

The Cost of Doing Nothing

Lenovo and Windows 10 Pro Device Refresh

How to Use this Guide

Use this guide to engage Lenovo customers and prospects in a conversation regarding the risks of using outdated devices and the benefits of Windows 10 Pro on Lenovo laptops, 2-in-1s and tablets running Windows 10 Pro and Microsoft Office 365.

1

Start

the conversation by reviewing the risks of old hardware

2

Explain

why it's time to refresh with new Lenovo products running Windows 10 Pro

3

Talk

about the choices available among Lenovo products geared for business with Windows 10 Pro

4

Discuss

the value of Microsoft Office on a Lenovo platform running Windows 10

5

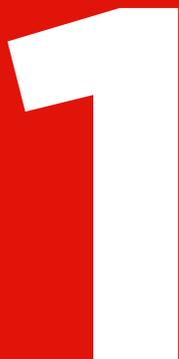
Launch

the campaign with materials that help start a conversation

6

Nurture

interest and deepen engagements with industry research



Start the conversation.

Goal: Persuade the customer that it's time to refresh their devices.

The Business Risks of Legacy Hardware

Costs your business more

PCs older than 4 years can cost **1.5x more in repairs** and, on average, an additional **\$426/year** in total maintenance costs.¹

Decreases productivity

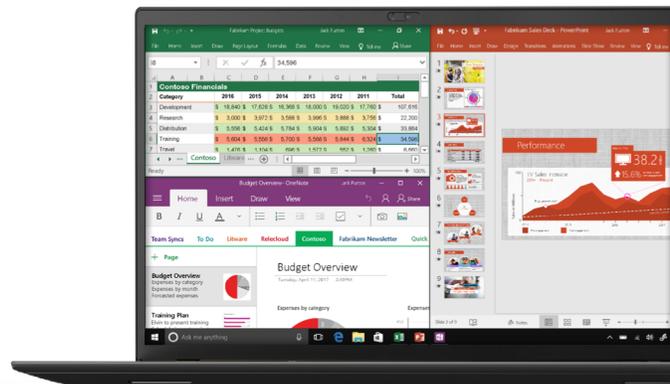
A PC just older than 4 years is 200% more likely to be repaired, resulting in 48 hours of time lost **in productive hours**.¹ Not to mention, older PCs can only run about 5 applications simultaneously without performance degradation, while newer PCs can easily run 8 or more.¹

Limits performance

Lenovo products running Windows 10 have up to **2.5x better performance**,² **3x longer battery life**,³ and wake up from sleep mode **4x faster**⁴ than a 5-year-old Windows laptop.

Puts your business at risk

More than **50% of small businesses** and **57% of Global 1000 companies** have suffered a data breach or cyberattack.⁵ Average breach impact? Small business losses reach **US \$84,000 per breach**⁶ and enterprise losses top US \$4M.⁷ Hardware-enabled features in advanced Lenovo PCs boost security from power on to power off. For example, technologies like UEFI (Unified Extensible Firmware Interface) and ELAM (Early Load Anti-Malware) ensure only healthy, certified programs can start during the boot process.⁸



“Windows 7 works fine for us.”

Why move to Windows 10? With Lenovo and Windows 10, you get the familiar yet improved desktop and Start Menu as well as features such as the Cortana personal digital assistant,¹ Live Tiles, and Continuum, OneDrive cloud storage integration, improved support for touch, pen and voice,¹ plus overall better performance which will enable you to be up to 25% more productive than ever.⁶ And that's not to mention the hardware costs of an older device. Plus, you get Lenovo's integrated hardware- and software-enabled features that help protect your devices and company information from ever-evolving security threats.

“If Windows 10 will run on our current devices, why do I want new ones?”

If you run Windows 10 on your current devices, you may be missing out on all the benefits and features that Windows 10 on new Lenovo laptops, 2-in-1s and tablets has to offer. The total cost of owning a four-year-old PC can cost US \$1,774.¹ A new Lenovo system with Windows 10 boots up on average 28% faster than Windows 7,² and Lenovo devices with 6th Gen Intel® Core™ processors have up to 2.5x better performance,² up to 3x longer battery life,³ and wake up from sleep mode up to 4x faster⁴ than a 5-year-old Windows laptop. A new Lenovo device with the appropriate hardware features will also enable you to take better advantage of touch- and pen-friendly¹ Windows 10, including new features such as Windows Hello* and the Cortana¹ personal digital assistant. New Lenovo products also safeguard credentials for commonly accessed apps and services (think Facebook, Google, Twitter) with FIDO-based certification directly to Windows 10 PCs.

