THE GREAT TECHNOLOGY DIVIDE BETWEEN GENERATIONS – OR NOT

Three generations – Baby Boomers, Generation X, and Millennials – currently make up about 97% of the U.S. workforce, according to the U.S. Bureau of Labor Statistics.

The Modern Workforce

The world today is seeing a seismic shift in the workplace. Never before has there been such a meld of generations within the same workforce.

The three generations – each bringing their own experiences to the table – have made the modern workforce versatile and rich with diverse skill sets.

While **Millennials** are all set to take over the workforce, **Baby Boomers and Gen Xers** haven't quite finished contributing to the workforce yet.

Millennials became the **largest generation** in the workforce in **2015** and are set to occupy more than **75%** of the **global workforce** by **2025**

Source: How Millennials Could Upend Wall Street and Corporate America

What's more interesting is how these generations are adapting to the evolving technology at the workplace. And while each may have their own characteristic work styles, what's important is how technology enables them to join forces and create a productive and efficient workplace.

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This whitepaper will put a spotlight on technologies that allow such a diverse workforce to thrive.
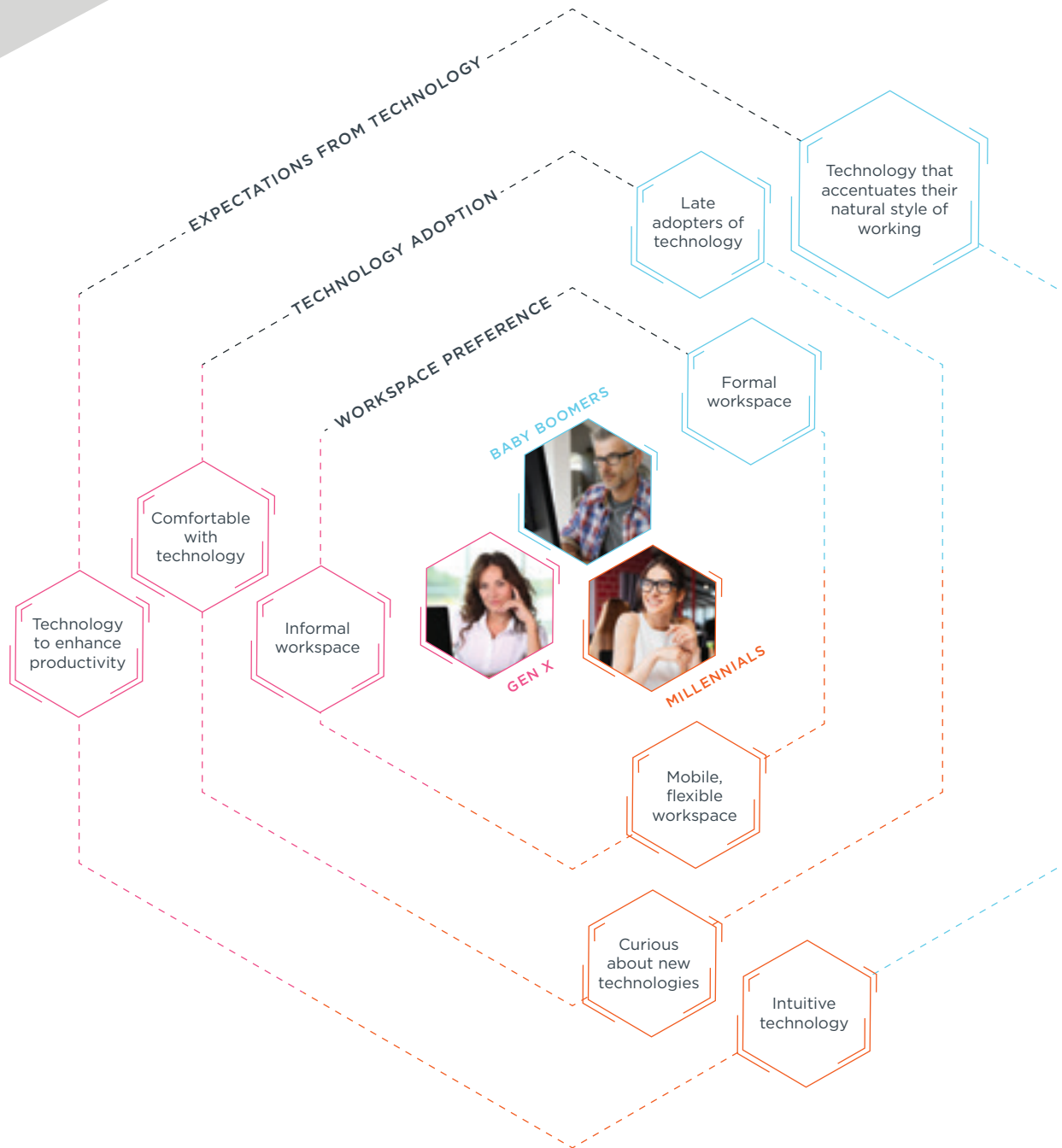
Even among Baby Boomers, Gen Xers and Millennials, the workforce can be further divided into mobile, non-mobile and specialist users based on job roles. Thereby, putting an emphasis on the technology and devices allotted to each job type – so, irrespective of generation, the workforce can be at their productive and efficient best.

