

*Lenovo ThinkVision*

2024

*What's Next for Monitors:*

6 Trends Shaping Modern Work

Lenovo

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# Executive Summary

## Where we are now

The world of work continues to evolve...

and so does our relationship with the technologies that enable success in the modern age. Businesses must now think long-term to address rising challenges in talent retention and ensuring business continuity. On the other hand, employees need the right tools that empower them to meet their full potential amidst the backdrop of rapid transformation.

Over the past few years, change seems to have been the only constant as traditional ways of working faced enormous upheaval and society adapts to disruption.

The modern workforce has begun welcoming an influx of young digital natives into multi-generational teams<sup>1</sup> spanning Gen Z, Millennials, and Gen X – all representing different attitudes towards work and life as well as digital fluency. The advent of emergent technologies like artificial intelligence is opening doors to new frontiers of possibilities, but thickens the plot for businesses navigating best practices to stay ahead of an ever-shifting curve.

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Companies far and wide should look to an innovative technology partner that provides expertise in meeting future-of-work challenges. Purposeful transformation and keeping hardware up to date over time is critical to the employee experience and getting the job done effectively.

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1. [Techtoday](#)



## *The state of modern work*

Businesses need to brace for the fact that flexibility is not disappearing anytime soon. In 2024, return to office (RTO) mandates will be met with employees' ongoing demands for flexible policies which will keep hybrid and remote working models on the table.

At the same time, we are becoming more and more reliant on the effectiveness of our device ecosystems to stay productive and to maintain a competitive edge, no matter where and how we work.

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At Lenovo, we believe in innovation driven by purpose. ThinkVision research has shown that monitors are considered essential for modern workplaces and have taken on a unique role as the center of our work device ecosystems.

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Where employees work is split between office, home, and both:

80%

of Chief HR officers from Fortune 500 companies have no plans to decrease remote work flexibility in the upcoming year<sup>1</sup>

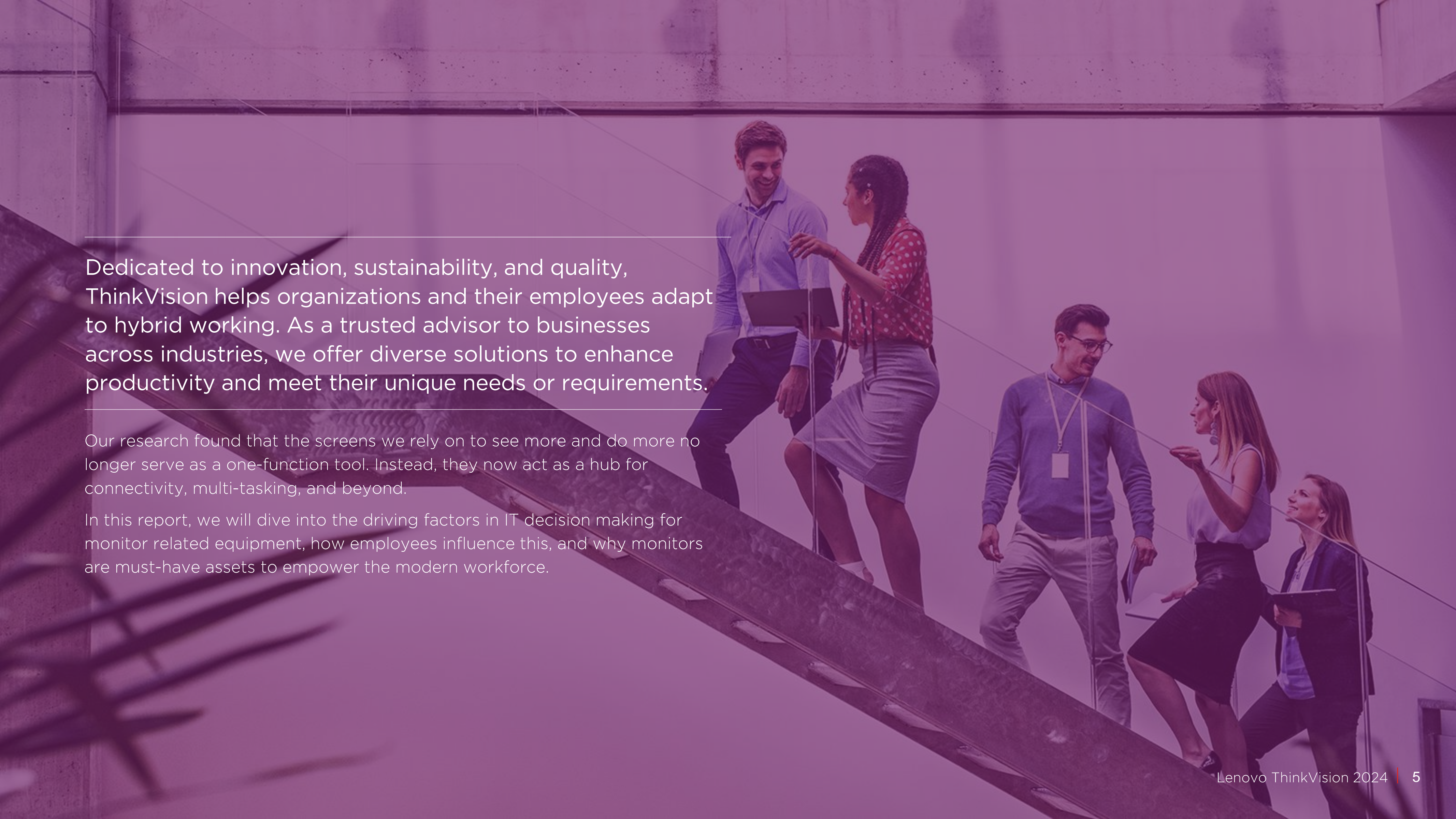
1. [Gallup](#)

2/3

of employees currently work from home (WFH) to some extent

50%

About half of employees split their time between the office and WFH



Dedicated to innovation, sustainability, and quality, ThinkVision helps organizations and their employees adapt to hybrid working. As a trusted advisor to businesses across industries, we offer diverse solutions to enhance productivity and meet their unique needs or requirements.

Our research found that the screens we rely on to see more and do more no longer serve as a one-function tool. Instead, they now act as a hub for connectivity, multi-tasking, and beyond.

In this report, we will dive into the driving factors in IT decision making for monitor related equipment, how employees influence this, and why monitors are must-have assets to empower the modern workforce.

# Key Takeaways

01.

With hybrid and remote work set to continue to some degree, company IT strategies will need to align with the new requirements of an increasingly mobile workforce.

02.

There's wide consensus that monitors are essential for productivity and efficiency, and work hand-in-hand with laptops to help get the job done.

03.

