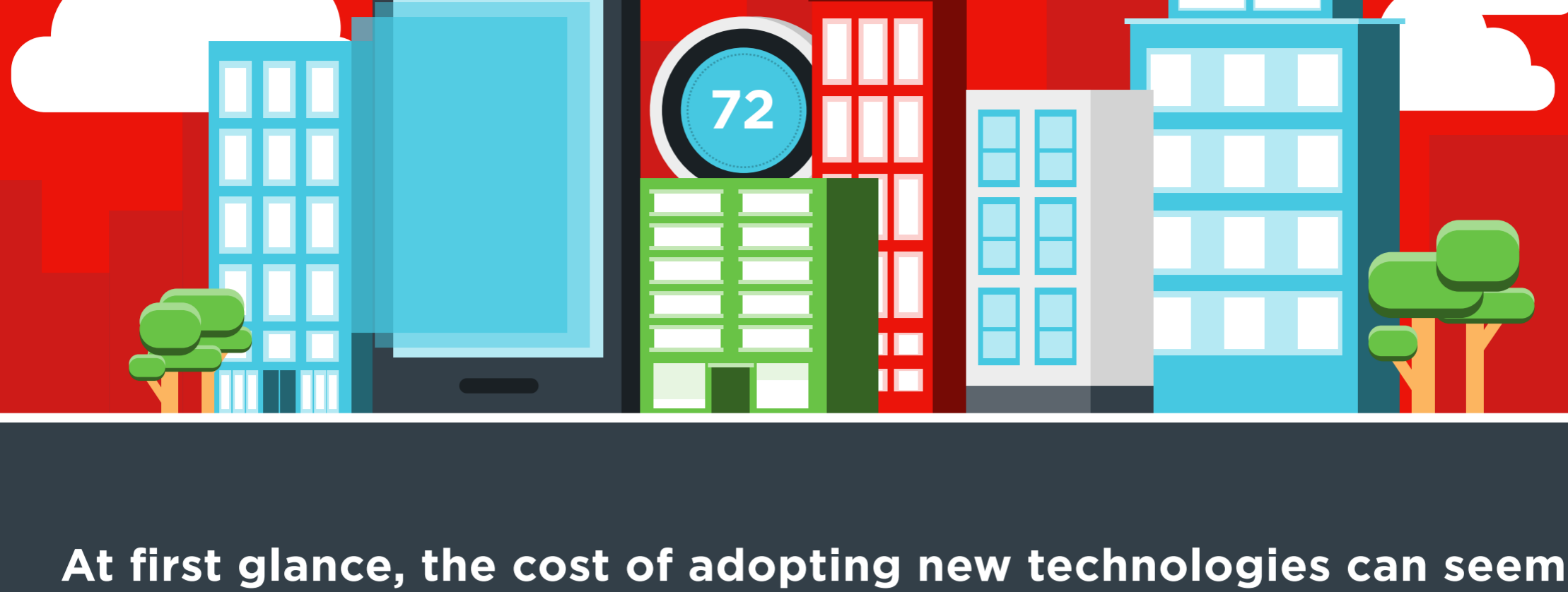


## DIGITAL TRANSFORMATION: TECHNOLOGIES THAT CHANGE THE GAME



At first glance, the cost of adopting new technologies can seem daunting. But for technologies destined to define how businesses run in the future, the long-term value far outweighs the initial costs.

Internet of Things. Cloud. Augmented reality. Virtual reality. Technologies like these are changing the face of all industries, across manufacturing, financial services, healthcare, education, agriculture, logistics, and more.

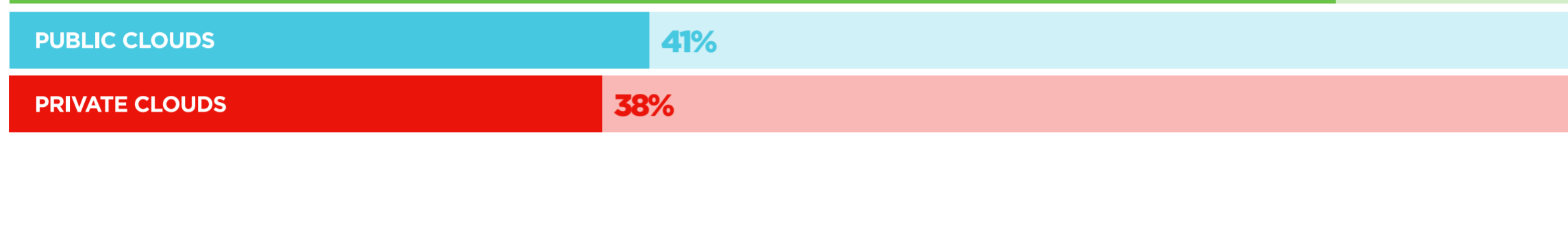
These transformative technologies define new paradigms of business productivity, customer centricity, and quality & compliance management. This infographic features the opportunities these technologies can offer as they begin incorporating them into their business models.

