

LENOVO NOTES



# HOW LENOVO PUTS THE **DO** IN EDUCATION.

A "WHY LENOVO" REFERENCE GUIDE.  
1ST EDITION

Inside is a quick elevator pitch, a "know your audience" messaging matrix, battle cards, and the most up-to-date product information for education.

**Together, we can DO more in Education.**

**lenovo**® **FOR**  
**THOSE**™  
**WHO DO.**

## THE PITCH

We're #1 in Education.

Every day, with the help of Lenovo's reliable suite of laptops, tablets, workstations and all-in-ones, teachers are finding new and innovative ways to deliver academic coursework and giving every student an equal or better chance of succeeding. Through technology, we're helping them improve learning outcomes.



In schools and districts in over 100 countries worldwide, CIOs and other decision makers are able to deploy ready, right out-of-the-box solutions and deliver a rich digital experience in the classroom. Lenovo is helping them increase operational efficiency.

## KNOW YOUR AUDIENCE

Needs

### Technology Directors

A district-wide technology plan that can seamlessly align with the academic vision for each individual school. Solution needs to be implemented efficiently and deliver the most performance on time and on budget.

### Academic Technologists

A substantive solution that's easy to deploy, use and maintain. Training teachers and administration needs to be simple to avoid disrupting day-to-day learning.

### Principals

To balance the desire for improved learning outcomes while still being operationally efficient. IT resources are often scarce. Budgets are often shrinking. Parents, teachers, and district administrators want results.

Issues

They need to be convinced of why Lenovo is the #1 PC in education. Ease of use, durability, dependability, security, and price are your ways into our advantage story.

Seek a technology solution with production values and a user experience that reflects the quality of their institution. Maximizing technology benefits in the learning environment is paramount.

Principals are strongly influenced by teachers, students, and parents and are tasked with delivering the best possible hardware solution given budget, staffing and academic realities.

Lenovo Solution

We deliver rock-solid machines with the latest generation of Intel® Core Processors and Intel® VPro™ technology. Lenovo Solutions keep Total Cost of Ownership low and reliability high.

High-performance and reliable machines that can withstand wear and tear and stay out of the IT repair queue. All computers come embedded with advanced security and feature warranties that help maximize uptime.

Lenovo aims to ease their burden by delivering solid computing devices that teachers and students can rely on day in day out. On time. On budget. On target. Lenovo is the new standard.



## TECHNOLOGY DIRECTOR



### THE EDUCATION IT LANDSCAPE: ISSUES AFFECTING BUYING DECISIONS

Needs a hardware solution that's current, easily deployable, and delivers the most performance, service and support within budget.

### WHAT IS KEEPING MY PROSPECT UP AT NIGHT?

- Price
- Brand overload
- Ease of use
- Reliability and cost-efficiency
- Dependability
- Systems management
- Fear of falling behind

### THE EXPERTISE LENOVO BRINGS TO THE TABLE

#### We know the technology requirements.

A solution that enables anywhere, anytime learning, individualized classroom instruction, and doesn't overburden IT staff.

#### We understand the business challenges.

Lenovo is experienced at managing technology on limited resources, and not getting slowed down by operational snags.

#### We deliver the goods.

Reliability. Cutting-edge products that meet the durability demands students place on their machines. Operational efficiency.

### COMPETITIVE HIGHLIGHTS

#### ThinkPad® X130e vs. HP Pavilion dm1z

3 USB ports vs. 2. WWAN connectivity in addition to WiFi and Bluetooth®. Powered by 2nd Gen Intel® Core™ i3 processor and Intel® HD 3000HD or AMD as opposed to just AMD for Pavilion.

#### ThinkPad® Tablet vs. Apple® iPad® 2

Slightly larger display (10.1" vs. 9.7") and better port connectivity (full USB, Micro USB, Micro HDMI, Micro, and full SD card vs. HDMI dongle alone—which Apple makes you purchase as an add-on dongle).

