

3 ways IT teams make hybrid happen

The saying goes...

that the only thing constant is change. It's hard to deny that digital transformation has been accelerated in nearly all industries.

Despite the disruptions and unforeseeable effects still rippling through the workforce, enterprise IT leaders can find strategic opportunities rooted in three inevitable realities of the future of work.

01.

Hybrid work is here to stay. Leverage the cloud for cost-effective collaboration.

Google Chrome OS seamlessly integrates cloud-based and legacy applications. Employees stay productive while IT increases security, manages devices remotely, and lowers the total cost of ownership of their devices.

Enterprise Strategy Group analysis predicted that deploying Chrome OS for the enterprise **can save up to \$482 per device** in annual operational costs via reduced employee downtime, fewer security breaches, and lower hardware and licensing costs.



9 out of 10

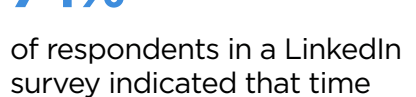
workers still want face-to-face connections and to be in-office some of the time.¹ Cloud-first solutions can connect the dots.



3 out of 4

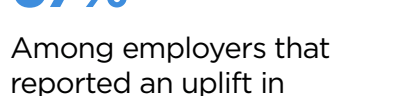
Nearly 3 out of 4 workers say the flexibility to work from home makes them more satisfied with their job.¹ But many still consider a physical workspace essential for collaboration.

\$482 saved per Chrome OS device, per year.²



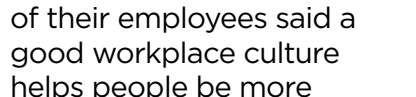
74%

of respondents in a LinkedIn survey indicated that time spent at home during the pandemic caused them to rethink their current work situation.³



67%

Among employers that reported an uplift in productivity, 67% said "people strategy" is a priority, and...



83%

of their employees said a good workplace culture helps people be more productive.⁵

02.

Your people matter more than ever. Keep employee tech expectations front and center.

How's your "people strategy"? IT leaders know that positive employee experience is paramount to recruitment and retention. During the rapid shift to remote work, employee expectations of technology changed.

While tech will continue to evolve (new US patent applications that advance WFH technologies more than doubled in 2020)⁴, one truth will remain steadfast: **Delivering the tech your people need to succeed is a competitive advantage.**

Try a 2-in-1 to match any way of working.

A cloud-native Chromebook Enterprise device like Lenovo's ThinkPad® C13 Yoga — ultra-portable, with an FHD IPS touchscreen — allows employees easy but secure access and portability of their data, preventing lost progress and empowering flexible collaboration on the go.



03.

A flexible workforce can be hard to secure. Deploy smarter protections.

IT leaders feel more prepared for another workplace disruption than they do against data threats.¹ Enterprise organizations in every industry must be more agile in their approach to security services.

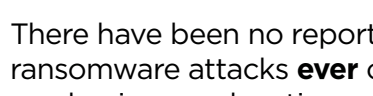
The surge of Chromebook adoption, up 68.6% from the year before in the second quarter of 2021,⁶ illustrates the importance of a modern IT approach. Ease of deployment, remote management, and autonomous monitoring of devices are table stakes in a hybrid workplace.

Augmenting a tech stack with Chromebook's cloud-based features eliminates the need for resource-intensive security. A lower on-device data footprint reduces the threat of ransomware, and **Chrome OS provides protection against ransomware by default.**



150%

Ransomware attacks increased 150% in 2020.⁷ The average cost of such an attack more than doubled in 2021 to \$1.85 million.⁸



0 There have been no reported ransomware attacks **ever** on any business, education, or consumer Chrome OS device.⁹

Lenovo's ThinkPad C13 is a cloud-ready Chromebook engineered to rise to the occasion.

- Backed by ThinkShield security suite**
- Webcam privacy shutter**
- Kensington lock slot**



Learn more about preparing for the future of work with Lenovo and Chrome OS at www.lenovo.com/Chrome-OS-Enterprise.

1 Lenovo, "The Future of Work and Digital Transformation" report, 2021
 2 ESG, "Quantifying the Value of Google Chromebooks with Chrome Enterprise Upgrade"
 3 Inc. Magazine, "The Great Resignation is Here, and It's Real," August 2021
 4 Becker Friedman Institute, "COVID-19 Shifted Patent Applications toward Technologies that Support Working from Home," January 2021
 5 Personio and Opinium, "Counting the Cost: How Businesses Risk a Post-Pandemic Talent Drain," 2021
 6 The Journal, "Chromebooks Continue Massive Surge in Adoption," August 2021
 7 Group-IB, "Ransomware Uncovered 2020-2021" report, 2021
 8 Sophos, "The State of Ransomware" survey, 2021
 9 Google, "Protect your business against ransomware with Chrome OS" white paper, 2021