People care about their own health and wellbeing. There's an opportunity for employers to upgrade their monitor technology to better care for employee wellness, without sacrificing functionality.

04.

Long-lasting tools that empower collaboration and multi-tasking are becoming must-haves for work. Monitors have evolved into multi-functional devices to act as a hub for professional workspace ecosystems.

05.

There's room for improvement in IT strategies as companies grapple with ongoing challenges of talent retention. They need the right insights to guide them towards informed decision making.



# Survey Approach

## What's Next for Monitors: 6 Trends Shaping Modern Work

Major worldwide disruptions in recent years have upended traditional ways of living and working. With the COVID-19 pandemic far behind us, companies now must navigate new dynamics. This includes balancing business continuity and more human-centric policies to attract and retain talent among a fragmented workforce.

### Survey Period and Objective

Lenovo ThinkVision conducted a quantitative online survey in **December 2023** to better understand the key factors behind IT decision-making strategies around monitors as well as the newfound attitudes and perceptions of end-users around current policies and technologies.

These insights will help businesses gain a clearer picture of how to approach IT strategy in a hybrid landscape, and, more importantly, account for the real needs and habits of their teams.

### Survey Scope

We interviewed **1,800** professionals including IT decision-makers, procurement decision-makers, and end-user employees who use desktop or laptop computers in large companies with 1000+ full-time employees (FTE) or small-to-medium businesses with 100+ FTEs.

### Target Markets and Industries

To ensure we get a comprehensive story that reflects the big picture of where we are, the survey encompassed **12 markets** across key regions: (Americas) Brazil, Mexico, and US; (Europe) Germany, Italy, Sweden, and UK; and (AMEA) Australia, China (mainland), India, Japan, and Philippines.

Respondents from our survey also span a wide range of **vertical industries, 8 in total:** Financial Services, Healthcare, Education, Creative, Architecture/Engineering, Manufacturing, High-tech and Energy.



### IT Decision-Makers and Procurement Decision-Makers

- In full-time employment
- Working in companies either an IT decision-maker or in a procurement role, with budget responsibility for company provided devices



### End-Users

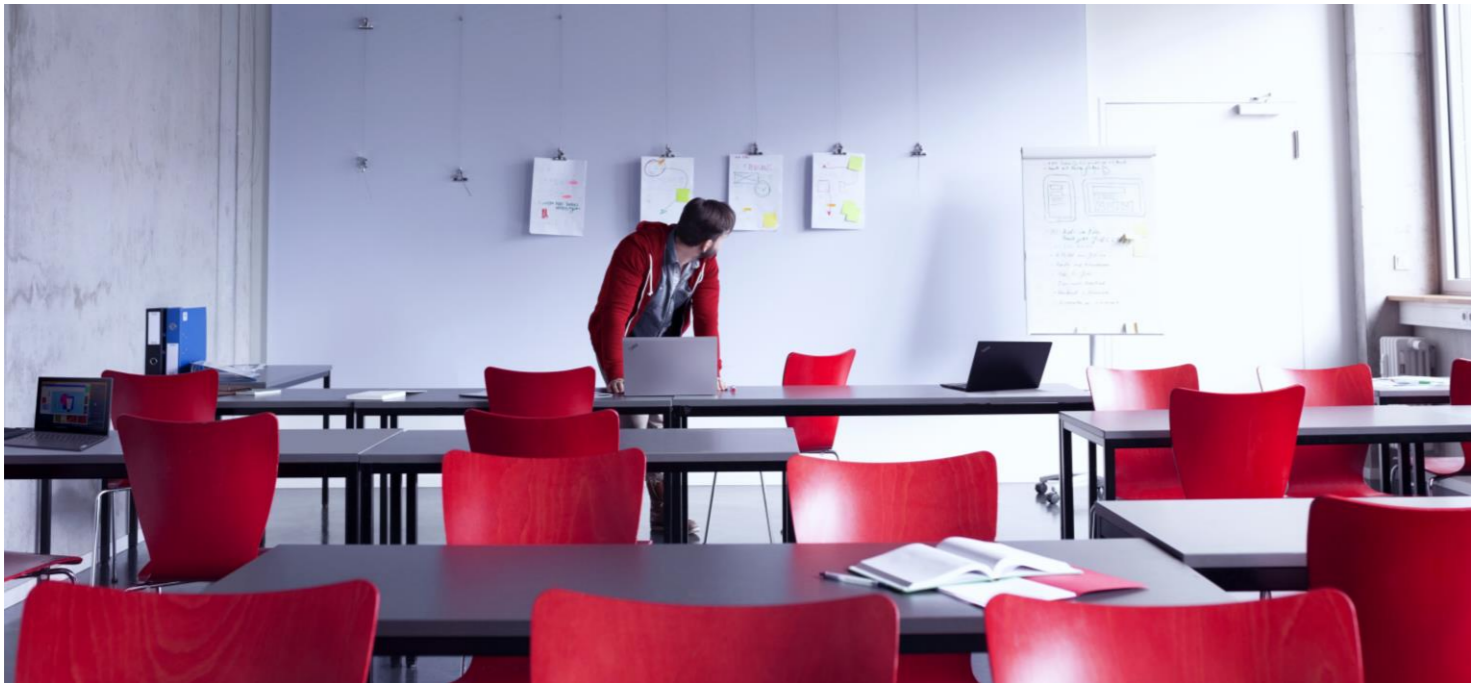
- In full-time employment
- Working in companies across a wide range of roles from executive assistants to managers and directors

# IT Equipment Decision-Making's role in employee experience

Businesses are coming face-to-face with new realities and expectations for IT in the modern workplace.

**77% of Decision-Makers agree that the way we manage our IT business operations has fundamentally changed since the pandemic.**

From the Great Resignation that plagued companies across various industries, to new attitudes towards work-life balance, companies of all shapes and sizes face challenges of talent acquisition and retention.



Decision-makers recognize the role that IT strategy and equipment have on the employee experience and ultimately running their business successfully.



There's a clear perceived correlation among Decision-makers between IT strategy and employee acquisition and retention.

# 57%

of companies upgrade IT equipment based on employee needs/requests.

Employees have a strong say in guiding IT strategy for companies. However, there's still room to grow, and employers can upgrade their IT equipment to better suit the needs of their staff - ultimately enabling them to work more efficiently and giving them more reasons to stay.





# 6 Monitor Trends Shaping Modern Work

Monitors have a special place in the world of work. For almost every workspace set-up, whether using desktop or laptop computers, monitors are always an integral part of the equation.

Screen time has risen exponentially over the last decade, leading to new concerns over health and wellness. Also growing is the need to maintain high levels of productivity and efficiency in an increasingly collaborative environment that requires effective multi-tasking.

