

Smarter
technology
for all

Lenovo



STARTING UP

SMARTER

technology solutions to transform
your startup's growth story



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SMARTER • SOLUTIONS FOR YOUR TECHNOLOGY NEEDS, RIGHT FROM THE START.

Technology is at the heart of operational efficiency and sustained growth, not just for large enterprises but for startups too. Your choice of technology can have a far-reaching impact on your emerging business—from influencing productivity and scalability to giving you an edge over the competition.

Lenovo can empower you with smarter technology solutions to act as the bedrock to your startup's growth and eventual success.

Building an effective IT Framework

Most startups rely heavily on technology, and IT is becoming increasingly critical, both as an enabler and a differentiator.

Four key pillars are foundational to implementing a robust IT framework for your startup:

- Smarter End-user Devices
- Smarter Accessories Ecosystem
- Smarter Software Solutions
- Smarter Security Packages

Disregarding any one of them can prove to be detrimental to the long-term growth strategy of your company.

END-USER COMPUTING SOLUTIONS

A one-size-fits-all IT strategy can be depreciative for startups that thrive on resource optimization, workflow efficiency, and workforce mobility. Device preferences should be based on job-function, and complemented with the right accessories and software applications, to maximize the value from your end-user devices.

Smarter End-user Devices

The choice of end-user devices plays a defining role in the success and growth of your startup. Smarter end-user devices empower your employees to be more productive and agile in the demanding working environment of today.

[Learn More](#)

Smarter Accessories Ecosystem

It's easy to overlook the importance of accessories when building your IT strategy at a macro level. However, the right accessories can bring an additional layer of productivity to your workforce.

[Learn More](#)

Smarter Software Solutions

From productivity-boosting applications to solutions that make your workplace more flexible and collaborative, end-user devices today come equipped with a host of software solutions that simplify business operations.

[Learn More](#)

Smarter Security Packages

A growing business is open to attack from all sides. It is essential to have a strategy in place to secure your devices, applications, and data against human, malware, and cyber breaches.

[Learn More](#)

END-USER COMPUTING SOLUTIONS: THINGS TO CONSIDER



Performance

In the collaborative, data-intensive world of startups, end-user devices must be high-performing enough to process the steady influx of information. Also, devices must be matched to job roles to optimize performance while keeping costs in control.



Flexibility

In today's anytime, anywhere and 'any way' workplace, flexibility is crucial to improving productivity and quickly responding to customer needs. This can be achieved by smarter devices that facilitate mobility without sacrificing performance.



Durability

Startups are dependent on devices being available when needed, regardless of the environment. Devices that can't handle the daily bumps and bruises of a demanding mobile user can put mission-critical projects at risk.



Connectivity

End-user devices are essential for keeping everyone in an organization connected. From email and instant messaging to collaborative software tools that enable 24/7 project development, startups need to be prepared with devices that offer smarter connectivity.



Security

An increasingly mobile workspace means more opportunities for laptops and business devices to be lost or be susceptible to attacks in alien Wi-Fi networks. That's why smarter devices with built-in security systems like biometric authentication, encryption, ThinkShutter, and proactive data security protocols are essential for startups.



