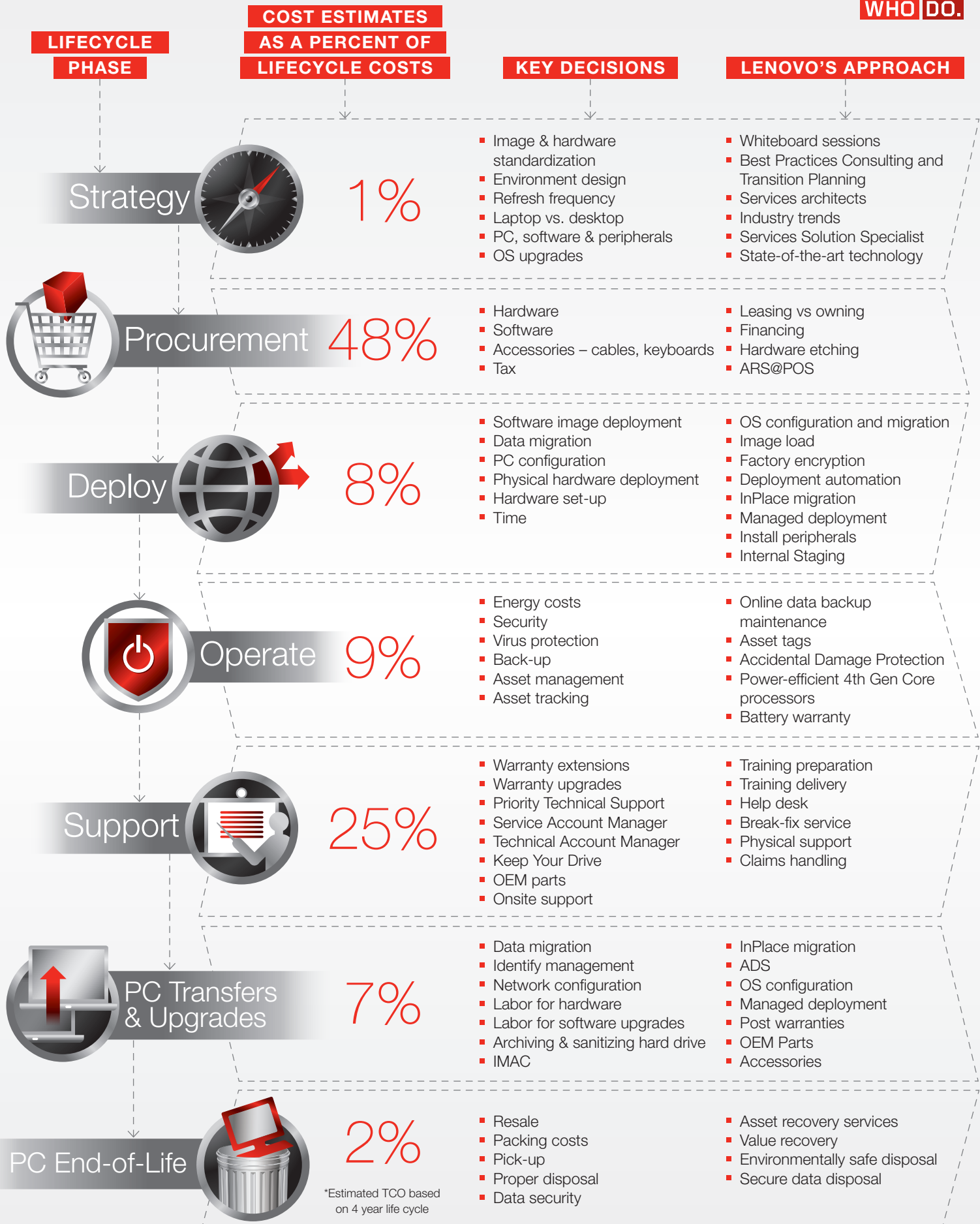




## THE LENOVO PC LIFECYCLE OPTIMIZATION GUIDE

### **MAKE THE MOST OF YOUR PC PURCHASE. THINK BEYOND THE PURCHASE COST.**

Did you know hardware and software costs represent only about 'half' the cost incurred during a PC's lifecycle? Lenovo's support for your business doesn't stop at pushing the boundaries of PC mobility and innovation. We go further to evaluate your organization's PC lifecycle costs and identify areas for cost reduction, productivity enhancement and PC optimization, both before and after the purchase.



\*Estimated TCO based on 4 year life cycle

**AS THE WORLD'S #1 PC VENDOR, LENOVO HAS HELPED ORGANIZATIONS LIKE YOURS GET THE MOST FROM OUR PCS DURING EVERY PHASE OF THE PC LIFECYCLE.**