



The Anatomy of a Healthy Mobile Strategy

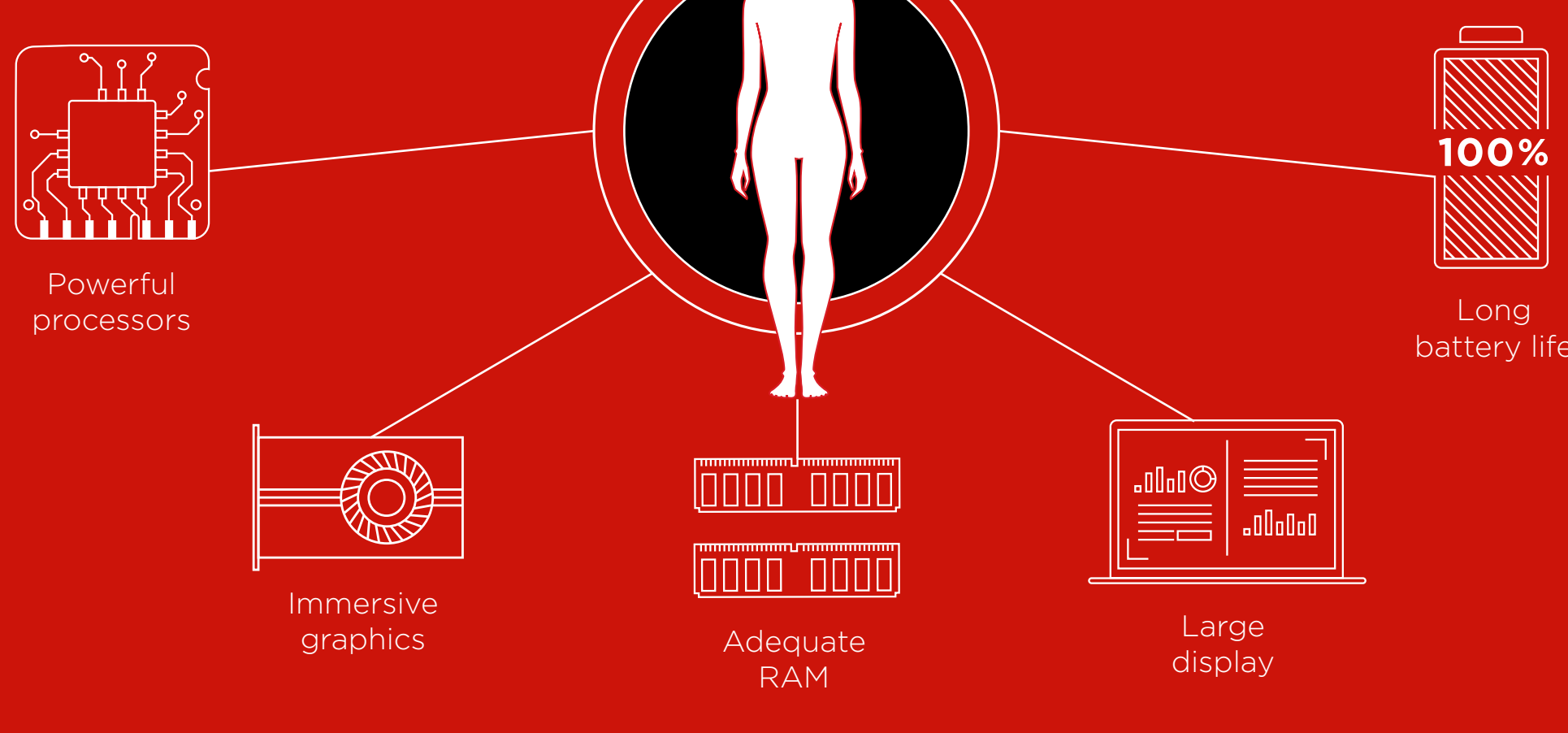
Everything in your mobile ecosystem is interconnected just like the parts of the human body. And every element is essential for long-term health. What's the right holistic approach to ensure that everything works in perfect harmony?

UNLOCK YOUR BRAIN'S POTENTIAL: PERFORMANCE MATTERS



As more workers go mobile, they are replacing their desktops with laptops. For laptop users, it all starts with performance. Consider that the brains of your mobile ecosystem. Without the brainpower, the whole ecosystem is just style—without much substance.

