

# LENOVO HIGHER EDUCATION PRODUCTIVITY GUIDE

A Lenovo Guide to Helping Partners Selling Into  
Higher Education Keep Pace with Evolving Demand

March 2020





# Community Value Statement

At Lenovo, we deliver a world-class portfolio of products, services, and solutions with programs to create unique connections with partners and customers to drive mutual success. We customize campaign plans to develop an integrated and prioritized approach to each partner community to drive sales and channel enablement goals where it matters most: with our partners.



Watch Community Value Statement Video »



Watch Being a Lenovo Partner Video »

# Community Organization: Purpose and Structure

The Lenovo Higher Education Community enables our business partners to grow their businesses, strategies, and services to help colleges and universities with transformative initiatives. Partners can expect:

- Commitment across all routes and customer segments
- Alignment of business and investment goals
- World-class portfolio of best-in-class products, solutions and services
- Personalized partner experiences
- Sales enablement though integrated marketing programs



Account Coverage



Unique Programs



Sales & Marketing Tools



Segment-Specific Marketing



Account Planning



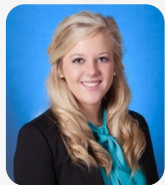
Community Communication



Business Growth



HI-ED  
COMMUNITY



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# Higher Education Community Enablement

Channel sales teams and partners will leverage not only the contents of this guide, but also all available sales enablement materials throughout the quarter.



Higher Education Community Assets »

# Navigating This Guide

Use the menu tabs to skip directly to the section you need, where you will find related solution information, links, and data. Use the home icon (🏠) in the upper left-hand corner to return to this page anytime.

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# Higher Education Industry Update

## TOP TRENDS

Requirements for higher education are changing quickly, with a new generation of higher education learners and faculty needing advanced technology solutions.

- 1 Changing Educational Methods** — By 2025, augmented reality (AR), virtual reality (VR) and AI will be increasingly integrated into education delivery.<sup>1</sup>
- 2 Digital Content and Simulations** — More than 130 schools nationwide have varsity eSports teams — and 115 colleges and universities offer eSports scholarships.<sup>2</sup>
- 3 Online Accessibility** — 82% of institutions plan to grow their online course offerings to include adult and nontraditional learners in the next year.<sup>3</sup>
- 4 Cloud Migration** — Colleges and universities will increase their investments by 22.3% in cloud applications and infrastructure by 2023.<sup>4</sup>
- 5 Cybersecurity Solutions** — The education industry experienced 292 cyberincidents in 2018, resulting in 101 system breaches.<sup>5</sup>
- 6 Mobility** — 67% of higher education students use mobile devices to complete their online coursework.<sup>5</sup>



### Student Profiles Are Changing

[View the Infographic »](#)

### The Campus Is Being Reimagined

[View the Infographic »](#)







# Higher Education Industry Challenges

Lenovo

## HIGHER EDUCATION CHALLENGES

Today’s colleges and universities are challenged by decentralized infrastructures where departments work in isolation — and students and educators need a digital campus that aids in innovation and collaboration. Outdated or inadequate technology becomes an education barrier that can affect enrollment and student satisfaction.

### College and University Education Barriers

- Students, faculty, and administrators need secure data access and information sharing
- Schools need simplified deployment and management
- IT spend must be optimized to drive successful higher education outcomes



### Technology Enables Higher Education

Learn how Lenovo laptops distributed to foster kids resulted in a 99% retention rate.

[Read the Case Study »](#)

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# Why Lenovo for Higher Education?

We’re an award-winning technology provider with a 30+ year track record of IT deployment success. We provide colleges and universities with access to a robust portfolio of technology that connects, supports, secures, and enables innovation and collaboration — inside and outside the classroom.

## Higher Education Support

Lenovo does more to ensure successful outcomes in higher education, with products, services, and support to advance initiatives.

