STARTING UP

End-to-end technology solutions to kick-start your venture's growth story.

The right solutions for your technology needs, right from the start.

Technology is at the heart of operational efficiency and sustained growth, not just for large enterprises but for startups too. Your choice of technology can have a far-reaching impact on your emerging business – from influencing productivity and scalability to giving you an edge over your competition. Lenovo can empower you with innovative technology solutions that can be the bedrock of your startup's success.

Three pillars of your IT framework

With almost every startup reliant on technology in some way, IT is becoming increasingly critical, not just as an enabler but a differentiator. Three key pillars are foundational to implementing a robust IT framework for your startup end-user computing solutions, storage solutions, and infrastructure solutions. Disregarding any one of them can prove to be detrimental to the long-term growth strategy of your company.

#1 End-user Computing Solutions

#2 Storage Solutions

#3 Infrastructure Solutions

Click here to explore the complete range of Lenovo Startup Solutions.

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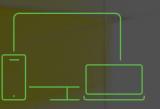Powerful Productivity Outside.

What your startup needs

#1 End-user Computing Solutions

A one-size-fits-all IT strategy can be depreciative for startups that thrive on resource optimization, workflow efficiency, and workforce mobility. Device preferences should be based on job-function, and complemented with the right accessories and software applications, to maximize the value from your end computing devices.

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End-user Devices

The choice of end-user devices play a defining role in the success and growth of your startup. The right end-user devices empower your employees to be more productive and agile, in the demanding working environment of today.

Accessories Ecosystem

It's easy to overlook the importance of accessories when considering your IT strategy at a macro level. However, the right accessories can bring an additional layer of efficiency to your workforce.

Software Solutions

From productivity-boosting applications to solutions that make your workplace more flexible and collaborative, end-user devices today come equipped with a host of software solutions that simplify business operations.

Security Packages

A growing business is open to attack from all sides. It is essential to have a strategy in place to secure your devices, applications, and data against human, malware and cyber attacks.

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Things to consider

Flexibility

In today's **anytime, anywhere and 'any way' workplace,** flexibility is crucial to improving productivity and quickly responding to customer needs. This can be achieved by devices that facilitate mobility without sacrificing performance.

Security

An increasingly mobile workspace means more opportunities for laptops and notebooks to be lost or be susceptible to malware attack in open Wi-Fi. That's why devices with **built-in security systems,** like biometric authentication and proactive data security protocols, are essential to startups.

Connectivity

End-user devices are essential for keeping everyone in an organization connected. **From email and instant messaging to collaborative software tools that enable 24/7 project development,** startups need to be prepared for the growth of demand for devices with leading-edge connectivity.

Performance

In the collaborative, data-intensive world of startups, end-user devices must be high-performing enough to process the steady influx of information. Also, **devices must be matched to job roles to optimize performance** while keeping costs in control.

Durability

Startups are dependent on having devices that always work when needed, regardless of the environment. **Devices that can't handle the daily bumps and bruises** of a demanding mobile user can put mission-critical projects at risk.

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What we offer

ThinkPad X1 Series

Startups are dynamic workspaces that have a greater need for mobility and flexibility without compromising power and performance. The ThinkPad X1 Series enables and enhances this always-connected entrepreneurial environment with these and other products:

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ThinkPad X1 Carbon

The ThinkPad X1 Carbon is the lightest notebook in its class at less than 2.5 pounds (1.14kg); it is also the smallest, fitting a high-quality 14-inch IPS display into a 13-inch form factor, without compromising on performance or durability. A full complement of ports, infrared camera, connectivity, and security ensure the X1 Carbon delivers maximum performance on all fronts.

ThinkPad X1 Yoga

The ThinkPad X1 Yoga is a convertible notebook with multi-mode flexibility, high-performance functionality, and a built-in rechargeable pen. The X1 Yoga excels at adapting to users' various needs with a redesigned rechargeable pen, a great visual experience, and an improved keyboard.

ThinkPad X1 Tablet

The ThinkPad X1 Tablet combines 2-in-1 uncompromised design with enterprise-class features, lightweight modularity. The X1 Tablet offers port expansion and up to five hours of extra battery life, as well as an integrated projection option for a seamless desk-to-projection experience.

Click here to explore the complete range of Lenovo ThinkPad Laptops.

What we offer

ThinkCentre Series

For new and emerging businesses looking at accelerated growth, Lenovo's ThinkCentre Series of desktop PCs provides ease of use, rock-solid reliability, and powerful productivity in a range of energy-efficient form factors, including:

ThinkCentre Tiny

The ThinkCentre Tiny packs a punch with the latest technology found in full-sized desktops. With vPro enabled 7ᵗʰ generation Intel Core i7 processors, Tiny can carry out intensive tasks like content creation, graphic design, and number crunching with ease.

ThinkCentre Tiny-In-One (TIO)

The ThinkCentre Tiny-In-One (TIO) offers the performance of a regular desktop but can be configured to meet the specific demands of the startup work environment. With the CPU and monitor being separate modules, it is quick and easy to upgrade.

