THE GREAT TECHNOLOGY DIVIDE BETWEEN GENERATIONS – OR NOT

Three generations – Baby Boomers, Generation X, and Millennials – currently make up about 97% of the US workforce, according to the US Bureau of Labor Statistics.
The Modern Workforce

The world today is seeing a seismic shift at the workplace. Never before has there been a such a meld of generations within the same workforce.

The three generations – each bringing their own experiences to the table – have made the modern workforce versatile and rich with diverse skill sets.

While Millennials are all set to take over the workforce, Baby Boomers and Gen Xers haven’t quite finished contributing to the workforce yet.

What’s more interesting is how these generations are adapting to the evolving technology at the workplace. And while each may have their own characteristic work styles, what’s important is how technology enables them to join forces and create a productive and efficient workplace.

Millennials became the largest generation in the workforce in 2015 and are set to occupy more than 75% of the global workforce by 2025

Source: How Millennials Could Upend Wall Street and Corporate America
This whitepaper will put a spotlight on technologies that allow such a diverse workforce to thrive.

Even among Baby Boomers, Gen Xers and Millennials, the workforce can be further divided into mobile, non-mobile and specialist users based on job roles. Thereby, putting an emphasis on the technology and devices allotted to each job type – so, irrespective of generation, the workforce can be at their productive and efficient best.
Baby Boomers are the builders. Born between 1946-1964, they had to build everything from scratch. Many of the corporations we know of today have been built by them. They believed in working long hours – earning them the tag of a ‘workaholic’ generation.

Today, they’re seen in leadership roles in their organizations. They have worked all through their lives and they love it. And they will continue to do so until they can.

It was not until much later in the careers that they had to start using technology at their workplace. Also, there are a lot of Baby Boomers who have retired and returned to the workforce for a second career stint. Many of them take up consultancy roles which require them to read up and research a lot, be on the move, interact with lots of organizations and be available on audio and video conferencing.
BABY BOOMERS: THE BUILDERS

Baby Boomers are used to a formal workplace culture and prefer one-on-one communication over digital communication through emails or text messages. However, in keeping with the times and technology they would prefer software and devices that do not hinder their natural working style. Their devices should:

- **Be Lightweight:** so that it’s easy to carry to meetings
- **Good Security:** to protect confidential data
- **Enable Easy Communication:** good webcam and audio capabilities
- **Have a Good Processor and Memory:** to work through multiple data sets
- **Have a Long Battery Life:** so that they can work for as long as they want
- **Good Screen Size and Resolution:** for working on presentations extensively
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**ThinkPad X1 Yoga**
- Up to 15 hours battery life: for long work days
- OLED display: for a rich visual experience
- dTPM 2.0 chip: for data security
- 8th Generation Intel® Core™ i7 with vPro®: for powerful processing

**ThinkPad Active Pen:** for easy note-taking

**Intel® Core™ Processors**
Most Baby Boomers in specialist roles leveraged the latest technology of their time. This set of Baby Boomers have also seen the evolution of technology, so new software will be like a new approach for them. Hence, it is essential that the UX of their devices is such that it minimizes unlearning and relearning.

Baby Boomers in specialist roles, like Scientists and Researchers require:

- **Powerful Processors**: for better productivity
- **Better Display**: for a superior visual experience
- **Independent Software Vendor (ISV) certified devices**: for seamless user experience
- **NVIDIA® Quadro®**: for superior graphics
- **8th Generation Intel® Core™ i7 Processor**: for better productivity
- **4K UHD display**: for a superior visual experience
- **15.6” FHD IPS 10-point Multitouch Display**: for rich visuals
- **Multi-monitor Support**: for multi-monitor support

**ThinkPad P51**

**Intel® Core™ Processors**
Gen X : The Doers

Gen Xers are the doers. Born before 1980, this generation can be found at multiple levels in any organization. As the Baby Boomers retire, this is the generation that will take charge; if they haven’t already. This generation is fiercely independent and has an entrepreneurial mindset. They were the first to experience cutting-edge technology with the first cell phones and they were also the first to see the Internet boom.