### CLOUD

The cloud is changing business in the following ways:

- Allowing rapid development, deployment, and distribution
- Providing immediate, on-demand access to the latest solutions
- Enabling pay-as-you-grow scalability
- Reducing hardware investments
- Increasing data security via reliable backups

85% of IT survey respondents have a multi-cloud strategy<sup>1</sup>      41% run workloads in public clouds<sup>2</sup>      38% run workloads in private clouds<sup>2</sup>



So what does cloud mean for YOU? It means you can:

- Reduce siloed data**  
Cloud enables interoperability between systems, allowing more innovation around mobility, communication, data analytics, and customer interactions. Using cloud, data is easier to access and leverage, minimizing operational inefficiencies and customer dissatisfaction.
- Equip the mobile workforce**  
Mobility enables productivity; and cloud enables mobility via all-access to the apps, data, and communication tools on-the-go workers require. Cloud also enables IT to more easily manage a dispersed, mobile workforce.

You definitely shouldn't ignore cloud technologies if you work in/with the following industries:

- Agriculture
- Financial Services
- Healthcare
- Logistics
- Manufacturing
- Retail
- ...and more!

What are the repercussions of ignoring cloud technologies?

Customer experience is now shaped by big data and analytics—which are greatly enabled by cloud. Your scalability is also limited without cloud, which can slow you down as your business grows. **Without cloud technologies providing agility to your business, you'll likely struggle to attract and retain customers.**

### The Internet of Things

The IoT is changing the way business is conducted, by:

- Enabling better customer experiences
- Collecting usage data from smart devices
- Shortening the time between product development and in-market
- Driving efficiencies in the product development lifecycle
- Increasing data security via reliable backups
- Providing information to help businesses run more effectively and productively

65% of surveyed IT and business decision-makers say adopting IoT will greatly improve efficiency and customer satisfaction.<sup>2</sup>



So what does this mean for YOU? It means you can:

- Change the way you service customers**  
With the information collected via IoT sensors, networking, and analytics, you can offer customized, unique, and prompt products and services to today's discerning customers.
- Drive operational efficiencies**  
IoT changes how device failure rates, production line management, logistics and supply chain, and process efficiencies are tracked and managed—enabling a more agile and efficient business, and putting you in control of your IT infrastructure.

You definitely shouldn't ignore IoT if you work in/with the following industries:

- Agriculture
- Healthcare
- Logistics
- Manufacturing
- Retail

What are the repercussions of ignoring IoT?

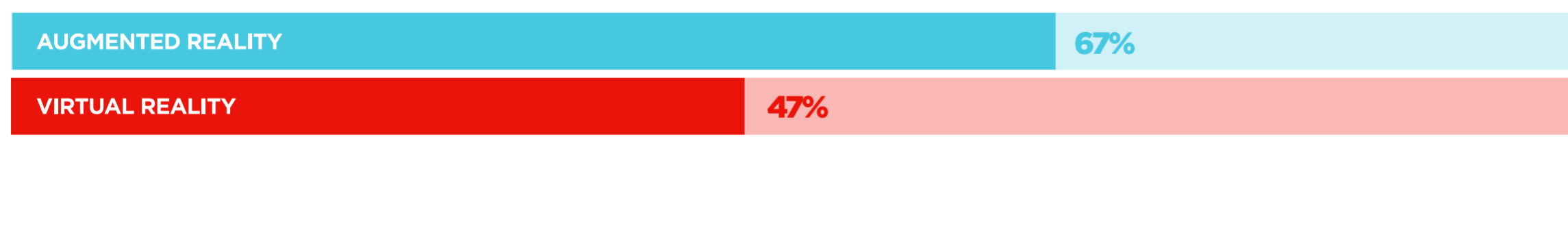
Customer expectations will continue to change and evolve with time. With more millennials gaining decision-making and buying power, a prompt, proactive, and differentiated experience is as important as the products and services themselves. Ignoring IoT can result in customer loss and difficulty attracting potential customers.

### Augmented/Virtual Reality

AR/VR is changing business in the following ways:

- Engaging and serving customers in new and different ways
- Speeding product development cycles
- Increasing productivity
- Demonstrating innovation as a differentiator
- Helping users interact with the physical world via augmented reality
- Placing users in an entirely new world via virtual reality

67% of businesses are considering AR<sup>3</sup>      47% are considering VR<sup>3</sup>



So what does AR/VR mean for YOU? It means you can:

- Boost marketing/sales activities**  
Use AR/VR to better communicate the value of your products and services. How? Augment customers' visual points of view with an enhanced version of reality. Let them virtually try on clothes, for example.
- Speed product dev and time to market**  
Use these technologies for product innovation and simulations, which lead to shorter product development lifecycles and faster time to market. For example, digitizing product prototypes saves both time and money.

