

**Smarter  
technology  
for all**

**Lenovo**

Lenovo ThinkPad P1 Gen 6

# How investing in technology helps SMBs hedge against future uncertainty



Built for Business with  
Intel vPro® Platform.



Lenovo recommends  
Windows 11 Pro for Business.



To keep pace with rapid changes within Asia Pacific small and medium-sized businesses (SMBs) are investing in technology as an evolutionary advantage. Understanding where and how technology and technology partners fit into that evolution is mission-critical, especially given the unique and specific needs of most SMBs. New technologies bring new opportunities for SMBs, but knowing what to choose, how to implement, and when to introduce is challenging.

SMBs need technology and support services that help them quickly and efficiently adapt to rapidly changing economic conditions, such as rising energy costs, potential recessions, and growing cybersecurity threats. Technology can help, but businesses can better navigate the ever-changing landscape with a partner who understands the needs of the business, both operational and financial, to help them grow today and in the future.

## **SMBs are the backbone of Asia Pacific economies**

To say that SMBs are critical to a healthy Asia Pacific economy is not an understatement. In APAC, SMBs comprise more than 98% of the total number of businesses, generating the largest number of employment opportunities, employing more than 50% of the total workforce.<sup>1</sup>

Globally SMBs constitute more than 99% of all businesses worldwide.<sup>2</sup> They serve as vital creators of jobs and contribute 61% and 45% to the GDPs of high-income and middle-income nations, respectively. They are also the income generator for millions of workers in APAC, who then use that income to support their local economies and contribute to the growth of other businesses.

# The big picture: Macroeconomics and the workplace

The pandemic hastened many SMBs' reliance on technology. As work shifted to fully remote or hybrid environments, business owners turned to technology to ensure teams were connected, efficient, and productive.

But a lack of relevant digital skills is holding back potential. It's hardly surprising then that by 2027, total APAC SMB budgets dedicated to IT investments and connectivity services will increase by 40% as SMBs turn to technology to compete with larger businesses.<sup>1</sup>

And by 2026 over half of SMBs will hire key technology decision makers as they continue to invest in digital transformation, including mobile working, and seek to have IT thought leadership on staff.<sup>1</sup>

Globally, the shift in where work takes place is ongoing. By the end of 2021, 91% of SMBs indicated that at least 10% of their employees were able to work remotely. Through 2024, 86% of SMBs expect to have at least some portion of their workforce working remotely in some capacity.<sup>2</sup> Which of course is mirrored in APAC.