No longer simply an additional screen, the form and function of monitors have grown in complexity, with more features and capabilities designed for a wide range of scenarios.

Based on our survey, we identified 6 key trends in particular that are influencing the modern workplace in relation to monitor technologies for businesses and employees.

1. [Eyesafe](#)

2. [Exploding topics](#)

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# 13

hours/day

Screen time has risen to more than 13 hours a day<sup>1</sup>

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# 2.5

devices used for work per employee<sup>2</sup>

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# #1

## Monitors are seen as essential for work productivity and efficiency



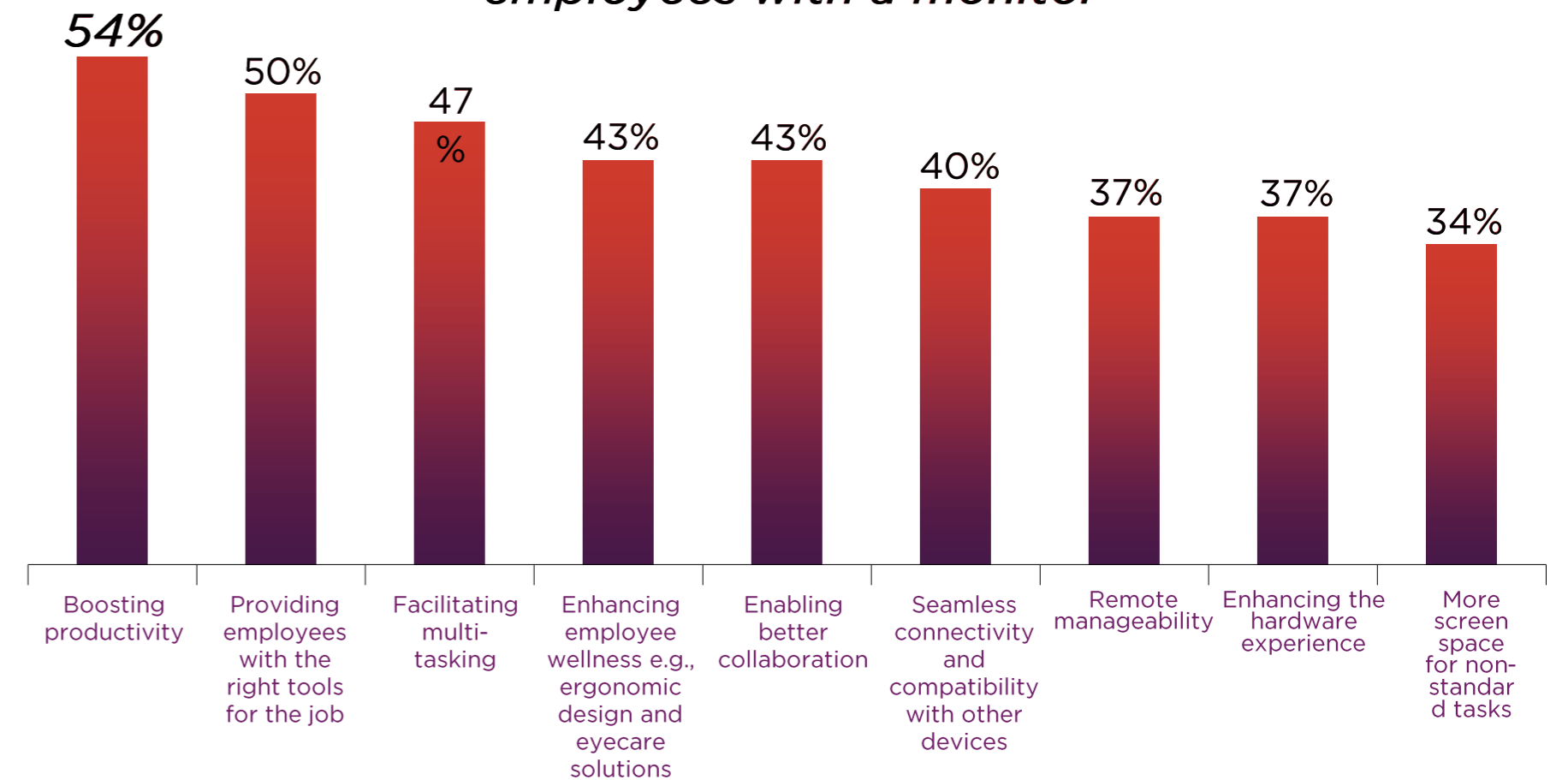
### 1A.

From a **decision-maker's** point of view, 8 in 10 companies provide employees with a monitor for in-office use, and just over half provide one for use when WFH.

Employers broadly agree on the significant benefits in providing employees with monitors, and a majority also agree monitors are essential, boost productivity, and increase employee agility and flexibility.

**82%**  
Provide office monitors

Main benefits to company of providing employees with a monitor



# 1B.

For end-users, reported provision rates are even higher, with almost all reporting that they were provided with a monitor when working in the office, and almost 70% for working from home.

Additionally, they agree that monitors can be paired easily with a range of devices and help to make the WFH environment more like being in the office. A vast majority see monitors as essential, helping them to work more productively and with better agility & flexibility.

96%  
Provided with an office monitor

69%  
Provided with a WFH monitor

87%  
Work more productively

87%  
An essential item

86%  
Improves agility and flexibility

85%  
Feels like office environment

As such an integral tool that enables productivity in the modern workplace, monitors should not be overlooked when it comes to IT strategy.

Employers aiming to better engage with and empower their workforce should consider upgrading their monitor fleet to better address their employees' wants and needs.



# #2

## Companies upgrading monitors in the next 3 years are most excited for better eyecare, resolution and functionality benefits

