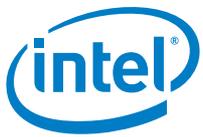


# Why Ultrabook™ Convertible Devices for the Enterprise:

## Get the Best of Tablet and Notebook Computing



## TRANSFORMATIVE FORCES ARE SHAPING BUSINESS COMPUTING

New user expectations are placing new demands on IT; end-users are looking for features like innovation, natural interaction, a personalized experience, and seamless productivity in their work devices. While a program like bring your own device (BYOD) might suit end-users' needs, it can cause problems for IT, which needs devices that provide comprehensive security and automated manageability, compatibility and compliance, and compute model flexibility. Combining the needs of the users and the IT professional can be a challenge, but organizations that embrace this challenge may find new and innovative solutions that meets the needs of IT, employees, and the organization as a whole.

## NOT ALL DEVICES ARE SUITED FOR WORK ENVIRONMENTS

There are strong connections between the consumerization of IT and the concept of mobility as a way of working. However, not all devices are well-suited for secure, productive business use. For example, consumer Ultrabook devices that are comfortable and appropriate for use in an employee's day-to day personal life can pose security, capability, and integration issues for IT.

By contrast, enterprise Ultrabook devices include features that strongly support businesses usage models, especially in situations where employees need to keep their computing device with them wherever they go. These features include durable chassis and component designs, the Intel® vPro™ platform for security and manageability, and high-speed Internet and WLAN connectivity.

While tablets can offer significant productivity improvements for increasingly mobile workforces, they too can pose significant management and security challenges for IT. Tablets can help to increase employee satisfaction and potentially increase productivity, but they are challenging for the enterprise to manage. IT organizations are already heavily burdened with managing numerous devices, protecting critical enterprise data, and complying with ever-changing policies, laws, regulations, and audit requirements. This added push for the newest devices can leave IT scrambling for a means to secure and manage tablets in a cost-effective way.

## TOTAL COST OF OWNERSHIP IS KEY

As organizations operate under increasingly tight budgets, total cost of ownership (TCO) is a vital consideration for choosing which devices to purchase or support. The added challenge of increased mobility leaves IT organizations looking for the most cost-effective management policies to address all these constraints and to meet employee needs. Achieving this flexibility in a cost-effective manner on certain tablet platforms can prove to be difficult, as many tablet platforms require the purchase of additional mobile device management (MDM) software in addition to application licenses necessary for content creation and consumption. Also, the IT organization may need to adapt to support the ongoing use of tablets.

Faced with a range of purchase options and management choices around tablets, there can be significant TCO advantages for organizations by choosing and using Windows 8 on Intel® tablets. Mobile devices based on Intel® architecture and Windows 8 can seamlessly take advantage of all the enterprise-ready features of the Windows environment, and they provide employees with the tablet touchscreen user interface as well as the familiar Windows PC environment. Tablets have many benefits, but there are also advantages to having a traditional OS and the full power of a notebook computer.

## ENTER THE ULTRABOOK CONVERTIBLE: BRIDGING THE GAP

With Windows 8, a new class of portable notebooks is also getting a lot of interest: Ultrabook convertibles—sleek portable notebooks with a touchscreen that can be used as a regular notebook or as a tablet. These devices come in many shapes, from Ultrabooks with a rotating screen, to Ultrabooks with a detachable screen that you can use as a tablet, to devices that you

### ULTRABOOK DEFINITION

Ultrabook™ is the name trademarked by Intel® to describe a new category of thin and light mobile computers that have a new level of responsiveness, long battery life, are built on Intel®'s newest platform security technologies, and are less than three-quarters of an inch (21 mm) thick.

Featuring low-power Intel® Core™ processors, enterprise Ultrabook devices have great responsiveness using features such as Intel® Smart Connect Technology and Intel® Rapid Start Technology to quickly get the system running. Typical battery life is five hours or more.

