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WHO DO.

YOGA, MULTIMODE, AND THE NEXT WAVE OF END-USER COMPUTING.

How BYOD-driven end-user computing makes ThinkPad® Yoga the natural evolution of the corporate laptop.



 Windows 8 Pro

INTRODUCTION

End-user computing in business organizations has been substantially changed by the explosion of BYOD devices, resulting in major changes to the devices themselves. An era of new devices, touch-enabled interfaces applications and literally thousands of new usage patterns have completely changed the game. End-users have driven the vast majority of these changes with their consumer-oriented devices and applications. This rampant 'consumerization' is forcing resellers and IT to catch up with the users and move to new types of hardware, software and communication solutions.

One of the most important changes is a movement away from traditional laptop-style computers, essentially unchanged since 1990, to a new generation of devices that can also provide many of the same usage modes as today's popular consumer devices. The driver of this change is an evolution in the mode of use. End-users have moved from using their devices to principally create new information or content, to consume information and collaborate with others. The novelty of the tablet has caused a disproportionate focus on the 'consumption' side of the equation, but for any organization, it is essential that new

devices also support 'creation' capabilities using proven tools like Microsoft® Office. This ability to provide the needed 'creation' capabilities, along with new 'consumption' capabilities, is a huge driver for multimode devices.

One of the most important of these capabilities is the need for multimode devices that can work as traditional laptops, tablets, in 'stand' mode, and also as devices to share and display information in 'tent' mode. The new ThinkPad Yoga is among the most compelling new professional multimode products that can provide your end-users with laptop and tablet flexibility in a single device, rather than having end-users attempt to use and manage two or more devices.

This whitepaper will examine the benefits of deploying new multimode laptops such as the ThinkPad Yoga from the perspective of end-customer/IT benefits and reseller benefits. One of the key considerations every prospective buyer of new multimode devices must consider is the ability of their chosen supplier to deliver highly reliable and sturdy devices based on the new hinges and physical designs. This durability is a key benefit of Lenovo's ThinkPad Yoga.



END-USER BENEFITS

Any personal device, new or existing, must deliver benefits and improvements for everyday use to have value to end-users and the organization. The ThinkPad Yoga fits the bill on many fronts, including:

Have all of your data and information on just one device – One of the most consistent sources of frustration with the use of separate tablets and laptops is the problem of where a file or data actually resides. Users often find that the needed file, bookmark, or website is not on the device they have with them at a given time. The ThinkPad Yoga solves this problem by combining all tablet and laptop data, and having it reside on the same system. Goodbye to stress about missing files or scrambling to access the Cloud when you need your information immediately.

Reduce the number of devices – Having a separate tablet and laptop often means traveling with additional adapters and chargers, or having to pack multiple external devices such as keyboards to use with different devices. System-unique passwords or interfaces can further add to the complexity of owning two devices. While 'gadget geeks' may like owning lots of different devices, most end-users prefer simplicity.

A tablet with substantial storage capacity – Tablets with only 16GB, or maybe 32GB at most of storage, require making hard choices about what data is on the device, and what is stored remotely. This is far from ideal, but a problem that the ThinkPad Yoga easily solves. With up to 256GB of storage, the Yoga lets users retain all of the information and files they want, locally.

ThinkPad Yoga is built to withstand the rigors of mobility – Devices used in a highly mobile work style, or as a personal portable device, must be able to take a beating. Lenovo tests the ThinkPad Yoga to mil-spec standards for rugged and reliable use. And these stringent mil-spec standards aren't easy to meet. Attaining this certification demands extensive, specific and well-documented testing. Nothing feels worse than dropping and breaking a device that costs hundreds of dollars. The ThinkPad Yoga is designed and proven to prevent breakage and failures during the rigors of everyday mobile use.

ThinkPad Yoga uses Windows® to simplify bringing current files and system 'personality' from existing systems – In many instances, when users begin using new tablets, they literally start from scratch because their work files, personal settings, favorite websites, and other elements of their existing system's 'personality' don't easily move over, if at all. The ThinkPad Yoga solves this problem by using Windows®, which runs on more than 90% of business laptops. World-class migration tools, such as Lenovo System Migration Assistant™, make moving all of this information very simple.