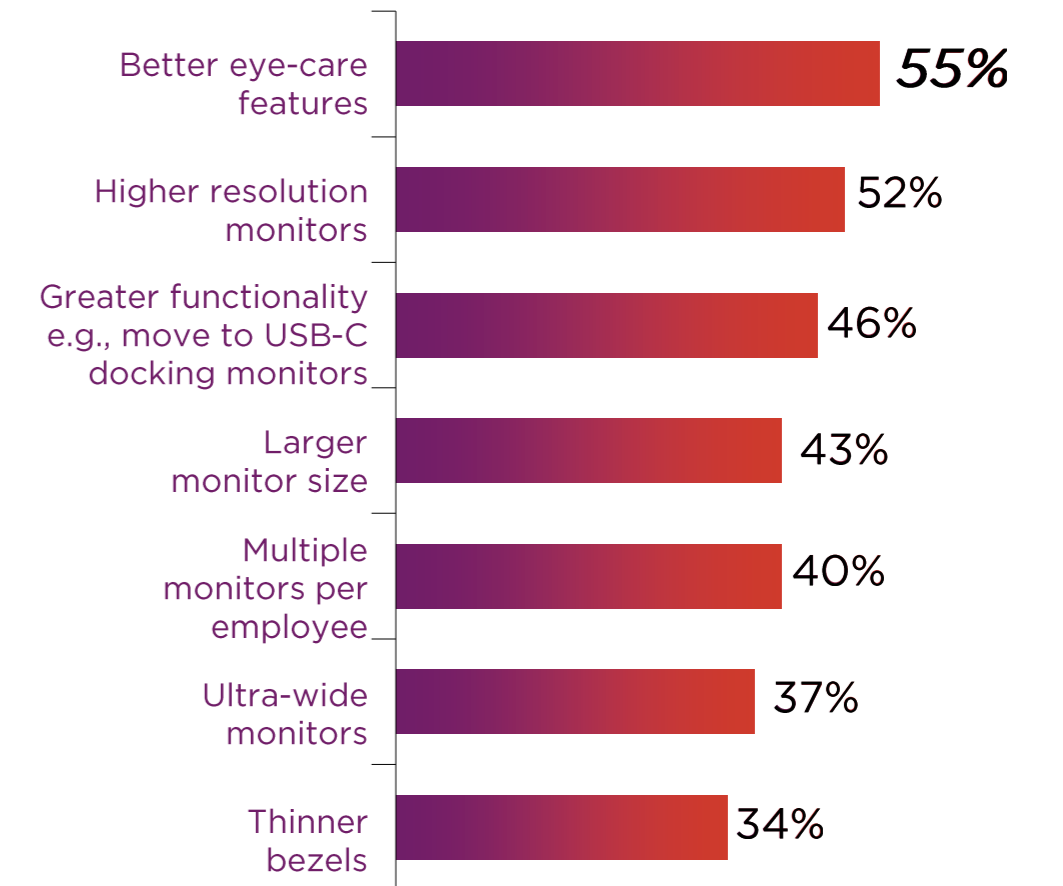
Employers have an opportunity to take advantage of the diverse offerings that monitors can provide. When asked about what they're most excited by in the potential development of new monitors, they responded particularly highly with better eye-care features and screen resolution.

Companies upgrading their monitor fleet due to outdated monitors should consider investing in displays with features that take into account user health, future-readiness, and advanced functionality. Monitors can be more than just a simple screen - they can be a powerful asset to elevate the modern workplace.