Enterprise Ultrabook devices also offer security features, including Intel® Anti-Theft Technology and Intel® Identity Protection Technology.

can flip to transform into a notebook or a tablet. Whatever the form factor, they are all sleek, fast, and equipped with a touchscreen and Windows 8. Since these Ultrabook convertibles bridge traditional PCs and mobile devices, they can simplify the purchasing process for organizations that have trouble deciding if they should invest in notebooks or tablets.

## MATCHING DEVICES TO JOB ROLES

Enterprise Ultrabook convertible devices include features that strongly support business usage models, especially in cases where employees need to keep their computing device with them. This is becoming more common as work environments shift toward increased mobility. In the following job roles, an enterprise Ultrabook convertible could prove extremely valuable.

- **Sales representative:** With multiple customer meetings in a single day, there is no time to plug into a power outlet. Extended battery life, high-speed connectivity, and information security are critical.
- **Highly mobile telecommuter:** Some employees commonly work from multiple locations at different time schedules. Wherever and whenever they are working, they need a device that is reliable, durable, and lightweight, with long battery life and powerful computing capabilities.
- **Facility technician:** Working in the field, away from power outlets, a comfortable desk, or a LAN connection, factory workers need to be able to access enterprise applications and data in real-time, using a reliable, responsive device that is easy to carry.



Business users want devices that combine the best of tablet portability and ease-of-use with the productivity features of a notebook. Specifically in regard to Ultrabook convertibles, they find that the tablet setup is very useful for travel, since it's easier to read and use the touchscreen without the keyboard getting in the way. Also, they appreciate having that full keyboard and notebook functionality which they find an absolute necessity for productive work.

## KEY ADVANTAGES OF INTEL ARCHITECTURE

Enjoy compatibility, flexibility, and personal productivity with optimized TCO.

- Intel offers the broadest range of solution choices to meet diverse employee needs with seamless and secure integration into your company's computing environment at the most optimized TCO
- Device and platform choices are driven by user-centric needs. One size does not fit all, and Intel architecture can uniquely tailor devices to individuals
- Intel bridges the gap between what users want and IT needs:
  - > Users can pick the form factor that suits their needs—a tablet, an Ultrabook convertible, or an Ultrabook
  - > The range of platforms available offers options for performance, portability, and security

## TCO ADVANTAGES OF WINDOWS 8 ON INTEL® ARCHITECTURE

Mobile devices based on Intel® architecture and Windows 8 seamlessly take advantage of all the enterprise-ready features of a Windows environment, offering IT the capabilities they need to securely manage the new devices.

### • Automate IT Management

Log on to the corporate network with full access to the resources you depend on, using Windows Domain Join. This enables IT to automatically configure, secure, and patch devices across the network with Windows Group Policy.

### • Compatibility without Compromise

Get support for traditional apps and full peripheral functionality and the Windows 8 experience that users desire across a full range of devices.

### • Robust Control of Data and Access

Easily protect your data from theft and control who can see it, using full-drive encryption with Windows 8 BitLocker. Windows 8 Trusted Boot provides advanced protection on top of modern security hardware (UEFI) that gives Windows a Root of Trust that it can securely boot from.

In addition, adopting devices that run Windows 8 on Intel® Architecture can provide a lower total cost of ownership (TCO) over similar mobile device platforms.

## IN CONCLUSION: THE BEST OF BOTH WORLDS

Empower your organization with a mobility solution that delivers the portability and convenience users need to work anytime, anywhere as well as the manageability and control IT staff requires. Intel®-powered Ultrabooks offer the best of both worlds—enterprise security and employee ease-of-use.

 Whether you're deploying Ultrabook convertibles or traditional notebooks, tablets, or desktops, turn to the PC Connection family of companies to support your next rollout. We offer a comprehensive portfolio of services and tools for all aspects of your technology deployment needs. Give us a call to get started today.

### KEY FEATURES OF ENTERPRISE ULTRABOOK DEVICES INCLUDE:

- Remote management and security enabled by Intel® processors with Intel® vPro™ technology
- Reliable and responsive storage using Intel® SSDs
- Flexible, reliable Wi-Fi connectivity, anywhere and at anytime
- A design that provides for durability, reliability, and multiyear refresh cycles