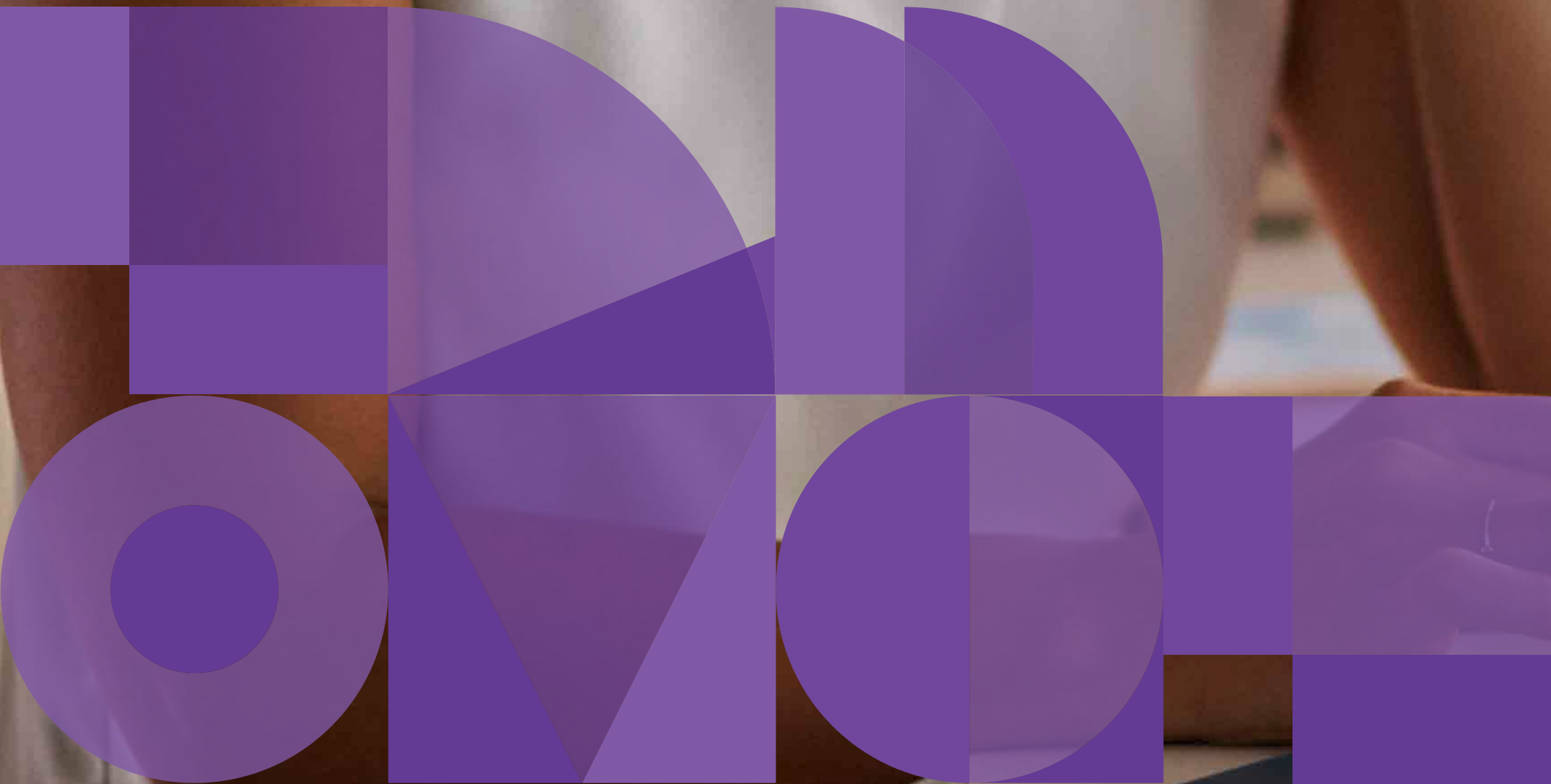


Don't wait until tomorrow to think about the future.

Uncomplicated risk mitigation to reduce downtime
and accelerate resumption from anywhere.



PURSUE THE NEW.

The workplace is transforming.

The old ways of working simply don't work anymore. It's a new era, and for IT professionals, that means new challenges that require innovative ways to connect with your customers, with transformative technology. At Lenovo, we've made it our mission to power yours.