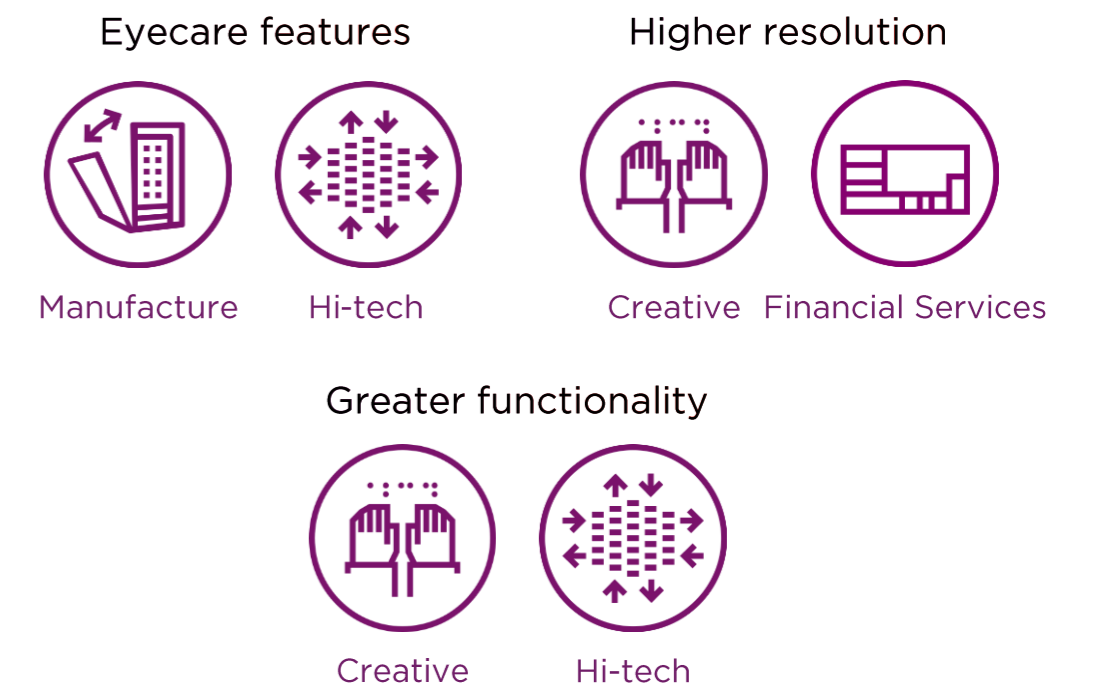


**94%**  
of eye doctors are concerned about rising screen time<sup>1</sup>

### Potential monitor developments considered Essential



### Varying feature preferences based on different industries



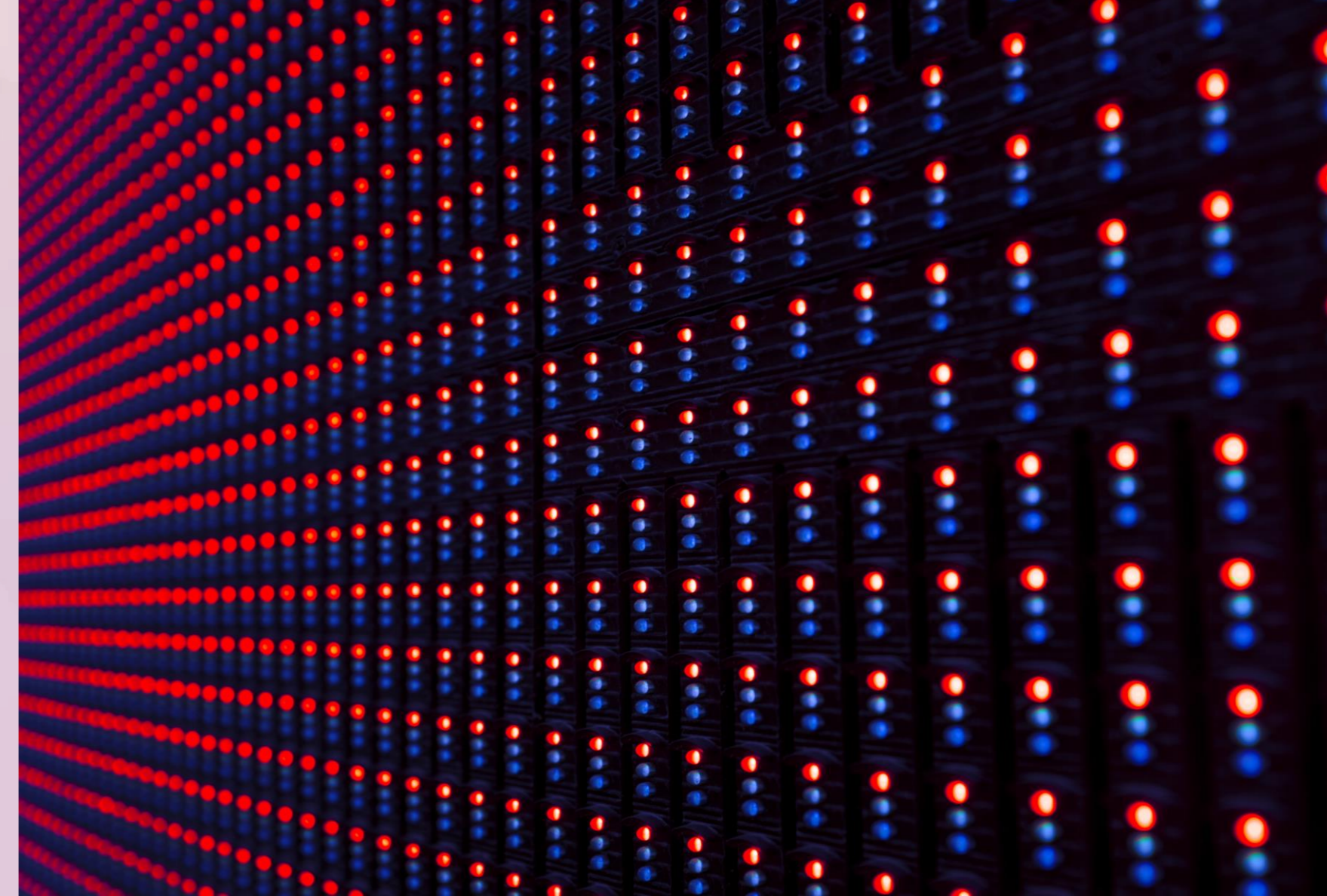
1. [Eyesafe](#)

# #3

## Monitors now serve a multi-purpose role as the center of PC device ecosystems

With the advancement of monitor technology comes the rise of the display centric ecosystem – the hub of modern workspaces.

Whether paired with a desktop or laptop computer, monitors act as your window to the world at work, and can also provide convenient power charging, data transfer, or other functionalities that once you get used to, are hard to part ways with.



3A.

Based on our findings, employers are relatively more likely to purchase PCs and monitors as a package.



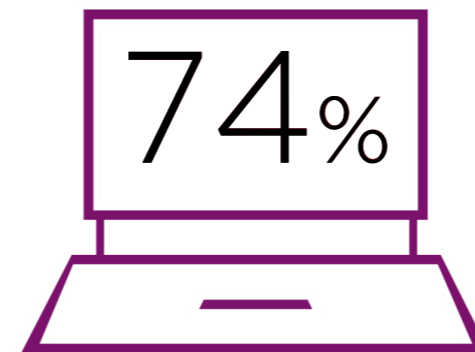
66%

Purchase desktop computer and monitor as a package



34%

Purchase separately



To better accommodate work from anywhere policies and growing needs for mobile working, laptops (**74%**) are becoming more preferred over desktops (**70%**).

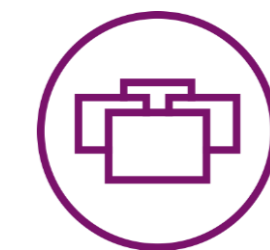
### How do users pair monitors with their PC devices?

**7 in 10** end-users use a monitor when working on a laptop and half (**51%**) agree strongly that monitors can easily be paired with laptops.



72%

Use monitor with a laptop



86%

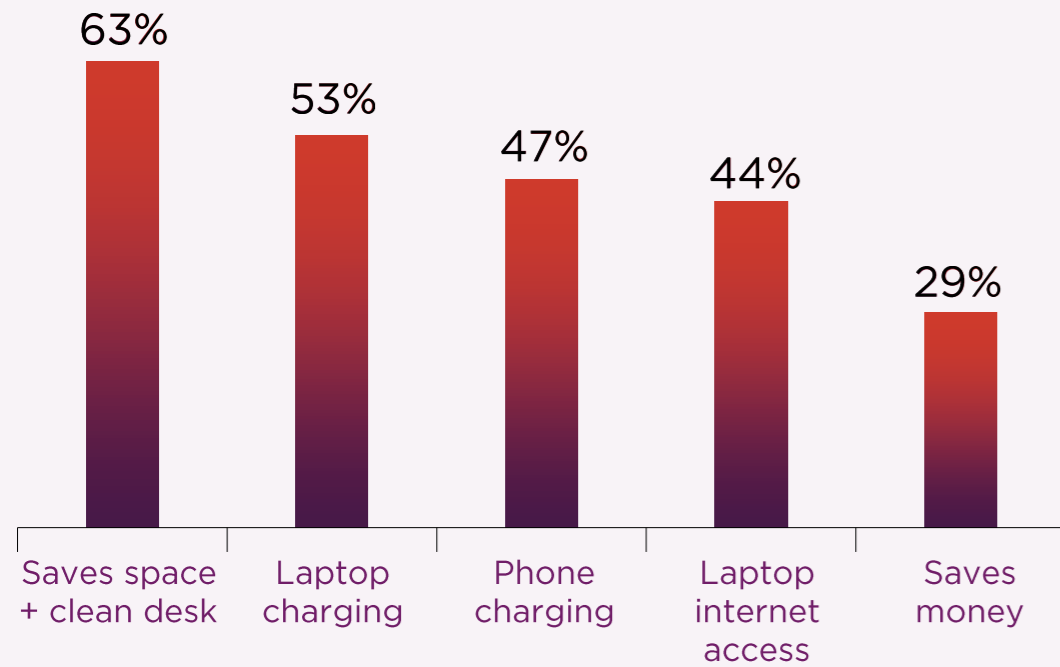
Agree that Monitors can easily be paired with laptops

3B.

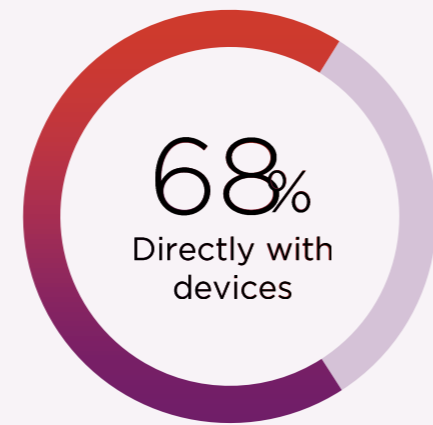
*Connectivity is key for modern productivity*

The top benefits of docking are noted to include *saving space & keeping desks clean* and *laptop charging*.

