Are You Poised for a PC Refresh?

Proper Planning Can Prevent Poor Performance

» Knowledge is power when you are planning a PC refresh. But understanding the latest technology trends, learning about the newest features and capabilities available today, and choosing a cost-effective system make for a complex undertaking. In this issue of Meet the Expert, Chris O'Tash, Lenovo Business Development Specialist for PC Connection, brings us up to date on new developments in personal computing.

Q: How long has technology been your career, and why do you work in this industry—what's so appealing about it?

A: I have been in the business for 15 years, and I have worked with Lenovo for the last 5 years. My job is to educate and advise customers about what is coming up next in Lenovo's product portfolio—desktops, notebooks, workstations, and servers. I provide information about what is currently available, what is coming soon, and how technology has changed over the last 12–24 months. I like the wide variety of customers that we focus on. We have both regular and new customers; it's always good to engage your Account Manager and learn something new whether you are planning a PC refresh project or not—and that is why I am here.

Q: The PC and personal computing have changed a lot in the last 15 years. Can you single out one development as the biggest, most exciting thing that you have seen?

A: Wireless has come a long way. When the industry first started talking about networking computers and tying them into servers, it was a game changer. Now they have stepped it up a notch and incorporated wireless technologies with notebooks, desktops, and appliances like tablets. There has also been a lot of technology change within wireless. Now you can roam with Wi-Fi, Bluetooth, or a headset and make phone calls on the fly. You also have the ability to connect with tablets and notebooks via your cellular carrier—it is quite amazing. Some of today's machines incorporate all of the different options for wireless; you can choose from many different connection types.

Q: The idea of wireless, being able to work from anywhere, and having access from anywhere was one of the biggest advances in personal computing. That being said, it was also a major change for IT professionals. The challenge for them now is managing the IT infrastructure and allowing for anywhere, anytime computing—with the added burden of keeping costs down. What features and functionalities are available to improve the business environment for systems management?

A: Lenovo has a unique software package called the ThinkVantage Technology (TVT) Suite. TVT Suite allows you to pick, choose, and customize your user experience with different applications. Lenovo offers up to 10 different software packages in the TVT Suite. Many people overlook them or wipe them out while installing an image. But if they took a look at what these programs are capable of, it would enhance their user experience. Managing systems on a network can get cumbersome, especially in a large refresh. TVT Suite has the benefit of cost- and time-savings. It is built with the idea of improving business productivity and making things easy for IT to manage.

Q: Notebooks are becoming more affordable and some are in the price range of desktops. How do you manage a workforce that used to be 90% desktop and 10% notebook and is now a 50/50 spread? And how do you manage users who work from different locations that may not connect via VPN on a regular basis?

A: As long as an agent is installed on their computer, IT staff can reach out and patch into their system at any time. They can send images and also perform Wake-on-LAN with many of Lenovo's systems. Lenovo has also incorporated features into their systems that allow IT staff to set up unique profiles for multiple locations. Now an end-user can click from profile to profile to implement their personal settings when they arrive at a new location. Printers can even be set up at each location so the user doesn't have to remember what printer they can access. All of these things can be deployed across a network to save a lot of time, headache, and future calls to the help desk.

Q: End-users have diverse needs and often rely on a plethora of machines. How do IT pros choose the best system for the various roles across their organization?

A: Lenovo offers entry-level systems for the average user—those that may just be doing administrative tasks. They also have workhorse-models that are ruggedized and have roll cages, reinforced hard drives, spill resistant keyboards, and are lightweight and tough. Those systems are for users that are in and out of the office, on the road, and working in the elements like an industrial or manufacturing environment. We also have systems for C-level customers. These executives work in offices, boardrooms, and also travel. They want systems that are thin, light, powerful, and modern. Lenovo has a nice portfolio that not only offers something for everyone, but also includes universal options like AC adapters, docking stations, and memory. This allows IT staff to manage multiple systems across different users, and it saves a lot of time and money.

Q: Can you give some advice to people who are starting to consider a PC refresh? What should they think about as they look at new machines?

A: Whether you are looking at a notebook or desktop refresh, or have a department that is looking for new workstations, my recommendation would be to engage your Account Manager and ask that one of the Lenovo team members walk you through the roadmap of products that are appropriate for you. We can give all of the information you need, and we can provide demonstration units so that you can evaluate them and get on the right path. At the end of the day, we work to save you money, ensure that you are not overspending, and help you choose a product that is going to last until your next PC refresh. Lenovo has a robust portfolio, and there are a lot of choices in each category. We want to make sure the customer is well informed and that we take the time make sure all of their questions are answered.

☏ **To learn more about Lenovo's product line and the services that are available to assist with a PC refresh, contact your Account Manager today!**

lenovo

Discover What You Can Gain From New Technology

Boost Productivity and ROI Today

A deployment of cutting-edge, energy-efficient desktops and notebooks can help you cut costs, boost productivity, and simplify manageability.

A technology refresh lowers support and maintenance demands while raising efficiency and security benefits. We have the services you need, including asset tagging, configuration, on-site installation, asset disposition, and more.

☏ **Call your Account Manager today for more information.**

1.800.800.0014
www.pcconnection.com

solving **IT** one customer at a time™ | **PC Connection**®