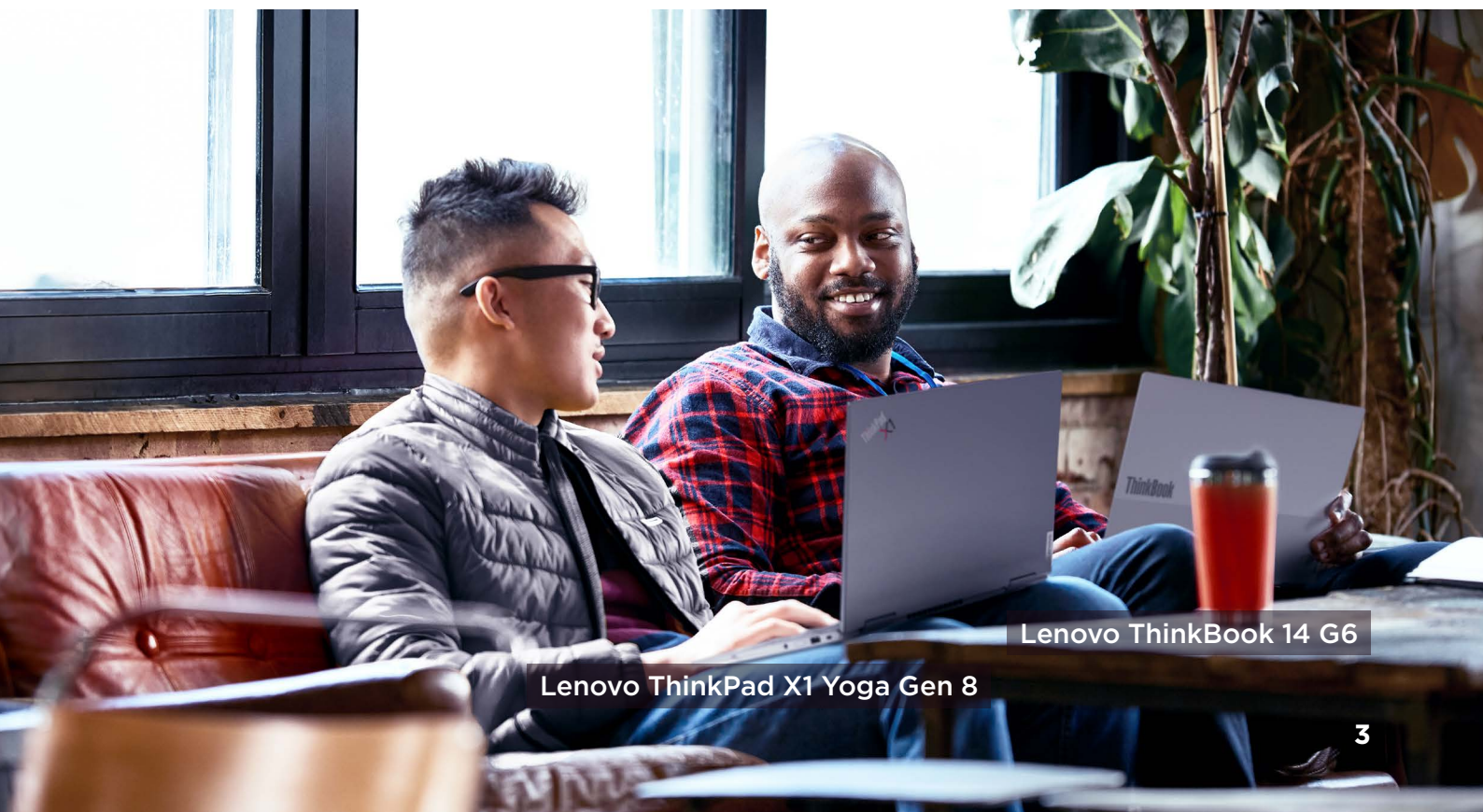


**64%**

have identified reskilling to build a resilient workforce.<sup>3</sup>

In addition to the redefinition of the workplace, SMBs have been acutely affected by wider economic challenges including workforce shortages, inflation, and the possibility of a recession.

Yet despite mixed economic headwinds and an environment of increasing interest rates, most SMBs have been able to operate in growth mode. 71% of SMBs reported revenue growth in 2022 compared to 2021.<sup>4</sup>



Lenovo ThinkPad X1 Yoga Gen 8

Lenovo ThinkBook 14 G6

## Tech powers APAC SMB success

Technology can be a force multiplier for SMBs and many already recognize this, which is clearly signaled by a significant uptick in tech as a service spending.

44% of SMBs acknowledged a notable shift in consumer preferences and have singled out customer engagement as a pressing concern which can be addressed by digitization.<sup>3</sup>

60% of SMBs say they will continue digitalizing their companies and tapping digital economy opportunities, such as selling through digital platforms. 64% have also identified reskilling as their top measure because a lack of relevant digital skills is holding back growth potential.<sup>3</sup>



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Lenovo ThinkBook 14 G6

## Technology strategies rely on the right partner

The right technology partner can help make sense of the critical role tech plays for SMBs. Overcoming the unique challenges SMBs face starts with demystifying technology and translating its benefits to help apply the right solutions.

In the “Microsoft small and medium business (SMB) voice and attitudes to technology study” prepared by Analysis Mason, the report noted that, “Three quarters of SMBs have dedicated internal IT staff...[but] SMBs’ internal IT staff rarely specialize in areas that are essential to the adoption of new technology, such as platform development or cyber security.

As such, 45% of SMBs also use external consultants to manage their technology.” What are SMBs looking for when talking to a technology partner? About half of SMB business owners want advice on which of the latest technologies best fits their needs, as well as help navigating the latest security measures.<sup>2</sup>

In short, SMB’s are looking for a technology partner that shares what it knows with customers, empowering them with tech and services, and an APAC network of partners, working together and building opportunity together.

## Trends in SMB tech spending

Platform as a Service (PaaS) spending is forecasted to grow by 18% between 2022 and 2023.<sup>4</sup> This is a shift from a spending mindset that has largely been focused on device procurement. SMBs are looking for full-service solutions that offer device deployment, desktop support, security, and system recovery—features that are even more significant in a world where hybrid and remote work setups are expected to continue.



### **SMBs are looking for full-service solutions that offer:**

- Device deployment
- Desktop support
- Security
- System recovery

A key finding of research from leading IT trade title, Computer Weekly, was that SMBs were searching for a service that covers all aspects of collaboration, fitting seamlessly with their existing IT, to inspire innovation and new product development.

# Sustainability as a competitive edge

A greater focus on environmental, social, and governance (ESG) initiatives is expected to influence SMB technology spending. Globally, 24% of SMBs expect to roll out their own ESG initiatives, and 46% of SMB owners say they would be more likely to purchase from or work with partners with established ESG policies.<sup>4</sup>

Lenovo Asset Recovery Services help you support a circular economy through the recycling, reuse and refurbishment of retired hardware. It's a smarter way of breathing new life into the asset lifecycle.

