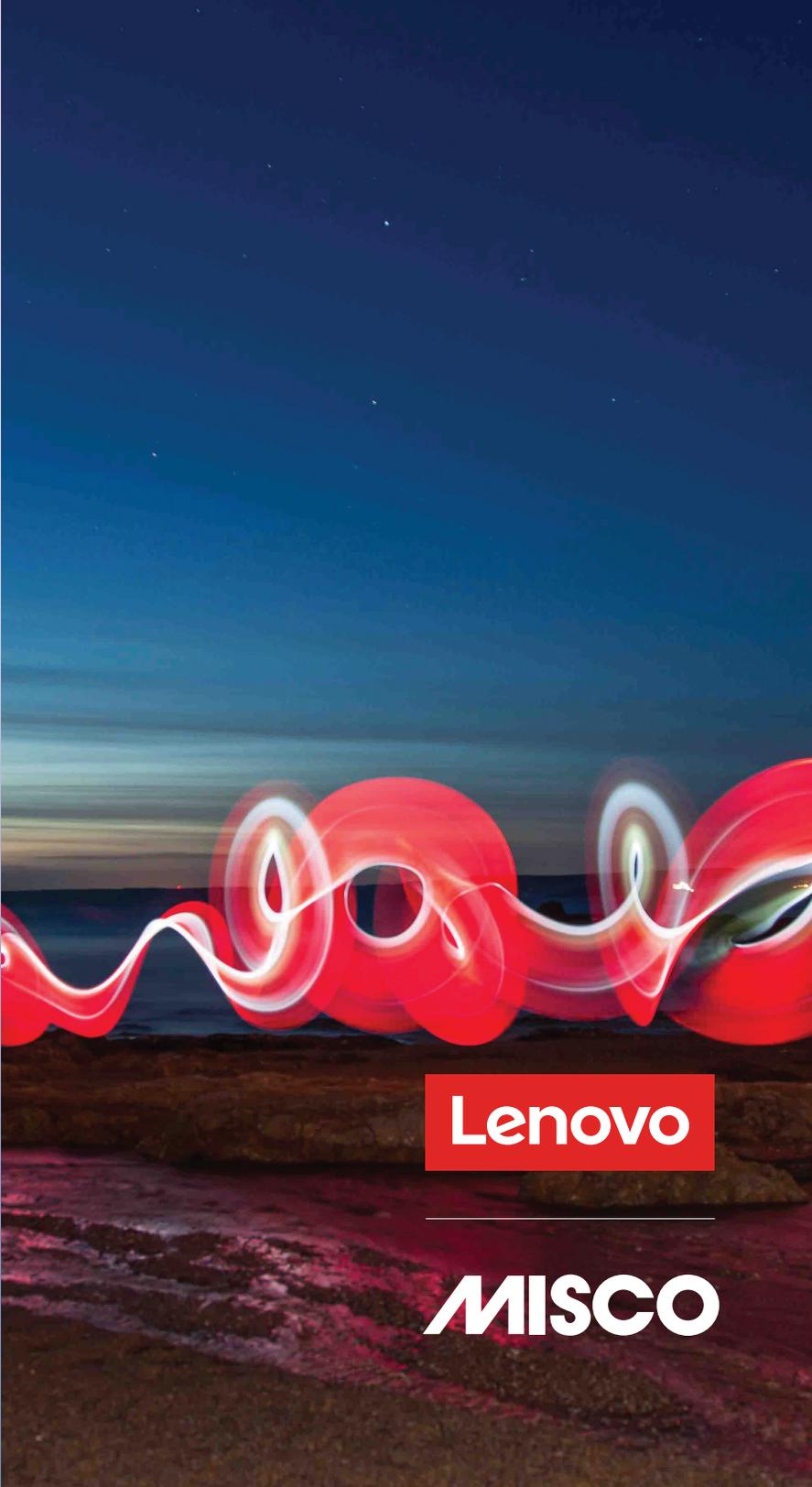


Lenovo
TruScale

Device as a Service

**Redefining the
role of technology
in the user
experience**

A long-exposure photograph of a beach at night. The sky is dark blue with some light trails. In the foreground, there is a red light trail that forms a series of loops and curves, resembling a stylized wave or a decorative element. The beach is dark and rocky.

Lenovo

MISCO

The user experience becomes paramount



The technology at the core of your business has never been more important.

Because of the rapid shift to remote work—and the resulting confluence of professional and private lives—employees are bringing consumer-style expectations to the workplace. They want a great user experience. And it should come from both their employer and the technology that shapes how they work.

But you're facing some shifts that affect your ability to deliver a positive end-user experience.

First, the “third office” intersection between employees' work and personal lives has exerted even more pressure on your company's security. And the concerns over data privacy and cybersecurity create mounting tension—do you open the gate or lock down?

You're also being asked to deliver this consumer-like experience while controlling costs—especially when it comes to acquiring and managing the very technology your employees need to make productive contributions to the business.

And while changing financing models should offer flexibility for the business and facilitate global expansion, they also demand more transparency, regulatory oversight, and country-specific focus.

Manage costs or manage devices?

To combat these pressures, companies like yours focus primarily on cost management.

Some might hoard devices, stocking up to ensure inventory, while others try to squeeze existing equipment long past its useful life.

And if and when they do turn to outsourcing, they often approach it through a limited view, choosing different plans for various pieces of hardware based solely on price.

Instead of focusing on cost, some might revert to device lockdown, taking a more restrictive approach in the name of security. Meanwhile, others may try to meet employee demands for choice by offering an open BYO device strategy.

But when you lock IT down, you begin to crush the user experience with laborious, process-heavy, time-consuming steps. On the flip side, opening device choices can expose your organization to security risks and limit your ability to support different hardware selections.





It's not a device problem...

**Ultimately, these approaches
carry greater cost and risk.**

For instance, you could be laying out cash for assets that will soon get stale, jeopardizing the user experience while increasing the resources required for upkeep or maintenance. And that could leave you unable to address sustainability needs and other critical goals.

If you invest in a limited set of devices and technologies, you'll hinder your ability to change and adapt at the appropriate speed.

And, as employees have more choice of where and how to work, attracting and retaining your best and brightest becomes even more critical. But if you put limits on what can be used, you could create frustration that drives away key team members—while making it that much harder to recruit qualified replacements.

These outcomes make one point clear: You think you have a problem with your devices—procuring, managing, and securing them. But the real opportunity here is to redefine the role technology plays in the user experience.



In short, you need to
**deliver a user experience
that matters to the business.**

But how?

What does it take to craft this experience—
and ensure it benefits both employees and the
organization as a whole?

Working with Lenovo

With Lenovo TruScale Device as a Service (TruScale Daas), you'll deliver a better user experience through digital workplace solutions that refocus IT and align costs and KPIs with the business. And you'll be able to further demonstrate value by making a positive impact on both talent retention and worker agility and productivity.

With TruScale DaaS, you can:



Give employees everywhere the support they need:

With a broad scope of hardware, software, and services to choose from, you can innovate and create a greater impact on your organization, regardless of where you do business.



Take advantage of flexible payment options:

With the freedom to adapt spending as your organization changes, you'll create new opportunities to save both money and your team's precious time, all while you use resources more wisely.



Ensure a consistent and reliable supply of quality devices and the supporting solutions that your employees depend on:

With an inventive approach to acquiring and managing devices, you'll accelerate what technology can do for your employees, as well as your organization.

Ready to redefine the user experience with Lenovo?

Then visit us at [Lenovo.com/truscale-daas](https://www.lenovo.com/truscale-daas) to learn more.

Lenovo

MISCO