## A Culture of Craftmanship

Lenovo designs and builds technology to meet the needs of higher education customers, with an elevated portfolio of solutions aligned with modern demand.

## Confidence in Every Choice

Lenovo technology is reliable, secure, and tough. Our PCs are MIL-SPEC tested to withstand rigorous use so education customers can rely on them to advance their missions.

## A Partner in Your Outcomes

More than a provider, Lenovo helps partners advance in vertical markets. Through our communities, partners receive the go-to-market strategies, services, and solutions they need to advance their Lenovo sales — and market share.

## Secure

99% fewer vulnerabilities than competitors.<sup>7</sup>

## Easy

The National Association of State Procurement Officials (NASPO), the National Cooperative Purchasing Alliance (NCPA) and the Midwestern Higher Education Compact (MHEC) make purchasing easy.

## Industry Partnerships

- Ableton Live
  - Adobe®
  - Allscripts®
  - ANSYS®
  - Athenahealth®
  - Autodesk®
  - Avid®
  - Avid Pro Tools
  - Bentley®
  - Catia
  - Cerner®
  - CompuGroup
  - Dassault Systèmes
  - eClinicalWorks
  - Epic Games Unreal Engine
  - Epic Systems
  - Esri™
- IBM SPSS®
  - Microsoft®
  - National Instruments™
  - Netsuite®
  - Nuke
  - Oracle
  - PTC
  - SAP®
  - SAS®
  - SketchUp
  - SOLIDWORKS
  - Stencyl
  - SureView Systems
  - Unity
  - Wordpress
  - ZBrush

Higher education institutions are expected to increase funding by **3.7%.**<sup>8</sup>



## Keep Pace with Higher Education Change

Learn how Lenovo helps higher education meet evolving demands.

[View the Brochure »](#)





# Why Lenovo for Higher Education?

## LENOVO’S COMMITMENT TO ADVANCING EDUCATION

Education is the passport to our growth and economic prosperity. Lenovo aims to advance, enhance, and extend learning at all levels.

- **Investment:** Lenovo dedicates 1% of its total net income to social investments that support education-related programs.
- **Advancement:** Since 2005, \$9 million has been invested in non-profit organizations that support disadvantaged youth in science, technology, engineering, and math (STEM).
- **Innovation:** We are first to market with portfolio-wide innovation and education-built devices designed to help students and teachers connect and collaborate.



### Partner with Lenovo

Learn how Lenovo helps partners advance in the higher education market.

[View the Presentation »](#)



### Build a Connected Campus

Learn how connected campuses empower students and faculty.

[View the Guide »](#)

Online students represent **31.6%** of all U.S. higher education students.<sup>9</sup>







# Smarter Technology for All

## MOBILE

From the first ThinkPad delivered in 1992, the brand transformed the capabilities of mobile computing and connectivity. Lenovo continues that dedication by enabling on-the-go productivity and leading the market with groundbreaking formats and features ideal for campus innovation.



**ThinkPad L390 Yoga** — Anywhere connectivity and robust port support for instruction or studying in or out of the classroom. Convertible form factor, with a 360-degree hinge and a 13.3-inch touchscreen, with ThinkPad Pen Pro for collaboration. Powered by up to 32GB of memory, up to 512GB SSD, and 12 hours of battery life.

[Learn More »](#)



**ThinkPad T490s** — Education-built to support diverse learning styles and spaces, with up to 20 hours of battery life. Tested for durability against 12 military-grade requirements for extreme conditions, spills, and drops. Powered by an 8th Generation Intel® Core™ i7 processor, and it provides up to 32GB of memory and up to 1TB SSD.

[Learn More »](#)



**ThinkPad X1 Carbon** — Ultralight, yet durable design configured for mobile productivity, so students and faculty can stay productive on campus and beyond, with up to 18.3 hours of battery life. Powered by an Intel® Core™ vPro® i7 processor, and it provides up to 16GB of memory and up to 1TB PCIe SSD.

