

3 ways IT teams make hybrid happen

Smarter technology for all

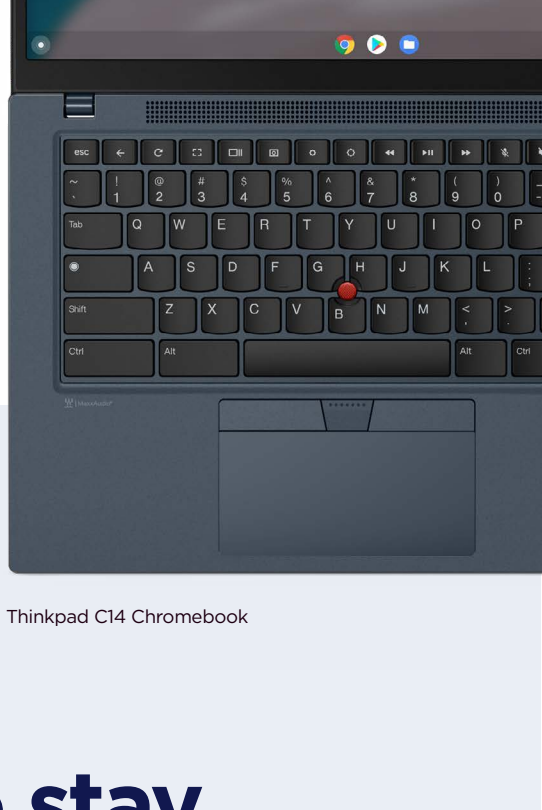
Lenovo



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.

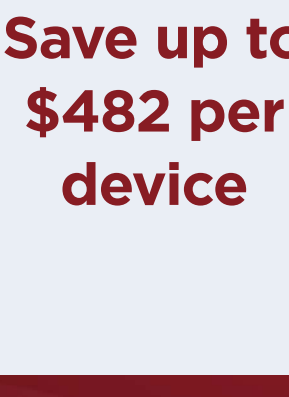


Thinkpad C14 Chromebook

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

Google ChromeOS 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.

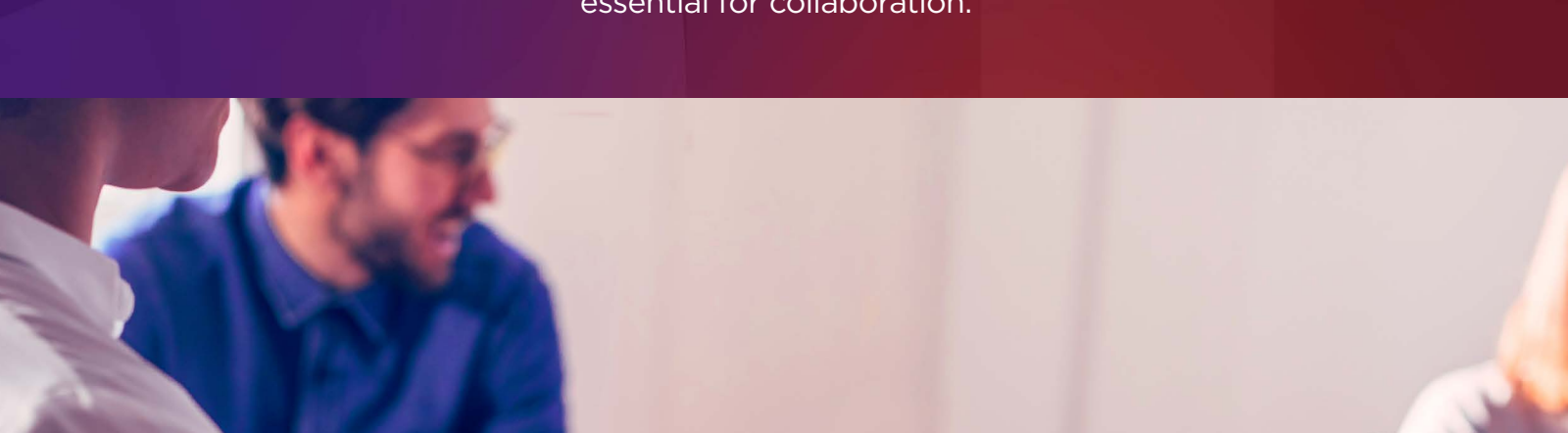
Enterprise Strategy Group analysis predicted that deploying ChromeOS for the enterprise can save up to **\$482 per device** in annual operational costs via reduced employee downtime, fewer security breaches, and lower hardware and licensing costs.



Save up to **\$482 per device**

9/10 workers still want face-to-face connections and to be in-office some of the time.¹ Cloud-first solutions can connect the dots.

3/4 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.



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.**

74%

of respondents in a LinkedIn survey indicated 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

Try the C14 to match any way of working.



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 ChromeOS provides protection against ransomware by default.



Thinkpad C14 Chromebook

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

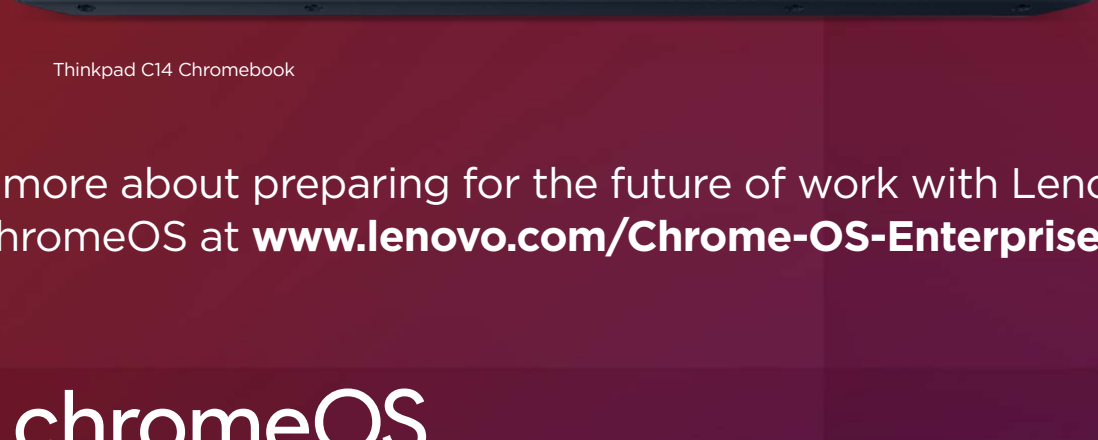
0%

There have been no reported ransomware attacks ever on any business, education, or consumer ChromeOS device.⁹



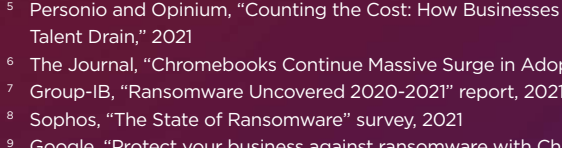
Lenovo's ThinkPad C14 is a cloud-ready Chromebook engineered to rise to the occasion.

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



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



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SOURCES
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

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