¹Small Business PC Study, Techaisle, 2016. ²Performance of 6th Gen Intel® Core™ processors in Windows 10 devices, based on measured SYSmark 2014. ³Comparisons based on Intel® Core™ i5-6200U vs. Intel® Core™ i5-5200U. ⁴Performance of 6th Gen Intel® Core™ processors in Windows 10 devices, measured wake time for 5-year-old system vs. estimated Modern Standby Wake Time, Comparisons based on Intel® Core™ i5-6200U vs. Intel® Core™ i5-5200U. ⁵Ponemon; 2016 State of Cybersecurity in SMB (USA); Canadian Chamber of Commerce, An Analysis of the Adoption of Internet-based Technology, February 2017. ⁶Small Biz Daily; 10 Small Business Trends 2018. ⁷Ponemon Institute, 2017 Global Cost of Data Breach Study. ⁸Testing conducted by Principled Technologies in July 2015 in a closed lab environment using OEM factory default images on a representative sample of Windows 7 devices. Each boot test was run 10 times and the averages compared. Average improvement in startup was 28%. ¹Hardware dependent. ²Windows Hello requires specialized biometric hardware. ³Cortana available in select markets; experience may vary by region and device.



Lenovo recommends Windows 10 Pro



2

Explain why it's time to refresh.

Goal: Motivate the customer to purchase new Lenovo Windows 10 Pro devices.

Benefits of New Lenovo Windows 10 Pro Devices with Intel® Core™ vPro™ Processors

Get more done. With Windows 10, new 8th Gen Intel® Core™ vPro™ processor-based Lenovo products provide up to 2.1 times faster multi-tasking for seamless performance when working with applications simultaneously.¹ And Windows 10 Pro-powered Lenovo devices help you do more in ways older devices cannot.

- Use your Lenovo laptop like a tablet or your tablet like a laptop with Tablet Mode²
- Interact with your Lenovo device however you want, with voice, gesture, pen, touch, or keyboard and mouse²
- Capture notes at the speed of thought without being logged in,³ using Windows Inking²
- Start faster and keep working longer with speedier wake up, faster processing speeds, and a long-lasting battery
- Get going right away, thanks to a familiar operating system such as the Start menu and Live tiles
- Use Cortana⁴ at work, your digital assistant to help you be more efficient
- Express ideas in all dimensions with Paint 3D

Protect what you've built. Security events requiring IT remediation are reduced or avoided by up to 33% with Windows 10.⁵ Lenovo devices running Windows 10 Pro have built-in defenses against modern security threats and always-up-to-date protections⁶ for your information and device, no matter where you or your team work.

- Sign in with your face or your fingerprint with Windows Hello⁷
- Safeguard credentials for commonly accessed apps and services (think Facebook, Google, Twitter) with Lenovo's FIDO-based certification directly to Windows 10 PCs
- Get protection against business information loss even when a Lenovo device is lost or stolen with BitLocker and BitLocker To Go. Wipe company data from Lenovo devices remotely and on demand
- Prevent unauthorized business information sharing with Windows Information Protection⁸
- Lenovo's built-in data encryption and automatic security updates combine with Windows Defender Antivirus to safeguard against modern malware threats

Simple and flexible management. Thanks to user-friendly and flexible management, IT administrators estimate a 20% reduction in IT desktop management time with Lenovo devices running Windows 10.⁹

- Lenovo is the first to enable Windows AutoPilot, helping users set up new devices quickly on their own
- Sign in once for all Microsoft services and many apps on Azure, using Azure Active Directory
- Receive updates on your own schedule with Windows Update for Business
- Acquire, manage and distribute apps easily using the Microsoft Store
- Compatible with your apps and peripherals



“Will I have to get new apps and new peripherals (printers, cameras, etc.) if I use a new device?”

According to our data, 99%¹⁰ of Windows 7 apps are compatible with Windows 10. Lenovo Windows 10 Pro devices are compatible with most apps and with most peripherals, both wired and wireless. We can help you confirm compatibility.

“New devices are too expensive.”

Maintaining old devices is more expensive than you may realize. In fact, owning a four-year-old PC can cost US \$1,774.⁹ New business-ready Lenovo devices are available in a wide range of prices as well as styles to fit every member of your team. We can help you find one that fits your needs and budget.

“I don't want to start all over with our infrastructure.”

Windows 10 Pro builds on the network you already have in place, and allows you to expand and enforce user and group policies.

