

A new type of user is changing work as we know it

IT's guide to prepare for the cloud-first
user in a hybrid workforce

 chrome OS

Smarter
technology
for all

Lenovo





Lenovo's ThinkPad® C13 Yoga Chromebook Enterprise keeps remote teams productive and secure.

Meet today's cloud-first users

They've catapulted in number due to recent breakthroughs in remote work. They bypass traditional practices to achieve greater personal or enterprise value. They want to access their cloud workspace anywhere, anytime, on any device.

And they're already impacting your business.

Companies are responding to hybrid workplaces, but must prioritize their response to a new type of hybrid worker and enable them to make business decisions in real time.

The response requires cloud-based workflows. IT leaders should be at the head of the table when strategizing how to serve these users, blend them into the organization's technology ecosystem, and put data and apps securely within reach.

The next-generation worker has emerged.

- ✓ Employees, students, customers, etc.
- ✓ Operates beyond a structured 9-to-5 routine
- ✓ Spends significant time on the go
- ✓ Uses shared devices to access information
- ✓ Expects technology to deliver their data anytime

Lenovo

 chrome OS

1

Cloud conundrum #1

There's big data, and more of it has ascended to the cloud. Users increasingly expect to access it there.

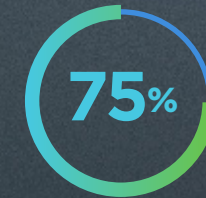
Even before the shift to hybrid work, IT teams understood the resilience benefits of data and analytics. IDC's recent survey about transformative data thought leadership validates that an interconnected data-to-insights capability, available and viewed as a whole, results in greater improvement in decision-making and drives better business outcomes.¹ These priorities only grew over the past year.

Today's hybrid workforce expects access to data. It's required for companies to thrive. A successful pivot to hybrid work means harnessing data, analyzing it for insights, and delivering those insights where and when they're needed. However, some organizations hesitate to put data on cloud-based platforms due to concerns of business asset security.

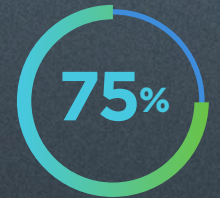


Lightweight and with all-day battery life, the ThinkPad C13 Yoga Chromebook Enterprise is designed for desk-free employees.

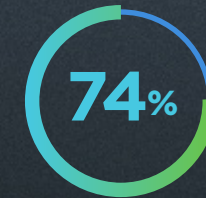
Investments in data management and analytics played a significant role in driving:²



Revenue



Customer satisfaction/loyalty



Profit



Employee retention

KEY THREAT:

Online attacks and data leaks



80% of employees agree that **their success depends on instant access to information** from a variety of sources.³



Lenovo

chrome OS

KEY SOLUTION:

Protect employees with layers of security

To protect a remote workforce moving at lightning speed, security measures must extend beyond the device itself and create a safe working environment from anywhere. Critical security features layer security from the device to the cloud, locking out even the most advanced cyberattacks.

Webcam privacy shutter protects against visual hacking

Biometric authentication tools like Lenovo's match-on-chip fingerprint readers, the most secure in the industry

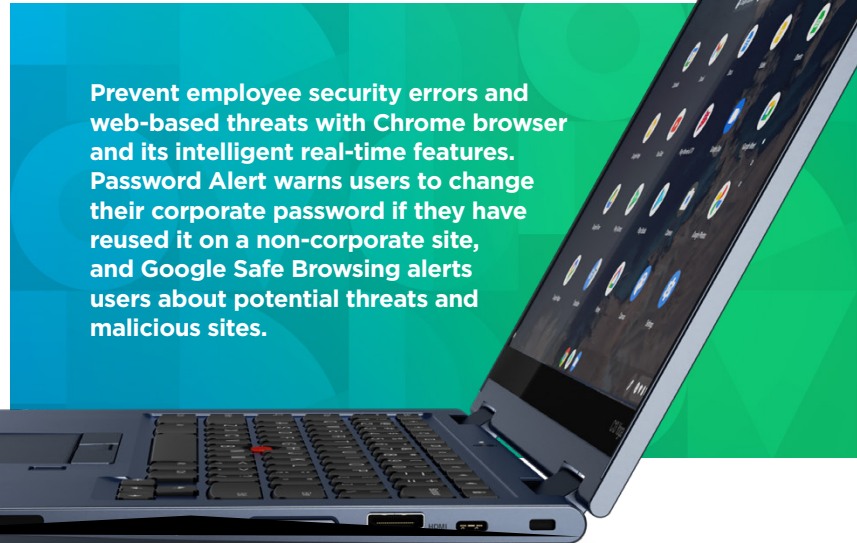
Chrome OS sandboxing prevents malicious apps or websites from installing malware, while site isolation puts pages from websites into different processes, stopping malicious sites from stealing data from other sites

Automatic cloud backup with Chrome OS significantly limits the amount of data stored on the device that is susceptible to ransomware; if ransomware bypasses security measures, user data and files can be easily restored almost instantly, although no ransomware attacks on Chrome OS devices have ever been reported

THE CHECKLIST

How can IT lead the way?