The ThinkCentre TIO comes with an entry-level configuration and can be upgraded up to the latest Intel processor with vPro.
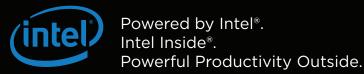
ThinkCentre Desktop

The ThinkCentre Desktop offers flexibility and choice, allowing your business to safely grow and thrive in today's digital world. Designed to be utterly dependable for years to come, these devices offer the security features needed to protect your organization's most vital data.

ThinkCentre All-In-One (AIO)

The ThinkCentre All-In-One (AIO) devices feature space-saving designs that include management tools, extra reliability features, display Port in/out combo, and energvy-saving certifications to drive productivity.

Lenovo

Click here to explore the complete range of Lenovo ThinkCentre Desktops.

What we offer

Think Accessories

Lenovo Think accessories offer your business the advantage of high performance, by fostering productivity, mobility, and connectivity.

Think Keyboards

Think keyboards come equipped with USB hubs for desktop expansion capabilities, multimedia pods and a host of ergonomic features.

Lenovo Docks

Lenovo Docks provide a seamless transition between a mobile and a desktop work environment.

Click here to explore the complete range of Lenovo Think Accessories.

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Software and Security

ThinkPads and ThinkCentres come equipped with a host of software applications that help boost productivity and ensure the security of your data.

Unified Workspace

Lenovo Unified Workspace

Lenovo Unified Workspace empowers IT to deliver more flexible, agile and collaborative workplaces and meet evolving employee expectations.

Office 365
Business Premium

Microsoft Office365 Business Premium

Microsoft Office365 Business Premium is packed with features help your workforce be more productive.

McAfee by Intel

Lenovo PC Security Powered by McAfee

Lenovo PC Security Powered by McAfee protects your growing business from cyber attacks.

Storage Solutions

When transitioning from a consumer to a business owner, data security takes on added importance. To ensure your data is securely stored and easily accessible at any time, from anywhere, using any device, you require agile storage solutions with advanced capabilities that foster collaboration and can accommodate scalability as your business grows. Also, as an entrepreneur, cost and ease of use are two key metrics you need to consider when choosing a storage solution for your business.
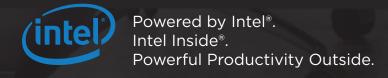
What your startup needs

Storage Infrastructure

Whether you are looking for a high-performance shared storage or a low-cost long-term retention of less frequently accessed data, Lenovo has a solution for you. You can opt for a storage infrastructure that best suits the specific requirements of your business. You can choose from Storage-Area Network (SAN), Direct-Attached Storage (DAS), Network-Attached Storage or Tape Storage.

Storage Solutions

A more future-ready alternative for a fast-growing business looking at long-term growth is Software-Defined Storage (SDS). SDS provides unmatched storage economics, advanced networking capabilities, and easy scalability.

Click here to explore the complete range of Lenovo Storage Solutions.

Things to consider

Security

Security of sensitive data is a top priority for organizations of all sizes. You need a storage solution with a built-in security framework that not only safeguards your data against cyber attacks but is also equipped with **backup and disaster recovery** capabilities to cushion the blow of any IT mishap.

Cost

Regardless of what stage a startup is currently at, it has to be mindful of its operational spends at all times. **Factors such as security and scalability of a storage solution need to be weighed against the TCO and other recurring costs,** in order to make a more informed decision.

Ease of Use

It's uncommon for a startup to have a dedicated IT team managing its technology requirements and supervising implementation. Therefore, storage solutions engineered to **simplify deployment and management** are preferable as they do not put undue pressure on a startups' limited IT resources.

Scalability

Scalability is key to the growth strategy of almost all startups. However, not all among them realize the importance of deploying **IT solutions that are future-ready,** and equipped with advanced capabilities to facilitate scalability.

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What we offer

Storage Infrastructure

Storage-Area Network (SAN):

Easy-to-use, affordable Storage-Area Network (SAN) with advanced capabilities to integrate into your existing infrastructure, or start a new one.

ThinkSystem DS Series

Lenovo Storage S Series

Lenovo Storage V Series

Network-Attached Storage (NAS):

Easy-to-use, affordable Network-Attached Storage (NAS) with advanced capabilities to integrate into your existing infrastructure, or start a new one.
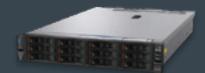
Lenovo Storage N3310

Lenovo Storage N4610

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What we offer

Storage Solutions

Software-Defined Storage (SDS):

Block and file storage for faster performance while simplifying operations. This validated turnkey solution provides easy scalability and single pane management at a fraction of the cost of legacy systems—without trade-offs in availability, reliability or functionality.