#### ThinkPad® Edge E420 vs. Dell™ Vostro™ 3400

When it comes to energy efficiency and security features, Lenovo comes out on top. The ThinkPad® Edge E420 is EPEAT Gold Certified vs. EPEAT Bronze. Plus, Kensington Lock® slot, Computrace support, and optional fingerprint reader keep it protected as opposed to zero built-in security in the Vostro. Both are powered by up to 2nd Gen Intel® Core™ i7 processors.

### THE LENOVO DIFFERENCE

Through products, service, guidance and best practices, no one can help schools implement operationally efficient, learning-focused solutions like we can.

### COMMON SCENARIOS

#### Why Lenovo?

We put rock-solid machines into the hands of every student, giving them an equal chance at achieving success. Close partnerships with companies like Intel® and Microsoft® enable anytime, anywhere learning with innovation. Plus, we're alleviating the operational pressures on CIOs by deploying configured, self-maintaining solutions on time and on budget.

#### I just met with someone who can beat your price.

Overall, you need to look at Total Cost of Ownership (TCO). The purchase price of a PC represents approximately a quarter of its actual cost over the entire life cycle.

#### My customer already has a preconceived notion of which computer brand is best.

What may be the flashiest computer for checking email and playing games may not be what's best for education. Lenovo continues to invest in finding new ways that technology can influence and improve teaching and learning.

#### ThinkCentre® M71z vs. HP PRO 3420

Up to 2nd Gen Intel® Core™ i5 processor vs. i3. 10 USB ports (2 side, 4 rear, 4 internal) vs. only 6. 20" Touchscreen (1600x900) with VESA Mount on the ThinkCentre® M71z.

#### ThinkPad® L420 vs. Dell™ Latitude™ E5420

Dual-pointing, multi-touch touchpad on Lenovo's keyboard also features spill-proof draining. Plus, when it comes to durability, the ThinkPad® L420 wins hands down: 8-MILSPEC-tested vs. only 4. Both are powered by up to 2nd Gen Intel® Core™ i7 processors.

#### ThinkStation® C20 vs. Dell™ Precision™ T5500

Smaller is better. C20 is 444mm D x 130mm W x 427mm H (over 45% smaller). More memory (96 GB vs. 72) and internal speaker with the Lenovo product and more ports (8 rear USB 2.0 vs. 6; both feature 2 front USB 3.0). Both are powered by 2x Intel® Xeon® processors. In addition, power supply is 90% efficient as opposed to 85%.

## ACADEMIC TECHNOLOGIST



### THE EDUCATION IT LANDSCAPE: ISSUES AFFECTING BUYING DECISIONS

Responsible for integrating technology into the curriculum with minimum disruption to workflow. Easily taken in by fads and flash over substance.

### WHAT IS KEEPING MY PROSPECT UP AT NIGHT?

- Technology concerns
- Brand overload
- Ease of use
- Training and implementation
- Increasing uptime
- Management and dependability
- Access and availability

### THE EXPERTISE LENOVO BRINGS TO THE TABLE

#### We know the technology requirements.

We deliver a dynamic solution that is easy to implement and easy to get teachers and faculty up to speed on. Our solutions employ the latest and best Intel® technologies to deliver the performance and capability needed.

#### We understand the business challenges.

Lenovo can seamlessly integrate technology into any curriculum. Our systems can be configured with the exact apps and operating system any school uses.

#### We deliver the goods.

We can help Academic Technologists facilitate training, manage distance-learning programs and ultimately improve outcomes.

### COMPETITIVE HIGHLIGHTS

#### ThinkPad® X130e vs. HP Pavilion dm1z

3 USB ports vs. 2. WWAN connectivity in addition to WiFi and Bluetooth®. Powered by 2nd Gen Intel® Core™ i3 processor and Intel® HD 3000HD or AMD as opposed to just AMD for Pavilion.

