

Lenovo

intel
CORE
ULTRA 9

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vPRO

Windows 11

Reshaping your device strategy as one

Gain the edge: a device strategy designed for AI.



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LIVE TECH

IT is increasingly being identified as a value creator



Harnessed correctly, your IT environment can not only support day-to-day operations but drive the pursuit of key organisational goals.

As such, IT leaders are being challenged to operate with additional strategic alignment, tasked with supporting the accomplishment of wider initiatives.

One key contributor is device strategy. A fundamental part of any environment, the right decisions around the selection, procurement, management and disposal of your end user hardware can make a measurable impact. Additionally, any device strategy must also meet the additional demands of hybrid and flexible working, ensuring every user can operate effectively, whenever and wherever they need to.

But while device strategy can, and is, capable of making positive contribution in business initiatives around accessibility, talent acquisition and sustainability, there is one emerging objective that is pushing to the top of the agenda: **the adoption of AI.**

With the accelerated desire to embrace the latest AI innovations showing little sign of slowing, device strategy needs to be compatible with AI ambitions.

As such, those organisations looking to successfully harness AI must ensure they review and refresh their device estate accordingly, a task that is already underway for many ahead of the upcoming Windows 10 end-of-support (EoS) deadline on 14th October 2025.



The opportunity of Windows 11 migration



As the end-of-support (EoS) date for Windows 10 approaches, IT teams are under increasing pressure to migrate to Windows 11. Any successful migration is reliant on having the devices with suitable specifications, including a TPM 2.0 module to power Windows 11's new security features.

Businesses can delay their migration until after the EoS deadline, but extended support and security patches will come at significant cost, which will only ramp up over time, and won't continue indefinitely. Ultimately, outdated Windows 10 devices will be left at risk as new vulnerabilities are exposed, performance degrades, and support incurs additional costs.

Meanwhile, by upgrading to Windows 11, businesses can unlock powerful features that boost productivity and create business value. This includes a range of native Copilot features designed to support adoption, building on in-depth capabilities of Microsoft 365 Copilot to help organisations leverage the full potential of this powerful assistant.

This makes Windows 11 migration a crucial step towards AI adoption. Lenovo's latest devices are already compatible with 99.7% of Windows 11 apps, and with Econocom's wide range of services, it's easier than ever to refresh your strategy and empower your users with Windows 11.



Lenovo devices are already compatible with **99.7% of all Windows 11 apps.**

The drive for AI adoption



As generative AI solutions have entered widespread availability, businesses are switching on to their potential to streamline processes and boost productivity through the optimisation of day-to-day workflows.

The impact on early adopters is already impressive, with **70% of Copilot users reporting they're more productive** when using the tool.¹

It's therefore no surprise to see demand for AI adoption increasingly guiding not just strategic business decisions, but the design and build of new software. This is perfectly evidenced by Windows 11 which, as mentioned already, includes a range of AI-enabled features that lay the foundation for the deployment of tools like Copilot.

But while the benefits of AI-powered software are clear, the path to successful adoption is less straightforward. Any plans for AI deployment must address wider strategic IT considerations, including the supporting role played by end user devices. This is where AI-enabled devices, such as **Lenovo's range of Copilot+ PCs**, powered by Intel® processors, enter the picture.

Designed to empower AIs and users alike, Copilot+ devices elevate productivity gains through the use of a dedicated **Intel® Neural Processing Unit (NPU)** which supports AI processes, ensuring optimal performance and reducing reliance on the processing power of a single, central infrastructure.

From ThinkPad 2-in-1s for on-the-move employees, to powerful ThinkBooks, the Copilot+ portfolio has options for every user. Deployed effectively, with expert support from Econocom across every stage of the device lifecycle, your device estate can become a game-changing asset for AI adoption.

Crucially, the use of these devices, and the subsequent adoption of AI, plays a significant role in the achievement of other organisational goals in areas such as productivity & collaboration, security, accessibility and sustainability.