¹As measured by an overall score of SYSmark® 2014 vs. a 4-year-old commercial PC. Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information visit www.intel.com/benchmarks. The benchmark results reported above may need to be revised as additional testing is conducted. The results depend on the specific platform configurations and workloads utilized in the testing, and may not be applicable to any particular user's components, computer system or workloads. The results are not necessarily representative of other benchmarks and other benchmark results may show greater or lesser impact from mitigations, to any particular user's components). ²Device dependent. ³User must enable settings. ⁴Cortana available in select markets; experience may vary by region and device. ⁵Forrester, "The Total Economic Impact" of Microsoft Windows 10. ⁶For the supported lifetime of the device. ⁷Windows Hello requires specialized biometric hardware. ⁸Windows Information Protection requires either Mobile Device Management (MDM) or System Center Configuration Manager to manage settings. These products sold separately. Active Directory makes management easier, but is not required. ⁹Small Business PC Study, Techaisle, 2016. ¹⁰Hardware/software requirements apply; feature availability may vary. Internet connection required. To check for compatibility and other important installation information, visit your device manufacturer's website and www.windows.com/windows10specs. Additional requirements may apply over time for updates.



Lenovo recommends Windows 10 Pro

3

Talk about the choices available.

Goal: Help customers choose new Lenovo and Windows 10 devices.

Tablets

A business-ready Windows 10 tablet offering pocket productivity with advanced security. This hand-held mobile office syncs to Windows accounts for on-the-go productivity and convenience.



ThinkPad X1 Tablet Gen 3

2-in-1 Devices for Use Anywhere

Work, present, create, and connect anywhere with an ultraportable form factor and stunning display. Optional ThinkPad Pen Pro.



ThinkPad X1 Yoga™

Tablet Convenience, PC Experience

This stylish powerhouse adapts to work with you—as a laptop, tablet, or anything in between. Moreover, Lenovo's built-in hardware-level security features provide peace of mind when you're on the go.



ThinkPad X380 Yoga

Ultrathin, Ultra-tough Laptop

An ultrathin and ultralight design, tough carbon fiber durability, and long battery life make the X1 Carbon the ultimate in mobility and performance.



ThinkPad X1 Carbon

Performance Workstation

Lenovo's mobile workstations bring heavy-duty horsepower to a light form factor. Experience the intuitive usability of Windows 10, with the tools and services you need to plug into high-performance computing solutions. From big data to design, ThinkPad keeps you prepared.



ThinkPad P51

All-in-One Desktop

Lenovo's ThinkCentre all-in-one desktop solutions combine Intel® processor performance and the power of touch in a sleek, elegant package. With Windows 10, the clean design offers an engaging, collaborating experience while conserving valuable desk space.



ThinkCentre Tiny-in-One 24



Lenovo recommends Windows 10 Pro

4

Discuss the value of Microsoft Office.

Goal: Upsell Office with a new Lenovo product purchase.

Add Office. It Takes the Work out of Working Together.

Empower your team, safeguard your business, and simplify IT management with a single solution, purpose-built for your business.

Modern desktop productivity.

Keep your company on task with smart productivity features that help you do great work more quickly.

Do great work anywhere, anytime.

Be productive at your convenience when you can get work done from anywhere, at any time, with easy access to the files in the cloud.

Made for teamwork.

Get your team on the same page—share, present, and work together with simplified, built-in collaboration tools.



What's Included

-  Create, polish, and share beautiful documents with **Word**
-  Analyze and visualize your data in new and intuitive ways with **Excel**
-  Create, collaborate, and effectively present your ideas with **PowerPoint**
-  Harness your thoughts in your very own digital notebook with **OneNote**
-  Never miss important messages or meetings with an upgraded inbox and calendar in **Outlook**

Top Features

Tell Me is a powerful new feature in Office that will guide you to the results you are looking for.

Smart Lookup. Powered by Bing, finds you contextual information from the web within the desktop applications.

One-click forecasting. Don't spend hours assessing historical data when you can predict future trends in one click.

Modern attachments. Files can be easily shared, wherever they are, right from Outlook.

Co-author** in Word and PowerPoint. Real-time typing in Word lets you see others' edits as they make them.

Redefine performance, productivity and security with Lenovo laptops, 2-in-1s and tablets running Windows 10 Pro and Microsoft Office 365.

 **Windows 10 Pro**

Lenovo recommends Windows 10 Pro

*Separate subscription required. **Co-authors must be using Office 2016 or Office Online.

Lenovo

5

Launch the campaign.

Goal: Quickly engage customers with resources that add value and start conversations.

Campaigns to Go: Why Refresh Now with Lenovo and Windows 10

Focus: Lenovo and Windows 10 Means Security

Conversation Starter:

Companies of all sizes get hacked every day. Is old hardware leaving your company's back door open?

Stats You Can Use:

More than 50% of small businesses and 57% of Global 1000 companies have suffered a data breach or cyberattack in the last year. Small business losses reach US \$84,000 and enterprise losses top US \$4M per breach.

