated software or system (32%)⁵
- Device crashes or freezes (29%)⁵

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Who would **benefit** from a desktop?

Often desktops are regarded as not 'cool' or mobile, but the truth is certain workers can't do their jobs without a desktop. Keep your employees productive with a desktop, so there are no compromises on performance.



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1 ENGINEERS WHO RUN SIMULATIONS AND MODELS

- Development and data crunching activities require lots of CPU, big RAM and huge storage
- GPU-intensive tasks generate a lot of heat, and are generally suited to desktops with powerful hardware and cooling systems

2 VIDEO CONTENT CREATORS

- Desktops are better for running CPU-intensive software for a long period of time, for example, when rendering a video or a 3D animation
- Large file sizes need more memory and storage expandability options
- Screen space is vital, so having multiple monitors allows more real estate for editing work

3 PROGRAMMERS

- Compiling programming code is resource intensive, and often better suited to a desktop
- Coding requires a big screen and comfortable keyboard
- Screen space is vital for programmers and developers, who often need multiple monitors to keep more windows open and visible, so they don't have to keep switching between tabs to review and check the code
- Desktops are also better suited to UI design work or debugging that requires comparisons of logs/debug traces and code
- If the tasks involve edit, compile, debug, edit compile debug life cycle, with 100K lines of source code or more, a desktop will give users more horsepower and more cores

4 ANALYSTS

- Resource-intensive data analysis needs a desktop with 90W CPU, PCIe video card, multiple hard drives, full size keyboard, big case for easy upgrades and multiple monitors

5 FRONT LINE EMPLOYEES WORKING IN HIGH-SECURITY INDUSTRIES

- A desktop with a full keyboard and large monitor gives them better ergonomics
- They prefer thin clients that perform like a full-fledged PC, but allow data and software to be saved in the cloud so that PII is safe and their devices stay efficient

These are just a few examples of job roles that benefit from a desktop. There are many more potential use-cases, and it's not always obvious. To help identify them, we'll look at the technical aspects of different devices to see where desktops can provide an advantage for specific tasks.



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The technical aspects of desktops and laptops

Knowing the technical aspects of different device types is vital for SMB decision makers, so they can make more informed purchase decisions and enable better productivity for their workers.

Technical considerations generally fall into one of four categories:

1. PERFORMANCE
2. FORM FACTOR
3. UPGRADEABILITY
4. COST CONSIDERATIONS

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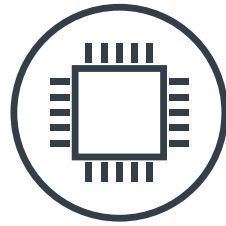
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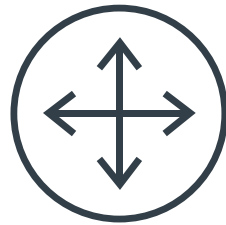
DESKTOPS



1. PERFORMANCE

Desktop processors are more suitable for heavy computing tasks and workloads:

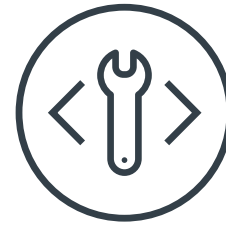
- More processing cores and cache memory
- Higher base frequencies
- Intel vPro® platform's security, stability, and manageability



2. FORM FACTOR

Desktops come in a range of sizes or 'form factors', designed for specific needs:

- Versatile space saving ability, can be mounted to a wall, desk or sit tabletop
- Support separate screen, keyboard and other peripherals
- Can be integrated into a modular set-up



3. UPGRADEABILITY

Desktops are easily upgradeable and expandable:

- Add more memory and storage
- Install more powerful graphics components
- Accommodate resource-intensive programs



4. COST CONSIDERATIONS

Desktops can be cost-efficient to buy and operate:

- Affordable initial purchase
- Less expensive to maintain
- Available replacement parts



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LAPTOPS

1. PERFORMANCE

Laptops must balance battery life and portability against compute power. They're more suited to productivity on-the-go.

2. FORM FACTOR

Laptops can be effective standalone devices, their inbuilt displays and input are designed for portability.

3. UPGRADEABILITY

Laptops do have upgradeable components, but they're not as upgradeable as desktops.

4. COST CONSIDERATIONS

Laptops are between 3x-5x more energy efficient, which helps to reduce energy costs.

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Choosing the **right** desktop

Once you've decided that a desktop is better suited for your team's needs, it's then important to decide which desktop. Lenovo's broad range of desktops suits every business need, so you can unlock the most efficiency for your employees, enabling them to be more productive, feel more satisfied and get more done.

The new ThinkCentre family is powered by up to 10th Gen Intel® Core™ vPro™ processors and **runs on Windows 10 Pro**. Each device is packed with features that will help your teams to get more out of every day.