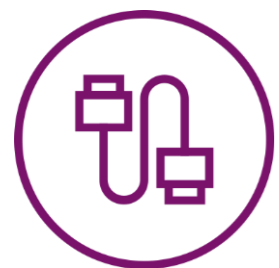
*Key benefits of docking*



*How monitor is connected to devices*



*The power of USB-C one cable connectivity continues to reign*



69%  
Need a USB-C docking monitor

7/10

End-Users are willing to spend additional (company) money on buying a USB-C docking monitor.

As professionals increasingly rely on multiple devices to get the job done throughout their busy days, companies should look at monitors as a critical part of the device ecosystem, rather than simply a screen.

Having a USB-C docking monitor significantly reduces excess desktop clutter, while keeping laptops and phones charged and ready to go for multi-taskers throughout the hustle and bustle of everyday work.

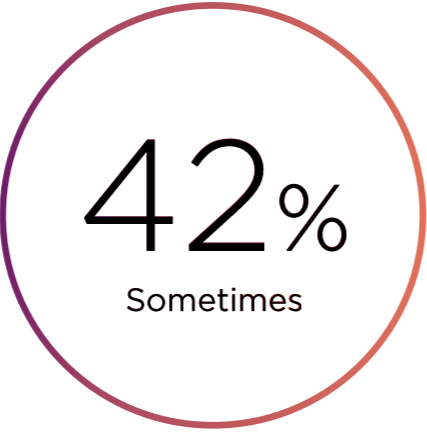
More screens and devices for multi-tasking to get the job done



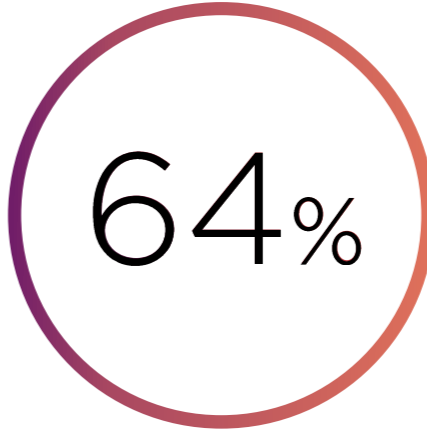
Use more than one computer at the same time

3C.

3 in 10 end-users always use 2 or more computers at the same time; 4 in 10 sometimes do this.



Use a KVM Switch function



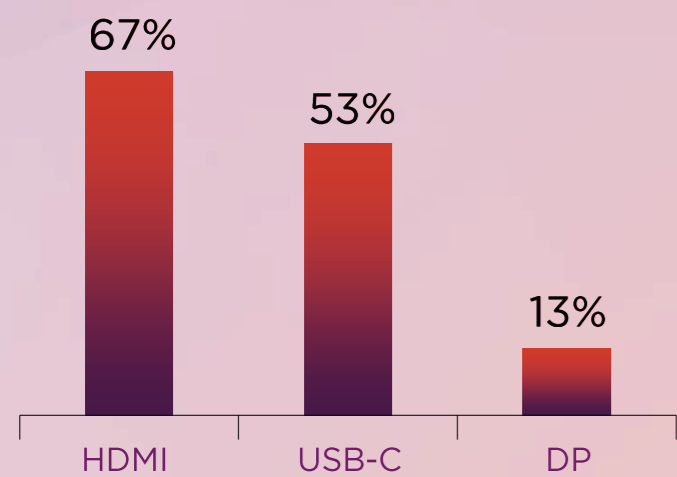
As device ecosystems grow more complex and advanced, having more than one tool can go a long way for multi-taskers and collaborative roles.

# 3D.

A surprising 7 in 10 use **daisy chain functionality**, typically to connect 2 monitors and sometime 3 monitors.

*Providing a second or third monitor to teams can build a better collaboration or multi-tasking experience.*

*Video ports used to connect devices to a monitor*



# 3E.

Considering the meteoric rise of hybrid and mobile working, it isn't that surprising that we found 4 in 10 end-users have a mobile monitor, portable monitors that can be used on-the-go.

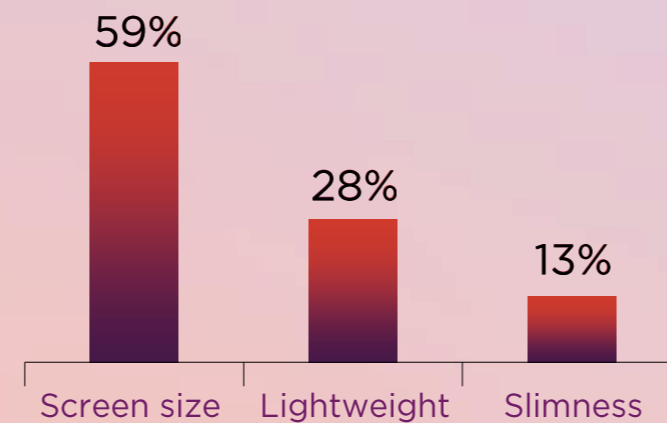
*This further points to the need to empower the mobile workforce, no longer chained to their desk but free to work from cafes to airport lounges. Having an additional screen for presentations or creative work can make a world of difference.*

*Have a mobile monitor*



49%

*Most important mobile monitor feature*





# #4

## Remote collaboration tools are critical to support the needs of the hybrid workforce

With hybrid and remote work trends set to continue indefinitely, despite some companies gradually pushing for RTO, virtual meetings are also here to stay. Successful remote collaboration can define how productive employees can be.



# 83%

The majority of employees spend up to one-third of their workweek in meetings<sup>1</sup>.