Lenovo
Storage DX8200C
powered by Cloudian

Lenovo
Storage DX8200N
powered by
NexentaStor

Lenovo
Storage DX8200D
powered by DataCore

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#3 Infrastructure Solutions

From an ecosystem of discrete components, IT infrastructure is well on its way to becoming completely defined by software, bringing greater flexibility, performance, and control. A future-ready IT infrastructure can set you apart from stifling competition, empower you with the flexibility to quickly deploy new IT solutions and services, and enable you to respond faster to new business opportunities. With an agile infrastructure in place, you are better equipped to handle the business needs of today and the challenges that come with scalability in the future.

Click here to explore the complete range of Lenovo Solutions.

What your startup needs

Cloud Solutions

For startups seeking an agile, practical and cost-effective IT infrastructure to run all collaboration applications, build data solutions, effectively store information, efficient product development and delivery, cloud is the answer. Cloud-based infrastructure fosters collaborative work from anywhere in the world while keeping all information secure and restricted to authenticated user access.

Virtualization Solutions

If you have more than 10 employees or are planning to grow soon, workplace virtualization is a must-have solution for you. This would help not only to have access to best-in-class technology at an affordable cost, but also to enhance collaboration and co-work environment and lower operational costs.
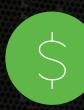
Business Needs

The infrastructure needs of a technology startup will be different from that of a knowledge services startup. While cloud computing and virtualization offer many benefits, **you need to know if they address your company's needs.** There are many different technology solutions available and thorough research and planning will help you find the one that best addresses your needs.

Simplicity

Ease of implementation and manageability are key factors to consider when choosing the right IT infrastructure for your business. As a startup, with a limited IT team, you need technology solutions focused on building your business and not just the IT infrastructure.

Cost

How much money can you allocate to implement virtualization and cloud computing for your business? In the long run, these solutions will help you reduce costs, but you also need to **consider the short-term expenditure associated with IT investments, both hardware, and software.** Cost takes on added importance for cash-sensitive startups.

#3 Infrastructure Solutions

Things to consider

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What we offer

Lenovo

Cloud Solutions

Microsoft Cloud

Cloud solutions from Lenovo and Microsoft facilitate quick deployment of IT solutions and applications, helping you respond faster to emerging opportunities. When combined with Lenovo's comprehensive suite of services – the industry's top-rated systems from Lenovo with advanced capabilities of Microsoft Hyper-V – the Lenovo Cloud offerings for Microsoft Hyper-V enable you to take the guesswork out of Cloud.

Red Hat Cloud

The Lenovo Cloud Validated Design for Red Hat OpenStack Platform enables you to set up and roll out your virtualized infrastructure with optimized configurations for hardware, software, and cloud deployment. It gives your business the ability to turn up new services faster and with less effort. When combined with Lenovo's comprehensive suite of services, this validated design can help you simplify your infrastructure and virtualization management.
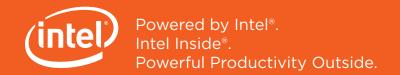
SUSE Cloud

The Lenovo Validated Design for SUSE OpenStack Cloud enables a cost-effective, easy-to-use offering for customers interested in deploying their own Infrastructure-as-a-Service (IaaS) cloud environment. This validated design features highly available configurations based on the Lenovo x3550 M5 and x3650 M5 high-performance servers, which enables both nodal and solution scaling.

VMWare Cloud

The Lenovo Cloud Validated Design for VMware Software Defined Data Center brings state-of-the-art cloud capability to the small, medium and enterprise data centers, supporting public, private and hybrid cloud architectures. When combined with Lenovo's comprehensive suite of services, the primary benefit of deploying this solution in a VMware Cloud environment is the ability to turn up new services faster and with less effort.

Click here to explore the complete range of Lenovo Cloud Solutions.

Lenovo Client Virtualization Solutions

Lenovo Client Virtualization validated designs supports a range of virtual desktop and virtual application scenarios using industry-proven Lenovo hardware combined with software from Citrix® and VMware®. These client virtualization validated designs are fully tested across applications, software, hardware, and services to help streamline IT administration and simplify the transition to a virtual desktop infrastructure.

#3 **Infrastructure Solutions**

What we offer

Virtualization Solutions

Lenovo Infrastructure Solutions

Lenovo provides complete infrastructure solutions to help companies build and manage their computing environments. With the unprecedented growth and variety of data flowing into and within the enterprise, it is difficult to predict how much computing, storage or networking resources are enough. Increasingly, organizations need highly scalable solutions which will enable them to respond nimbly to changing workload requirements. As environments become more complex, Lenovo helps you to efficiently manage volatile workloads with predictable cost, elastic storage scalability, and simplified administration.

Click here to explore the complete range of Lenovo Virtualization and Infrastructure Solutions.

5 reasons
why Lenovo is a difference maker

Trusted around the world

Expertise across categories

Choose Lenovo with confidence

Business-boosting technology

Flexible support network

Lenovo Accelerator
is a unique program for startups that provides a full value chain of incubation services:

Open Lenovo global resources to support entrepreneurs

Focus on early-stage TMT and technology entrepreneurs

Connect the demand of global market to entrepreneurs

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