

**Smarter** brings speed,  
productivity and  
sustainability **together.**



An Ev<sup>o</sup> Design



Lenovo recommends  
Windows 11 Pro for Business.

Smarter  
technology  
for all

Lenovo

# Tech That Powers You Ahead

Tune in to a Formula 1® race on the weekend, and you'll enjoy a sports-viewing experience unlike any other. Lenovo technology collects in-race data and powers content creation, helping F1 to display speeds, G-forces, gear shifts and more, sharing the real-time stats with viewers around the world.

Year-round, Lenovo's technology and solutions make the entire F1 organization:

- **more efficient**
- **more productive**
- **more sustainable**

Lenovo's comprehensive solutions across hardware and software are fully customizable and can move at the pace of even the most complex organizations.

 **If Lenovo can fuel the ambitions of F1, imagine what it can do to make your entire enterprise more efficient, productive, sustainable and scalable.**



## Enduring value

**Lenovo solutions keep costs lower for organizations of all shapes and sizes**



Across geographies and organizations of all sizes, companies can **save**

**25%**

on all hardware, software and associated costs with Lenovo over a four-year period.<sup>1</sup>



The longevity of Lenovo devices is unmatched. What's more, extending device lifespans can lead to a

**20-40%**

**reduction in cost**, greenhouse gas emissions and e-waste.<sup>2</sup>



PC users' IT support tickets tend to be faster and easier to resolve, with Lenovo's average cost per ticket

**24%**

**lower** than the most popular hardware brand.<sup>3</sup>

# Think, End to End

Your entire organization can and will work smarter, faster and in a more efficient and sustainable manner with Lenovo's E2E solutions. Every product in the Think family works in harmony to power businesses around the world by providing cost-efficiency, affordability, productivity, performance and sustainability with ease.

**Equip IT for excellence:** Easy to deploy and highly customizable, our Digital Workplace Solutions comprise the right suite of products and services to scale along with your needs. With Lenovo technology powering the organization, people across functions and business units see IT as a partner they can trust and rely on.

**Power for your people:** When people use Lenovo devices and solutions, they enjoy a better, more productive experience. They can also work with confidence and feel empowered to solve measurable problems, address real-world challenges and deliver tangible results.

[Explore the Lenovo Think family of solutions](#)

1. ThinkBook 14 Gen 6 i
2. ThinkPhone by Motorola
3. ThinkPad X1 Carbon Gen 11
4. ThinkVision 27 3D Monitor
5. ThinkSmart Controller
6. ThinkReality VRX
7. ThinkStation PX Workstation
8. ThinkCentre neo 50q Gen 4
9. ThinkPad X1 Yoga Gen 8
10. ThinkSmart One





# Smarter Is Enhancing the Employee Experience

Lenovo offers the industry's broadest portfolio of end-to-end tech solutions that make work easier, freeing your people to focus on what's most important.

## The Think Portfolio of products and services...

allows your employees to connect seamlessly and work smarter, together. This matters more than ever, because businesses and employees are reimagining what work looks like, with hybrid, distributed workforces becoming the new norm. **Think helps people work how they want.**

**For example:**



**Lenovo ThinkSmart** is a collection of smart devices designed to enhance collaboration in meetings. Immersive, interactive and high-quality, ThinkSmart empowers everyone on the team to have a voice.



**Lenovo's ThinkPad X1 Carbon**, powered with Intel vPro,® An Intel® Evo™ Design, is built for what IT needs and users want. It meets design requirements, hardware specifications and key user experience targets for consistent responsiveness, instant wake, all-day battery life, fast charging and intelligent video conferencing. And with Intel® Unison®, you can easily connect your Lenovo ThinkPhone, or your Android or iOS smartphone to your ThinkPad, putting your laptop at the center of all you do.



**Lenovo ThinkVision** monitors help remote workers feel like they're in the office, delivering absolutely clear audio and stunning visuals, with VoIP functionality making collaboration a breeze.



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 **F1 drives collaboration with Lenovo, providing the tech and power that make its race operations go off without a hitch. Lenovo technology—across the Think ecosystem and beyond—makes it possible for F1 staff in the Media & Technology Centre to transform the mountain of data produced by each car into interesting content for viewers to enjoy during the broadcast.**



## A More Enjoyable Employee Experience

A majority—60%—of technology and business leaders indicate that improving employee experience is a top IT priority in 2023.<sup>4</sup> **Lenovo helps people work how they want** with its secure, innovative and customized solutions. And employees are twice as engaged and 85% more likely to stay for 3+ years if they feel they have the technology that supports them at work.<sup>5</sup>

**Lenovo helps keep the work experience secure**, no matter where an employee is physically located. From remote data management to password-less authentication to ThinkShield, Lenovo's security offerings keep your business safe. Secured-core PCs with Windows 11 Pro also provide security at the firmware level to offer better protection and enable access from anywhere.

**An experience powered by innovation:** LDI Plus Managed Services and Premier Support Plus are essential to monitoring the health of your devices and fix issues fast, and they adapt to how your team works.

# Powering Productivity

Working smarter means tearing down barriers to productivity. Lenovo's Think Portfolio of products and services is the nervous system connecting corporate strategy, finance, innovation, operations and talent—from pocket to cloud.

## Powerful. Portable. Productive.



**Lenovo ThinkPad X1 Carbon** powered with Intel vPro®, An Intel® Evo™ Design, built for what IT needs and users want—is designed with a single purpose: to empower people to do their best work.

- **Worker- and IT-friendly:** Less downtime, longer life, quicker repairs.
- **More secure:** Windows 11 helps shield valuable data and enables secure hybrid work.
- **Optimized for multitasking:** The latest Intel Core™ processors incorporate performance hybrid architecture to handle demanding workloads with ease and efficiency.