We're continuously pursuing what's new, to help your business evolve and thrive - today and into the future.

1.



Enable Flexible Workforce

We're helping teams add productivity without adding complexity.

2.



Accelerate the Modern Workplace

Our people are modernizing everything from how you buy technology to how it reaches users.

3.



Ensure Business Continuity

Lenovo is keeping everyone safe with industry leading security built into every world class device.

What's new keeps changing.

The key to keeping up is finding the right partner. Someone to help you not just evolve in this ever-changing business landscape, but thrive. At Lenovo, we're continuously anticipating the future needs of our customers.

We pride ourselves on future-proofing your business for its longevity and continuity. In this guide, we'll be focussing on **how to Ensure Business Continuity**.

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“ 80% of businesses have built strategies for continuity to keep things running, no matter what¹ ”

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Thinking about tomorrow – today.

If the past year has taught small and medium businesses (SMBs) anything, it's that change is inevitable. It's no longer about being able to respond to challenges effectively; it's about having systems and processes to identify any potential issues before they arise – so you can minimize the disruption.

Having a plan is more paramount than ever before.

Most continuity plans include products and services centred around data security and redundancy.

1. Cloud-based data backup – 45%
2. Physical data backup – 39%
3. Data security training – 35%¹

In today's digital world, SMBs need solutions that help **future-proof organizations to endure unexpected turbulence, support long-term growth and maintain relevance.** Finding the right solutions is the key to responding to the ever-changing business environment and future-proofing for continuity.

At Lenovo, we believe that starts with having the right technology.

Technology that mitigates risk, reduces downtime and accelerates resumption. We've seen the challenges faced by our clients, and we're using our learnings to deliver tech that meets the needs of today – without compromising on tomorrow.

 Risk Mitigation

 Downtime Reduction

 Accelerated Resumption

Lenovo delivers tech-solutions to unlock your future. See what's on offer.

PROACTIVE SOLUTIONS FOR A PROMISING FUTURE.

Don't just wait. Anticipate.

The recent speed and scale of change for SMBs worldwide has revolutionized the way IT decision makers (ITDMs) approach the future of business. **A proactive and strategic approach to planning is no longer a nice-to-have, it's a necessity.** Thinking for tomorrow allows organizations to actively anticipate and respond to the ever-changing landscape in real-time.

Here's how we approach it at Lenovo.



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Risk Mitigation.¹

With new ways of working on the rise, changing security needs and demands keep ITDMs up at night. A big part of their role is now **finding security options that minimize risks without burdening finance and time.** The good news is that more than half of all companies have upped their data security budgets¹, which gives ITDMs more flexibility to tackle the key risks.



Downtime Reduction.

Disruptions happen anywhere, anytime. Whether it's device damage, software failures or system updates, the impact on SMBs adds up. It's essential to **find solutions that reduce downtime by giving employees the support to perform at their best.** With more employees working from anywhere (WFA), ITDMs need to shift their focus from on-premise support towards a remote one.



Accelerated Resumption.

The future of work is beautifully complex and full of opportunities, but it brings plenty of new challenges too. While we can introduce technologies and processes to reduce these issues, the reality is that some disruptions are inevitable. **The focus is now shifting to the solutions that will help ITDMs regain pace and stability after the rare instances of downtime.**



“ 60% of employees prefer to work from home, at least 50% of the time² ”

RISK MITIGATION.

How your business can mitigate risk.

SMBs across the world have restructured, re-thought and renewed the way they work. They're constantly finding new ways to secure, purchase and deploy. Today, SMBs must be one step ahead so they can respond to potential challenges before they become an issue.

Lenovo's top recommendations for keeping your business secure.

Future risk mitigation starts with buying the right devices. That's why Lenovo have an end-to-end approach to safety. From device to solution to service, our holistic safety mindset ensures your people are protected at every touchpoint.

- **Increased security decreases business risks.** Start with devices that come with **in-built security features, at no extra cost.** Use our range of ThinkPad devices powered by Intel vPro® platform for unrivaled business class solutions.
- **Device protection.** Device protection is **simple to adopt**, we suggest the following:
 - **TPM 2.0 module** — **Encrypts user data**, including passwords and stores keys on a separate chip for hardware level protection.
 - **ThinkShutter** — Our **world-first camera shutter** physically shuts the camera so that no prying eyes can get through. Camera is functional only when the user needs.