## The future of tech for SMBs

The early adopters of technology tools will continue to have an advantage. Comparing data from 2022 to 2021, 70% of SMB early adopters reported they were able to increase brand awareness or grow their customer base, according to the Microsoft small and medium voice and attitudes to technology study. 60% reported improved employee satisfaction compared to 53% and 40%, respectively, for technology laggards.<sup>2</sup>

Early adopters are also charting the path forward for SMBs in other ways. For example, the early adopters are far more likely to be utilizing the cloud as opposed to on-premises solutions. The emergence of artificial intelligence (AI) is another tool some SMBs are already leveraging with great success. AI is already being used to automate tasks, provide customer service, and streamline bookkeeping, among other tasks. A recent survey of SMBs found that of those using AI, 91% said it has made their business more successful.<sup>5</sup>

One thing is clear: SMBs worldwide, including APAC, will continue to look to tech for ways to increase operational efficiency while reducing overhead. This is a key reason PC and Device as a Service (PC/DaaS) spending is increasing—particularly among early adopters navigating hybrid and remote workplace environments.<sup>6</sup>



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Lenovo ThinkPad X1 Yoga Gen 8

# Resilience as a service with Lenovo

By leveraging digital tools and tapping into new trends, SMBs can enhance their agility, streamline operations, and quickly adapt to ever-changing market conditions. Advanced technology and services can empower SMBs to navigate uncertainties with resilience, positioning themselves for growth and long-term success in an evolving business landscape.

Lenovo devices and services, with Windows 11 Pro and powered by Intel vPro® 13th Gen Intel® Core™ processors, equips SMBs with the forward-thinking confidence needed to weather uncertain economic conditions and stay ahead of accelerating trends in technology.



## Lenovo TruScale Device as a Service and Infrastructure as a Service

Lenovo TruScale DaaS provides SMBs with access to the industry's broadest technology portfolio without a large upfront investment. With Lenovo Managed Services, every aspect of the technology lifecycle is covered—from provisioning to deployment, support, management, and secure environmental disposal at end of life. Run your business with the right infrastructure and storage in place without having to worry about day-to-day IT management. Lenovo TruScale DaaS offers flexibility and scalability to meet the needs of growing businesses.



## Lenovo devices powered by latest Intel vPro® with 13th Gen Intel® Core™ processors

Lenovo devices for SMBs, powered by the latest Intel vPro® with 13th Gen Intel® Core™ processors seamlessly help you to work how you want to while ensuring tech resilience for the long haul. Where the work happens, Lenovo helps create the ultimate set up



## Lenovo ThinkShield Security

Lenovo ThinkShield delivers built-in adaptable security solutions—such as remote management, self-healing BIOS, secure wipe, device usage and health, and firmware security—to defend against software and hardware attacks by ensuring firmware integrity and providing real-time alerts for any attack attempts. In addition to the built-in features that expand on Windows 11 Pro security elements, Lenovo ThinkShield brings best-of-breed solutions together to ensure end-to-end cybersecurity for your business.



## Lenovo Asset Recovery Services

When Lenovo devices, and other multi brand devices, are at end-of-life they are securely and environmentally friendly recycled. This protects your business from data leaks and compliance risks when assets are disposed of. It also returns fair market value (FMV) back to you for assets that are re-marketable.

## Designed for SMB success

Whether employees are in the office, working from home, on the move, or a combination of all three it's important to ensure that everyone has the right tools to support the way they work.

### Powered by Intel

Lenovo's laptop, workstation and desktop computing devices are powered by Intel® vPro® 13th Gen with Intel® Core™ processors, providing embedded security, unrivalled performance, rigorous stability and lightning-fast application performance.



Lenovo ThinkBook 14 G6

## World-class computing

### Laptops

#### Lenovo ThinkPad X1 Yoga Gen 8, 2-in-1

Provides a powerhouse combination of performance, cutting-edge connectivity options, stunning visuals, next-level video conferencing and top security with ThinkShield.

#### Lenovo ThinkBook 14 G6

Game-changing productivity efficiency features are built right in, such as panel with up to 90% screen to body ratio for optimized visual experience and bigger touch pad and soft landing keyboard for faster and smoother typing experience.



## Lenovo ThinkPad P Series mobile workstations

Deliver exceptional power on the move for compute-intensive workloads such as graphic design, 3D modelling, and video editing.



## Desktop and tablet

### Lenovo ThinkCentre neo 50s

Has vast amounts of memory and ample storage in a small size, engineered to boost productivity.



### Lenovo Tab M10

Lightning-fast tablet with matchless audio quality, improves SMB efficiencies, delivers slicker client experiences and is also ideal for work on-the-go.



## Advanced monitors

### Lenovo ThinkVision M14t

An ultra-slim, powerful, video-supporting portable monitor. Its 10-point touchscreen enables users to easily sketch, design and annotate with a digital pen.



### Lenovo ThinkVision T27hv-30

Large screen monitor is designed for seamless collaboration thanks to a 5MP camera, two built-in 5W speakers, VoIP functionality and two noise cancelling microphones.





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## Contact one of our business experts and tell us about your challenges and goals.

We'll work together to customize a technology package tailored to your business.

### Sources

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- 2 Analysys Mason, "Top SMB technology trends in 2023," January 2023
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- 5 Forbes, "How Artificial Intelligence Is Helping Today's Small Businesses," August 2023
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