70% organizations believe that Gen Xers are the best workers overall and can make the most effective managers.

https://www.businessinsider.in/How-Millennials-Gen-X-And-Boomers-Shape-The-Workplace/articleshow/22445207.cms

Gen Xers like an informal workplace and are comfortable using technology in their everyday business. In fact, Gen Xers love technology. They like taking notes and visually interpreting themselves. They’re most comfortable with using software like Microsoft® Office 365.
MOBILE USERS

On-the-go Gen Xers like CXOs, Senior Account Executives and Senior Business Development Managers, need devices that are easy to use and help them review and take notes on the move. Their devices need to offer graphics capabilities to make superior visual presentations and a long battery life as they will be transiting very often. They also need good WiFi connections as well as security features which ensure that unsafe public WiFi networks don’t pose threats to the data. They would prefer features like:

- **Touchscreen Device:** for easy usage
- **Advanced Connectivity:** to access files from anywhere
- **Battery Charge:** to last longer on long working days
- **Security Features:** for data and device protection
- **Stylus or Digital Pen:** to take notes or review their team’s work
- **Superior Graphics Capabilities:** for stunning visuals
- **Great Screen Resolution:** for a rich visual experience
Lenovo products provide us with a quality and longevity we have not experienced with past vendors. The reliability of the ThinkPad has resulted in greater adoption of laptops throughout our business, enabling our mobile workforce to maintain productivity while travelling.

Dwayne Lindner,
IT Strategic Delivery Manager,
Wesfarmers Insurance Division
**GEN X: THE DOERS**

**NON-MOBILE USERS**

Non-mobile Gen Xers like Senior Researchers, Data Scientists, Senior Designers and Editors find themselves at their desk for most part. Additional screens are almost a must for them to improve their efficiency. Also, they need to have efficient workspaces, given that they are doers and will be multitasking. They require features like:

- **Device Expandability:** connect to more screens or devices
- **High Processing Power:** to multitask easily
- **Security:** Smart USB for data protection
- **Save Desk Space:** compact form factor means it can be mounted anywhere
- **Good Ergonomics:** for easy upgrades

**ThinkCentre M910x Tiny**

- Optional tool-less design
- Smart USB Protection
- Multi-monitor support
- Powered by 8th Generation Intel® Core™ Processor
- Intel® Optane™ Memory

Intel® Core™ Processors
**GEN X: THE DOERS**

**SPECIALIST USERS**

Specialist Gen X users like Statisticians, Modelers, Designers, Editors require certified software. They also require good graphics capabilities and ample storage for maximum productivity. They require features like:

- **Storage:** expandable hard drive for more storage
- **Easy upgrades**
- **Superior Graphics Capability:** for a rich visual experience
- **Powerful systems for enhanced performance**
- **Pre-installed certified software**
- **Tool-less design enables easy upgrades**
- **Increase storage easily with FLEX Drives**
- **Advanced graphics**
- **Independent Software Vendor (ISV) certified**
- **Powerful performance with dual Intel® Xeon® processors**

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**ThinkStation P920**

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*Every measurement and angle counts in our industry. Our benchmark tests indicate that Lenovo PCs are built to be more powerful and therefore run the certified design software faster and more reliably, so our clients receive the highest quality deliverables on time, throughout their projects.*

**Mahmoud Amin**
IT Manager, Dar Al-Handasah
Cairo Office

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*Since the switch to the Lenovo ThinkStation we have seen a phenomenal difference with software performance overall.*

**Don Wilson**
Lead Product Designer, Whirlpool Corporation

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Intel® Core™ Processors
Millennials: The Adopters

The Millennials are the Adopters. This generation is currently growing to comprise most of the workforce. This generation, has seen more technological evolution than any other generation. They started work in the age of technology and are hence most comfortable with using it to communicate.