[Learn More »](#)



**ThinkPad X1 Yoga** — Work, present, create, and connect anywhere with an ultraportable design and a 360-degree hinge for a convertible form factor and ThinkPad Pen Pro that aligns with different styles of learning and collaborating. Powered by up to 16GB of memory and 1TB PCIe SSD, and it provides up to 15.4 hours of battery life.

[Learn More »](#)



**ThinkPad T495s** — This powerhouse features the latest AMD Ryzen™ PRO Mobile processors, impressive storage, and high-speed memory. Weighing just 1.28kg/2.82lbs., this ultra-light, ultra-portable laptop makes mobility effortless. The ThinkShield suite of security solutions secures data, no matter where you work.

[Learn More »](#)



### The Campus Is Digital

See how Lenovo tablets help students collaborate and connect.

[Watch the Video »](#)

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# Smarter Technology for All

## DESKTOPS

Even as workspaces evolve, desktops continue to play a critical role in higher education. Lenovo makes it easy for higher education to deploy desktops into the campus and classrooms with innovative, space-saving, and power-saving formats.



**Lenovo ThinkCentre M920z AIO** — MIL-SPEC durability in a sleek design that delivers a superior user experience. The ultrathin all-in-one features an optional touchscreen, and it's powered by an 8th Generation Intel® Core™ i7 processor, with up to 32GB DDR4 memory.

[Learn More »](#)



**ThinkCentre M920 Tiny** — Space-saving form factor starting at 2.9 pounds that integrates quickly with the Lenovo ThinkCentre Tiny-in-One for completely modular, all-in-one computing. Configured with an 8th Generation Intel® Core™ i7 processor and up to 32GB DDR4 memory.

[Learn More »](#)



**ThinkCentre Tiny-in-One 22/24/27** — The ThinkCentre Tiny-in-One (TIO) is a modular all-in-one that is compatible with the ThinkCentre Tiny and ThinkCentre Nano, which can also be upgraded independently. The compact design of the TIO allows for ample desk space as the desktop fits snugly behind the monitor.

[Learn More »](#)



**ThinkCentre M90n Nano** — Ultra-small, powerful, and versatile, the ThinkCentre M90n Nano takes the desktop standard to a whole new level of convenience. The 0.35L Nano is 65% smaller than a ThinkCentre Tiny and can easily fit in any office environment with use of USB-C Docking and a variety of mounting solutions.

[Learn More »](#)



## THINKCENTRE-COMPATIBLE MONITORS

**ThinkVision T22i-10/T23i-10/T24i-10**

[Learn More »](#)

**ThinkVision P27**

[Learn More »](#)

**ThinkVision E2054**

[Learn More »](#)

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# Smarter Technology for All



## WORKSTATIONS

From the day-to-day instructional needs of faculty to the robust processing necessary for large-scale institutional research, Lenovo workstations power engineering and new media applications to keep campuses on the cutting edge of compute-intensive productivity.



**ThinkPad P73** — A mobile workstation that brings virtual reality to life with NVIDIA® Quadro® RTX graphics for a level of performance never seen in a mobile workstation. Powered by an 9th Generation Intel® Xeon® and Core™ processors, it provides up to 128GB DDR4 memory — with 6TB support.

[Learn More »](#)



**ThinkPad P1** — Lightest mobile workstation with 9th Gen Intel® Xeon® processors, Intel® Core™ processors, and NVIDIA® Quadro® graphics, and up to both 64GB of memory and 4TB of NVMe SSD storage.

[Learn More »](#)



**ThinkStation P520** — Configured for STEM and research workloads, with robust redundancy, toolless design, and flexible I/O that brings dependable performance. Powered by an Intel® Xeon® W processor, and it provides up to 256GB DDR4 memory and support for up to eight total drives.