ThinkPad Yoga has lower cost and better Total Cost of Ownership than buying a separate laptop and tablet – A simple fact of business life is that budget restrictions impact buying decisions. When comparing the ThinkPad Yoga with the cost of a laptop and tablet, the Yoga may save \$100 per system or more, depending on what tablet and enterprise laptop you are considering. But when factoring the Total Cost of Ownership (TCO) for the Yoga as compared to a tablet and laptop, the overall financial equation definitely leans towards the ThinkPad Yoga. A recent Intel®-commissioned study found that the TCO of a tablet varies from just more



than \$2,000 for a Windows® tablet, to \$2,500 for an Android™ tablet. This additional TCO for the separate tablet makes a strong financial case for the ThinkPad Yoga even more compelling.

Simplifying tablet ownership for IT by staying with Windows® – Most IT staff have spent the past 10 to 15 years managing and supporting Windows® systems. A substantial amount of internal capability is focused on this environment. Adding new operating systems to the mix, solely to support tablets, can stress the IT staff and give rise to a situation where the staff can't support other operating systems in the same way they can Windows®. Also, many smaller IT staffs are far more skilled at securing mobile Windows® devices than other environments. The Windows®-based ThinkPad Yoga simplifies daily operations and the management of mobile devices by providing platform consistency.

THINKPAD YOGA ENHANCES THE RESELLER EXPERIENCE

The Lenovo ThinkPad Yoga delivers a compelling level of user and IT benefits. However, there must also be benefits to resellers for this product to be considered. This section will examine the key benefits that Lenovo ThinkPad Yoga provides for the reseller and partner organizations.

ThinkPad Yoga leverages your existing Windows® expertise – As a business' IT partner, the reseller is often the first line of support. Most resellers have strong expertise and experience with Windows®-based devices, many with 10 to 15 years of accumulated knowledge. Because the ThinkPad Yoga is Windows®-based, it leverages these skills while simplifying your ability to provide effective user support.

Continued leverage of existing security, administration, and management tools – Ongoing 'managed' customer services provide a substantial revenue stream for many resellers. To provide security, backup and other valued services, most resellers have focused on specific products. When tablet devices require resellers to learn and deploy new tools to provide these services, this can result in different service levels for different devices, and demand time and resource investment by the reseller. The ThinkPad Yoga prevents this potential problem by using the tools and solutions resellers know and depend on.

Fewer devices to manage and support – The ThinkPad Yoga essentially replaces two devices with one. For resellers, this reduces the number of devices that must be set up and deployed, thereby reducing the time for deployment for the reseller, while making the overall process more efficient. It is also much easier for resellers to load software, security tools, and other options, as compared to trying to gain physical access to a tablet an end-user buys at a big box store. Finally, fewer devices mean fewer issues and problems. Reducing the 'fleet' of devices in use helps ensure that resellers can provide responsive service and support when needed.

Summary

The ThinkPad Yoga headlines the new product category of 'multimode' PCs that allow users to have the benefits of a single device that is both a laptop and a tablet, and even adds 2 more modes – 'stand' and 'tent'. Lenovo's legendary commitment to design and quality has produced a product with a host of benefits for end-users and resellers alike. End-users will enjoy having a single device containing all of their data, rather than trying to figure out which file is on what device. They will also benefit from the consistency of staying with Windows® and the ability to use all their old files and settings. The ThinkPad Yoga also includes the storage capacity that demanding tablet users require.

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Lenovo's proven programs for technical and reseller support – As the world's largest PC supplier, Lenovo has built a number of attractive and compelling programs that help you maintain and improve your relationship with customers. Starting with acquisition, Lenovo Financial Services (LFS) can provide alternative financing for customers that are capital constrained or have limited funds at the moment. Lenovo also offers resellers compelling rebates and new account bonuses on top of their already-aggressive pricing to help maximize your profits, while their top-flight technical support ensures that all issues are resolved quickly and effectively. Finally, with the broad line of Lenovo products, you are able to meet each of your customers' unique needs.



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The multimode ThinkPad Yoga provides the tablet-based consumption capabilities that end-users are now demanding, while also providing access to, and effective use of, traditional creation tools such as Microsoft® Office. Providing both capabilities on a single device also simplifies many aspects of device management and security which makes mobile computing more efficient for IT professionals that must support these products.

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