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Baby Boomers :
The Builders

Baby Boomers are the builders. Born between 1946-1964, they had to build everything from scratch. Many of the corporations we know of today have been built by them. They believed in working long hours – earning them the tag of a 'workaholic' generation.

Today, they're seen in leadership roles in their organizations. They have worked all through their lives and they love it. And they will continue to do so until they can.

It was not until much later in the careers that they had to start using technology at their workplace. Also, there are a lot of Baby Boomers who have retired and returned to the workforce for a second career stint. Many of them take up consultancy roles which require them to read up and research a lot, be on the move, interact with lots of organizations and be available on audio and video conferencing.
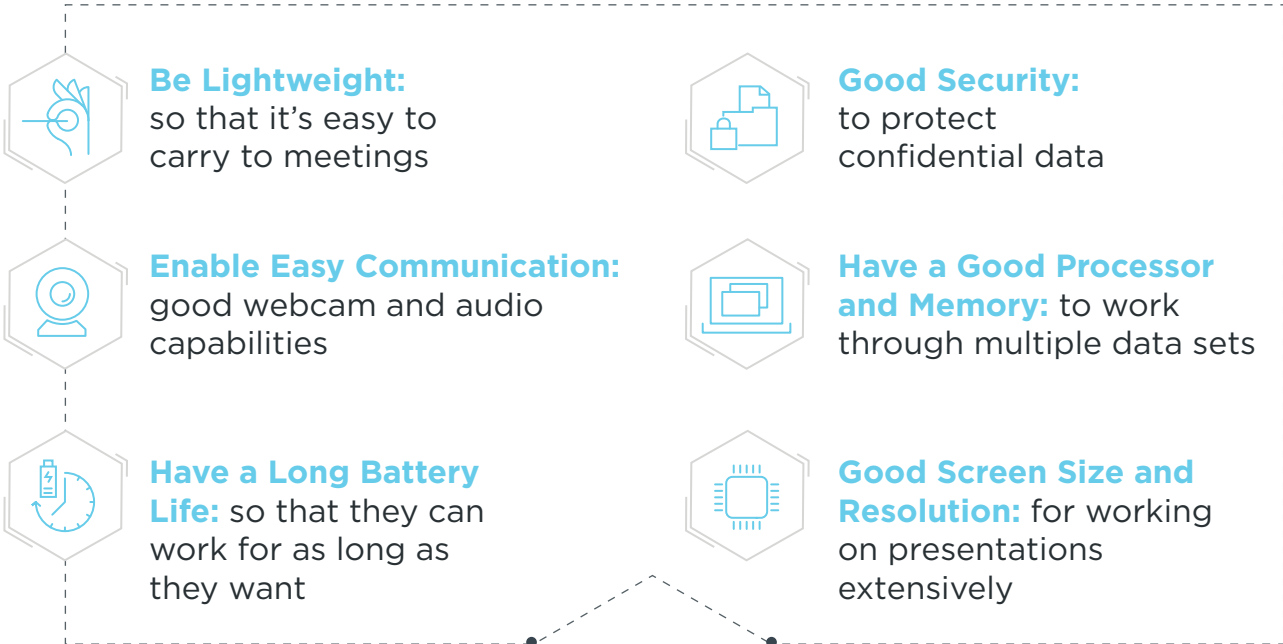
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BABY BOOMERS : THE BUILDERS

