

# Tech is a powerful driver of SMB success



## Smart technology helps SMBs successfully overcome challenges

The value SMBs bring to their communities and customers cannot be understated. Nor can the challenges facing them.

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>

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>2</sup>

The move towards digitization is undoubtedly driven by findings highlighted by the World Economic Forum which reports that 67% of SMBs view business survival and expansion as their main challenge.<sup>3</sup>

Technology can change the way you do business. Whether streamlining operations, improving mobile working, and attracting and retaining employees, digital solutions unlock SMBs potential for growth and success. That is, if the right technology is implemented in the first place.

Common tech trouble spots during moments of growth have the power to take a SMB down. If remedied with smarter solutions and services, however, they become opportunities for a SMB to rise above the rest.

**Here's how the right technology—and the right technology partner—can help turn typical growing pains into your SMB superpowers.**



Lenovo devices running Windows 11 Pro are designed for better SMB user experiences and performance—without compromising security.

ThinkPad P Series



**67%**

of SMBs say their main challenge is survival and expansion.<sup>3</sup>



Lenovo recommends Windows 11 Pro for Business.

**Smarter technology for all**

**Lenovo**

## GROWING PAIN #1

# Equipping teams and maintaining productivity

For today's SMBs to work confidently across any environment, they need to deploy, secure, and manage devices remotely. Getting new employees up to speed quickly with their technology is essential. Faster, smoother tech onboarding helps new recruits start contributing ASAP and requires less time-consuming tech support from busy internal teams.

Seamless technology, that empowers users to work where and how they want, can also be a further advantage for SMBs. Compared to their larger counterparts SMBs can provide employees with a more supportive environment. One study revealed that 10% more SMB employees feel valued and supported in their workplace than employees at larger companies.<sup>4</sup> Many APAC SMBs understand this.

## Smarter remedies



PCs and desktops designed to meet a variety of use cases and needs



Peripherals and accessories, like mice and keyboards, that integrate easily and effortlessly across all devices



Support services from a technology partner in security and software standardization, like Lenovo Premier Support Plus and Managed Services for M365



Lenovo ThinkPad X1 Yoga Gen 8



# 64%

of SMBs have identified reskilling their employees as their top measure to build a motivated workforce.<sup>5</sup>

## GROWING PAIN #2

# Optimizing costs and preparing for the future

New technologies, like Lenovo's storage and data management solutions, bring new opportunities for SMB efficiency. They can help improve performance and protect data while reducing overhead and increasing ROI.

But knowing what to choose, how to implement, and when to introduce is challenging—especially if making technology investments feels financially risky. For instance, limited access to venture and growth capital for SMBs, and lack of collateral, limits the potential for expansion and can put the brakes on technology investments.



40% of SMBs will shift focus from speed to market to demonstrable business outcomes, in order to secure capital, by 2025<sup>2</sup>

## Smarter remedies



A Device as a Service (DaaS) option that delivers flexibility to scale your technology as demands fluctuate and avoids the barrier of upfront costs



Modern server and storage solutions through an affordable consumption model that can scale, accelerate, and protect data



A trusted technology partner who can help you navigate decisions and deliver rapid time-to-value on technology investments



Lenovo ThinkPad X1 Yoga Gen 8

## GROWING PAIN #3

# Managing technology and reducing waste



Lenovo ThinkPad X1 Yoga Gen 8

Lenovo ThinkBook 14 G6

Excess tech waste is a drain on SMB's resources as well as the planet's. Other factors also drives the need for sustainable products, such as regulatory requirements, customer and employee expectations regarding sustainability, and environmentally friendly disposal of outdated hardware.

While SMB's must prioritize sustainability in their technology decision-making to keep up, this represents an area ripe for carving out a competitive advantage. SMB organizations are frequently more agile, meaning they can adapt to environmental trends more quickly than larger companies. Technology services can help.

And this is understood by many SMBs with 46% more likely to buy from vendors with established Environmental Social Governance (ESG) policies, in order to drive their own sustainability initiatives.<sup>6</sup>

## Superpower your SMB technology

Lenovo delivers customized technology solutions so SMBs can conquer growing pains head-on. We'll help you increase efficiency, find new opportunities, and grow your bottom line.

**Download our SMB solution guide and see what's possible.**

## Smarter remedies



Asset recovery services that help you securely and sustainably dispose of any piece of hardware



A smarter technology partner with solutions that are sustainable by design—from product design to packaging to end-of-life disposal

# Top 5 efficiency drivers for growing SMBs

Keep these drivers top of mind to maximize value and impact while balancing limited resources.

## 1. Easy device deployment

Provision Lenovo PCs running Windows 11 Pro and M365, on devices such as the game changing Lenovo ThinkBook 14 G6 laptop, powered by Intel® 13th Gen Core™ processors provides greater peace of mind. With Windows Autopilot zero-touch deployment and Lenovo Easy Install, employees simply unbox their devices and start working.

## 2. Technology that's right for the workspace

Select workspace tools engineered to boost productivity and integrate seamlessly into the many places modern work happens. For example, office workforces use Lenovo ThinkCentre neo 50s desktops to zip through tasks without taking up too much desk space. On-the-go workers will appreciate a Lenovo ThinkVision M14t mobile monitor. The Lenovo ThinkPad X1 Yoga features a 2-in-1 design with a 360° hinge switching between laptop, tablet, and tent modes, so people can work comfortably irrespective of where their desk is.

## 3. Technology that's right for the use case

Align every workflow's ideal outcome with the technology designed to achieve it. Business tools like Microsoft 365 with Copilot power time-saving automations and streamline collaboration. Lenovo ThinkPad P1 powered by Intel vPro® with 13th Gen Intel® Core™

processors, are high-performance workstations that support compute-intensive workloads like graphic design, 3D modeling, and video editing.

## 4. Access to the latest innovations

Lenovo TruScale DaaS gives SMBs access to the broadest range of digital workplace solutions with a simple monthly fee rather than a large upfront tech investment. SMBs employees cite webcam privacy features, 5G-enabled devices, and AI-based noise cancellation as technology smart features they think would be most helpful to their work.<sup>7</sup>

## 5. A smarter technology partner

Whether you need end-user support, cloud infrastructure expertise, server and storage solutions, or anything in between, Lenovo is a smarter partner for ensuring you leverage the right technology at the right time.

Lenovo Pro, our program designed specifically for small business customers, features community resources to stay ahead, as well as 1:1 access to dedicated business advisors.

**Depend on Lenovo for the technology partnership, customization, and support you need to reach your goals faster.**

### Sources

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- 4 Forrester, "The Total Economic Impact™ of Windows 11 Pro Devices," December 2022
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- 6 FutureCIO.tech – Asian SMBs. Insights from Analysys Mason
- 7 Lenovo, "Human-centered insights to fuel IT's vision," 2022

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