Phase 1: Campaign Assets for Education and Nurture



Email

Security-focused customizable email template



Infographic

Lenovo and Windows 10 Pro Take Security and Productivity to the Next Level



Data Sheet

The Cost of Doing Nothing: Why Your Old Hardware is Costing You



Data Sheet

Windows 10 Migration — Why Now



Product Flyer

Lenovo Product Family for Windows 10

Five-Step Example Campaign

- 1 Email #1:** Subject: Companies of all sizes get hacked every day. Don't be one of them. CTA: Take Security to the Next Level with Lenovo (Download). Add the provided Lenovo infographic and the "Cost of Doing Nothing" Data Sheet as attachments to your email.
- 2 Socialize:** Put the infographic in your social feeds (LinkedIn, Twitter, and FB), referencing the security stats provided in the template and on the infographic. Social share: Use email subject line and #security #Lenovo, #Windows10
- 3 Email #2:** Subject: Old hardware is costing your business more than you think. CTA: The Cost of Doing Nothing is Rising. Add the provided "Why Migrate Now" Data Sheet as an attachment to your email.
- 4 Socialize:** Add the Cost of Doing Nothing data sheet to your social feeds, referencing the security stats provided. Social share: Now is the time to transform your business with #Lenovo and Windows 10 Pro
- 5 Start a Conversation:** If you have follow-up from these emails, start a conversation leveraging the "Don't Wait Any Longer" flyer as a prompt to discuss security, performance and productivity. This flyer speaks to "Why Now," touching on 5 key business issues. If no response to emails, leverage the "Why Now" data sheet and Lenovo product flyer as a third educational email and nurturing step.



Lenovo recommends Windows 10 Pro

© 2018 Lenovo. All rights reserved. Lenovo is not responsible for photographic or typographic errors. Lenovo, the Lenovo logo, ThinkCentre, and ThinkPad are trademarks or registered trademarks of Lenovo. Intel and the Intel logo are trademarks of Intel Corporation and its subsidiaries in the U.S. and/or other countries. All other trademarks are the property of their respective owners. Version 1.00, July 2018.

Lenovo

6

Nurture interest and deepen engagements.

Goal: Keep the conversation going with timely and relevant follow-up. Respond to interest with on-point phone calls, industry research, and impactful emails.

Campaigns to Go: Why Refresh Now with Lenovo and Windows 10 (Nurture)

Conversation Starter:

Forrester research shows that new (Lenovo) devices running Windows 10 deliver greater security, better business performance, and more powerful productivity in less time with fewer resources.

Windows 10 by the Numbers:

25%
productivity gain
for mobile users

15 min.
saved per day on
boot-up and restart

15%
IT management
time savings

\$710,000
per year in security
remediation savings

Phase 2: Campaign Assets for Continuing Education and Nurture



Email Templates

Five additional templates nurture interest and deepen conversations



White Paper

The Forrester Total Economic Impact™ of Microsoft Windows 10



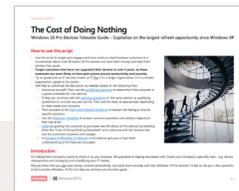
Infographic

The Forrester Total Economic Impact™ of Microsoft Windows 10



Webinar

Lenovo and Microsoft Experts Discuss the Benefits of Windows 10 Migration



Call Script

Windows 10 Pro on Lenovo Devices — Telesales Guide

Five-Step Nurture Campaign

- Email #1:** Subject: Forrester report: Windows 10 is the most secure out-of-the-box Windows platform. CTA: Read the Forrester report. *Include a link to the white paper and infographic.*
- Socialize:** Put the Forrester report and infographic in your social feeds, referencing the productivity stats provided in the template and on the infographic. Social share: Windows 10 and Lenovo are #BuiltForBusiness. Get 25% more mobile productivity now. #Lenovo
- Email #2:** Subject: Focus on running your business, not on technology. CTA: Learn more about Lenovo with Windows 10 Pro. *Include a link to the webinar.*
- Start a Conversation:** Leverage the call script to deepen your engagement with a direct conversation. Based on the emails prospects open and the assets they download, tailor the call script to specific challenges.
- Email #3:** Subject: Windows 10 Migration Nearly Complete? CTA: Listen to the Windows 10 migration conversation. *Include a link to the webinar replay and a personal note highlighting the topic your prospect is interested in (security, productivity, performance, IT automation).*



© 2018 Lenovo. All rights reserved. Lenovo is not responsible for photographic or typographic errors. Lenovo, the Lenovo logo, ThinkCentre, and ThinkPad are trademarks or registered trademarks of Lenovo. Intel and the Intel logo are trademarks of Intel Corporation and its subsidiaries in the U.S. and/or other countries. All other trademarks are the property of their respective owners. Version 2.00, August 2018.