**ThinkPad, or ThinkBook and other Think devices, to expand your mobile workspace.** Integrating Android and Microsoft Windows experiences, ThinkPhone unlocks productivity for the power user. Just double-tap the iconic Red Key to easily sync to your ThinkPad or PC.


This is the Think Portfolio of products and services at work, blurring the lines between mobile and desktop and remote and office while putting productivity in bold.

## Fast Support 24/7/365

**Lenovo Premier Support Plus** helps you stay ahead of problems and rapidly resolve issues as they arise, with around-the-clock access to our support engineers.

**Lenovo TruScale Device as a Service** is also a force multiplier when it comes to productivity, providing comprehensive and scalable tech solutions for the forward-looking digital workplace.

**Lenovo Service Desk** provides proactive issue detection, predictive maintenance, automation and self-service for hardware, software and OS.

 **That's why Lenovo is an Official Technology Partner of Formula 1. F1 Grands Prix™ —whether in Monaco, Singapore, or somewhere in between—produce approximately 300-400 GB of data coming off the cars and cameras around the track, all in real time. Collecting data at this scale takes power—and the Lenovo solutions that make it possible must be 100% reliable and repeatable for every single event. Lenovo empowers F1 to optimize productivity as it accelerates into the future.**



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# Think Sustainability

In the time it takes you to read this sentence, the equivalent of more than 1,000 laptops of e-waste was dumped. But the proliferation of technology isn't just the problem, it can also be the solution—and be better for business. That's why **Environmental, Social and Governance is a key aspect** of the Think Portfolio of products and services.

## Power Plus Purpose



### Lenovo ThinkPad and ThinkCentre

100% of our commercial notebook and desktop computers are ENERGY STAR certified, as are 97% of our monitors.



### TruScale Device as a Service

Lenovo customizes an organization's entire device ecosystem—hardware, software, data centers and more—to maximize energy efficiency and eliminate waste.



### Asset Recovery Services (ARS)

Our comprehensive program helps customers minimize e-waste through secure life cycle management and retirement.



### Longevity and repairability

Lenovo devices are easy to repair and last longer, helping IT managers reduce costs as well as e-waste.

We also partner with our customers to advance their own sustainability efforts. We refurbish and repurpose equipment to extend device life and reduce customers' replacement costs. Soon, Lenovo will have enabled the recycle and reuse of 800 million pounds of end-of-life products.



**F1, for example, leverages our Asset Recovery Services (ARS) focused on reuse and sustainable recycling of technology hardware that the organization cycles through. This allows F1 to offset some of the cost each time it takes on a technology refresh (complete with guaranteed secure data destruction), and simultaneously furthers F1's sustainability goals.**

## Leading by Example

- Lenovo has been recognized as a leader in climate change and received an **“A-” ranking from CDP in both climate change and water security areas** of assessment.<sup>6</sup>
- Lenovo is proud to partner with Intel<sup>®</sup>, ranked #2 in 2023 in Barron's 100 Most Sustainable Companies Report. Intel<sup>®</sup> treats and returns 99% of the water used in its manufacturing, with a goal of being water positive by 2030.<sup>7</sup>
- By FY 2025/26, **100% of Lenovo PC products will contain post-consumer recycled content.**
- Lenovo is **eliminating 54 tons of plastic tape every year**, as well as shifting to packaging made from biomaterials such as bamboo and sugarcane to reduce waste.
- Intel uses **93% renewable electricity globally**, with a goal of 100% by 2030.<sup>8</sup>
- All Lenovo devices run Windows 11, which optimizes processes based on real-time power grid information to reduce carbon emissions.



# A Smarter Organization, Not Just Fast Cars

F1 is one of the fastest-growing spectator sports on the planet, thanks in no small part to Lenovo technical innovation that pushes the possibilities. **Our devices support 600+ F1 employees**, from executives to track-side operational engineers, and help to produce thrilling content that gets used by media outlets in more than 180 territories worldwide, giving fans an incredible viewing experience. **This isn't just productivity in motion—it's productivity at 200 mph.**

At 23 events around the world during the nine-month season, an entire IT operation on par with the largest global enterprises is up and running in mere hours. **It comprises multiple components, from servers to ThinkPad, from monitors to Motorola smartphones.** They allow the F1 team to collaborate in real time with the Media and Technology Centre in Biggin Hill, UK, which then shares the content with broadcast partners globally. When the race is complete, the entire operation is packed up and moved to the site of the next race, sometimes thousands of miles away—yet everything still works flawlessly at each location.

## Solutions that supercharge the F1 viewing experience

F1 is built for constant improvement so that—just like a race car—its entire platform can be upgraded over time for improved results, without impacting ongoing operations or the organization's sustainability efforts.

## More than just speed and productivity

Lenovo's solutions have made F1 a better and more efficient organization, even in the offseason, which will allow F1 to continue racing toward an even more exciting, more sustainable future. Thanks to this innovative partnership, everyone—from the trackside teams to the broadcasters to the fans—enjoys an experience that no other spectator sport can match.



## Sources

1. Independent third-party analyst company commissioned by Lenovo
2. Independent third-party analyst company commissioned by Lenovo
3. Independent third-party analyst company commissioned by Lenovo
4. Forrester, "Digital Workplace Trends to Watch Out For in 2023," 2022
5. Lenovo, "People-First Digital Ecosystem Report," July 2022
6. Lenovo Recognized as Leader in Climate Change and Water Security by CDP
7. See Intel vPro® Sustainability Sales Card, 2023
8. Intel, "Corporate Responsibility Report," 2022-23

# Think powers Digital Workplace Solutions to deliver better outcomes



An Evō Design



## Windows 11

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