

Five Things You'll Love About Windows 10 and Lenovo

A PARTNERSHIP BETWEEN PROVEN PIONEERS

Upgrades are a big deal: IT's job is to ensure that the power of new possibilities translates into real productivity gains. Windows 10 and Lenovo® bring an exciting mix of new ideas and key improvements. Here are five things to look forward to.

1. Better ideas driven by real feedback
2. A faster, easier upgrade
3. Security that never sleeps
4. Innovation that matters to everyone
5. Superior value for your IT dollar

1. Better Ideas Driven by Real Feedback

When setting out to create a better computing experience, Microsoft® reached out to the real experts, daily Windows® users, for help. Microsoft gathered a total of over 200,000 pieces of feedback about what worked and what was still needed to meet the challenges of the modern, digital workday.

As the world's No. 1 PC maker, Lenovo's culture of continuous improvement also depends on building customer and partner feedback into our products. Through nonstop collaboration with leading organizations worldwide, our ever-expanding technology portfolio ensures solutions that address real-world needs.

2. A Faster, Easier Upgrade

Windows 10 was designed for easy, in-place upgrades from previous versions. This means less interruption for end-users and an easier workload for IT. Microsoft has also made interoperability a top priority, ensuring all your applications and tools continue to work as expected. For most upgrades, no wipe and reload is required.

Organization-wide deployments can be difficult regardless of OS, and Lenovo's expert In-Place Migration services can help. From 10 users to 10,000, you can rely on our expertise, scale, and state-of-the-art automation to make the whole process fast, dependable, and hassle-free. This gives users faster access to all the new potential of Windows 10, while reducing the burden on IT.

3. Security that Never Sleeps

Rapidly evolving threats and multiplying endpoints combine to increase threats in both number and complexity. Windows 10 is built for comprehensive security from the ground up, combining robust data protection with advanced authentication tools that keep your data and systems secure 24/7.

Lenovo products are designed to tough government security standards and built with certified components and features like full-drive encryption and fingerprint readers. Every product is built inside a carefully monitored and managed supply chain and development process, giving customers rigorous security right out of the box.

4. Innovation that Matters to Everyone

Sometimes getting the little things right adds up to big improvements. Windows 10 was redesigned to give users consistency in the tools

Your Partner in a Brighter Technology Future

From expert deployment to carefully managed in-place migration, Lenovo is ready to help you make the most of new possibilities.

they use every day, including universal apps that look and act the same way across devices and easy personalization. This lets users focus less on technology and more on the task at hand.

Delivering innovation that matters enables IT to invest and build with confidence. That's why Lenovo develops products in collaboration with numerous customer and partner advisory councils. The end result is technology engineered for maximum user productivity and product reliability.

5. Superior Value for Your IT Dollar

Building an IT roadmap for tomorrow on yesterday's budget dollars requires careful choices. Windows 10 is designed for strong, unified manageability that reduces complexity and cost. New tools make device deployment and user management more efficient, freeing up technology dollars for transformation elsewhere.

Lenovo is also committed to helping organizations maximize their precious IT spend, with a relentless focus on quality across our entire portfolio. This gives decision-makers more state-of-the-art options, while reducing TCO and helping technologists focus on what they do best – building for the future.

Leading organizations all over the world rely on Windows and Lenovo to power their most critical computing functions. Customers depend on thoughtfully designed solutions to meet mainstream needs while also giving IT the room and resources to grow and innovate, carefully and consistently, over time.

To learn more about Lenovo products and services, visit us at www.lenovo.com/solutions or email ambassador@lenovo.com.

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