Top 5 Ways to Generate End-User Admiration

As end-user technology has changed, IT must provide new services that can help users be more productive and increase their satisfaction

As Bring Your Own Device (BYOD) has garnered increasing attention, many organizations are looking to improve the service levels to end-users. The influx of consumer devices has resulted in sourcing technology from options other than IT, and along with it, new service approaches that are focused on the individual. This changes expectations, and brings a new challenge to IT, competition.

This is a somewhat new position for IT to be in. Traditionally, IT was the sole source provider of devices and determined what services would be delivered with those devices. However, BYOD and user-centric IT offerings from consumer and retail providers now provides a new alternative source for technology. As a result, IT must improve their service offerings, and solve specific problems with speed and effectiveness, if they are to remain the primary technology resource for end-users in this competitive environment.

This is easier said than done. As IT resources are consistently cut and doing more with less sounds good in theory, it's harder to do in practice. This is especially true when so many IT resources have been deployed to initiatives such as Big Data, Cloud, and other non-end-user focused projects. The need to improve end-user service levels with constrained resources is the driving force behind Lenovo's service offerings. These services augment ITs' resources and provide a better end-user experience. This top 5 list will provide concrete examples of how Lenovo services help IT improve end-user service.

The need for service partnerships

When it comes to quickly providing new services to end-users with cost-efficiency in mind, most IT organizations are finding that leveraging their existing infrastructure and processes with service providers, such as Lenovo, makes good financial sense. Additionally, the experience and expertise that Lenovo has built in offering these services allows enterprises to deploy their solutions more efficiently and at a much higher standard of quality.

Lenovo occupies a strong and unique position as a service provider. As a manufacturer, Lenovo has the ability to incorporate many features and capabilities into a new system at the factory, so that this functionality is already installed once the end-user receives the system. This is especially true for advanced management functions provided by technology such as Intel® vPro™. Further, with insight into the system design and engineering, Lenovo is in a position to make improvements early on in the product design

and delivery process. Finally, Lenovo has substantial resources and skills to bring best of breed services to customers. This can include helping IT deliver a "Choose Your Own Device" (CYOD) program that allows end-users to choose devices that are provisioned by IT with all the necessary security and management tools.

Five compelling service offerings IT can bring to end-users

This section will examine specific solutions IT can implement that will improve the user experience and will help them meet larger goals, such as reduced costs and more productivity.

1. Improve data protection and backup

Today, when backup actually occurs, it is often done in a haphazard and inconsistent manner. Further, few of the devices that are procured by end-users have a reasonable level of data protection in place. Even a basic capability, such as encryption, is often not implemented on user-purchased devices, let alone two factor authentication or effective access protection.

Lenovo provides a combination of services that can offer more protection for both user and corporate data. First, Lenovo Online Backup service can be deployed to provide a consistent and cost effective backup solution for both personal and corporate data, with a high degree of automation and minimal user impact. The result is more control and an improved process for end-users who need to recover data. Second, factory integration services will encrypt the hard drive and install any needed security software at the factory to ensure it is set up and used on the new device. This level of certainty is necessary for compliance and audit demands. Lenovo factory integration service also provides the ability to incorporate the latest real time protection features from the Intel Security Group to further protect data on the device.

2. Improved services for accidental damage and loss

It's no secret that mobility is a way of life for end-users. With mobility means chances of accidents, such as drops or water damage, become common. Unfortunately, end-users may or may not have insurance. As a result, the organization may reimburse or buy new devices when these accidents happen or the user ends up paying for costly repairs. Further, when devices sourced from consumer providers are replaced after an accident, often the software and applications that were on the damaged device are lost.

Lenovo has **substantial resources and skills** to bring best of breed services to customers.

Lenovo offers Priority Technical Support services that can change tech support from a frustrating experience to a satisfying one.