Baby Boomers are used to a formal workplace culture and prefer one-on-one communication over digital communication through emails or text messages. However, in keeping with the times and technology they would prefer software and devices that do not hinder their natural working style. Their devices should:

Lenovo™

Be Lightweight: so that it's easy to carry to meetings

Good Security: to protect confidential data

Enable Easy Communication: good webcam and audio capabilities

Have a Good Processor and Memory: to work through multiple data sets

Have a Long Battery Life: so that they can work for as long as they want

Good Screen Size and Resolution: for working on presentations extensively

ThinkPad Active Pen: for easy note-taking

OLED display: for a rich visual experience

ThinkPad X1 Yoga

Up to 15 hours battery life: for long work days

dTPM 2.0 chip: for data security

8th Generation Intel® Core™ i7 with vPro®: for powerful processing

Powered by Intel®.
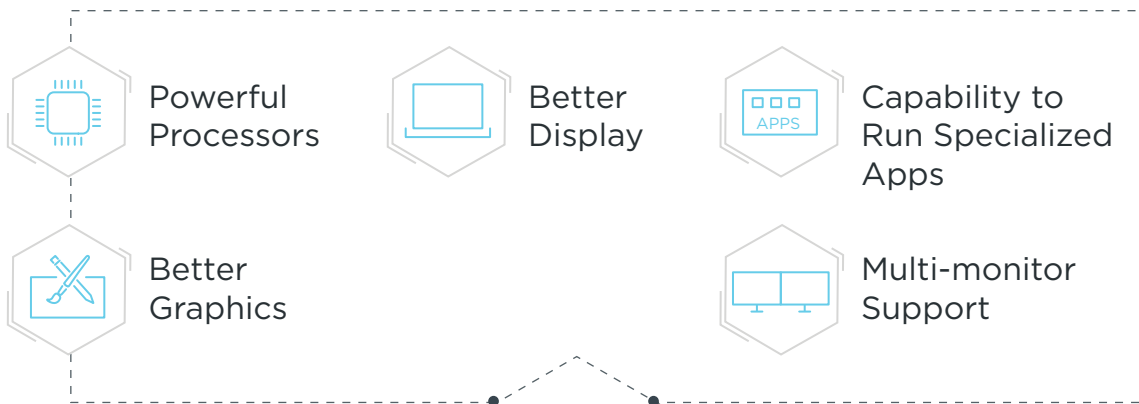Intel Inside®.
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BABY BOOMERS : THE BUILDERS

Most Baby Boomers in specialist roles leveraged the latest technology of their time. This set of Baby Boomers have also seen the evolution of technology, so new software will be like a new approach for them. Hence, it is essential that the UX of their devices is such that it minimizes unlearning and relearning.
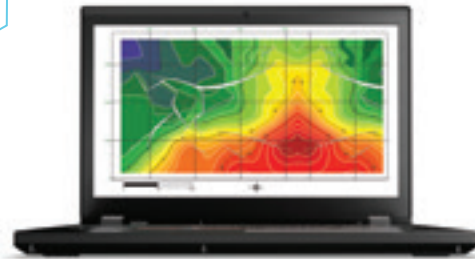
Baby Boomers in specialist roles, like Scientists and Researchers require:

- Powerful Processors
- Better Display
- Capability to Run Specialized Apps
- Better Graphics
- Multi-monitor Support

ThinkPad P51

8th Generation Intel® Core™ i7 Processor: for better productivity

4K UHD display: for a superior visual experience

NVIDIA® Quadro®: for superior graphics

15.6" FHD IPS 10-point Multitouch Display: for rich visuals

(ISV) certified

Independent Software Vendor (ISV) certified devices: for seamless user experience

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Gen X : The Doers

Gen Xers are the doers. Born before 1980, this generation can be found at multiple levels in any organization. As the Baby Boomers retire, this is the generation that will take charge; if they haven't already. This generation is fiercely independent and has an entrepreneurial mindset. They were the first to experience cutting-edge technology with the first cell phones and they were also the first to see the internet boom.

70% organizations believe that **Gen Xers** are the **best workers** overall and can make the most **effective managers.**

https://www.businessinsider.in/How-Millennials-Gen-X-And-Boomers-Shape-The-Workplace/articleshow/22445207.cms

Gen Xers like an informal workplace and are comfortable using technology in their everyday business. In fact, Gen Xers love technology. They like taking notes and visually interpreting themselves. They're most comfortable with using software like Microsoft® Office 365.