¹ <https://www.microsoft.com/en-us/worklab/work-trend-index/copilots-earliest-users-teach-us-about-generative-ai-at-work>

#1

Productivity and collaboration

The challenge: Increasing user productivity is always a key focus for IT teams. **Growth continues to be a top business priority for 49% of CEOs,**² and user devices and AI adoption are major opportunities for IT teams to deliver on this.

With a forward-thinking device strategy in place, cutting-edge technology can enhance day-to-day workflows. But moving AI plans from dream to reality requires a significant investment and foundational planning to maximise potential gains.

The solution: Lenovo's Copilot+ PCs combine industry-leading, intuitive Lenovo hardware with powerful Intel® NPU chips, enhancing the performance of Copilot and other AI tools. Capable of running at much greater speeds, users gain near-immediate access to **productivity-boosting assistance**, no matter where they are. Lenovo ThinkPad laptops are also put through rigorous stress tests, with results demonstrating a high resilience to failure that prevents downtime.

Econocom's **zero-touch deployment** capability helps businesses capitalise on these benefits even further, ensuring devices are provisioned with key business software, and are ready to go straight out-of-the-box. With Lenovo, Microsoft, Intel and Econocom working as one, users are empowered to do their best work and keep productive while leveraging all that AI tools like Copilot have to offer.

Growth is a top business priority for **49% of CEOs.**²

²<https://www.gartner.com/en/articles/survey-signals-pause-and-pivot-year-for-ceos>



#2

Security

The challenge: Keeping business data secure is essential now more than ever, as cybercriminals leverage their own AI tools to deploy more sophisticated attacks at larger scales. **72% of security leaders have reported an increase in cyber risks in the previous year, with many identifying the exploitation of generative AI as the main driver of this.**³

As AI tools become more widespread, the volume and complexity of cyberattacks is likely to continue increasing. Deploying secure-by-design devices with in-built advanced security features is crucial to creating the layered protections that are now required.

The solution: Windows 11 is **Microsoft's most secure OS** to date, utilising the TPM 2.0 module to ensure devices aren't compromised. Microsoft Defender Antivirus is included as standard and combines machine learning and in-depth threat intelligence to add additional protection. This is supported further by Lenovo's hardware features, including ThinkShield, which operates in tandem with Windows 11 to help IT and security teams respond to potential threats, and giving users solid defences built into their devices.

Econocom's security services, including **MDR, XDR, and MDM**, take this further, providing IT and security teams with powerful tools to keep devices safe remotely, and simplify the management of large device estates to ensure nothing slips under the radar.



72% of security leaders have reported an increase in cyber attacks in the previous year.³

³<https://www.weforum.org/publications/global-cybersecurity-outlook-2025/digest/>

#3

Accessibility

The challenge: Accessibility continues to be a vital consideration for device deployment: devices should work for users, not the other way around. Ensuring new devices can meet user needs is critical for enhancing their productivity and ensuring inclusion across the business.

92% of CEOs are building diversity, equity, and inclusion (DEI) initiatives into their strategic priorities,⁴ but adjusting device estates to meet diverse user needs can increase the management burden on IT teams, especially if different devices have unique support requirements.

The solution: Built with accessibility in mind, Lenovo's range of Copilot+ PCs boast flexible designs to **meet user needs**. Windows 11's roster of accessibility features extends this further, offering user-friendly ways to help read and write text and enable alternate control schemes. Neurodiversity and learning tools in Windows 11 also help unlock potential by enhancing focus, attention, and reading comprehension, while physical device features like 360-degree screen hinge boost flexibility.

Meanwhile, **our 24/7/365 support desk** helps your users avoid unwanted roadblocks and overcome IT challenges while ensuring they have the accessibility tools they need without requiring intervention from internal IT teams. Our helpdesk service is also available in multiple languages, allowing us to operate as the single support partner for all your users, no matter where they are.

92% of CEOs are building DEI initiatives into their strategic priorities.⁴



⁴<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/about-deloitte/us-deloitte-committing-to-dei-goals-shifting-pov.pdf>

#4

Sustainability

The challenge: Sustainability is no longer just a buzzword, it's a business imperative, with plans adjusting accordingly. **66% of European businesses are setting aside funds to strengthen their sustainability credentials.** Yet, despite this investment, **less than half are fully prepared for the major regulatory changes ahead**, including the EU Green Deal.⁵

IT often represents a disproportionate contributor to an organisation's e-waste and carbon emissions. As executive focus continues to turn towards sustainability, IT teams will increasingly be expected to deliver more environmentally conscious device strategies.