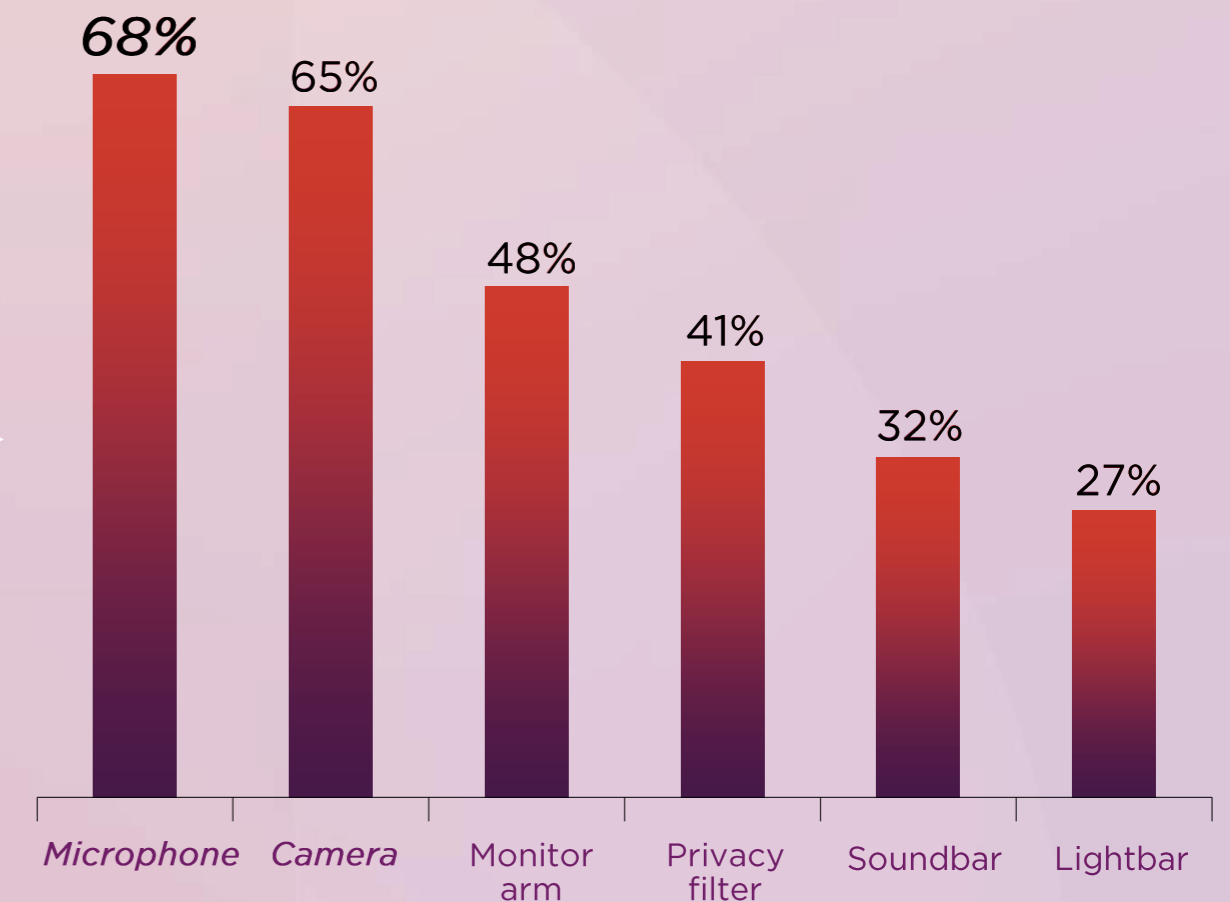
# 37%

of those meetings are ad hoc and unscheduled<sup>2</sup>, meaning employees need to stay ready for whenever calls come in.



Microphones and cameras are, by some margin, the top two types of accessories that employers provide to employees.

Accessories provided to employees by companies



With so much of our time taken up by virtual meetings, it's imperative that employees are given the right tools to ensure high-quality video and audio on videoconferencing.

Having a high-resolution AI powered camera, mic with noise cancellation, and great speakers can take meetings from mundane to superb. It's time to rise to the occasion and upgrade your remote collaboration tools.

45%  
Based on brand being same as PC / monitor



55%  
Based on accessory specifications

1&2. [Notta](#)

## #5 Durability a top concern for choosing the right monitor brand

While it might seem like a given, long-lasting and reliable equipment is often more valuable than fancy tech that breaks down after a few uses.

Based on our research, we have found that Durability is the top criteria for employers when deciding on monitor brands.

# 51%

choose durability as top criteria



Brands that pour as much effort into reliable and trustworthy quality as they do innovation will take the cake. Like other tech devices, monitors typically undergo a variety of quality testing and certifications to ensure they work properly for a long period of time, so that customers don't need to waste time and money on replacing broken parts.

*Made from resilient, high-quality materials that provide superior strength and rigidity, ThinkVision products are designed to extend device lifespan and last longer. Legendary 'Think' Quality offers users peace of mind when using Think products, knowing that it's there to get the job done every time.*

# #6

## Environmental impact (ESG) remains a key selling point for IT

ESG compliance is considered one of the top 4 key factors driving decisions for IT equipment. Going green is still vital for people and companies. As we face existential threats like climate change, resource depletion, and ever-increasing costs of living, companies face growing pressures from policymakers to engage in greener practices while employees seek better energy efficiency.

# 45%

ESG compliance is considered one of the top 4 key factors driving decisions for IT equipment. 45% of decision-makers consider energy efficiency a very important criteria when deciding which monitor brand to purchase.



Requirements / preferences around the energy consumption of monitors peaks at **90%+** among end-users in India and Philippines.



End-users in creative and energy sectors are most likely to have requirements / preferences around monitor energy consumption.