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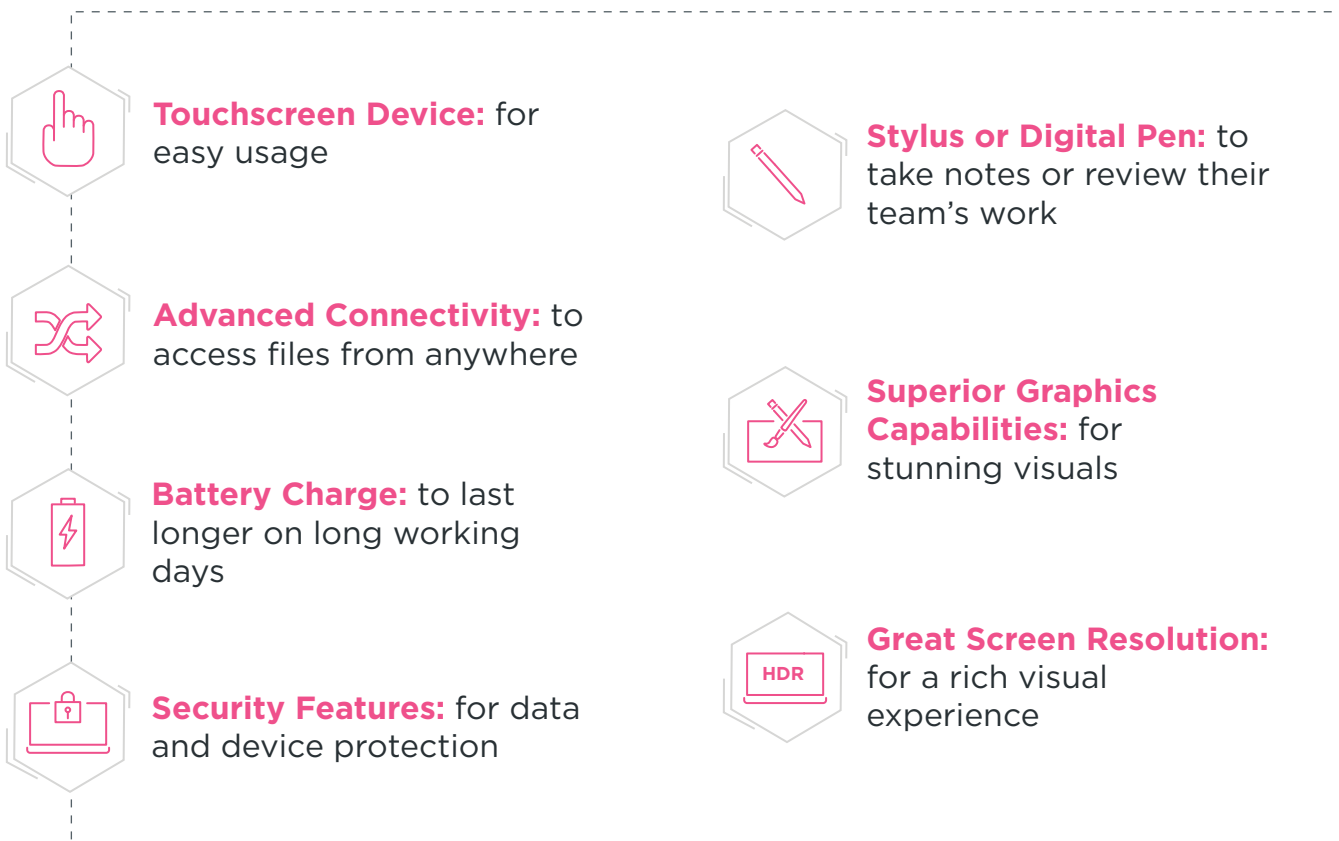Intel Inside®.
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GEN X : THE DOERS