#### ThinkPad® Tablet vs. Apple® iPad® 2

Slightly larger display (10.1" vs. 9.7") and better port connectivity (full USB, Micro USB, Micro HDMI, Micro, and full SD card vs. HDMI dongle alone—which Apple makes you purchase as an add-on dongle).

#### ThinkPad® Edge E420 vs. Dell™ Vostro™ 3400

When it comes to energy efficiency and security features, Lenovo comes out on top. The ThinkPad® Edge E420 is EPEAT Gold Certified vs. EPEAT Bronze. Plus, Kensington Lock® slot, Computrace support, and optional fingerprint reader keep it protected as opposed to zero built-in security in the Vostro. Both are powered by up to 2nd Gen Intel® Core™ i7 processors.

### THE LENOVO DIFFERENCE

Imaginative classroom solutions that foster collaboration, enable students to use content in new ways, and use the latest digital tools — all on tight budgets.

### COMMON SCENARIOS

#### Why is Lenovo the #1 vendor in education worldwide?

While schools continue to face shrinking budgets and scarce IT resources, Lenovo has stepped up with pre-imaged and configured PCs that are ready upon arrival. They're efficient and ultra-rugged with industry leading uptime.

#### What are some of Lenovo's success metrics?

Lenovo enables schools to meet and exceed standards set by the U.S. Department of Education, as well as international benchmarks. With anytime, anywhere learning, we're seeing positive spikes in attendance and more learning taking place beyond the confines of the classroom.

#### I only have room for 6 brands of PCs in my college bookstore. Why should I stock yours?

We know college students place a high value on performance and style above durability. We also know that they need to safeguard their best ideas, and look to PC makers like Lenovo to create machines with highly advanced data and security features built in.

#### ThinkCentre® M71z vs. HP PRO 3420

Up to 2nd Gen Intel® Core™ i5 processor vs. i3. 10 USB ports (2 side, 4 rear, 4 internal) vs. only 6. 20" Touchscreen (1600x900) with VESA Mount on the ThinkCentre® M71z.

#### ThinkPad® L420 vs. Dell™ Latitude™ E5420

Dual-pointing, multi-touch touchpad on Lenovo's keyboard also features spill-proof draining. Plus, when it comes to durability, the ThinkPad® L420 wins hands down: 8-MILSPEC-tested vs. only 4. Both are powered by up to 2nd Gen Intel® Core™ i7 processors.

#### ThinkStation® C20 vs. Dell™ Precision™ T5500

Smaller is better. C20 is 444mm D x 130mm W x 427mm H (over 45% smaller). More memory (96 GB vs. 72) and internal speaker with the Lenovo product and more ports (8 rear USB 2.0 vs. 6; both feature 2 front USB 3.0). Both are powered by 2x Intel® Xeon® processors. In addition, power supply is 90% efficient as opposed to 85%.

## PRINCIPAL



### THE EDUCATION IT LANDSCAPE: ISSUES AFFECTING BUYING DECISIONS

Tasked with finding a solution that will enable technology-based learning and boost student success while dealing with the realities of scarce budgets and IT resources.

### WHAT IS KEEPING MY PROSPECT UP AT NIGHT?

- Operational vs. academic goals
- Price
- Brand
- Ease of use
- Cost of Ownership
- Durability

### THE EXPERTISE LENOVO BRINGS TO THE TABLE

#### We know the technology requirements.

Deliver solutions that work in a 1:1 learning environment and empower teachers to use technology to boost learning outcomes.

#### We understand the business challenges.

The principal needs to deliver innovative technology with the budget and support staff that he or she has to work with.

#### We deliver the goods.

Lenovo's products are competitively priced with industry leading uptime. Plus, our machines feature tools that help users update software, rescue data after a crash, and avoid viruses.

### COMPETITIVE HIGHLIGHTS

#### ThinkPad® X130e vs. HP Pavilion dm1z

3 USB ports vs. 2. WWAN connectivity in addition to WiFi and Bluetooth®. Powered by 2nd Gen Intel® Core™ i3 processor and Intel® HD 3000HD or AMD as opposed to just AMD for Pavilion.