You definitely shouldn't ignore AR/VR technologies if you work in/with the following industries:

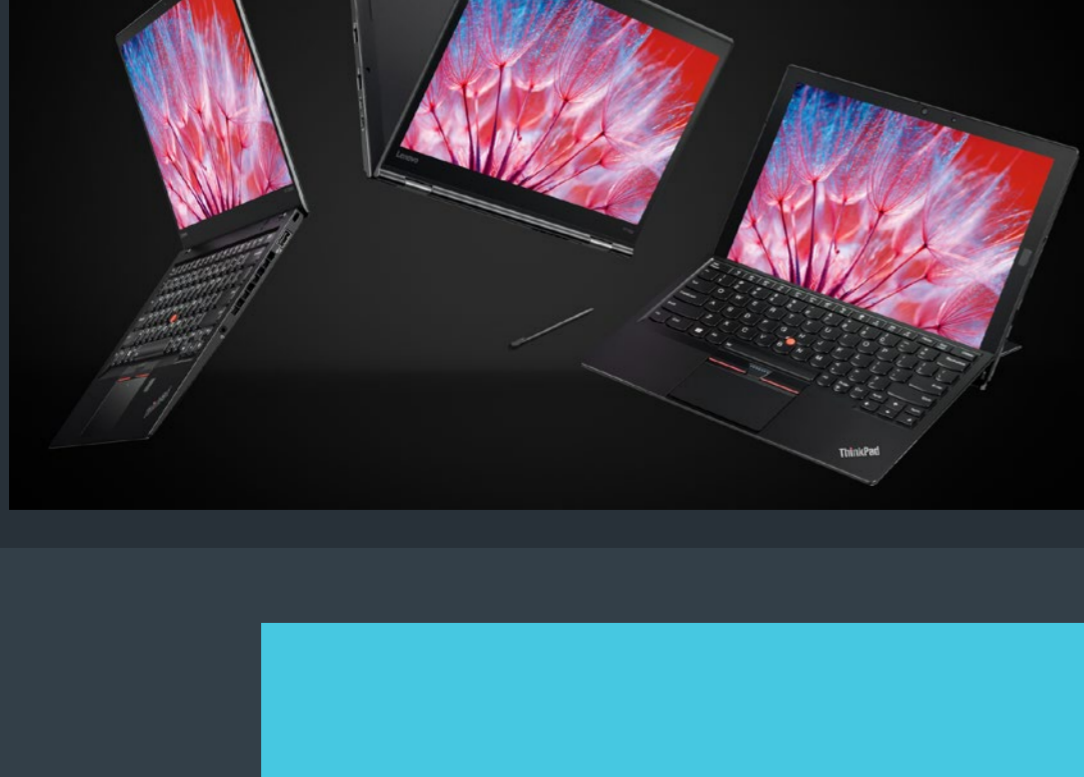
- Financial Services
- Healthcare
- Manufacturing
- Retail

What are the repercussions of ignoring AR/VR technologies?

AR/VR, along with mixed reality, is expected to be indispensable to businesses by 2025.<sup>4</sup> Therefore, these technologies are fast becoming a business model differentiator. You can propel your business forward by applying AR/VR to your business today... or possibly hold it back by non-adoption.

## POSITION YOURSELF FOR THE FUTURE—TODAY

Digital transformation is your stepping stone to the technologies of the future. Powered by the latest Intel® Core™ processors and including next-gen features like Microsoft Cortana, Lenovo products and solutions make DX a reality for your business. We can help you leverage digital technologies to match the pace of your business transformation.



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#### Lenovo Tiny:

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#### Lenovo ThinkAgile HX Series:

Hyperconverged systems designed to simplify IT infrastructure and accelerate time to value

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<sup>1</sup> Kim Weins, "Cloud Computing Trends: 2017 State of the Cloud Survey," RightScale, February 15, 2017. <http://www.rightscale.com/blog/cloud-industry-insights/cloud-computing-trends-2017-state-cloud-survey>  
<sup>2</sup> Jon Dier, "IoT in the Workplace: Why are Businesses Blogging?" Computer Business Review, February 13, 2017. <http://www.cbrc.com/news/Internet-of-Things/iot-workplace-business-adaptation/>  
<sup>3</sup> Conner Forrest, "Why 2017 could be a big year for AR and VR in business," TechRepublic, December 5, 2016. <http://www.techrepublic.com/article/why-2017-could-be-a-big-year-for-ar-and-vr-in-business/>  
<sup>4</sup> "How AR and VR will influence the business world," PwC Insights. <https://www.pwc.com/us/en/insights/news-and-views/influence-the-business-world>  
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