They love to collaborate and share, so they appreciate any technology or platform that allows them to do so. Also, Millennials do not believe in workspaces – they are the anytime, anywhere generation.

“Lenovo products provide us with a quality and longevity we have not experienced with past vendors. The reliability of the ThinkPad has resulted in greater adoption of laptops throughout our business, enabling our mobile workforce to maintain productivity while travelling.”

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Millennials are always on-the-go. With many in roles like sales and on-site technicians, they need devices that’s an effective extension of their style and can be flexible enough to suit their varied requirements. They also need great connectivity features and security as they are used to working from multiple locations outside traditional office premises.

**Convertible Form Factor:** for usage flexibility

**Security:** for data and device protection

**Good Conferencing Features:** for anytime collaboration

**Full Day Battery Life:** for maximum efficiency

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ThinkPad Thunderbolt™ 3 Dock: for quick and easy data transfers

Dolby® Premium ™Audio: for better voice and sound

ThinkPad X1 Yoga

360° hinge: for absolute usage flexibility

Built-in LTE-A wireless: for seamless connectivity

Protect user identity with Intel® Authenticate

Intel® Core™ Processors
**MILLENNIALS: THE ADOPTERS**

**NON-MOBILE USERS**

While most Millennials are mobile, some job roles – like Big Data Analyst and Stock Trader roles – require them to work from a designated desk. Devices that can reduce clutter and ensure maximum desk space can help the users be highly efficient at the workplace. Additionally, robust security features can protect sensitive data.

**Compact:** can fit anywhere

**Easy Expandability:** to connect to multiple monitors

**Data Security:** to protect sensitive information

**Convenient Connectivity:** for quick data transfers

**Superior Graphics Capability:** for rich visuals

ThinkCentre Tiny M910x

- 6 USB 3.0 ports: for more connectivity
- 3 independent 4K monitors*: for easy expandability
- dTPM 2.0 chip: for data security
- Integrated Intel® HD Graphics: for a superior visual experience
- ThinkCentre Tiny-in-One (TIO) compatibility: for modular design and upgradeability

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We’re more likely to improve employee collaboration and get the digital natives on board if we have modern IT space and other devices that are lightweight, powerful that they can easily carry between Vetter’s offices and labs in the region.

**Christian Hegele**
Director Information Technology, Vetter Pharma International

*with optional RX460 graphic card.*
**MILLENNIALS: THE ADOPTERS**

**SPECIALIST USERS**

Millennials in specialist roles like Graphics Designers, Visualizers and Editors require mobile workstations with high processing power and memory. They also need great screen resolution and certified software to make their creations come alive.

- **High Processing power:** to multitask easily
- **Superior Memory:** to handle intensive tasks
- **MorePorts:** to connect with other devices
- **Dazzling Display:** for rich visuals
- **Pre-installed certified software**

**ThinkPad P70**

- **64GB DDR4 memory:** for intensive usage
- **4K UHD display:** for a superior visual experience
- **Compatible with Intel® Thunderbolt™ 3:** added ports for easy expandability
- **Intel® Xeon® processors:** for a powerful performance
- **Independent Software Vendor (ISV) certified:** for seamless user experience
Conclusion

At Lenovo we strive to create our endpoint devices as an extension of the users. So whatever be the generation our devices will have an intersection of features to suit the requirements and needs of multiple generations. We offer the best-in-class devices powered by Windows 10 Pro to make organizational workplace efficiency a reality.

5 reasons why Lenovo is a difference maker

- Trusted around the world
- Expertise across categories
- Confidence in our products
- Business-boosting technology
- Flexible support network

Intel® Core™ Processors

Ultrabook, Celeron, Celeron Inside, Core Inside, Intel, Intel Logo, Intel Atom, Intel Atom Inside, Intel Core, Intel Inside, Intel Inside Logo, Intel vPro, Itanium, Itanium Inside, Pentium, Pentium Inside, vPro Inside, Xeon, Xeon Phi, Xeon Inside, and Intel Optane are trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries.

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