- **Identity protection.** Offer a more secure way for your staff to get instant access to their devices. Lenovo ThinkBook devices powered by 11th Gen Intel® Core™ processors combine powerful, built-in security with Windows 10 Pro.
 - Start with **Smart Power On**, it integrates the Touch Fingerprint Reader (FPR) on the power button that allows you to switch on and log in securely with a single touch
 - Get **Two Factor (2FA) Authentication with Windows Hello for Business** that replaces the need for complex passwords or risk of breaches from phishing attacks with a new type of user authentication that is tied to a device and uses biometrics for added identity protection.
 - Reinforce this with **hardware level features like dTPM and Integrated IR camera on Think devices**, an enterprise-grade face authentication that utilizes a camera specially configured for near infrared (IR) imaging to authenticate and unlock device, offering better security than a normal camera.



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Did you know...



RISK MITIGATION.

Online Protection.

To keep sensitive information guarded, we highly recommend:

- **Lenovo Vantage Wifi security** — Notifies and **protects users against malicious WiFi networks.**
- **Fast IDentity Online (FIDO)** – Allows **secure, password-less login** to websites through fingerprint reader (available on selected ThinkPad and ThinkBook devices).

Data Protection.

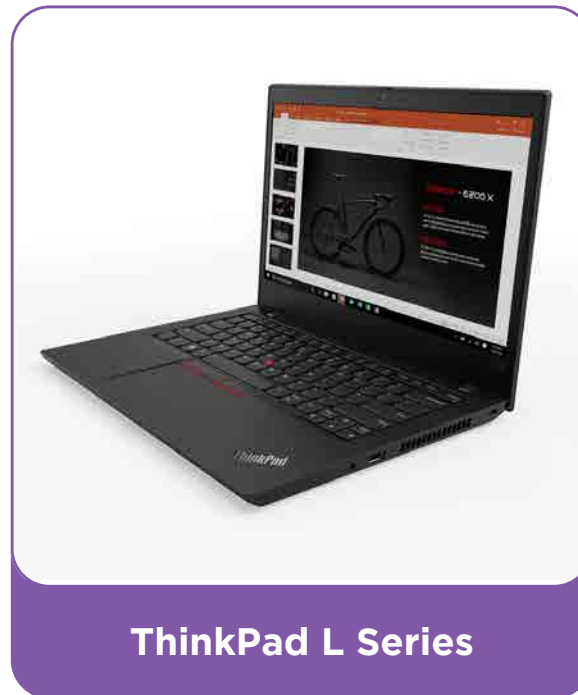
With employees across geographic locations, you'll want to safeguard data with:

- **Smart USB on ThinkCentre desktops** – Locks out data transfer capabilities from all USB ports.
- **Intel Remote Secure Erase** – Remotely sanitize hard disk regardless of the device's location.

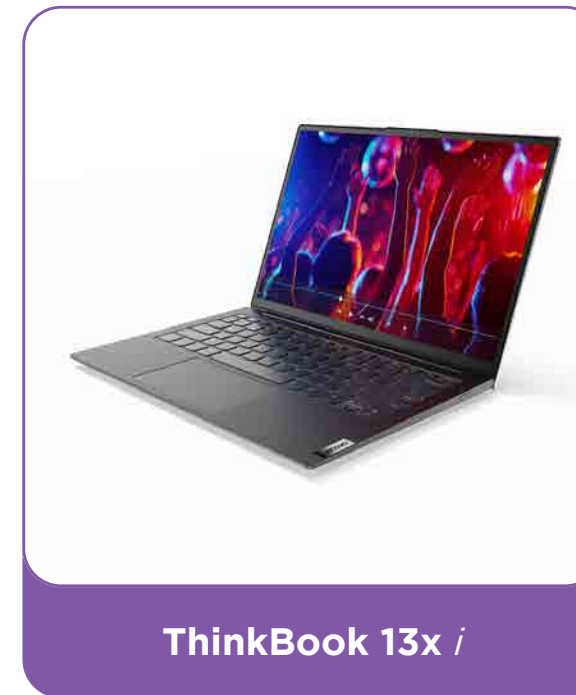
Devices tested to the extreme with Mil-SPEC.

Lenovo's dedication to constantly improving product quality means rigorous testing. **Mil-SPEC is a set of standards designed to measure durability, ruggedness and reliability.** It's how Lenovo ensures every product strikes a perfect balance of value and longevity right out of the box.