KEY ELEMENTS FOR HEALTHY MOBILE PERFORMANCE



KEEP YOUR EYES AND EARS OPEN: ELIMINATE SECURITY RISKS



When it comes to security, a mobile device is an easy target. That's where security solutions come in. They are the eyes, ears and nose of your mobile ecosystem, keeping the senses alert to emerging threats.



Percentage of SMBs and enterprises that have experienced at least one security breach due to the use of a mobile device.¹

30%



An effective mobile strategy adopts a holistic approach to address multiple layers of security—from biometric access control via fingerprint readers to encrypted hard drives for data protection.

SECURITY POLICIES NEED TO ACCOUNT FOR:



Lost or stolen devices (In fact, a laptop is stolen every 53 seconds²)



Malicious apps



Unencrypted corporate data sent over public Wi-Fi



Device access

BUILD MUSCLE, PROTECT JOINTS: FLEXIBILITY IS KEY



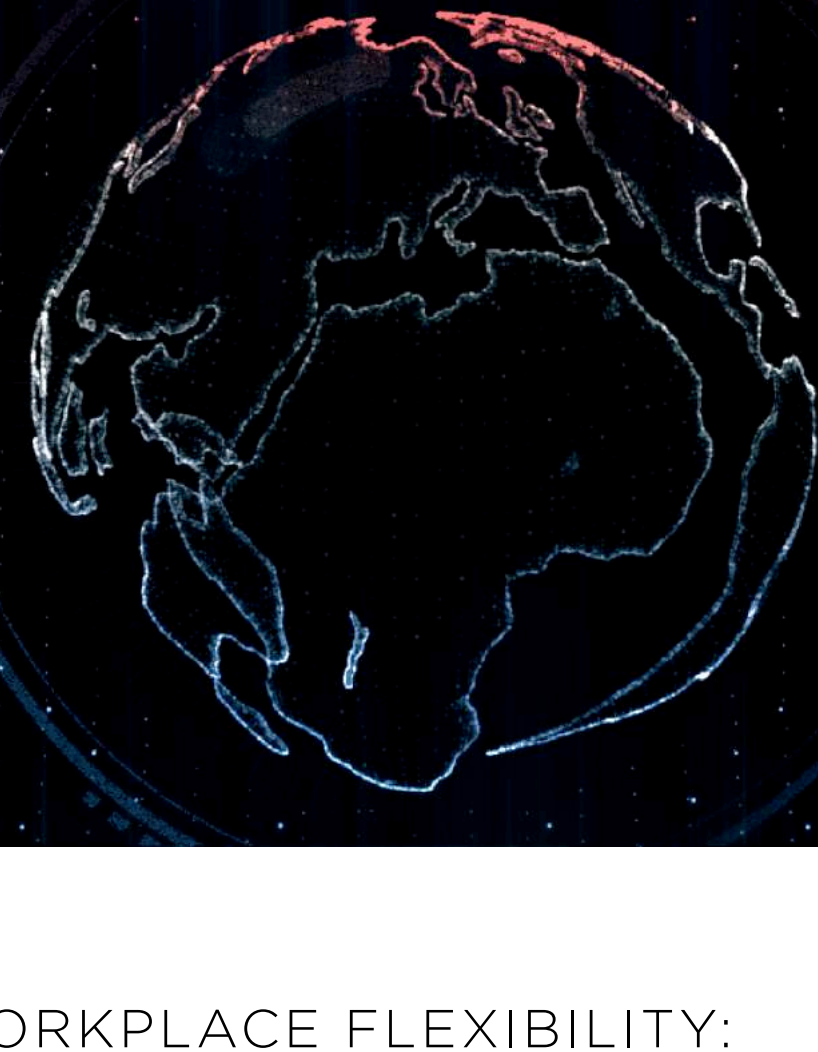
Bring-your-own-device (BYOD), bring-your-own-apps (BYOA), and cloud computing are driving a new type of workplace, fueled by increased collaboration and teamwork options.

Nearly 75% of MBA survey respondents believe work will mostly take place from remote locations by 2050.³



75%

To adapt to these trends, you need flexibility in your mobile ecosystem, just like the muscles and joints in your body. For example, convertible/ 2-in-1 devices provide the flexibility of a tablet and a laptop in one device—making them essential for a healthy mobile strategy.