- ✓ Ask employees which applications they avoid because they run too slowly.
- ✓ Strategize how your tech stack can help break down departmental and geographical silos that inhibit cross-functional collaboration.
- ✓ Try piloting a proof of concept, and work with Google to define what it means to be a cloud worker within your organization.



Prevent employee security errors and web-based threats with Chrome browser and its intelligent real-time features. Password Alert warns users to change their corporate password if they have reused it on a non-corporate site, and Google Safe Browsing alerts users about potential threats and malicious sites.

Once an employee logs in to the ThinkPad C13 Yoga Chromebook Enterprise, the device becomes unique to that user.

2

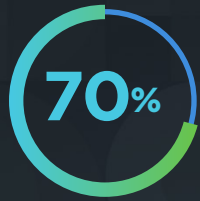
Cloud conundrum #2

**Every endpoint is an entry into the business.
The attack surface feels too large to protect.**

As distributed teams continue to spread, cybercriminals have more ways to break in than ever before. Companies face unprecedented levels of IP, data, and identity sprawl beyond the enterprise firewall, and human error is a constant risk.



KEY THREAT:
Device theft



70% of IT leaders say **employees put data at risk** accidentally.⁴



KEY SOLUTION:
Shut down potential hackers

Security protections should block intruders and lock data if a hacker physically gets ahold of a device.

USB protection configures ports to block storage devices and unauthorized data transfer

AMD Memory Guard scrambles encryption keys stored in system memory so hackers can't use them to unencrypt the hard drive

Built-in Titan C security chip (only on select Lenovo Chromebooks) assists with Verified Boot and provides protection from login attempts on remote hardware, brute force password attempts, enterprise-policy non-compliance, and malicious tampering of the OS or firmware

Absolute® Persistence endpoint management powers real-time monitoring and remediation.

Google's Chrome OS allows IT to set parameters for remote access and SAML-based single sign-on (SSO), remotely de-provision devices and prevent them from accessing corporate resources, remotely disable or wipe devices if they are lost or stolen, and post a message that lets the finder know where to return them.

The ThinkPad C13 Yoga Chromebook Enterprise is backed by Lenovo ThinkShield.

THE CHECKLIST
How can IT lead the way?

- ✓ Outline a proactive approach to mitigate the cause of breaches.
- ✓ Turn threat protection into security control with solutions like Google's Chrome OS.
- ✓ Augment your fleet with cloud-secure endpoints like Lenovo's ThinkPad C13 Yoga Chromebook Enterprise.