Lenovo brings a comprehensive approach to improving end-user experience when a device is accidentally damaged. First, Lenovo's Accidental Damage Program provides a framework for a more cost efficient insurance-style program. However unlike other consumer-focused solutions, with this service you can have Lenovo-trained technicians attempt a repair before sending in the device. Lenovo's rugged ThinkPad® X1 Carbon or ThinkPad Helix systems utilizing the latest Intel processors, are often easily repaired in the rare event they are damaged. This reduces downtime and increases productivity. This is a key benefit of CYOD programs. If a replacement is needed, it is shipped quickly and the new device can have the same pre-loaded software as the damaged one. Also, by adding Lenovo's Online Backup service, the new device can have the latest user data and files on it when returned to the user.

3. Faster, more effective technical support

One big complaint that end-users have is difficulty in accessing high quality technical support staff that can actually solve problems. With consumer devices, it is common to deal with exceedingly long telephone hold times and a number of transfers to get to someone who has true expertise. If it is possible at all.

Lenovo offers Priority Technical Support services that can change tech support from a frustrating experience to a satisfying one. First, Lenovo starts with rapid response to an incoming call, using a phone line dedicated to that enterprise. Most calls are answered in less than a minute and when answered, the support technician on the phone is a highly trained technician. This service is available 24 hours per day, seven days per week, and 365 days per year, so that your end-users get support when they need it. Lenovo also provides local language support and even supports basic problems with common third party applications.

4. Simplify the upgrade to a new device

Every end-user is excited to receive a new device. Receiving a new ThinkPad 10, ThinkPad X1 Carbon, or ThinkPad Helix with leading-edge Intel technology is a red letter day. However, that excitement often fades when the user is tasked with the problem of migrating their files, settings, and applications to the new system. They have to figure out how to find the key information then connect the new device with the old device to move the data over.

This is where Lenovo's Advanced Deployment Service shines. These services simplify the entire process of moving files, settings, and applications from the old device to the new one. Users have a easy to use, menu-driven interface and in as little as 20 minutes the new device is ready to go with all the necessary software components. The

best way to describe the outcome of using these services is that the new system is similar to the old one; it just works a whole lot better. These deployment capabilities are a hallmark of a CYOD program.

5. The ability to provide pre-secured devices

One of the most troubling aspects of user driven BYOD is the problem of trying to retrofit the appropriate security solutions and services after the device has been deployed. Even the most conscientious user can become sidetracked or forget to install key elements of device security. Although many Mobile Device Management (MDM) solutions may assist in after-the-fact security, this is not the optimal solution. Pre-loading a device with the necessary security tools, software, and other capabilities, including solutions from the Intel Security Group, prior to the device being delivered is much more likely to result in a more secure device. This approach delivers protection for corporate information, and also provides the benefit of protecting any the end-user's personal bank accounts, financial services, or other private information.

Lenovo's Imaging Services and Factory Integration provide a service that pre-installs all of the necessary security tools prior to device shipment. This solution is also able to leverage the latest security solutions from the Intel Security Group as well. End-users will be very pleased that their new device can protect both their personal and corporate information from the very beginning. Further, IT can save a great deal of time by eliminating the step of opening new devices, loading software on them, re-packing them, and then shipping them to the end-users.

Summary

End-users are now learning that there are many aspects of BYOD and computing that are better accomplished by their IT organization. Lenovo provides services and products to support current BYOD activities and new "Choose Your Own Device" (CYOD) programs to meet the demands of end-users for cool devices with new services. For many organizations, IT can leverage Lenovo services to more quickly add a CYOD option. Lenovo works with IT to improve the end-user experience while ensuring that corporate compliance and security demands are met. This allows IT to be well-positioned to provide a better user experience and increased productivity for both CYOD and BYOD. Lenovo services provide improved productivity and end-user satisfaction that reflects well on internal IT departments.

Today's mobile and end-user computing landscape is dramatically different than it was just 36 months ago. Combining the skills and knowledge of internal IT staff, with Lenovo's service offerings is the key to supporting today's demands from end-users.

Learn more at the Lenovo Services website.

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