MOBILE USERS

On-the-go Gen Xers like CXOs, Senior Account Executives and Senior Business Development Managers, need devices that are easy to use and help them review and take notes on the move. Their devices need to offer graphics capabilities to make superior visual presentations and a long battery life as they will be transiting very often. They also need good WiFi connections as well as security features which ensure that unsafe public WiFi networks don't pose threats to the data. They would prefer features like:
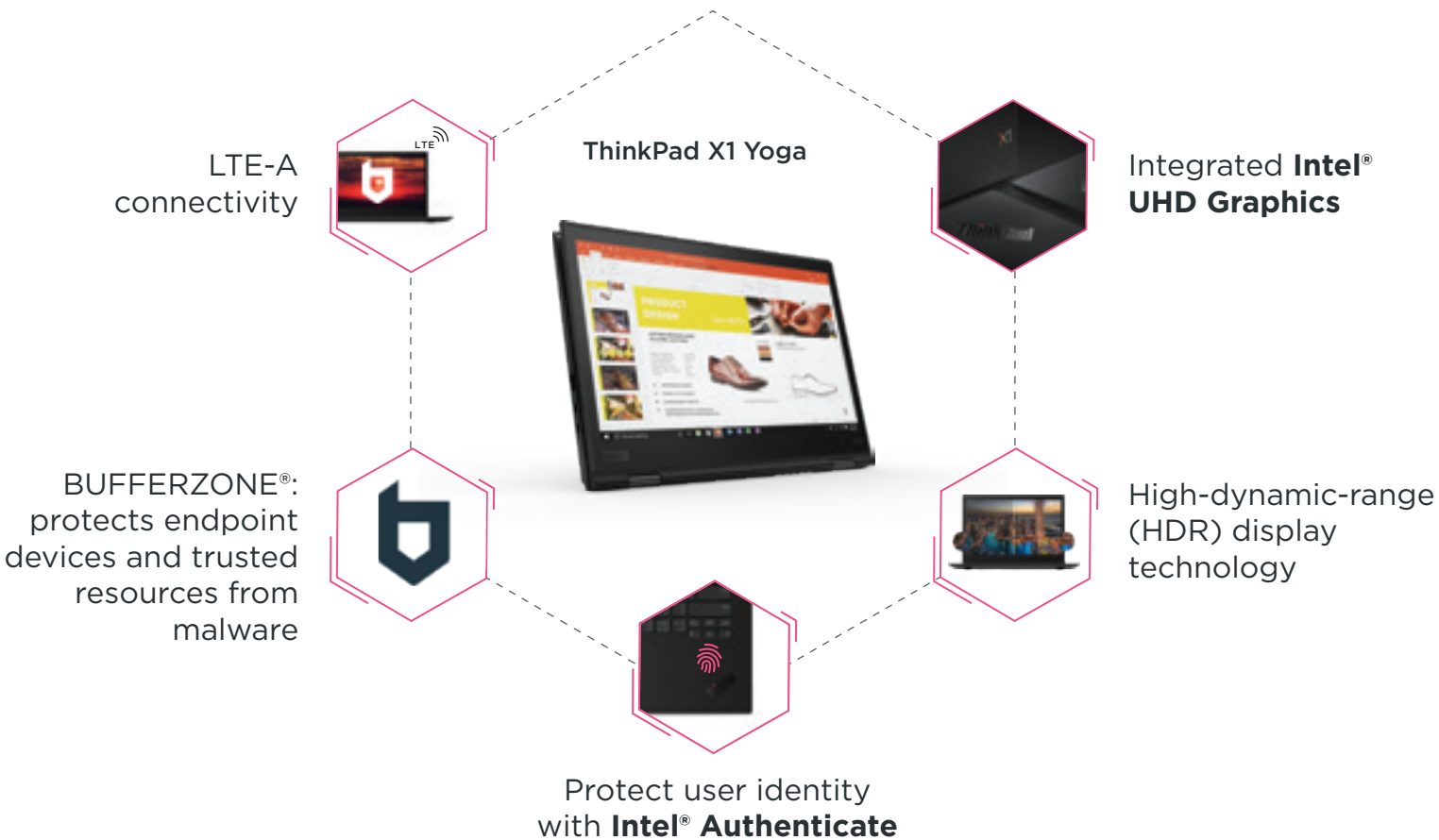
Touchscreen Device: for easy usage

Stylus or Digital Pen: to take notes or review their team's work

Advanced Connectivity: to access files from anywhere

Superior Graphics Capabilities: for stunning visuals

Battery Charge: to last longer on long working days

Great Screen Resolution: for a rich visual experience

HDR

Security Features: for data and device protection

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GEN X : THE DOERS

MOBILE USERS

ThinkPad X1 Yoga

LTE-A connectivity

Integrated **Intel® UHD Graphics**

BUFFERZONE®: protects endpoint devices and trusted resources from malware

High-dynamic-range (HDR) display technology

Protect user identity with **Intel® Authenticate**

"

Lenovo products provide us with a quality and longevity we have not experienced with past vendors. The reliability of the ThinkPad has resulted in greater adoption of laptops throughout our business, enabling our mobile workforce to maintain productivity while travelling.