5

REASONS WHY LENOVO IS A DIFFERENCE MAKER



Trusted
around
the world



Expertise
across
categories



Confidence
in our
products



Business-
boosting
technology



Flexible
support
network

Smarter technology for all

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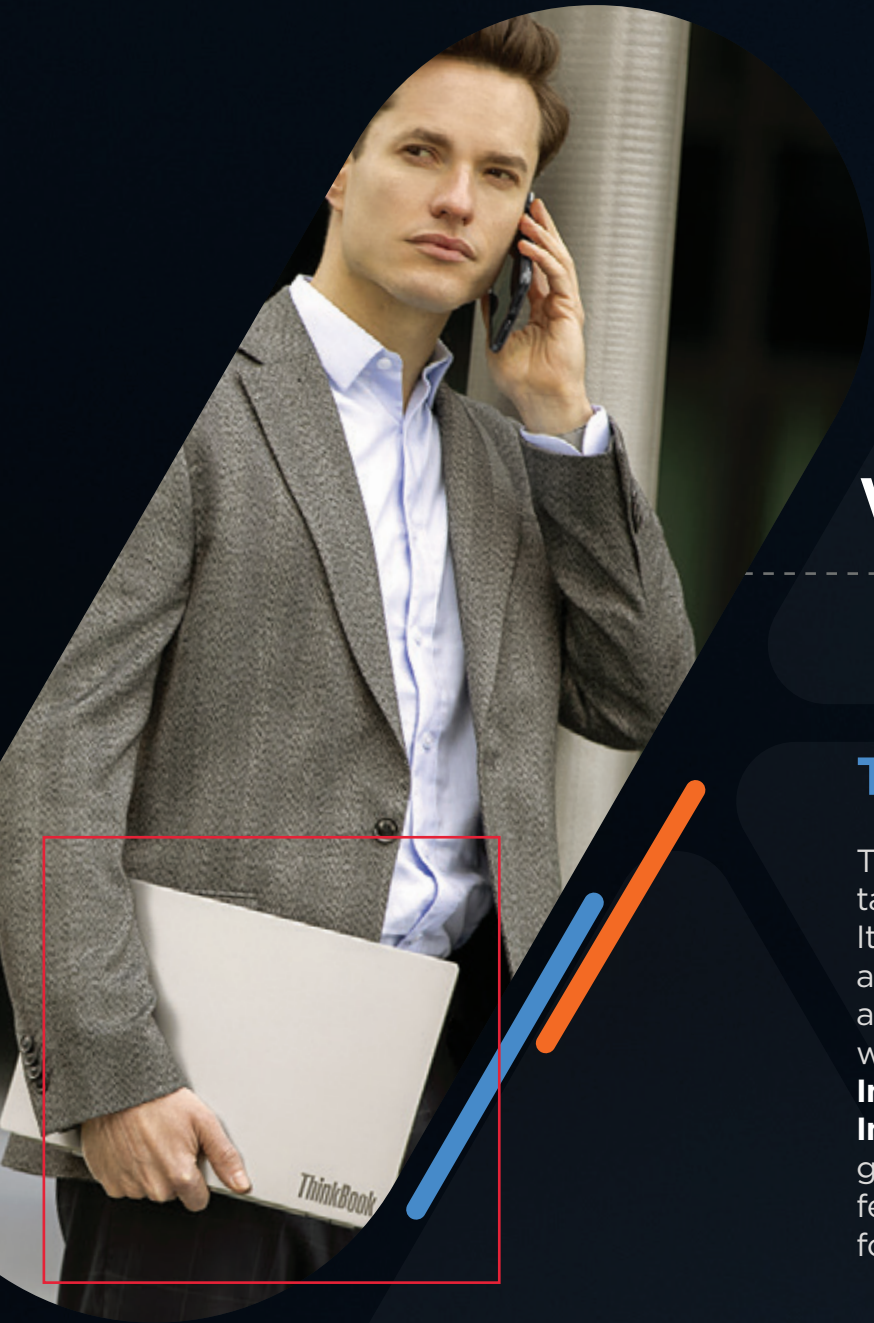
ThinkBook Series

ThinkPad Series

ThinkCentre Series

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SMARTER
END-USER DEVICES:
WHAT WE OFFER