Now you don't have to find a one size fits all solution for your diverse workforce. With the Intel vPro® platform, you can choose from a wide range of form factors—from Tower, Small Form Factor (SFF) and Tiny to All-in-One, and Nano—so your employees have the right device for their job. And, **Windows 10 Pro simplifies identity, device, and application management, helping you focus on your business.**

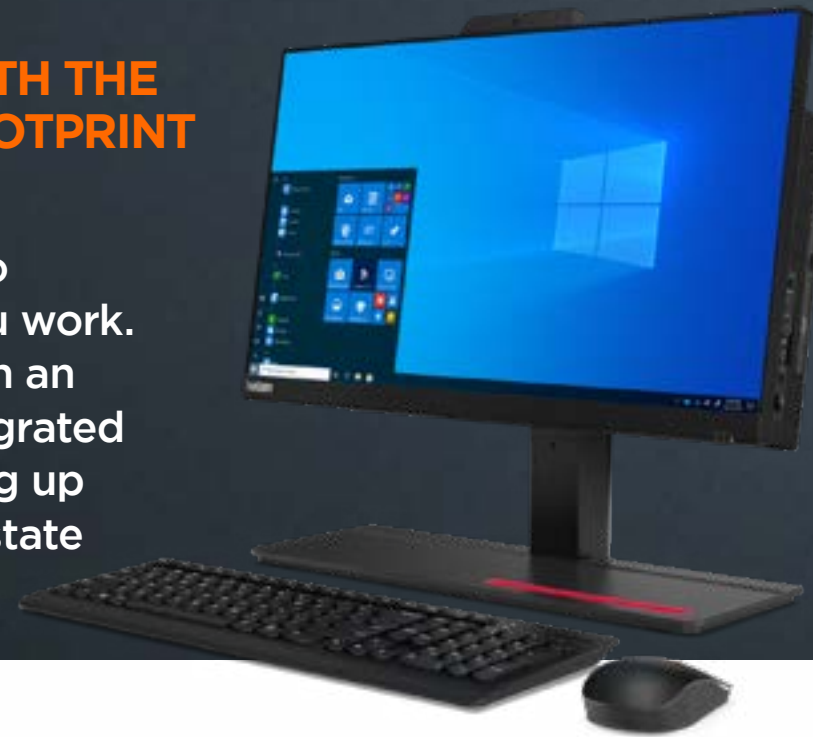
FOR SMALLER WORKSPACES

Save space and reduce clutter with the Lenovo ThinkCentre Nano or Tiny series. Don't let the size fool you, these desktops are small and powerful, so you don't compromise on performance.



DESKTOP WITH THE SMALLER FOOTPRINT

Maximize your productivity, no matter how you work. Save space with an All-In-One integrated desktop, freeing up valuable real estate on your desk.



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Lenovo ThinkCentre Nano and Tiny Series

- **Small and Powerful**—with the Intel vPro® platform, everything you need is in one tiny package, powering your business and delighting your workforce
- **Ideal for smaller workspaces**—mount under desks or behind displays to save on space
- **Compact and portable**—easy connectivity where it's needed, without sacrificing high computing performance
- **Get more done, quicker**—Windows 10 Pro for powerful desktop performance



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Lenovo ThinkCentre All-In-One Desktops

- **Designed for business productivity**—powered by the Intel vPro® platform and **Windows Operating System**, everything you need for business is built into one modern PC platform, so you can deliver great experiences, improve security, and lower costs
- **Space-saving devices**—sleek, modern and powerful
- **Maximize workspace efficiency**—wherever, whenever, and however you work
- **Keep sensitive data safe**—privacy guard display on some models, and secure login with **Windows Hello**
- **Security features**—Kensington® lock slot, optional chassis intrusion switch, individual USB port disablement and Smart USB protection

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UNMATCHED EXPANDABILITY

Lenovo ThinkCentre desktops are each easy to upgrade and repair. Spec up your device, and add additional storage when you need to, all whilst managing costs with unrivaled interconnectivity.



Lenovo ThinkCentre M90 Tower and SFF

- **Unfettered performance**—powered by the Intel vPro® platform, your business runs productively, more securely, and cost-effectively, 24/7
- **Unrivaled speed**—dual SSDs and dedicated graphics deliver impressive compute power
- **Enhanced productivity**—upgrade with Modern Standby, Windows Hello and the ability to connect to up to three displays
- **Maximum expandability**—bridge the gap between legacy peripherals and future storage needs
- **Quick to upgrade**—tool-less design ensures easy upgrade of RAM, storage and graphics



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Get **time** on your side, with Lenovo

It's important to evaluate employee needs, whilst choosing the best tool for their jobs. To decide what works best for your workforce, you need to understand the technical aspects of different devices. Empowering your team with the best tools keeps them happy, productive and engaged.

Lenovo devices are designed with productivity in mind. By choosing the right endpoint for your employees, you can enable them to be more efficient in their jobs. Leading to better productivity and effective usage of the working day.

Learn more about how Lenovo solutions can help solve productivity challenges for SMBs >

Visit: www.lenovo.com/gettimeonyourside/now

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¹OECD SME and Entrepreneurship Outlook 2019 ²Forrester ³The Employee Experience: Insight Report, 2019 https://www.uk.insight.com/content/dam/insight-web/en_GB/learn/user-experience-report-2019/insight-user-experience-report.pdf ⁴Our status with tech at work: It's complicated, PwC <https://www.pwc.com/us/TechAtWork> Bergman, P. (2010, May 20). How (and why) to stop multitasking. Harvard Business Review, Joshua Rubinstein, Jeffrey Evans and David Meyer, 2001 ⁵A commissioned study conducted by Forrester Consulting on behalf of Lenovo, July 2019. Base: 813 device users at small and medium enterprises in 15 countries globally ⁶Requires an Office 365 subscription, available separately or as part of Microsoft 365, which includes Windows 10 Pro and Office 365 with SharePoint and Teams

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