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ThinkPad L Series



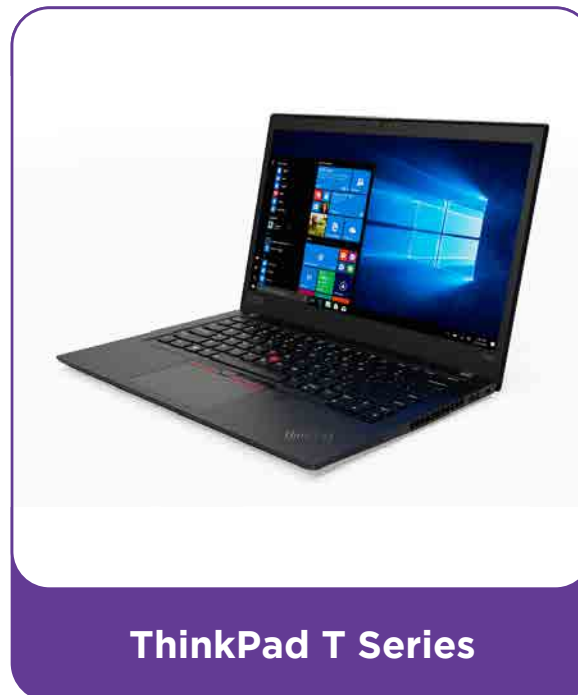
ThinkBook 13x i



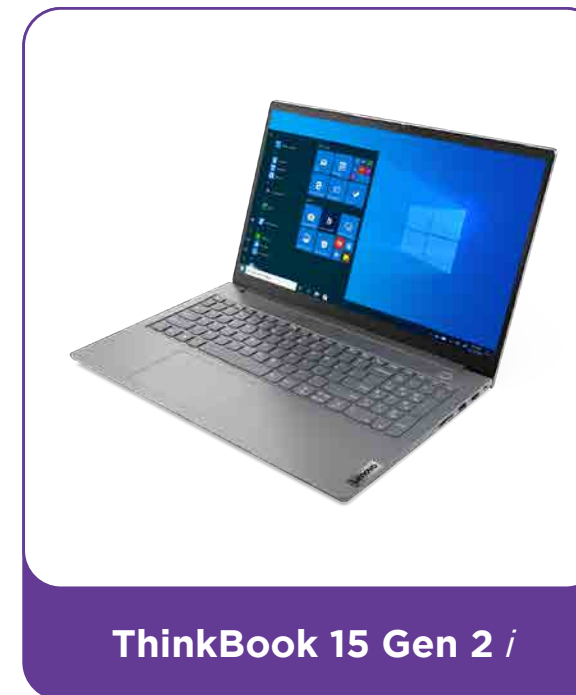
ThinkPad E Series



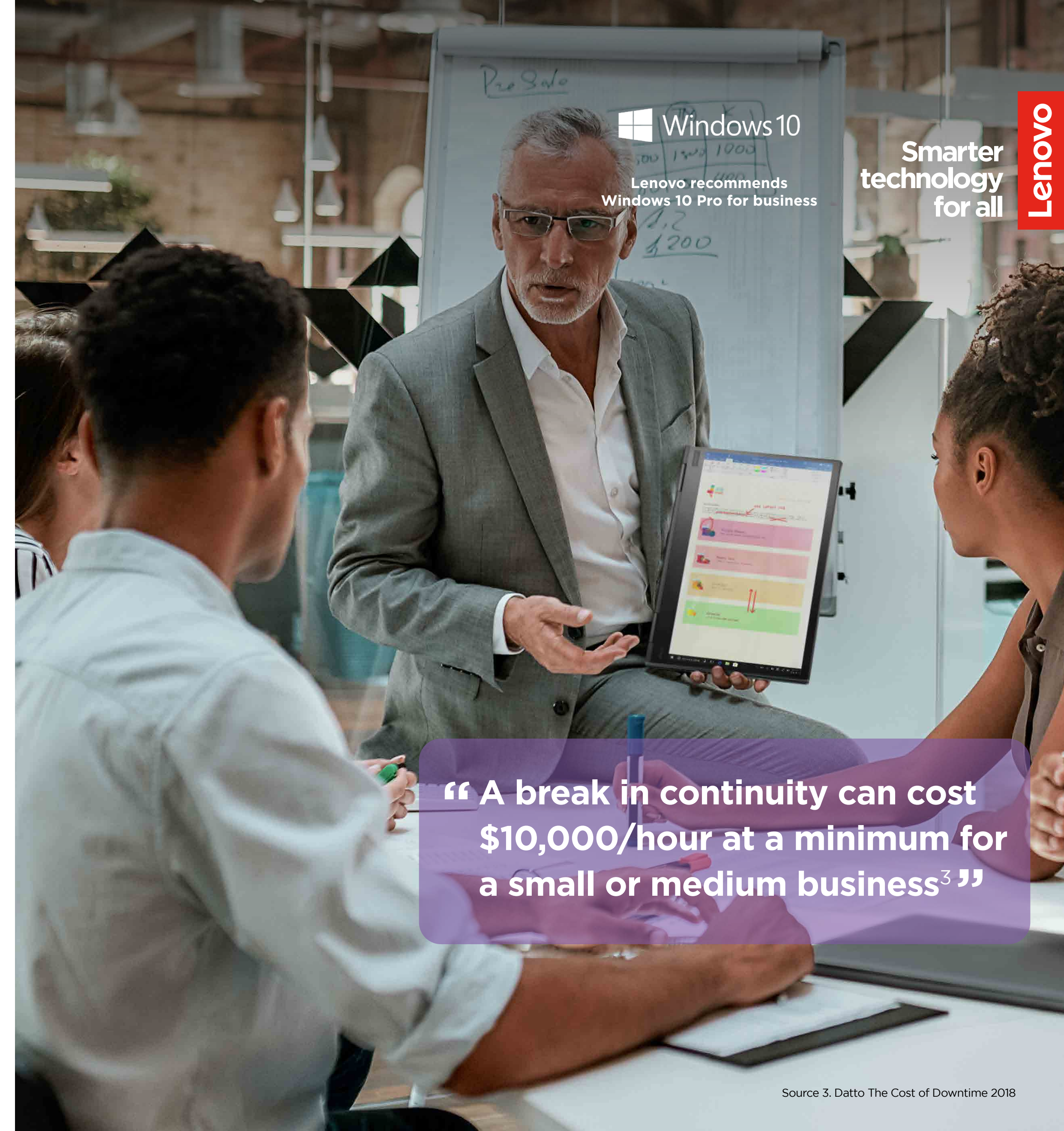
ThinkBook 14 Gen 2 i



ThinkPad T Series



ThinkBook 15 Gen 2 i



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“ A break in continuity can cost \$10,000/hour at a minimum for a small or medium business³ ”

Source 3. Datto The Cost of Downtime 2018



RISK MITIGATION.

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- **Lenovo Devices Protected by SentinelOne.**
AI-powered prevention of attacks across all major vectors, including ransomware and sophisticated fileless attacks. With automated, response capabilities, it's an **all-in-one platform to prevent, detect, respond, and hunt** in the context of all enterprise assets.

SentinelOne offers:

- **Endpoint Protection (EPP)** to stop a wide range of malware, Trojans, hacking tools, and ransomware.
- **Active Endpoint Detection and Response (EDR)** responds at machine speed to autonomously contain evil.
- **Active EDR recovery** gets users up and running in minutes including one-click rollback to remediate an attack.

- **Windows BitLocker on Lenovo Think Devices.**
BitLocker Drive Encryption is a data protection feature that integrates with the operating system and addresses the threats of data theft or exposure from lost, stolen, or inappropriately decommissioned computers. In addition, Lenovo's pre-requisite Trusted Platform Module (TPM) strengthens and boosts the protection of Windows BitLocker by storing the encryption keys at the hardware level. These security features come built into Windows 10 for no additional cost so you can stay protected anywhere.

Windows BitLocker offers:

- **BitLocker Recovery Password Viewer** – Locate and view BitLocker Drive Encryption recovery passwords that have been backed up and recover data that is stored on a drive encrypted with BitLocker.
- **BitLocker Drive Encryption Tools** – Make the most of command-line tools, manage-bde and repair-bde, and the BitLocker cmdlets for Windows PowerShell.

Now that you know how to mitigate risk and unforeseen disruptions, let's show you how Lenovo will help you reduce downtime.

DOWNTIME REDUCTION.

High performance products achieve high employee performance.