ThinkBook Series

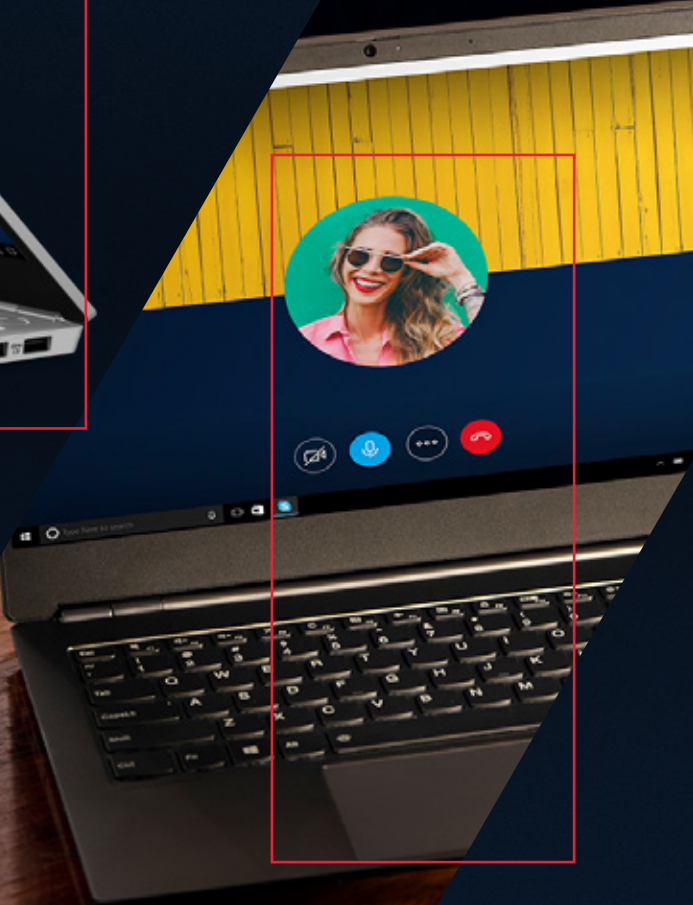
ThinkBook laptops are specifically made targeting startups and small businesses. It has all the functionality expected from a business device while not forgoing style and design—essential for the modern workforce. Packing the latest Generation **Intel® Processors** and backed by powerful **Intel® Optane™**-boosted memory, capable graphics, and business-class security features, the ThinkBook has something for every office goer.

ThinkBook 13s

The most compact laptop in the ThinkBook range, it comes loaded with features, built into a compact aluminum body, at just 15.9mm thin. It also comes with a physical camera shutter for webcam privacy, powerful graphics, and an immersive Dolby® Vision™ certified Full-HD display panel.



ThinkBook 13s



Up to Intel® Core™ i7 processor

ThinkBook Series

ThinkPad Series

ThinkCentre Series

SMARTER END-USER DEVICES:
WHAT WE OFFER



ThinkBook 14s

ThinkBook 14s

Slim version of the ThinkBook 14-inch laptop, it is designed to make everyday office work a bit more stylish. Perfect for working on the go, the laptop has a metallic aluminum cover that makes it both sturdy and weighs a mere 1.46kg/3.21lbs. With features like Dolby® Audio™ and Wi-Fi 6 compatibility, it is perfect for collaboration both in the office and on the move.

ThinkBook 14

The ThinkBook of choice for modern professionals comes equipped with metallic exterior panels, dual drive support, memory boosted by Intel® Optane™, and Skype for Business Hot Keys. The device is also MIL-SPEC tested for durability so it can be used as needed, in the office or outside.



ThinkBook 14



Up to Intel® Core™ i7 processor



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ThinkBook 15

Running on the latest 10th Generation Intel® Processors, this laptop is the perfect size for those who collaborate and create. Its Lenovo Hidden Port ensures dongles and nano receivers are out of reach, protecting them without compromising on aesthetics.



ThinkBook 15



ThinkBook Series

ThinkPad Series

ThinkCentre Series

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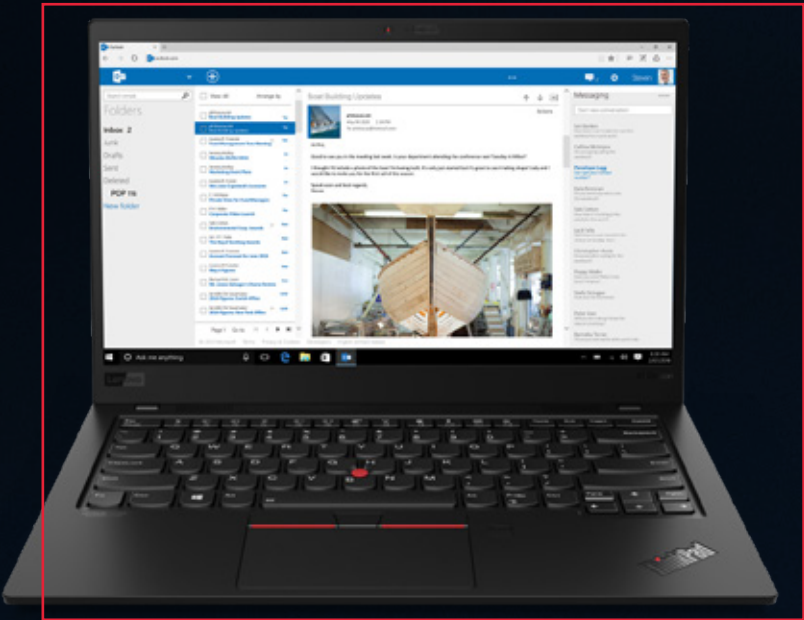
SMARTER END-USER DEVICES:
WHAT WE OFFER

ThinkPad Series

Startups have dynamic workspaces requiring mobility and flexibility without compromising power and performance. The ThinkPad X1 Series enables and enhances this always-connected entrepreneurial environment.