COMMON WAYS TO ACCOMMODATE WORKPLACE FLEXIBILITY:



Self-service support options



High-quality user experiences



More choices in mobile devices and docking options

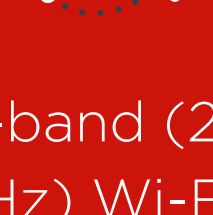
INCREASE CONNECTIVITY: THE HEART OF YOUR MOBILE ECOSYSTEM



All-around connectivity allows users to work together no matter where they are. Strong wireless connections are vital for real-time communications. Device engineering should also support it at a hardware level.



Mobile broadband options can provide transfer speeds rivaling a Wi-Fi connection.



Dual-band (2.4GHz and 5GHz) Wi-Fi delivers more flexibility for IT.

To stay ahead, businesses need a modern IT infrastructure that can keep up with increasing demands for capacity and help their employees stay connected wherever they work.

BREATHE EASY: DURABILITY HELPS ENSURE LONGER DEVICE LIFE

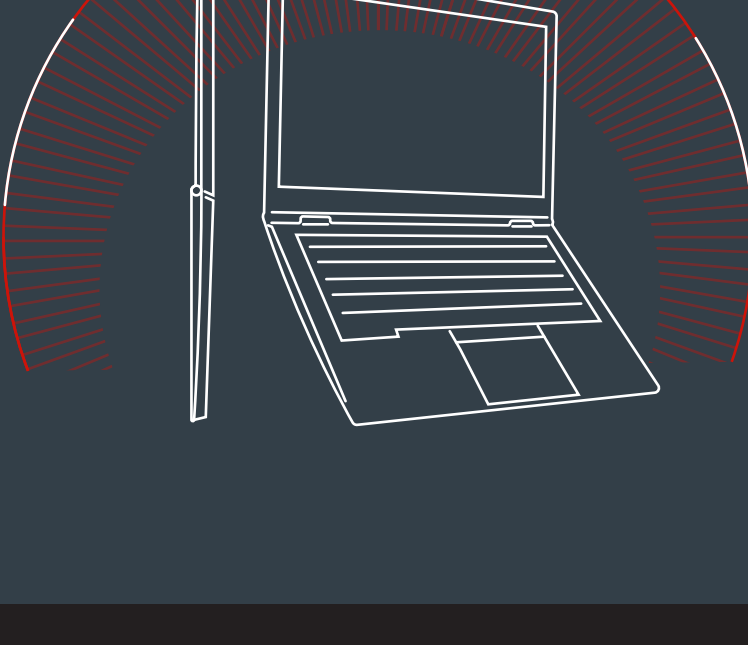


Being mobile isn't always easy on employees. And it's even tougher on the mobile devices that are in constant use. Durability is of prime importance to keep your organization going—ensuring unhindered operations. Many consumer-grade devices just aren't up to the task.



Each mobile device failure can cost an organization up to 200 minutes in lost productivity and internal support.⁴

100 = 10 minutes



To ensure military-grade durability in mobile computers, every component should be built to withstand extreme wear and tear—without sacrificing design. The device should still be thin, light, and user friendly.

LENOVO UNDERSTANDS THE ANATOMY OF MOBILITY

Lenovo ThinkPad X1 devices—the ThinkPad X1 Carbon, ThinkPad X1 Yoga, and ThinkPad X1 Tablet—deliver the right mix of elements for a healthy mobile ecosystem. Combining high-performance processors, long battery life, security, durability and sleek designs, ThinkPad X1 devices satisfy all the demands of mobile users, without compromising serviceability or manageability for IT.

Get more mobile strategy tips:

Download the eBook



¹ "Cost of Stolen or Lost Laptops, Tablets and Smartphones," *Lenovo*. www.lenovo.com/enterprisemobility/useful-resources/cost-of-change-stolen-mobile-devices/

² "Are You Aware of All the Risks?" *Lenovo*. <http://www.lenovo.com/enterprisemobility/minimize-security-risks/>

³ "How Flex Work is Impacting Business Collaboration," *1 Million for Work Flexibility Blog*, Jan. 21, 2015. <http://www.workflexibility.org/flex-work-impacting-business-collaboration/>

⁴ "Kyocera Survey Finds Mobile-Device Failures Are Costing Businesses Big Bucks in Lost Productivity and Replacement Fees," *BusinessWire*, August 17, 2015. <http://www.businesswire.com/news/home/20150817005210/en/Kyocera-Survey-Finds-Mobile-Device-Failures-Costing-Businesses>



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