

Built for Small Business. Designed for the New Workforce.

Why ThinkBook?

Small Business Owners and their employees have been turned to consumer-oriented devices for their business tasks. Why? Because a New Workforce has taken business by storm—and they demand stylish, devices built for collaborative, always-connected, modern work environments. That’s why we created ThinkBook—a new brand of laptops designed exclusively for Small Business and the New Workforce.

TODAY’S SMB PC PURCHASING ENVIRONMENT

Today’s Small Business Workforce

- 24% of today’s workforce is Gen Z
- 35% is comprised of Millennials

The SMB Purchasing Pattern

- 43% of Small Businesses purchased PCs not designed for business
- 22% of Mid-Businesses also purchased consumer PCs

Why SMBs are Choosing Consumer PCs

- Perceived easier availability and lower cost
- Appealing aesthetic and design
- Executives want a distinctive looking device
- New Workforce members want a stylish PC

SMB New Workforce Expectations

- Expect a tech-enabled workplace with collaborative tools
- Care about the look, feel, color, and material of their device

Key Takeaways

The New Workforce wants device choice and pays more attention to design

IT buyers are already purchasing consumer-oriented devices

Consumer devices don’t offer the security features and support services designed for business needs.

ThinkBook vs ThinkPad

ThinkBook and ThinkPad are designed for different customer needs, and they offer different features, at different price points. ThinkBook delivers Small Businesses the power, reliability, and business support they need, with the consumerized look and feel they want, at a value and price point they can afford.

Shifting the SMB Mindset

With its aesthetic and price, ThinkBook is designed to help shift our key demographic of SMB customers currently buying consumer devices for business use to ThinkBook, a device that melds the consumer aesthetic with business performance.

ThinkBook—WHERE PRICE & PERFORMANCE MEET



KEY DIFFERENCES

Different Customers. Different Devices.

ThinkBook offers SMBs the same essential PC business features all wrapped in a consumer aesthetic, at an accessible price point. But, it's important to note that ThinkBook doesn't come with certain enterprise-ready business features, which also come with a higher price tag.

ThinkBook

- Consumerized Design
- Intel® Core™ Processors
- Easy and Essential Security
- 4-Method MIL-SPEC Durability
- No Factory Services Offered

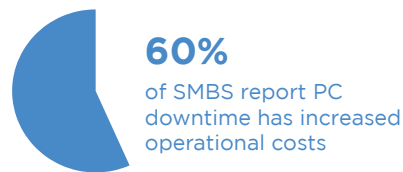
VS

ThinkPad

- Classic and Elegant Design
- Intel® Core™ vPro™ Processors
- Enterprise-Level Security
- 12-Method MIL-SPEC Durability
- All Factory Services Available

THE CASE FOR BUSINESS BENEFITS

Making the case for a business device is easy math, especially when the numbers are clear.



When speaking to customers make sure to reinforce the fact that, unlike consumer PCs, **business PCs come with a portfolio of business-grade services that can be customized** according to the business need.

THINKBOOK SERVICE OFFERINGS

We offer a wide variety of business-grade services on ThinkBook devices, here's a few to get you started:

Base Warranty Services

- Base Warranty (Depot & 1 Year)
- Business-Grade Call Center Support
- Maximum Warranty Extension

Upsell Services

- Depot & Expedited Depot
- Onsite Next Business Day
- Accidental Damage Protection
- Premier Support
- Online Data Back UP



The ThinkBook Difference

Curious about how ThinkBook stacks up against ThinkPad when you put it feature to feature? Take a look.

	User Benefits	ThinkBook 13s	ThinkBook 14s	ThinkBook 14	ThinkBook 15	ThinkPad L390	ThinkPad E490	ThinkPad T490	ThinkPad X390
Metal Chassis	Stylish design that provides physical security	✓	✓	✓	✓	✗	✗	✗	✗
Fingerprint Reader on Power Button	State-of-the-art, customized device security	✓	✓	✓	✓	✗	✗	✗	✗
Camera Shutter Security	Identity protection for employees on-the-go	✓	✓	✓	✓	✗	✗	✗	✗
Modern Standby	Faster device boot-up and background downloads even when device is in sleep mode	✓	✓	✗	✗	✗	✗	✗	✗
4-in-1 Card Reader	Seamlessly access multiple sources of data	✗	✗	✓	✓	✗	✗	✗	✗
Skype Hot Keys	Easily accept and end calls with the touch of a button	✓	✓	✓	✓	✗	✗	✗	✗
Rapid-Charge Technology	Powers the battery up to 80%* in 1 hour	✓	✗	✓	✓	✓	✓	✓	✓
HW TPM 2.0	A built-in security chip that encrypts data	✓ dTPM chip	✓ dTPM chip	✓ fTPM (firmware)	✓ fTPM (firmware)	✓	✓	✓	✓
Touchscreen	Offers users a more convenient browsing experience	✗	✗	✗	✗	✓	✗	✓	✓
MIL-SPEC Tested	Military grade resilience to drops, spills, and more	4-Method Durability	4-Method Durability	4-Method Durability	4-Method Durability	12-Method Durability	12-Method Durability	12-Method Durability	12-Method Durability
Weight	Lighter weight devices equal. More mobility for users	Starting at 1.39kg	Starting at 1.59kg	Starting at 1.5kg	Starting at 1.7kg	Starting at 1.46kg	Starting at 1.75kg	Starting at 1.46kg	Starting at 1.28kg
Price Band	N/A	\$799+	\$899+	\$699+	\$699+	\$749+	\$583+	\$1,189+	\$1,199+

Lenovo



Visit www.lenovopartnernetwork.com/us/products/thinkbook/ for additional ThinkBook information and materials.

Lenovo recommends Windows 10 Pro for business.