ThinkPad X1 Carbon

The ThinkPad X1 Carbon is the lightest notebook in its class at less than 2.5 pounds (1.14kg). It fits a high-definition 14-inch IPS display into a 13-inch form factor, without compromising on performance or durability. A full complement of ports, infrared camera, connectivity, and security ensure that the X1 Carbon delivers maximum performance on all fronts.



ThinkPad X1 Carbon



ThinkPad X1 Yoga

ThinkPad X1 Yoga

The ThinkPad X1 Yoga is a convertible notebook with multi-mode flexibility and high-performance functionality. The X1 Yoga excels at adapting to the users' various needs with a redesigned rechargeable pen, a great visual experience, and an improved keyboard.

ThinkPad X1 Tablet

The ThinkPad X1 Tablet combines 2-in-1 uncompromised design with enterprise-class features and, lightweight modularity. The X1 Tablet offers port expansion and up to five hours of extra battery life as well as an integrated projection option for a seamless desk-to-projection experience.



ThinkPad X1 Tablet



Up to Intel® Core™ i7 processor

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SMARTER
END-USER DEVICES:
WHAT WE OFFER

ThinkCentre Series

For new and emerging businesses looking at accelerated growth, Lenovo's ThinkCentre Series of desktop PCs is the smarter option, offering ease of use, rock-solid reliability, and powerful productivity in a range of energy-efficient form factors.

ThinkCentre M90n Nano

The smallest commercial-grade PC in the world, it takes up just 0.35L of space but is decked out with impressive specs—up to **Intel® Core™ vPro™ i7 Processors** and up to 16GB DDR4 memory. It requires only one USB Type-C cable to power the device from a compatible monitor.



ThinkCentre M90n Nano



Up to Intel® Core™ i7 processor

ThinkBook Series

ThinkPad Series

ThinkCentre Series

SMARTER END-USER DEVICES:
WHAT WE OFFER



ThinkCentre M630e Tiny

ThinkCentre Tiny

The ThinkCentre M630e Tiny delivers impressive processing power with the 8th Generation up to **Intel® Core™ i5 Processors**, DDR4 memory, and high-speed SSD storage, boosted by **Intel® Optane™ memory**. Perfect for small businesses that need high performance, durability, and energy efficiency.

Lenovo V530 Tower

The V530t desktop, the office workhorse, comes with up to 9th Generation **Intel® Core™ i9 Processors**—a smarter choice to meet the needs of startups. PCIe SSD storage eliminates slow-loading of files and applications. Together with abundant and easy-to-access USB ports, the desktop is ready for just about anything thrown at it.



Up to Intel® Core™ i7 processor



ThinkCentre V530 Tower



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Lenovo V540 All-in-One (AIO)

The Lenovo V540 All-in-One (AIO) comes with features like an optional touch screen, built-in camera, management tools, and added reliability features making it a smarter device that fits into multiple roles within any office.



Lenovo V540 All-in-One (AIO)



Back

SMARTER ACCESSORIES ECOSYSTEM: WHAT WE OFFER

Think Accessories

Lenovo's smarter Think accessories offer your business the advantage of enhanced performance that fosters productivity, mobility, and connectivity.

ThinkPad X1 ANC Headset

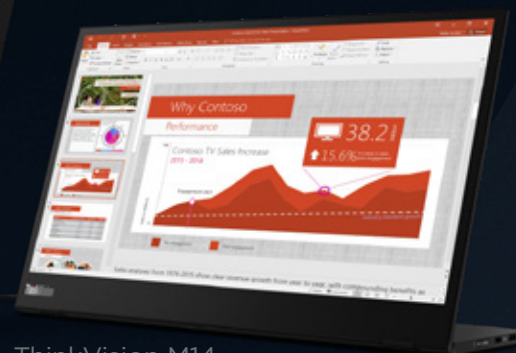
Perfect for meetings, both indoors and on the move. It is equipped with Hybrid ANC (Active Noise Cancellation) and ENC (Environmental Noise Cancellation) technology, offering excellent audio via 6 boomless mics.