The solution: Lenovo devices running Windows 11 reduce IT power consumption through efficient processing made possible with world-class Intel® processors. Windows 11 task manager also helps to reduce stress on CPUs to prevent overheating, **boosting performance and saving energy.**

Once devices are no longer fit for purpose, **our sustainable disposal and recycling services** ensure no devices go to landfill. Unwanted devices are securely collected, with sensitive data securely removed as part of a compliant and certified data destruction process. As part of our service, we also extract the full residual value of every device and use it to contribute to your next refresh.



66% of European businesses are seeking to strengthen their sustainability credentials.⁵

⁵<https://www.pwc.com/gx/en/services/tax/publications/are-europes-businesses-ready-for-the-eu-green-deal.html>

Enable your device strategy with Econocom



Our end-to-end service portfolio that covers **every stage of the device lifecycle**, ensuring you get the absolute most from your strategy.



Plan

We **review your current device estate**, assessing different user roles and requirements, as well as your wider IT infrastructure to **design a device strategy** that's tailored for the needs of your business.



Procure

Our **secure warehousing** and **stock holding services** simplify device procurement ensuring devices are delivered just-in-time for users who need them. Beyond technology supply, our **procurement services** extend to software licencing, including Microsoft 365 and Copilot.



Deploy

Zero-touch deployment and **role-based configurations** help users harness the full potential of their new PCs, with devices that are ready to go straight out-of-the-box. Our expertise in **MDM solutions** also ensures every part of your device deployment can be effectively managed and secured remotely.



Manage

Secure and support your users 24/7/365 with our wide range of services, including **AI readiness training** to give them the skills they need to fully leverage the power of tools like Microsoft 365 Copilot. Meanwhile, our **automation services** can help streamline labour-intensive manual workflows, so IT teams and users alike can focus on more productive tasks.



Retire

Our **comprehensive asset disposal services** ensure the secure collection and responsible recycling of unwanted hardware, in line with our **zero-landfill policy**. Certified and compliant **data management and destruction** also ensures all sensitive data is removed. Any available residual value is unlocked and leveraged to support your next deployment.

Ensure a smooth start with our financial services



Our flexible financing solutions make it easy to roll out new user devices, and harness the power of Lenovo, Microsoft and Intel® alongside Econocom lifecycle services **as one**.

Device costs, software licences, and service fees can all be rolled into a single finance arrangement spread over 3-5 years. This ensures a predictable monthly Capex expense for your entire lifecycle, simplifying budgeting and supporting your business case.

All our finance customers are also enrolled in I.Tem, our free asset management solution which makes procurement and ongoing management a breeze by providing a single portal to track all your devices.

Looking to take your first steps towards AI deployment?

Copilot45, our bespoke AI readiness programme delivered in partnership with Ingentive, can help.

We conduct a thorough analysis of your existing environment, and lay the foundations for Copilot deployment, getting you **ready in just 45 days**.

Time it alongside your device refresh, and your users can capitalise on the full benefit of Lenovo's Copilot+ PCs from day one.



AI PCs built for business.



 Copilot+PC

Redefine your device lifecycle with AI-ready PCs

Lenovo Aura Edition Series, imagined with Intel.

Every organisation wants to bring the best out of their users. With Econocom and the Lenovo Aura Edition Series, imagined with Intel, you can give every employee access to revolutionary hardware and exclusive experiences with AI, ensuring your business can thrive in the new computing era.

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Ready to get started?

At Econocom, we're committed to being the **single European IT company** for our customers, giving access to unparalleled scale and the latest innovations to help your business succeed. Local flexibility and in-country delivery options help advance your IT strategy in a way that works for you.

If you'd like to find out more about how Lenovo, Microsoft, Intel®, and Econocom can work as one to future-proof your device strategy, and help your business capitalise on emerging opportunities, **get in touch with us today at sales.uk@econocom.com**.



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