

Smarter
technology
for all

Lenovo

intel.

vPRO®

Built for business on
the Intel vPro® platform

Empowering Workers in a Multi-Device World

Why mobile device integration is increasingly
important for business success



Introduction

In the modern workplace, employees use a wide mix of devices to get their work done. In fact, 84% of businesses either permit or expect their workers to use their cell phones at work.¹ And yet, laptops, phones, and other end-user devices often don't work well together—especially across operating systems. This leads to missed notifications, disruptive texts, tedious file sharing, and a constant juggling act.

What's more, the mobile demands keep getting higher, as more Gen Z employees (born between 1997 to 2012) enter the workplace. Statistics show that 55% of Gen Z spends five or more hours per day on their smartphones, while 31% feel uncomfortable if they are without their phone even for 30 minutes or less.² To help attract and retain talent, most organizations give employees a choice in their device platforms, which has

resulted in cross-platform environments of Windows, Android, iOS, and Chrome devices. According to a recent survey conducted by Aberdeen Strategy & Research, 82% of IT pros in small and medium-sized business (SMB) allow some of their users to select their brand of laptop. Also, among Mac adopters, 64% believe a preference for Mac is influenced by personal mobile device use.

This white paper examines how user preferences shape the device landscape in today's SMB organizations. We'll explore the key features that influence buyers, why mobile device integration matters, and support services to consider for PC brands. Discover how Intel-powered Lenovo devices can help businesses seamlessly manage this multi-device world—by making it easier to connect devices for both personal and professional use.

The Rise of the Mobile-First Workplace

Across every industry, modern technology is essential for gaining customers and staying competitive. But equipping workers with the right digital tools is harder than ever. According to the Aberdeen survey, the proliferation of devices and software platforms is a growing hassle for IT teams. Nearly two-thirds of respondents (64%) believe that managing devices across multiple platforms increases IT complexity.

In these diverse environments, IT departments are forced to deal with different interfaces, hardware and peripherals, sales and support contracts, patches and updates, and the ever-present issue of software compatibility. This is before smartphones even enter the picture.

One of the key factors contributing to IT complexity, as revealed by the Aberdeen research, is the degree to which employees can select their laptop platform. Organizations that run three or more laptop platforms are significantly more likely to allow employees to choose their type of laptop (74%), compared to those that only run two (39%) or one laptop OS (13%).

Today, the vast majority of organizations (81%) give at least some of their users the ability to select which laptop platform they want to use, and nearly half (45%) allow most or all end-users to choose their platform of choice—leading to mixed

environments driven by user preferences. Only one-fifth (19%) of businesses do not let users select their devices.

Ability for employees to select platform in businesses

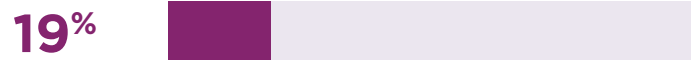
Only a select few users can request laptop type



Most users can request laptop type



no end users can request laptop type



all users can request laptop type



Another driver of mixed environments is pricing. After all, growing businesses must find creative ways to maximize value and impact, while balancing limited resources. In organizations running three or more laptop platforms, IT buyers were significantly more likely (57%) to rate price or value as a “very important” factor in selecting a laptop compared to other respondents (42%).

At the same time, mobile devices influence employee laptop preferences, which adds further complexity to the IT environment. Organizations have more employees using their own smartphones for work-related activities,³ and their familiarity with one platform can drive their preferences in the workplace. In fact, the Aberdeen research showed that Apple iPhone users are seen as more likely to want to use a MacBook.

7 in 10

companies deploy a mix of laptop platforms: Windows, MacOS, ChromeOS, and Linux, across multiple brands

60%
of Millennials

58%
of Gen Z

users prefer Mac laptops, according to IT buyers



Attributes that Matter Most

For organizations of all sizes, employees need technology that simply works. But when asked specifically about the factors that drive laptop purchases, IT buyers in small and medium-sized organizations identify performance (94%) as the most important attribute. Interestingly, end-user preferences were ranked as important by little more than half of the respondents (55%).

The top 5 attributes influencing organizations' laptop purchases

- Performance (94%)
- Reliability / product quality (90%)
- Durability (85%)
- Product availability (81%)
- Price / value (79%)

When it comes to future needs, IT buyers prefer Windows devices from a manageability standpoint. Given the historical dominance of Windows, there's a greater selection of end-user management tools available than for other platforms. Plus, despite the move to web-based applications, many organizations (63%) still have to run Windows OS on Mac devices (that is, in a virtual machine) to maintain compatibility with traditional applications.

