

Making tech your solution for small business success



Smarter technology remedies for big small business challenges

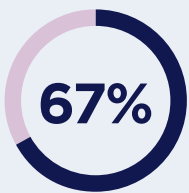
The value small businesses bring to their communities and customers cannot be understated. Nor can the challenges facing them.

The World Economic Forum calls small and medium-sized companies (SMBs) “the backbone of the global economy” because they **create nearly 70% of jobs and GDP worldwide**. The forum also reports that 67% of those companies view business survival and expansion as their main challenge.¹

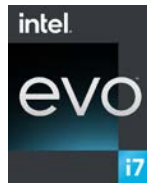
Technology can change the way you do business. Whether streamlining operations or reducing costs, digital solutions unlock a small business’s potential for growth and success. That is, if the right technology is implemented in the first place.

Common tech trouble spots during moments of growth have the power to take a small business down. If remedied with smarter solutions and services, however, they become opportunities for a small business to rise above the rest.

Here’s how the right technology — and the right technology partner — can help turn typical growing pains into your small business superpowers.



of SMBs say their main challenge is survival and expansion.



Lenovo devices running Windows 11 Pro are designed for better small business user experiences and performance — without compromising security.

Lenovo ThinkBook 13x



Lenovo recommends Windows 11 Pro for Business.

Smarter technology for all

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GROWING PAIN #1

Equipping teams and maintaining productivity

For today's small businesses to work confidently across any environment, they need to deploy, secure, and manage devices remotely. Getting new employees up to speed quickly with their technology is essential. Faster, smoother tech onboarding helps new recruits start contributing ASAP and requires less time-consuming tech support from busy internal teams.

Seamless technology enablement that empowers end users to work where and how they want can also further an advantage small companies already have over their larger counterparts — employee experience. One study revealed that **10% more small business employees feel valued and supported in their workplace** than employees at larger companies.³



Help desk tickets were reduced by 80% with Windows 11 security features and self-services turned on by default.²

Smarter remedies



PCs and desktops designed to meet a variety of use cases and needs



Peripherals and accessories, like mice and keyboards, that integrate easily and effortlessly across all devices



Support services from a technology partner in security and software standardization, like Lenovo Premier Support Plus and Managed Services for M365



Windows 11

Lenovo recommends Windows 11 Pro for Business.

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GROWING PAIN #2

Optimizing costs and preparing for the future

New technologies, like Lenovo's storage and data management solutions, bring new opportunities for efficiency in small business. They can help improve performance and protect data while reducing overhead and increasing ROI.

But knowing what to choose, how to implement, and when to introduce is challenging — especially if making technology investments feels financially risky. Small businesses often have difficulty accessing capital, and they're more likely to be impacted if economic headwinds change.

Cost concern is the number one reason small businesses hesitate to adopt new technologies.⁴



Smarter remedies



A Device as a Service (DaaS) option that delivers flexibility to scale your technology as demands fluctuate and avoids the barrier of upfront costs



Modern server and storage solutions through an affordable consumption model that can scale, accelerate, and protect data



A trusted technology partner who can help you navigate decisions and deliver rapid time-to-value on technology investments



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GROWING PAIN #3

Managing technology and reducing waste

Excess tech waste is a drain on small businesses' resources as well as the planet's. And a myriad of other factors drives the need for sustainable products and processes: increasing regulatory requirements, potential security threats while disposing of old hardware, and employee and customer expectations regarding a company's sustainability efforts.

While small businesses must prioritize sustainability in their technology decision-making to keep up, this represents an area ripe for carving out a competitive advantage. Small organizations are frequently more agile, meaning **they can adapt to environmental trends more quickly than larger companies**. Technology services can help.

Sources

- 1 World Economic Forum, "Future Readiness of SMEs and Mid-Sized Companies," December 2022
- 2 Homebase, "The Future of Local Work," 2023
- 3 Forrester, "The Total Economic Impact™ of Windows 11 Pro Devices," December 2022



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Windows 11 Pro for Business.

Smarter remedies



Asset recovery services that help you securely and sustainably dispose of any piece of hardware



CO₂ offset services that help you support verified Climate Action projects by the United Nations, Climate Action Reserve, and others



A smarter technology partner with solutions that are sustainable by design — from product design to packaging to end-of-life disposal

Superpower your small business technology

Lenovo delivers customized technology solutions so small businesses can conquer small business growing pains head-on. We'll help you increase efficiency, find new opportunities, and grow your bottom line.

Download our small business solution guide and see what's possible.

**Smarter
technology
for all**

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Top 5 efficiency drivers for growing small businesses

Keep these drivers top of mind to maximize value and impact while balancing limited resources.

1. Easy device deployment

Provision Lenovo PCs running Windows 11 Pro and M365, including ThinkPad® and ThinkBook®, for greater peace of mind. With Windows Autopilot zero-touch deployment and Lenovo Easy Install, employees simply unbox their devices and start working.

2. Technology that's right for the workspace

Select workspace tools engineered to boost productivity and integrate seamlessly into the many places modern work happens. For example, office workforces use Lenovo ThinkCentre® Neo desktops to zip through tasks without taking up too much desk space. On-the-go workers will appreciate a ThinkVision® M14 mobile monitor.

3. Technology that's right for the use case

Align every workflow's ideal outcome with the technology designed to achieve it. Business tools like Microsoft 365 with Copilot power time-saving automations and streamline collaboration. Lenovo ThinkPad® P Series high-performance workstations support compute-intensive workloads like graphic design, 3D modeling, and video editing.

4. Access to the latest innovations

Lenovo TruScale DaaS gives small businesses access to the broadest range of digital workplace solutions with a simple monthly fee rather than a large upfront tech investment. Small business employees cite webcam privacy features, 5G-enabled devices, and AI-based noise cancellation as technology smart features they think would be most helpful to their work.¹

5. A smarter technology partner

Whether you need end-user support, cloud infrastructure expertise, server and storage solutions, or anything in between, Lenovo is a smarter partner for ensuring you leverage the right technology at the right time.

Lenovo Pro, our program designed specifically for small business customers, features exclusive offers and community resources to stay ahead, as well as 1:1 access to dedicated business advisors.



The **ThinkPad® P1** mobile workstation features optimized airflow for fast and efficient operations under heavy processing.

Source

1 Lenovo, "Human-centered insights to fuel IT's vision," 2022

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Depend on Lenovo for the technology partnership, customization, and support you need to reach your goals faster.

 Windows 11

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