ThinkPad X1 ANC Headset

ThinkVision M14

This ultra-portable 14-inch monitor is a smarter companion for on-the-go working. It is extremely handy when making a quick sales pitch, conducting meetings, conferencing, and collaborating with peers, or even streaming videos from a smartphone.



ThinkVision M14



ThinkPad USB-C Dock Gen 2

ThinkPad USB-C Dock Gen 2

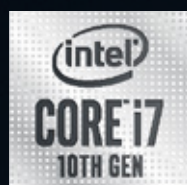
Take multitasking to the next level with USB-C dock that delivers up to 10Gbps transfer speeds and allows streaming on dual 4K displays or triple 1080p displays.

ThinkBook Wireless Media Mouse

Get more precision and control with up to 2400 dpi resolution, 2-level scroll wheel adjustment and dedicated volume buttons. Its smarter, right-handed design offers an ergonomic grip for extended all-day office use.



ThinkBook Wireless Media Mouse



Up to Intel® Core™ i7 processor

Back

SMARTER SECURITY SOLUTIONS: WHAT WE OFFER

Stay protected at-office and on the go

Lenovo's security packages are simple, intuitive, and work quietly in the background, ensuring your data and devices stay secure, always. Business devices with built-in security features also reduce the effort of using external security solutions, simplify configuration and navigation, and provide reliable protection against cyber threats.



Lenovo Security Console

Big or small, your business is a valuable target for attackers. Get protected with an all-in-one cloud platform that secures your data and your users.



ThinkPad X1 Carbon

ThinkPad PrivacyGuard and PrivacyAlert

PrivacyGuard is an integrated screen filter that reduces the visibility from side angles and eliminates shoulder-surfing. The ThinkPad PrivacyAlert software notifies you of someone glancing your screen and automatically makes your screen unreadable from wider angles.



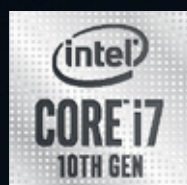
BUFFERZONE®

An advanced endpoint security solution that detects and blocks malware and runs suspicious applications in an isolated container.



Windows Defender Antivirus

Uses machine learning to detect threats on a network and helps IT teams investigate and respond to data breaches.



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SMARTER SOFTWARE SOLUTIONS: WHAT WE OFFER

Device management solutions to ease the IT burden

Startups endure hectic workflows and don't have the time or resources to deal with frequent device-related issues. Lenovo offers a slew of productivity-enhancing device management solutions that let businesses focus on business.



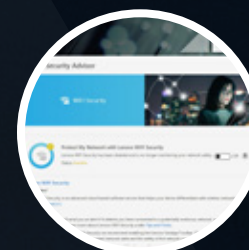
Lenovo Vantage

Lenovo Vantage is a smarter way to manage business PCs with multiple features and built-in benefits like self-service hardware diagnostics, personalized hardware settings for power, audio, visuals, input, and more. It can also auto-install critical and recommended updates and offers easy access to warranty status and support resources.



Lenovo airstack

Airstack is a smarter way to organize and distribute business apps and tools across teams and clients, when collaborating with a team across time zones—it can be done effortlessly and without missing out any key processes. Onboarding of new users into companywide systems is done through a single, easy-to-navigate interface. It is also an effective platform to share knowledge about how to use and effectively improve productivity using apps.



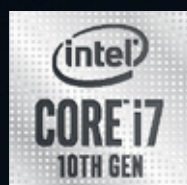
Lenovo Security Advisor

Available through Lenovo Vantage, Security Advisor is a suite of security tools recommended by Lenovo and vetted by security professionals. Together, they offer everything you need to defend yourself against a wide range of online threats.



Microsoft Office 365

Integrated for ease of use, Office equips users with a broad, comprehensive set of apps and services, giving them the tools they need to produce their best work.



Up to Intel® Core™ i7 processor

Back