[Learn More »](#)



**ThinkStation P330 Tiny** — Simple, efficient design packs big punch with 8th Gen Intel® Core™ i7 processors and NVIDIA® Quadro® professional graphics and can support six independent displays in a small form factor.

[Learn More »](#)



### Workstations Power Education Advantage

Learn how Lenovo workstations are deployed to advance students' professional success.

[Watch the Video »](#)

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# eSports: Redefining the Modern Campus

As eSports burgeons in higher education, more campuses are being reconfigured to accommodate competitive events and tournaments — with intramural leagues and competitive varsity teams. As these schools formalize their eSports programs, Lenovo can help, with Legion PCs that offer powerful performance for graphically intensive titles.



**Lenovo Legion C730** — A compact, 19-liter gaming PC designed to support immersive gaming experiences with the latest Intel® K processing, NVIDIA® graphics, and overclocked memory. It's housed in a chassis featuring a dual-channel thermal system, with RGB system lighting and a transparent top panel.

[Learn more »](#)



**Lenovo Legion T730 Gaming Tower** — A high-performance, 28-liter desktop gaming tower with customizable RGB LED system lighting, a transparent side panel, optional liquid cooling, and extreme processing and graphics power, with overclocking options to immerse students in gaming applications.

[Learn more »](#)



**Lenovo Legion Y540** — A portable 17.3-inch gaming laptop that unites performance and immersion to support AAA-rated game titles on a portable platform. Powered by up to 144 Hz in 1080p to support gaming applications in full high definition, the latest Intel® Core™ processors, NVIDIA® GeForce® RTX™ graphics, DDR4 memory, a Legion Coldfront cooling system, and a tool-free upgrading system.

[Learn more »](#)

**Lenovo Legion Ultimate Support** — Legion Ultimate Support technicians are available 24/7 by phone or chat. They have a wealth of product knowledge but also know about key gaming communities and forums. Legion Ultimate Support technicians can also assist with settings, tuning, hardware and software optimizations, and other gaming-related needs that will help maximize your gaming experience.

The League of Legends World Championship video game tournament in December had **100 million** unique viewers — up **20%** from the year before.<sup>10</sup>

Over **557 million** people will participate in eSports this year as players, spectators, or both.<sup>11</sup>



**Learn How eSports Are Changing the Education Game**

[Read the Brochure »](#)

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# Smarter Computing

Graduate schools and community colleges are charged with talent development for a future that we can only imagine but can't quite define. Lenovo technology helps schools prepare students for whatever comes next with a portfolio of solutions that support new-generation capability.

### Community Colleges

Technology in community colleges must keep up with constant changes in workforce trends and serve an increasingly diverse base of learners, including high school students, first-time college students, and adults of all ages returning to school for personal and professional reasons.

### Business Schools

Business leaders need access to technology that supports applications and collaboration tools used in real-world scenarios. Processing power, memory, and storage must support analytics, design, and high-bandwidth applications — and support online video conferencing and streaming.

### Law Schools

Law schools are investing in video conferencing and AI to prepare students for new styles of working in the legal field. Some schools are creating tech hubs to encourage students to use technology to help them innovate. Tools for document automation and workflow automation are on the rise.

### Medical Schools

AR and VR are being used to simulate real-world tasks so students can develop new skills. Much like aviation simulators have been used to train pilots, AR and VR technologies are being used to advance clinical training and surgical skills with realistic simulated environments.

### RELIABILITY

To drive innovation and improve learning outcomes

### FLEXIBILITY

To support all students in all degree areas

### CONNECTIVITY

To support students who don't have digital access to complete their studies at home

### INNOVATION

To power labs and libraries with new form factors aligned with workspace demands

The VR and AR health care market will reach **\$5.1 billion** by 2025.<sup>12</sup>



Explore the Lenovo Portfolio for Community Colleges

[Read the Guide »](#)



Unlock Immersion with VR and AR

[Read the White Paper »](#)





# Smarter Security

Colleges and universities must navigate an increasingly dangerous cybersecurity landscape. Threats are escalating in variety and volume, and traditional defenses and strategies are becoming obsolete, leaving institutions scrambling to secure users, devices, and networks.