Downtime can harm your business in many ways; decreased work efficiency, IT costs, data loss and negative publicity. **Employees lose almost 11 workdays every year to a challenge that can be easily addressed with the right products and IT support solutions.**⁴

Where you could be losing productivity.

With the rise of remote work, fewer employees have access to on-premise IT. That means when problems come up, they can take longer to fix.

48% Long loading times

32% Outdated software

29% device crashes and freezes

20% not enough memory

18% limited or poor network connectivity⁵

The key to reducing employee downtime is finding the right technology partner. Someone to help you find the solutions that perform better – so your employees are supported to work better.

4 ways we help SMBs approach operational efficiency.

1. Deploy solutions with confidence.

Keep your people productive by limiting downtime. Lenovo sets the pace with Mil-SPEC, a set of standards designed to monitor durability, ruggedness and reliability. These tests cover extreme environmental variables, including temperature, pressure, dust, humidity and vibration testing. **Enjoy Mil-SPEC tested and approved Lenovo ThinkBook and ThinkPad devices powered by Intel vPro® platform for unrivaled business class solutions, knowing they're proven to go well beyond all standards.**

2. Stay cool and work efficiently under pressure.

The **Intelligent Cooling Engine (ICE)** ensures your **ThinkPad and ThinkCentre maintains temperatures at an optimal level for high performance computing**, while carefully controlling power consumption. Temperatures are constantly monitored by sensors in four separate zones and dual, independent fans are controlled by an advanced algorithm which adjusts their speed. Managing the temperature reduces the likelihood of disruptions and downtime from overheating. And for **ThinkBook devices, the in-built Intelligent Thermal System will control fan and system performance to optimize functions.**

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Source 4: Robert Half Technology Survey 2016

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“On average, employees spend about 22 minutes every day dealing with IT issues⁴”

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DOWNTIME REDUCTION.

3. Get support and never be delayed again.

Discover tech support with a difference from Lenovo Premier Support. Get a direct line to our most elite technicians who listen first, before delivering advanced troubleshooting. You'll also get **access to a technical account manager who'll be a single point of contact for case management.** It's the consistency, accountability and visibility you need to **reduce system downtime and boost productivity. That's the Premier difference.**

4. Save energy, save time.

Saving energy can help save time – and save your bottom line too.

- **\$25 to \$75 saving on electricity costs⁴** annually per energy efficient PC.

- **Up to 30% savings on office cooling costs⁴** by activating PC system standby or hibernation modes.
- **81% of global customers said they feel strongly that companies should help improve the environment⁴.**

With the right solutions, SMBs can optimize operational efficiency and employee experiences. Positive EX translates to better customer experience and builds customer loyalty.

Now, let's explore how you can safeguard your data, integrate relevant software and receive the unrivalled tech support you need.

ACCELERATED RESUMPTION.

Build a secure layer of protection around your business.

Some disruptions are inevitable. The art of keeping pace is to have **solutions that help SMBs recover from the rare instances when downtime occurs**. It's about finding the tools to reconnect, refocus and reset. We've handpicked these top 4 solutions to do it all for you:

1. Automatic cloud backup, ready to protect and serve.

Harness the power of reliable, easy-to-use data protection and recovery with automatic cloud backup.

Software-as-a-service (SaaS), is one of the most critical investment decisions an SMB can make. Lenovo Think devices and solutions have a **cloud first design that seamlessly integrates with Microsoft 365, Microsoft teams and OneDrive** that will help them get back on their feet after any issues – and keep the ball rolling.

2. Protect your data no matter where it lives with Carbonite Safe™.

- Laptops
- Desktops
- Servers
- External Storage

Carbonite Safe™ is a data backup solution designed for SMBs.

It's easy to install and use, so you don't need specialized IT skills to ensure your data is safe and easily accessible.

- Protect files on servers, external storage devices, and up to 25 computers.
- Easy file recovery for computers infected by ransomware—without paying a ransom.

- Monitor online backups and access files from any device via a secure, web-based dashboard.
- Meet data retention requirements.
- Secure, accessible cloud data protection with automatic back up features.

The superpowers of Carbonite Safe™

Ease of Use.

Whether you're restoring a single file or your entire folder system, just a few clicks will have you on your way.

Security.

Advanced encryption keeps your data secure in transit and in storage, so it never exists in an unprotected state.

Free Support.