The ability of a platform to play well with others is growing in importance, especially

as a major refresh cycle approaches with Windows 10 end of service. Overall, PCs have high satisfaction rates and are seen as more durable, compatible, and cost-effective. And yet, mobile device integration is seen as lacking, particularly among iPhone users.

Excellent + Good Ratings Among Current Adopters

Compatibility with Environment

79% Windows **62%** MacOS

Integration with Mobile Devices

61% Windows **76%** MacOS

In the Aberdeen survey, mobile device integration emerged as a high priority in organizations that give employees the ability to select their laptop. In companies that allow most or all employees to choose their device, 73% say integration with mobile devices is important or very important when selecting a laptop vendor.

Ultimately, organizations need the best of both worlds: high compatibility and easy integration with mobile devices. Enter professional-grade PCs built on Intel vPro®. Together, Intel and Lenovo are transforming the PC experience with Intel Unison™, a single connectivity solution for linking experiences across Windows, Android, and Apple devices.



Unified Experiences in a Multi-Device World

Technology choices are a big deal in growing businesses, whether the workplace is fully remote, onsite, or somewhere in-between (that is, a hybrid work model). As employees depend upon their own mobile devices to do more work—blurring the boundaries of personal and professional use—interoperability across laptops, tablets, desktops, smartphones, and other devices is more important than ever.

For years, the closed Apple ecosystem helped ensure that devices worked together. But if a PC or Android phone entered the equation, users were simply out of luck.

With Intel Unison™, the new “mobile-first” generations can easily connect PCs with an iPhone or an Android phone. The solution uses WiFi or Bluetooth® technology to establish a secure and reliable link. It helps bridge user experiences across multiple devices.

Intel Unison™ empowers your workers to:

- Transfer files between their PC and mobile devices, including documents, photos, videos, music files, and more.
- Text contacts from their smartphone on their PC.
- Receive and manage phone notifications on their PC.
- Use their tablet as another display for their PC.
- Play videos and experience photos from their phone on their big screen.
- Make and receive voice calls from their PC.

Intel Unison™ boosts employee effectiveness, while giving IT teams a way to wrangle platform complexity. Organizations can now standardize on Intel-powered PCs without dissatisfying employees—because mobile device integration is no longer a stumbling block. Employees can use their choice of Android or iPhone with a business-grade PC that features reliability, affordability, and world-class support.

The Benefits of Strategic Partners

Organizations can get more from their technology investments with the help of a strategic partner. The relationship should be more than just a single transaction; it's about ensuring device choices meet current and future needs.