ThinkShield protects colleges and universities from today’s sophisticated cyberattacks with device security that starts with a trusted supplier program to ensure all devices are free from tampering or breach. To keep students and faculty secure, Lenovo integrates device, identity, online, and data security.

## Higher Education Security Challenges

- Interconnected campuses that reach beyond physical borders
- Diverse users, endpoints, and networks, including BYOD devices
- Lack of cybersecurity expertise to detect and mitigate threats
- Regulatory frameworks for secure data handling of administration, faculty, and students’ personal, health care, and financial data



**Don’t Settle for Armor with Cracks**  
Learn how higher education customers win the battle for strong cybersecurity.

[View the Infographic »](#)







# Smarter Security

## Why Lenovo Security?

Lenovo closes the security gap with up to 99% fewer common vulnerabilities and exposures than competitors.<sup>14</sup>

# ThinkShield



### Data Security

- Eprivacy with gaze detection
- Self-encrypting drives (SED)
- BitLocker
- Hard disk drive password
- Port control
- Disk wipe tools



### Device Security

- ThinkShutter
- Kensington lock or tamper switch
- Thunderbolt Security
- NIST-compliant BIOS



### Identity Security

- Eight factors of authentication
- Industry’s first FIDO-certified authenticators



### Online Security

- Wi-Fi security (Coronet)
- BufferZone (sandboxing)

In 2017, **82** data records were lost or stolen every second — and more than **33 million** records were breached in the education sector.<sup>13</sup>



### Stay Ahead of Cybercriminals

See how ThinkShield offers strong protection from cyberthreats.

[View the Infographic »](#)

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# Smarter Capabilities

Lenovo helps colleges and universities streamline technology transformation service — from procurement to disposal.

## PROCUREMENT

Lenovo makes buying for higher education easy with public sector financing solutions, robust warranty options, and broad contract and purchase vehicle availability.

- National Association of State Procurement Officials (NASPO)
- General Services Administration
- National Cooperative Purchasing Alliance (NCPA)
- Midwestern Higher Education Compact (MHEC)

## SUPPORT

- **Premier Support:** Expedite problem resolution by providing advanced-level, break/fix phone support.

## PROTECTION

- **Warranty extensions** are available up to four years — and up to five years for Think products — for On-site or Depot support coverage to minimize unplanned maintenance expenses.
- **Accidental Damage Protection** service protects beyond our standard system warranty by providing coverage for accidental damage due to liquid spills, unintentional drops or bumps, and electrical surges.
- **Keep Your Drive** protects sensitive information in the unlikely event a drive fails while covered under warranty, improving data security — and potentially alleviating liability risks.
- **Sealed Battery Warranty** is designed especially for PCs with sealed battery technology. The warranty is available for one to three years for notebooks and for one to two years for tablets, including one-time replacement by a Lenovo-certified technician.



Lenovo



Explore Lenovo's  
NCPA Public Sector  
Procurement Contract

[View the Contract Flyer »](#)

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# Alliance Partnerships



**Microsoft**  
Lenovo’s close relationship with Microsoft began in 2012 and has evolved to encompass development, marketing, and sales. The tight engagement between Lenovo and Microsoft development teams has led to experienced PC market leadership and a deep understanding of education requirements. Through this partnership, Lenovo offers a comprehensive portfolio of student and teacher devices using the Windows 10 Pro operating system. Consult your sales associate for more details.



**Intel®**  
Students must think more critically, creatively, and collaboratively than ever. That’s why Lenovo and Intel® are together developing innovative learning tools that empower educators and prepare students for careers in the modern workplace. From personalized learning that uses artificial intelligence solutions to immersive experiences with virtual reality and collaborative resources like Intel® Unite®, Lenovo notebooks powered by Intel® are providing the platforms that educators need to use the amazing tech of today.