Other companies charge extra for support. Carbonite Safe™ includes support from an award-winning team of specialists.

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“ 73% of organizations predict that nearly all their apps will be SaaS by 2021, and 83% of SMBs report that the cloud has made them more flexible⁵ ”



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ACCELERATED RESUMPTION.

3. Unlock new opportunities with Microsoft Office 365 OneDrive.

Protect your company against the loss of valuable business data, particularly when **50% of critical corporate data resides on desktops and laptops!** When the resources for disaster recovery are on speed-dial, SMBs can recover quickly and effectively after any disruption. We recommend:

Productivity Suites

Seamless integration with productivity suites like Microsoft 365 combines cloud-based secure e-mail, conferencing, and the office productivity apps to enable efficient working from anywhere.

File Storage

Easy accessible file storage for remote and mobile workers so they can access files in the cloud securely from anywhere using SaaS apps like Microsoft OneDrive for Business.

Backup and Recovery

Protect your business from data loss by affordable backing up files in the cloud with services like Carbonite.

4. Get the support you need to make it happen.

Lenovo's support teams cater to organizations of all sizes.

Emerging Businesses

Discover Lenovo Premier Support for assistance in managing routine IT tasks and troubleshooting complex issues for small teams. Also consider warranty upgrades and extensions.

Pioneering Businesses

Improve employee experiences and consider managed services such as Lenovo Device-as-a-Service (DaaS) bundles for hardware, software and PC fleet lifecycle management services.

AT LENOVO, WE'VE GOT YOU COVERED.

Having a plan for the future is paramount.

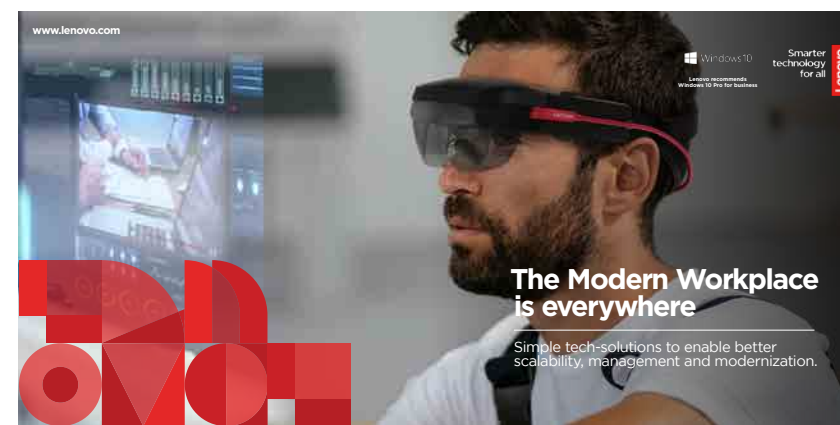
Choosing Lenovo's products and solutions won't just prepare you for the future. They'll propel you into it.

When you've got the right support behind you, it's easier to craft a plan that suits your business. Because there is no one size fits all approach.

At Lenovo, **we believe every business continuity plan should consider:**

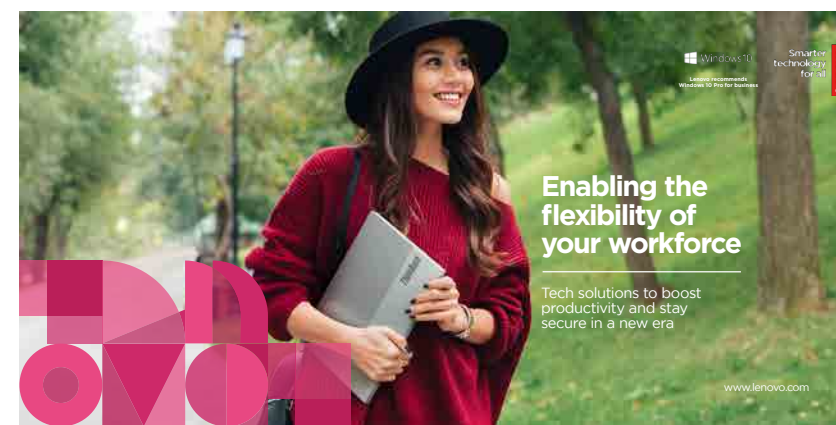
-  Risk Mitigation
-  Downtime Reduction
-  Accelerated Resumption