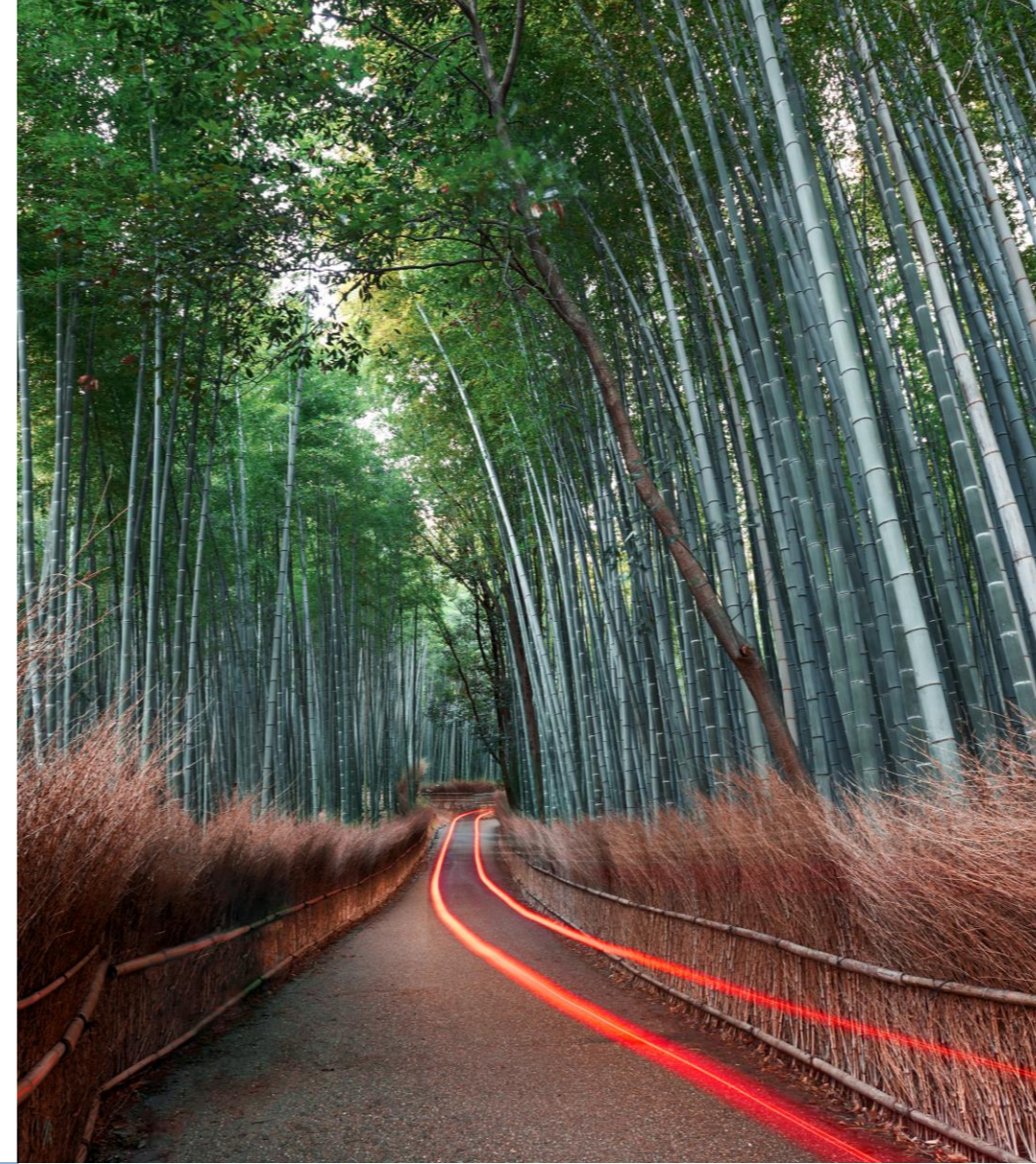
# 2/3

of end-users have requirements / preferences around the **energy consumption of their monitor.**





Governments around the world are dialing up climate regulations from sustainable production to ethical procurement and supply chain due diligence to put pressure on businesses to take tangible action on carbon emissions.



Features like Lenovo patented Smart Power can make the most out of your power allocation while reducing wasted energy when devices aren't in use. This also reduces your impact on the environment.



Whether it's thinking strategically about lightening the load on energy bills or thinking big picture by making sure the company is making a positive impact on the environment, your tech matters when it comes to sustainability and energy efficiency.



Businesses should team up technology partners that take ESG seriously, so that their stakeholders and investors can rest assured they're doing everything in their power to prioritize ESG goals.



# ThinkVision History

## Before 2003

- The first PC monitor was born at IBM in 1981.
- The world's first VGA color monitor was born, heralding the era of vibrant displays.
- The world's first Energy Star color monitor was born.



## 2003

The establishment of the ThinkVision brand marked a pivotal moment, building on decades of monitor development and emerging as one of the most prestigious global brands.

## 2007

Introduced the world's first monitor to pass EPEAT Gold certification standard.



## 2008

Pioneered the 2CCFL energy-saving LCD panel technology solution, adopted as a VESA standard and widely implemented by panel manufacturers worldwide.



## From 2009-2011



A collaboration with TCO led to the introduction of the prestigious TCO Edge eco-certification, further advancing environmental initiatives with all monitor products attaining ULE Gold accreditation.

## From 2012-2015



- In collaboration with Microsoft, the world's first Lync-certified VoIP monitor was launched, followed by the global debut of a touchscreen wireless mobile monitor.
- Introduced new and innovative metal film technology and launched the world's thinnest 7.5mm monitor-ThinkVision X24.



## 2016

- Released the first ultra-thin 4K 27-inch X1 monitor featuring a fully functional Type-C interface.
- Launched the X24 Pro, the world's first wireless casting monitor supporting RealSense 3D camera technology.
- Established the pioneering Eye Comfort certification in collaboration with TÜV Rheinland of Germany, setting a new standard for global ocular comfort.

## 2017-2022



- The first brand to introduce a range of Type-C interface monitors globally. Launched the ThinkVision Creator Extreme 4K Mini-LED+ Dolby Vision enriched monitor, tailor-made for professional HDR content creators and video post-production experts.
- Launched the 39.7-inch 5K ultra-wide screen monitor P40w with industry-leading Thunderbolt 4 interface, delivering up to 40Gbps data transmission speeds.

## 2023



- The global debut of the USB4 HDR monitors: ThinkVision P27pz and ThinkVision P32pz.
- Launched the world's first monitor with switchable 2D/3D capabilities.

# ThinkVision Monitors Achievements

## Recognized For Delivering Excellence

Highly-acclaimed global reputation, backed up with over 100 awards from top media and partners since 2012



## Empowering Businesses Worldwide

Products spanning 198 countries, and the global reach to empower millions of customers worldwide

### Technology:



### Manufacturing/Energy:



### Education:



### Finance:



# Why ThinkVision for Smarter Productivity in the Modern Workplace

Monitors are no longer simply an extra screen. They're essential hubs of your display centric ecosystem, there to empower productivity with better connectivity, multi-tasking, and user-centric features.

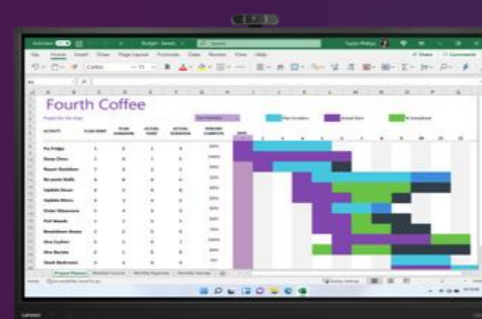
## Introducing the Lenovo ThinkVision family



3D Monitor and P/T/E/S Series



M Series Mobile Monitor



Interactive Large Format Display (iLFD)



Modular Stack (Webcam and soundbar)

## Lenovo ThinkVision Service and Software



Lenovo CO2 Offset Services



LADM Software

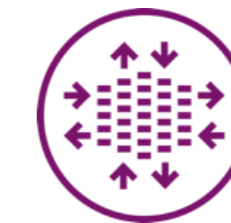


Daas



Premium Support

**Lenovo ThinkVision is designed to empower modern work productivity with smarter features to get the job done right**



Innovation with purpose



Designed for productivity



Sustainable technology for a greener world



Unmatched reliability and durability



Award-winning products

Smarter  
technology  
for all

Lenovo

thanks.