**AMD**  
Engaging students in STEM classes is critical to creating a more advanced learning environment for innovative future leaders. AMD’s goal is to build and use technological advancements in the classroom to ensure students not only retain lessons in STEM subjects but crave this type of learning.





# Tools, Programs, and Training



Lenovo is rewarding partner loyalty and success with our enhanced channel programs, incorporating a new integrated structure that boosts earnings. The programs align with Lenovo’s overarching sales strategy to move from a portfolio approach to a customer-centric focus, strengthening our partnerships and marketplace positioning.

### TOOLS:

EDGE helps Lenovo Channel Partners develop and close sales opportunities faster with a white-glove marketing service designed to advance customer engagement. Go from IT vendor to trusted partner and triple your marketing investment with a multitouch campaign purpose-built to deliver quality leads — and quick wins.

- 1. **BUILD** — Campaign development and strategy to boost your brand
- 2. **NURTURE** — Lead nurture via a six-month marketing outreach to cultivate MQLs
- 3. **TARGET** — Engagement metrics to identify customers ready to make a purchase
- 4. **CLOSE** — Custom event and/or product demo kit to close the sale

Please contact your Channel Account Manager for details.

### TRAINING:

The **myPitch Program** equips you with the content needed to support customer-facing conversations.

[Learn more and log in here »](#)

Learn, play games, and earn rewards on the **Lenovo Partner Axonify** platform.

[Register here »](#)

[Log in here »](#)

### PROGRAMS:

The **Partner Auto Quote** (PAQ) Program provides speed to price for partners with competitive Higher Education customer opportunities, channel-led acquisition, a focus on top sellers, and a marketplace for our partners. You can request PAQ pricing discounts for X and L series for your uncovered Higher Education customers. Learn how you can think big, start small, and evolve fast with different prices for better business value for your customers.

[Understand Program Options »](#)

The **PCG Partner Engage Channel Program** provides every VAR partner with sales support and deal protection. Using the annual revenue threshold structure, the program offers partners a holistic approach across the business, consistency and partner rewards, financial tiering for increased benefits, and mutual growth opportunities. The new stack structure allows partners to maximize earnings at an accelerated pace along the road to Platinum.

[See Program Advantages »](#)

The **Segment-Based Target Program** for NSP, Platinum, and Gold Partners supports channel-as-a service initiatives by reallocating existing investments into top segment partners that have the ability to drive growth and profit. Partners can participate in more than one segment program. Partners must be NSP, Platinum, or Gold to participate.

Please contact your Channel Account Manager for details.

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# Tools, Programs, and Training



## EVENTS

- Accelerate** →  
Annual business partner event targeting 1,500 North American VARs
- Business Partner Executive Summit**  
Annual Business Partner event targeting executives from NSP & Distribution Partners.
- Multi-Customer Briefing**  
Showcase for both VARs and end users featuring the latest servers, WS, laptops, and smartphones.
- Regional Partner Events**  
Formstack tool designed to handle the logistics for regional events. Reseller sponsorships, lunch and learn, education/training programs, acquisition dinners.
- Industry Events — ISS (IPC) / Xchange**  
Media/partnership-driven events target business partners' communities.

## MARKETING TOOLS

- One Affiniti** →  
Creates and manages digital + teleprospecting campaigns to help VARs uncover new opportunities from their existing customers and prospects.
- Content Syndication** →  
Automate marketing and product data including product features, specs, and imagery through our CNET ContentCast™ content syndication solution.
- Custom Point** →  
Sales enablement portal through which resellers may order Lenovo enablement materials and cobranded materials.
- Lenovo Partner Network** →  
Access to sales and marketing tools for Lenovo Partners.
- Resource Search** →  
Downloadable partner assets (datasheets, product images, presentations, etc.).
- Higher Education Community Logo**  
Lenovo Higher Education Community logo for partner use.