For us, it's about looking at the entire eco system - from device, hardware and software to support and accessories. And that's where we come in. **We'll look after your entire business with personalized support when you need it.**



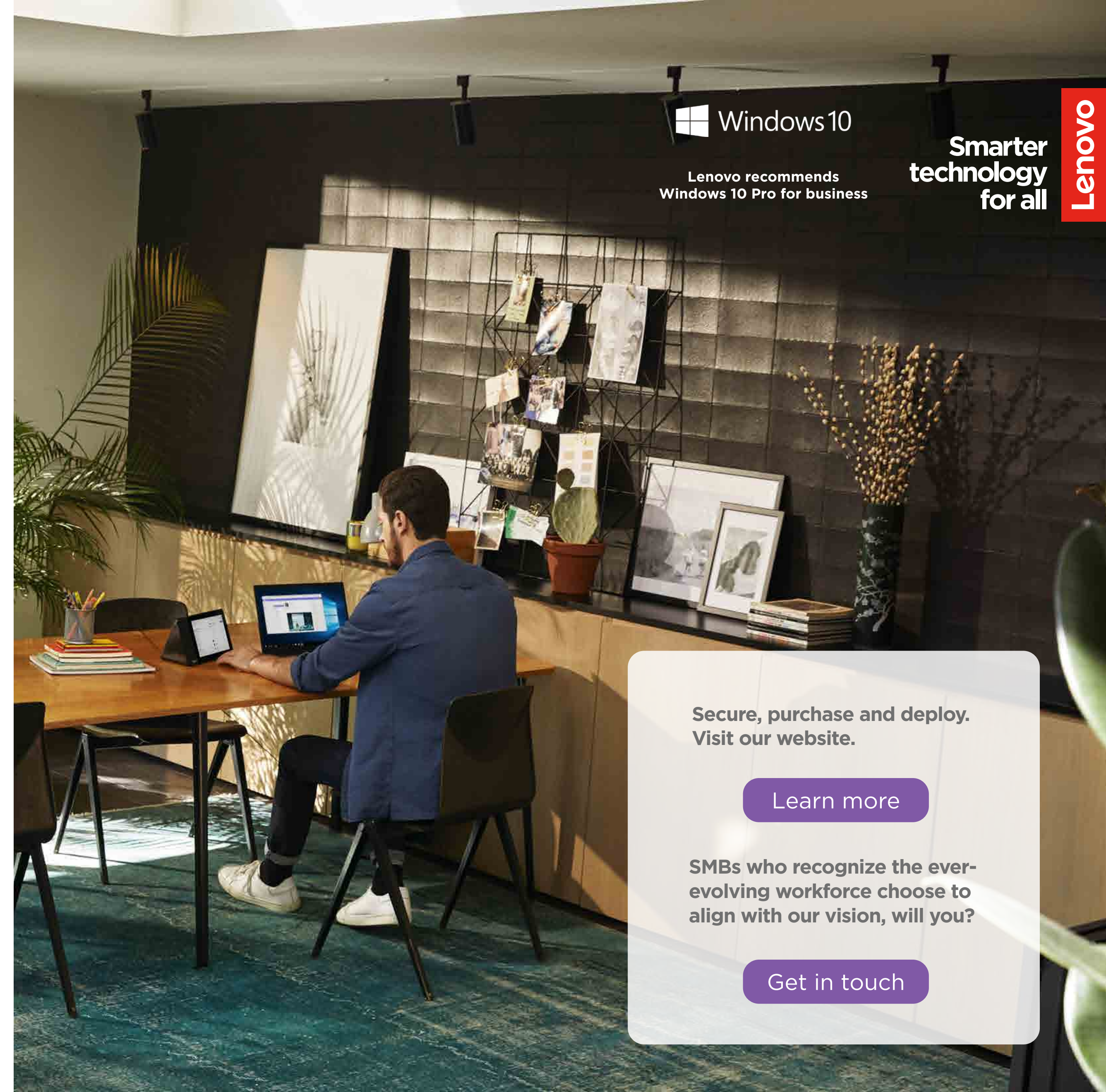
Accelerating the Modern Workplace.

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Enabling a Flexible Workforce.

[Learn more](#)



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Secure, purchase and deploy. Visit our website.

[Learn more](#)

SMBs who recognize the ever-evolving workforce choose to align with our vision, will you?

[Get in touch](#)