#### ThinkPad® Tablet vs. Apple® iPad® 2

Slightly larger display (10.1" vs. 9.7") and better port connectivity (full USB, Micro USB, Micro HDMI, Micro, and full SD card vs. HDMI dongle alone—which Apple makes you purchase as an add-on dongle).

#### ThinkPad® Edge E420 vs. Dell™ Vostro™ 3400

When it comes to energy efficiency and security features, Lenovo comes out on top. The ThinkPad® Edge E420 is EPEAT Gold Certified vs. EPEAT Bronze. Plus, Kensington Lock® slot, Computrace support, and optional fingerprint reader keep it protected as opposed to zero built-in security in the Vostro. Both are powered by up to 2nd Gen Intel® Core™ i7 processors.

### THE LENOVO DIFFERENCE

Reliability. Value. Mobile learning. Increased efficiency. Brand dominance.

### COMMON SCENARIOS

#### Why Lenovo?

Our solutions empower schools to fulfill the promise of a 1:1 education. We put rock-solid machines in the hands of every student and them an equal chance at achieving success. We're enabling anywhere, anytime learning. We're better preparing K-12 students for the next level, and college graduates for the workforce.

#### I only have two IT people for 40 faculty, 600 students and numerous workstations in labs and libraries. How do I stay operational?

You rely on Lenovo. Our machines come delivered pre-loaded and configured with the operating system and apps your school uses. Embedded security features keep viruses away and limit the need for desk-side visits from IT. Our use of Intel® technology enables Remote Management of PCs to maximize available IT resources.

#### I need to ensure students meet local, state and national standards. I simply don't have the upfront money required to upgrade my learning technology.

We're very competitively priced. Yet if you look at the Total Cost of Ownership over the life of a product, you'll discover that the upfront purchase price only represents 25% of its total cost. We help keep those costs down by creating durable machines that last.

#### ThinkCentre® M71z vs. HP PRO 3420

Up to 2nd Gen Intel® Core™ i5 processor vs. i3. 10 USB ports (2 side, 4 rear, 4 internal) vs. only 6. 20" Touchscreen (1600x900) with VESA Mount on the ThinkCentre® M71z.

#### ThinkPad® L420 vs. Dell™ Latitude™ E5420

Dual-pointing, multi-touch touchpad on Lenovo's keyboard also features spill-proof draining. Plus, when it comes to durability, the ThinkPad® L420 wins hands down: 8-MILSPEC-tested vs. only 4. Both are powered by up to 2nd Gen Intel® Core™ i7 processors.

#### ThinkStation® C20 vs. Dell™ Precision™ T5500

Smaller is better. C20 is 444mm D x 130mm W x 427mm H (over 45% smaller). More memory (96 GB vs. 72) and internal speaker with the Lenovo product and more ports (8 rear USB 2.0 vs. 6; both feature 2 front USB 3.0). Both are powered by 2x Intel® Xeon® processors. In addition, power supply is 90% efficient as opposed to 85%.

## LENOVO PRODUCTS WITH KEY EDUCATION ATTRIBUTES:



### ThinkPad® X130e

- Powered by Visibly Smart 2nd generation Intel® Core™ i3 processor.
- An ultra-rugged laptop that's built to last. Meets the physical demands students place on their machines head on. Top cover bumpers absorb force from bumps and reinforced edges protect the machine from angled drops. Stronger bezel, stronger hinges, stronger island-style keyboard.
- Stunning 11.6" full HD (1366x768) LED Anti Glare display completely immerses students in the curriculum.
- This machine has been 8-MILSPEC-tested and exceeds the industry standard for durability.
- The learning never ends with a long-lasting (up to 8.5 hours) 6-cell battery.
- Active Protection System™ detects sudden changes in motion and protects the hard drive against data loss during sudden impacts.