Dwayne Lindner,
IT Strategic Delivery Manager,
Wesfarmers Insurance Division

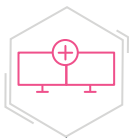Powered by Intel®.
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GEN X : THE DOERS

NON-MOBILE USERS

Non-mobile Gen Xers like Senior Researchers, Data Scientists, Senior Designers and Editors find themselves at their desk for most part. Additional screens are almost a must for them to improve their efficiency. Also, they need to have efficient workspaces, given that they are doers and will be multitasking. They require features like:

Device Expandability: connect to more screens or devices

High Processing Power: to multitask easily

Security: smart USB for data protection

Save Desk Space: compact form factor means it can be mounted anywhere

Good Ergonomics: for easy upgrades

ThinkCentre M910x Tiny

Optional tool-less design

Multi-monitor support

Smart USB protection

Intel® Optane™ Memory

Powered by 8th Generation Intel® Core™ Processor
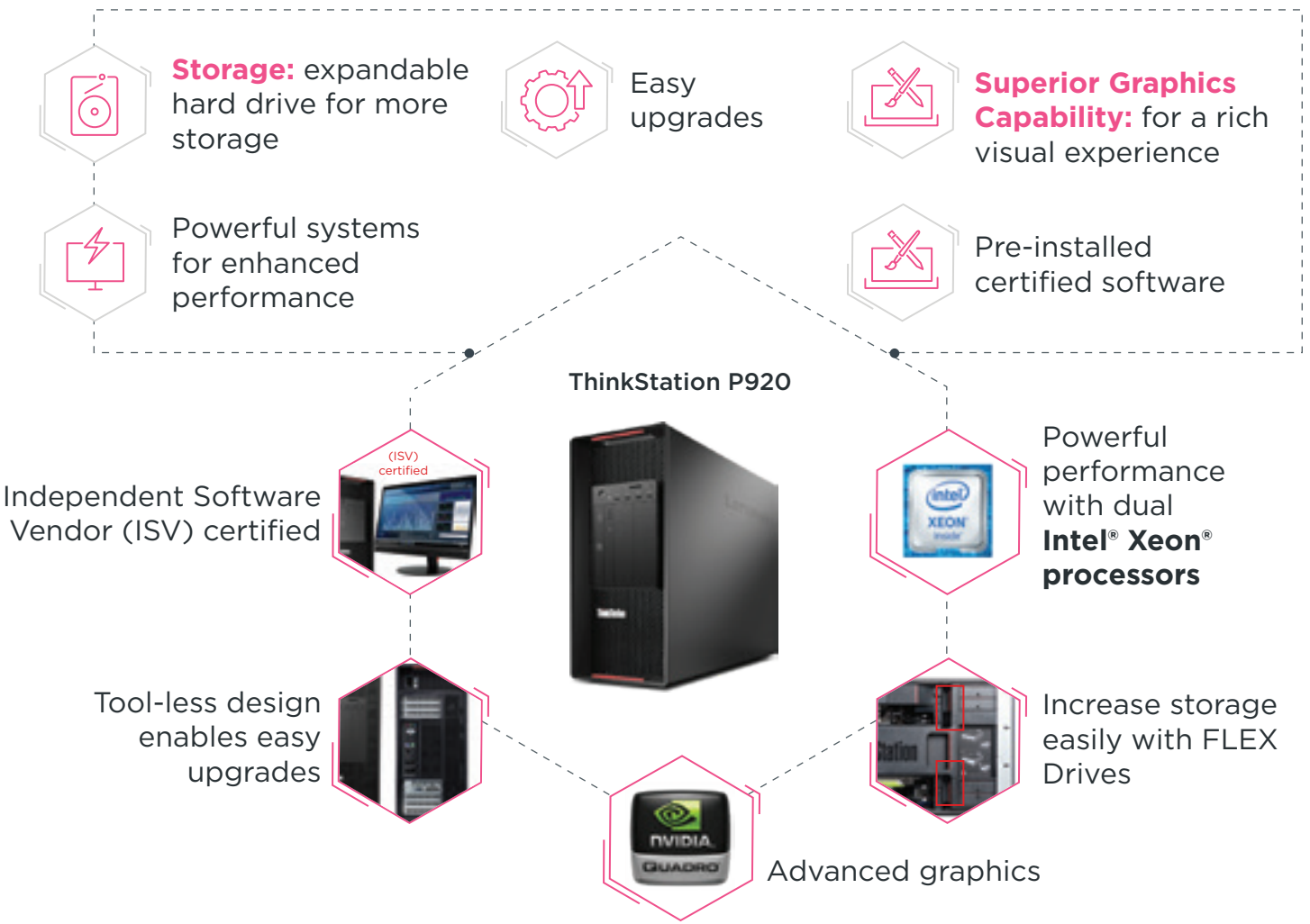
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10