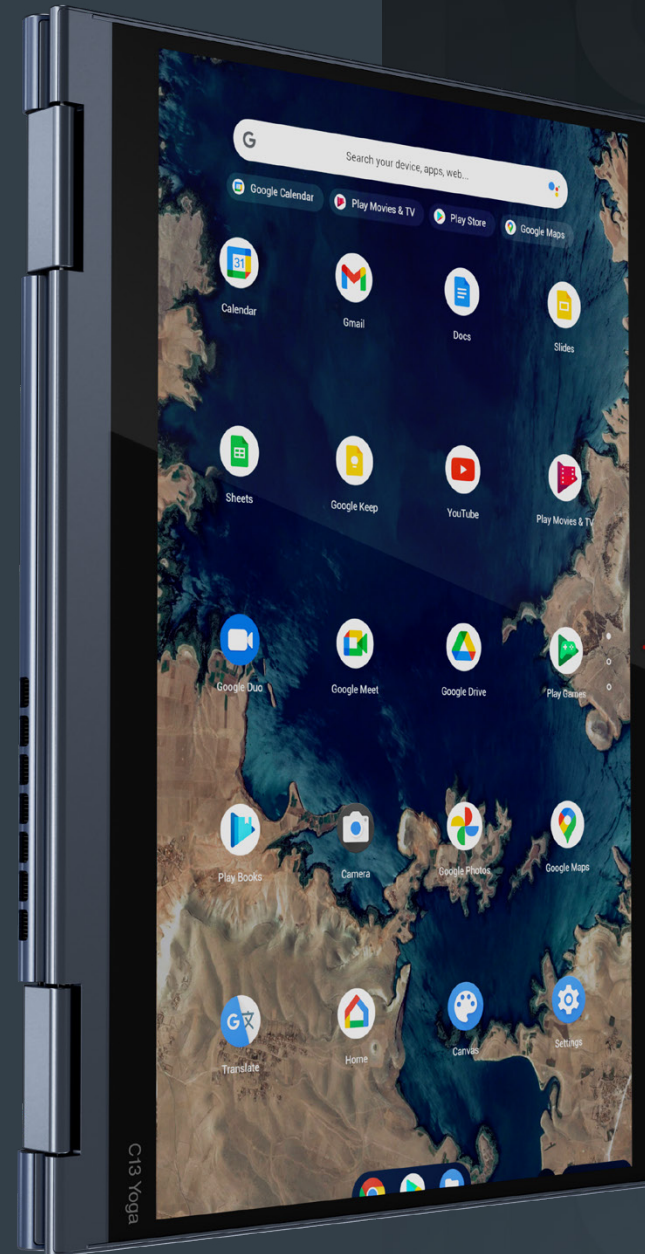
3

Cloud conundrum #3

IT is making it look easy, but juggling too much for too long is unsustainable.

IT security teams often find themselves on the defensive, only able to react to threats. They need a full-stack approach to defend against external attacks and internal vulnerabilities, all while keeping the business running and downtime to a minimum.

The ThinkPad C13 Yoga Chromebook Enterprise features an FHD IPS touchscreen and 360-degree hinge for added mobility.



IT has more to maintain.



Monitor endpoints



Identify vulnerabilities



Detect compromises



Update firmware, OS, utilities, drivers



Manage hundreds of distributed devices

Lenovo

chrome OS

KEY THREAT:

Silicon and firmware attacks



80% of endpoint attacks were **new or unknown** zero-day attacks.⁵



Lenovo

chrome OS

KEY SOLUTION:

Strengthen the device

Below-the-OS security protections ensure devices can detect breaches, prevent attacks, and autonomously repair damage. This means employees don't have to reinstall hardware, replace devices, or lose productive work time.

Lenovo self-healing BIOS automatically recovers from BIOS corruption or attack, relieving IT from remediation tasks and minimizing user interruption

AMD modern security architecture is engineered to validate silicon-level instructions and expose attack vectors before they can be executed; locks out known threats and requires fewer patches

AMD Secure Processor enables root-of-trust secure bootup, creating a safe handshake from the silicon to the BIOS to the operating system

Chrome OS provides continuous protection with built-in intelligent security, granular policy controls, and automatic updates

Wi-Fi 6 and four USB ports empower ThinkPad C13 Yoga Chromebook Enterprise users to connect anywhere.



THE CHECKLIST

How can IT lead the way?

- ✓ Nurture enterprise-wide agility, adaptability, and re-skilling.
- ✓ Introduce cloud-first security controls to supplement current security efforts.
- ✓ Identify opportunities to drive decision-making to the right parts of the organization.

Each layer of Chrome OS's vertically integrated stack reinforces security, while system-wide automatic updates future-proof protection. By deterring attacks on endpoint code, Chrome OS also mitigates the IT effort required to remediate compromised firmware and files.

MAKE CLOUD SOLUTIONS PART OF YOUR HYBRID TRANSFORMATION

How can IT lead the way? Checklists at a glance

1 Prioritize productivity



Ask employees which applications they avoid because they run too slowly.



Strategize how your tech stack can help break down departmental and geographical silos that inhibit cross-functional collaboration.



Try piloting a proof of concept, and work with Google to define what it means to be a cloud worker within your organization.

2 Strategize for security



Outline a proactive approach to mitigate the cause of breaches.



Turn threat protection into security control with solutions like Google's Chrome OS for the enterprise.



Augment your fleet with cloud-secure endpoints like Lenovo's ThinkPad C13 Yoga Chromebook Enterprise.

3 Be proactive in hybrid management



Nurture agility, adaptability, and re-skilling.



Introduce cloud-first security controls to supplement current security efforts.



Identify opportunities to drive decision-making to the right parts of the organization.



Find more strategies to thrive in a flexible future with Lenovo devices designed for the modern workforce and Chrome OS IT management solutions at www.lenovo.com/Google-For-Enterprise.

SOURCES

- 1 IDC, Transformative Data Thought Leadership Survey, February-March 2020
- 2 IDC analyst report, "The Importance of Investing in Data and Analytics Pipelines," 2020
- 3 Forrester Consulting study commissioned by Google, "Rethink Technology In The Age Of The Cloud Worker," 2018
- 4 Egress & Opinion Matters, "Insider Data Breach Survey," 2019
- 5 Ponemon Institute, "Study on the state of endpoint security risk," 2020

© Lenovo 2021. All rights reserved. v1.00 October 2021.

Smarter
technology
for all

Lenovo