### ThinkPad® Tablet

- Learn on the go with this 10.1-inch, multi-touch, Android™ based Tablet.
- Students and teachers can connect with the world via WiFi and Bluetooth®, plus full USB, micro USB, micro HDMI, and full and micro SD card readers.
- Never run out of ink again. The refined ThinkPad® Tablet Pen is ideal for taking freehand notes or crossing off completed class assignments.
- Tablet provides a rich Web experience, allowing teachers to take advantage of Flash applications and push out interactive learning programs and games.
- Learning is enabled beyond the desk. Students can stay more connected to their course work across the campus, on the bus, or anywhere else.



### ThinkCentre® M71z

- Students and teachers get more done with this space-saving, clutter-free all-in-one workhorse.
- It's the brain at the back of the classroom with up to a 2nd generation Intel® Core™ i5 processor.
- Keeps the classroom nice and green. Meets ENERGY STAR, EU Power Consumption and EPEAT® Gold efficiency specifications.
- Get to the learning faster. Boots in 15 seconds with Lenovo Enhanced Experience 2.0 with RapidBoot (requires optional SSD).
- Stylish 20" CCFL panel display is large, immersive and draws students into the curriculum.



### ThinkPad® L420

- Boost productivity. Control costs. Lower energy use. The L420 keeps laptops in the hands of students, not the IT repair queue.
- Powered by Visibly Smart 2nd generation Intel® Core™ i5 processor with Turbo Boost Technology 2.0.
- Engineered for lasting durability with strong metal hinges and the Lenovo Active Protection System™.
- Intel® Integrated HD Graphics deliver twice the graphics performance of standard laptops.
- This machine has been 8-MILSPEC-tested and exceeds the industry standard for durability.



### ThinkPad® Edge E420

- Progressively designed. Powerfully engineered. The E420 is optimized for achievement with the Visibly Smart 2nd generation Intel® Core™ i5 processor.
- No more #2 pencils. Experience Lenovo's full-sized, industry-leading keyboard and multi-gesture touchpad.
- Integrated Intel® HD graphics for an unmatched multimedia experience.
- Experience faster boot times with Lenovo Enhanced Experience for Windows® 7.
- Edge is the right answer for today's educational challenges. It enables anywhere, anytime learning, which can lead to improved outcomes, and it comes embedded with security and other maintenance tools, thus increasing efficiency.



### ThinkStation® C20

- Unmatched performance in a compact size. The ThinkStation® C20 is the world's smallest dual-CPU workstation and biggest surprise.
- Blazing learning with Intel® Xeon® 5600 series processors with Turbo Boost Technology 2.0, offering up to 24 threads.
- Poised for growth with up to 12 DIMM slots, delivering unmatched memory capacity. Technology overcrowding is not an issue.
- Despite its small size, the C20 overachieves with its uncompromising performance. Leading security features built in. Eco-friendly materials and packaging. A friend of principals everywhere.
- Ideal for libraries, front offices, back of classrooms, public spaces across campuses, engineering and biochemistry departments, and so much more.



# LENOVO NOTES



Let's transform the classroom and spur innovation.

Let's connect, collaborate, and create.

Let's DO the impossible.

Lenovo is the #1 PC company in education for elementary, middle, high school and higher education.

For more information on our technology solutions for education, contact your Lenovo representative at **866-968-4465** or visit the Lenovo Partner Network at [www.lenovopartnernetwork.com/education](http://www.lenovopartnernetwork.com/education)

Lenovo is not responsible for photographic or typographic errors. The following are registered trademarks of Lenovo: Lenovo, the Lenovo logo, For Those Who Do logo, ThinkCentre, ThinkPad, ThinkStation, and ThinkVantage. Intel, the Intel logo, Intel Inside, Intel Xeon, Intel Core, and Core Inside are trademarks of Intel Corporation in the U.S. and other countries. Microsoft and Windows are registered trademarks of Microsoft Corporation in the United States and other countries. Other company, product and service names may be trademarks or service marks of others. ©2012 Lenovo. All rights reserved.