GEN X : THE DOERS

SPECIALIST USERS

Specialist Gen X users like Statisticians, Modelers, Designers, Editors require certified software. They also require good graphics capabilities and ample storage for maximum productivity. They require features like:

Storage: expandable hard drive for more storage

Easy upgrades

Superior Graphics Capability: for a rich visual experience

Powerful systems for enhanced performance

Pre-installed certified software

ThinkStation P920

(ISV) certified

Independent Software Vendor (ISV) certified

Powerful performance with dual **Intel® Xeon® processors**

Tool-less design enables easy upgrades

Increase storage easily with FLEX Drives

Advanced graphics

> Every measurement and angle counts in our industry. Our benchmark tests indicate that Lenovo PCs are built to be more powerful and therefore run the certified design software faster and more reliably, so our clients receive the highest quality deliverables on time, throughout their projects

Mahmoud Amin
IT Manager, Dar Al-Handasah
Cairo Office

> Since the switch to the Lenovo ThinkStation we have seen a phenomenal difference with software performance overall.

Don Wilson
Lead Product Designer,
Whirlpool Corporation

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Millennials :
The Adopters

The Millennials are the Adopters. This generation is currently growing to comprise most of the workforce. This generation, has seen more technological evolution than any other generation. They started work in the age of technology and are hence most comfortable with using it to communicate.

They love to collaborate and share, so they appreciate any technology or platform that allows them to do so. Also, Millennials do not believe in workspaces – they are the anytime, anywhere generation.

"

Lenovo products provide us with a quality and longevity we have not experienced with past vendors. The reliability of the ThinkPad has resulted in greater adoption of laptops throughout our business, enabling our mobile workforce to maintain productivity while travelling.

Dwayne Lindner
IT Strategic Delivery Manager,
Wesfarmers Insurance Division

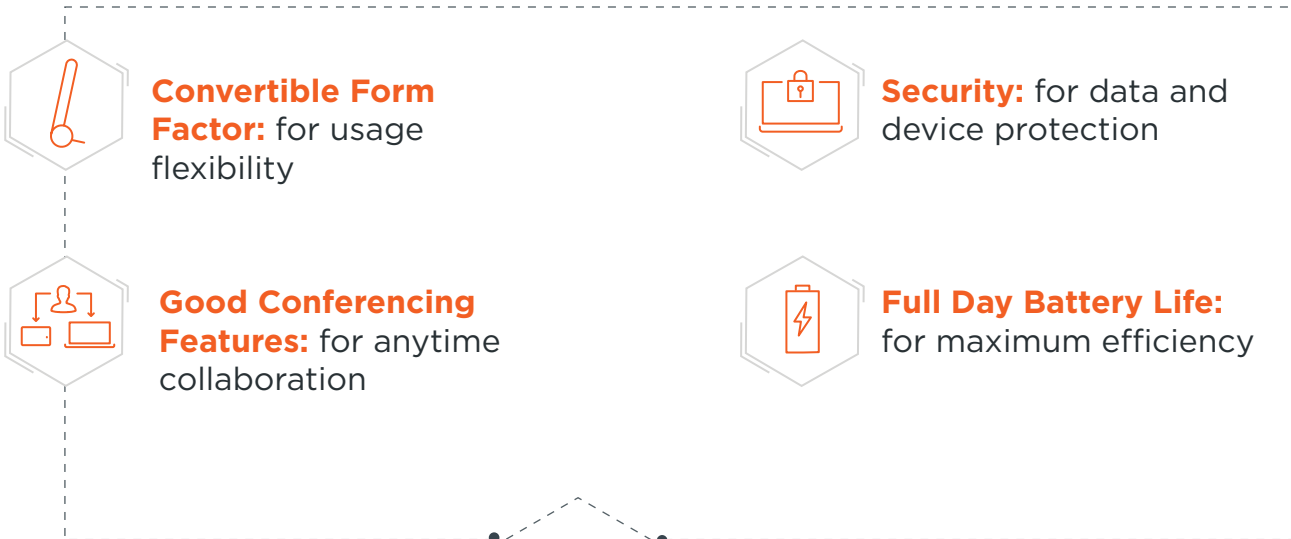Powered by Intel®.
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MILLENNIALS : THE ADOPTERS