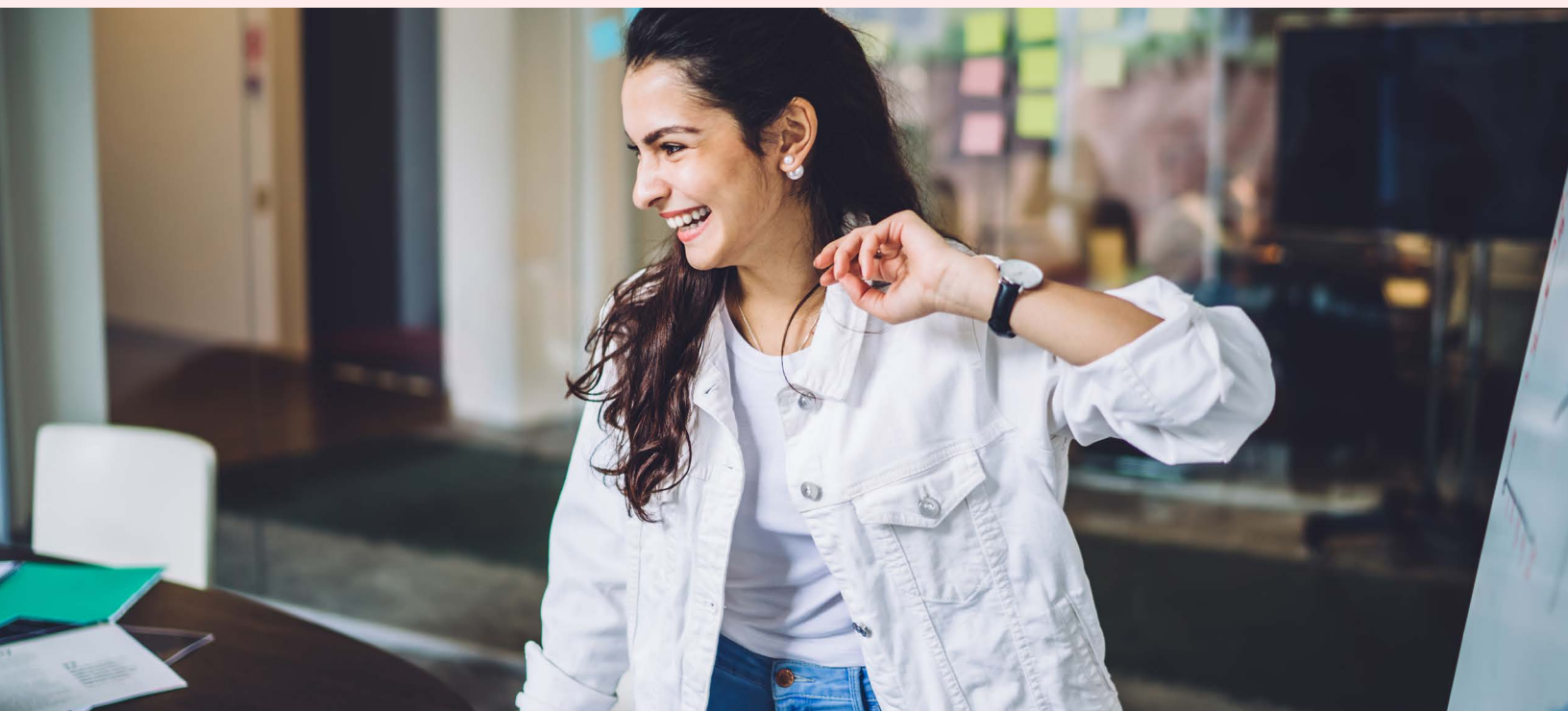
A strategic partner understands how to grow a fleet of devices for the long term. For example, Aberdeen research showed that laptop compatibility grows more important the larger the organization. 81% of IT buyers in mid-sized organizations (250 to 1,000 employees) viewed compatibility as important, compared to 66% in the smallest (1 to 50 employees) and 75% in small (51 to 250 employees) organizations. Mobile device integration was also seen as more important in the first group (67%), versus 28% and 45% in the others.

PC brands like Lenovo are the right choice for delivering performance, reliability, and ease of use for growing organizations. As mentioned earlier, IT personnel agree that PCs provide high compatibility with their environments. Eight out of ten IT buyers rated the compatibility of PCs as excellent

or good. Lenovo backs its PCs with support services that minimize the burden on technical staff—and provide rapid time to value.

With 80% confidence, Lenovo is perceived as delivering higher value than competitors.

Working with Lenovo, an expert advisor can help business leaders find the right solution for different types of users. From laptops to tablets to desktops, Lenovo PCs with Intel Unison™ can enhance employees' experiences across multiple devices. It's best-in-class technology that's easy to install, adapts to changing business needs, and simply works.



Conclusion

Keeping employees connected and productive is a moving target in today's businesses. New technologies bring new opportunities, but knowing what to choose, how to implement, and when to introduce new tools is a challenge. As the next generation enters the workplace, the demands for seamless experiences grow even higher. A trusted partner like Lenovo can help.

Reach your business goals faster with best-in-class solutions from Lenovo. Easy to integrate and easier to manage, Lenovo devices with Intel Unison™ empower users to work freely across Windows, Android, and Apple platforms. Set up your teams for success with business-grade PCs that feature high reliability, lasting value, and world-class support. Count on Lenovo to help your organization to be prepared for whatever comes next.

[Explore Lenovo Solutions](#)

About the Survey

Lenovo commissioned Aberdeen Strategy & Research to conduct a survey in October 2023. This survey targeted IT professionals involved in purchase decisions for laptops at their organizations in the U.S. and Canada. The goal was to understand buyer preferences and the factors that influence purchases. Survey results reflect responses from 347 participants in small and medium-sized businesses (one to 1,000 employees).



**Built for business on
the Intel vPro® platform**

**Smarter
technology
for all**

Lenovo

Sources

- 1 Elad, Barry, "Cell Phones At Workplace Statistics And Facts 2023," Enterprise Apps Today, October 11, 2023. <https://www.enterpriseappstoday.com/stats/cell-phones-at-workplace-statistics.html>
- 2 Vuleta, Branka, "Generation Z Statistics," 99Firms. <https://99firms.com/blog/generation-z-statistics/#gref>
- 3 Elad, Barry, "Cell Phones At Workplace Statistics And Facts 2023," Enterprise Apps Today, October 11, 2023. <https://www.enterpriseappstoday.com/stats/cell-phones-at-workplace-statistics.html>