## SALES TOOLS

- Virtual Product Tours** →  
One-hour live video sessions with a Lenovo Brand Ambassador who can guide customers to solutions that will meet their needs.
- Premium Rewards** →  
Sales incentive program designed to help VARs generate revenue, earn ITP training credits, and sales incentives. Members have access to sales-focused webinars, customized marketing collateral and support, lead gen campaigns.
- My Pitch** →  
Web-based tool designed to support customer-facing conversations for both commercial and consumer businesses. Provides access to marketing content for custom PowerPoint presentations.
- Combat Kits** →  
Add clarity in “device confusion” — test six products for up to 15 business days at no cost.
- Topseller Quick Reference Guide** →  
Guide to in-stock Lenovo products at distribution.
- Lenovo Partner Podcast** →  
Higher education podcast on tech trends
- Axonify** →  
Online learning platform featuring short games and rewards.

- Solutions Centre & Solutions Book** →  
Web-based product comparison tool.
- PSREF Sheets** →  
Product specification reference guide.
- Lenovo PC Services and Support** →  
Overview of Lenovo close-to-the-box services.
- Smartfind Services & Accessories Tool** →  
Accurately find services and accessories for Think HW.
- Lenovo Workstations** →  
Dedicated site for ThinkStations.
- On-Demand Channel Webinars** →  
Channel experts discuss important updates directly related to Lenovo Business Partners.
- Lenovo Warranty Matrix (WAMO)** →  
Downloadable file matches warranty services with Lenovo PC and server products.

## ADDITIONAL RESOURCES

- Lenovo Partner Client Program** →  
Lenovo partner program.
- Lenovo Leads Registration Site** →  
Registration for acquisition opportunities.
- LPS (Lenovo Partner Sales)** →  
Guides Lenovo resellers through partner onboarding and programs designed to help maximize earnings.
- Business Partner Support Online Chat** →  
Online chat tool for Business Partners.

## CONTRACTS

- NCPA Procurement Contract** →  
Procuring public sector contracts.
- RFP Template for Customization** →  
Lenovo partner RFP template.
- NASPO** →  
National Association of State Procurement Officials
- MHEC** →  
Midwestern Higher Education Compact



<sup>1</sup>Holon IQ, “10 Charts That Explain the Global Education Technology Market,” Jan. 2019.

<sup>2</sup>Lenovo, “Lenovo Legion Computers for eSports in HED,” Sept. 2019.

<sup>3</sup>Wiley, “Top Challenges Facing U.S. Higher Education,” accessed Nov. 2019.

<sup>4</sup>Forbes, “Colleges See the Cloud as One Tool to Keep Higher Education Affordable,” Aug. 2019.

<sup>5</sup>EdScoop, “On Cybersecurity, Educational Institutions Have a People Problem,” April 2019.

<sup>6</sup>EdTech Magazine, “3 Ways Technology is Changing Studying,” June 2017.

<sup>7</sup>Lenovo, “Lenovo Stands Apart,” Feb. 2019.

<sup>8</sup>Forbes, “States Increase Higher Education Funding by 3.7%,” Feb. 2019.

<sup>9</sup>EdSurge, “Will Online Ever Conquer Higher Ed?,” Jan. 2018.

<sup>10</sup>Lenovo, “Juggernaut: eSports on Campus,” accessed Nov. 2019.

<sup>11</sup>Lenovo, “Lenovo Legion eSports,” accessed Nov. 2019.

<sup>12</sup>EdTech, “Medical Schools Get Virtual With VR and AR Trainings,” July 2017.

<sup>13</sup>Gemalto, “Breach Level Index Report, 2017 The Year of the Internal Threats and Accidental Data Breaches,” 2017.

<sup>14</sup>Lenovo, “In the Battle for Cybersecurity, Don’t Settle for Armor with Cracks,” accessed Nov. 2019.

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