MOBILE USERS

Millennials are always on-the-go. With many in roles like sales and on-site technicians, they need devices that's an effective extension of their style and can be flexible enough to suit their varied requirements. They also need great connectivity features and security as they are used to working from multiple locations outside traditional office premises.

Convertible Form Factor: for usage flexibility

Security: for data and device protection

Good Conferencing Features: for anytime collaboration

Full Day Battery Life: for maximum efficiency

ThinkPad Thunderbolt™ 3 Dock: for quick and easy data transfers

ThinkPad X1 Yoga

360° hinge: for absolute usage flexibility

Dolby® Premium™ Audio: for better voice and sound
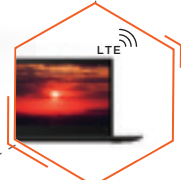
Built-in LTE-A wireless: for seamless connectivity

Protect user identity with **Intel® Authenticate**

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Powerful Productivity Outside.

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MILLENNIALS : THE ADOPTERS

NON-MOBILE USERS

While most Millennials are mobile, some job roles – like Big Data Analyst and Stock Trader roles – require them to work from a designated desk. Devices that can reduce clutter and ensure maximum desk space can help the users be highly efficient at the workplace. Additionally, robust security features can protect sensitive data.

Compact: can fit anywhere

Easy Expandability: to connect to multiple monitors

Convenient Connectivity: for quick data transfers

Data Security: to protect sensitive information

Superior Graphics Capability: for rich visuals

ThinkCentre Tiny M910x

6 USB 3.0 ports: for more connectivity

ThinkCentre Tiny-in-One (TIO) compatibility: for modular design and upgradeability

Integrated **Intel® HD Graphics:** for a superior visual experience

dTPM 2.0 chip: for data security

3 independent 4K monitors*: for easy expandability

> " We're more likely to improve employee collaboration and get the digital natives on board if we have modern IT space and other devices that are lightweight, powerful that they can easily carry between Vetter's offices and labs in the region.

Christian Hegele
Director Information Technology, Vetter Pharma International

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*with optional RX460 graphic card.

MILLENNIALS : THE ADOPTERS

SPECIALIST USERS

Millennials in specialist roles like Graphics Designers, Visualizers and Editors require mobile workstations with high processing power and memory. They also need great screen resolution and certified software to make their creations come alive.

High Processing power: to multitask easily

Superior Memory: to handle intensive tasks

UHD

More Ports: to connect with other devices

Dazzling Display: for rich visuals

Pre-installed certified software

ThinkPad P70

64GB DDR4 memory: for intensive usage

Compatible with **Intel® Thunderbolt™ 3**: added ports for easy expandability

4K UHD display: for a superior visual experience

Intel® Xeon® Processors: for a powerful performance

(ISV) certified

Independent Software Vendor (ISV) certified: for seamless user experience

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Conclusion

At Lenovo we strive to create our endpoint devices as an extension of the users. So whatever be the generation our devices will have an intersection of features to suit the requirements and needs of multiple generations. We offer the best-in-class devices powered by Windows 10 Pro to make organizational workplace efficiency a reality.

5 reasons
why Lenovo is a difference maker
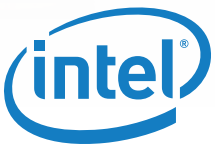
Trusted around the world	Expertise across categories	Confidence in our products	Business-boosting technology	Flexible support network

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