

Same
questions.
Different
answer.



See the difference **different** can make for your customers



Intel® Core™ i7 vPro® processor.

FUJITSU

shaping tomorrow with you

Ready for something different?



When your customers come looking for new devices for work, the same essential asks are often the hardest to answer.

Q.

- Can I pick it up and take it anywhere?
- Can I rely on it to keep working?
- Can I connect my mouse, monitor, and more?
- Can I service and maintain it myself?
- Can I give my users a choice of devices?
- Can I trust it to protect my data?



Then, it's the same brands. The same black boxes.
And the same reasons for lost sales.

But what if the same questions had a **different answer?**

In this e-book, see the difference different can make, with the LIFEBOOK U series from Fujitsu, powered by Intel® Core™ i7 vPro® processor.



Same expectations. Different environments.



THROUGH 2020 AND BEYOND

**user adoption of digital tools
for collaboration and
unified communications
will increase.**



Everyone's up against the same mobility challenge right now. Getting online, getting in touch with colleagues, and getting on with work – wherever they are.

The situation might be here to stay, but the challenge doesn't have to be. The difference is LIFEBOOK. With it, your customers have more ways to stay in the loop when they're out of the office. The battery lasts all day and WLAN, Bluetooth, and 4G/LTE are embedded in. Plus, the whole series is lightweight and ergonomic. In fact, the **LIFEBOOK U9310x is the lightest 13.3-inch convertible business notebook on the market.**

Q. Same questions

Different answer

Will my users need to pack a charger?

LIFEBOOK U7 notebooks offer 97% availability over a three-year lifecycle.

How tough are these laptops?

LIFEBOOK notebooks are tested to military standards and certified to MIL-STD-810G.



Same game. Different performance.

Whatever goes wrong with their device, the consequences for your customers are the same. They lose time and they lose money. And replacing broken hardware is just another cost to consider.

Here's a different approach. We own every stage of the production of LIFEBOOK notebooks. That means **we can guarantee 97% availability**. They're powered by Intel® Core™ i7 vPro® processors. And we test them to stand five years of office work. What's more, every LIFEBOOK U7 comes with our reliability promise.

WE TEST LIFEBOOK U7
NOTEBOOKS TO STAND UP TO:

- 8 hours a day
- 47 weeks a year
- for up to 5 years

And our reliability promise means that, if it breaks in the first year, your customers will get a full refund.



Q. Same questions

What's the failure rate on these devices?

Do these laptops come with some kind of reliability promise?

Different answer

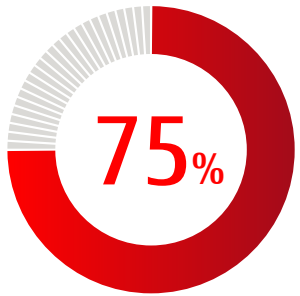
LIFEBOOK U7 notebooks offer 97% availability over a three-year lifecycle.

LIFEBOOK U7 notebooks come with the Fujitsu Reliability Promise. If it breaks in the first year, you get a full refund.



Same connections. Different cost.

BY LATE 2021
USB-Type C
will account for



of IT dock deployments.

It seems like every device is going the same way. Swapping essential ports (like RJ45, digital display or multiple USB ports) for expensive dongles. And leaving your customers with messy desks and missing connectivity.

Connecting to a LIFEBOOK is a little bit different. LIFEBOOK notebooks use universal docking. And we've left the most important legacy ports built in. So, your customers can charge their phone, join a network or connect to presentation media with ease. Without more costs.



Q. Same questions

Different answer

Will I need to buy connectivity dongles?

LIFEBOOK notebooks come with a range of legacy ports built in, so you can plug in whatever you need.

How do my users charge these laptops?

LIFEBOOK notebooks charge through USB-C.

What if my users want more docking options?

LIFEBOOK U7x9 and U7x10 notebooks support our mechanical port rep for more docking options.



Same upkeep. Different downtime.

When it comes to routine device maintenance, your customers usually have two options. Send it for a service. Or hope it holds up. Either way, the result is the same. Lost productivity.

LIFEBOOK gives them a different option. **LIFEBOOK U7x10** comes with two service hatches. So, whether it's a routine service or exciting new upgrade, the IT department can do it themselves – and cut down on downtime.



Through the **service hatch** on a **LIFEBOOK U7x10**, **IT departments can replace the changeable battery in minutes.** And, on most LIFEBOOK models, your customers can add an LTE module retrospectively.

Q. Same questions

What if my users want to upgrade their existing laptops?

Can my users upgrade the device to use 4G?

Different answer

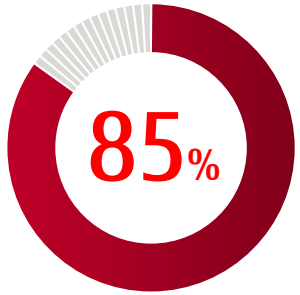
LIFEBOOK notebooks come with service hatches, so your end users or your IT department can upgrade memory or batteries themselves.

If your LIFEBOOK notebook is 4G ready, the antennae is already built in. All you'll need to do is add the 4G module.



Same tech. Different teams.

BY 2020



**of unregulated enterprise organisations
will offer a CYOD programme for eligible
employees as their default device policy.**

Great businesses come in all shapes and sizes. So do the people that work for them. The problem is, if they're not using the same devices loaded with the same apps, IT can have a hard time managing it all.

LIFEBOOK gives your customers and their employees a different choice. In fact, it gives them a few. The LIFEBOOK U series is a family of devices in all sizes and specs. But with only one deployment image for the IT team to manage. Perfect for kicking off a choose-your-own-device (CYOD) policy in your customers' businesses.

Q. Same questions

What if we work in a shared desk environment?

Is there a price increase if I want a larger screen size?"

Different answer

LIFEBOOK U-series notebooks are cross-compatible and all have USB type C ports. That's one cable for power, data, video, and audio in and out.

LIFEBOOK notebooks are priced consistently, regardless of the screen size you choose.



Same dangers. Different defence.



THROUGH 2022

Gartner believes that security technology combining machine learning, biometrics, and user behaviour will reduce passwords to account for less than



of all digital authentications.

Businesses have been working to regulations like the GDPR for some time, now. But the same honest mistakes can still cost money and ruin reputations.

Your customers can count on a different degree of security from LIFEBOOK. One that starts with the device. Not just hard drive encryption and hardware locks. But biometric authentication and extended BIOS features. So, they have fewer passwords to remember (or forget). The only person that can access a device is its owner. And customers can protect their people and keep their data out of danger.

The LIFEBOOK series also comes with Login V2. It's our security software stack built to work with Active Directory. So, customers can log in with greater flexibility and control.

Q. Same questions

Can my users log in with biometric security?

Different answer

LIFEBOOK notebooks are available with Fujitsu PalmSecure. This is a biometric technology that authenticates users based on vein pattern recognition.

Can my users log in with Windows Hello?

LIFEBOOK notebooks are compatible with Windows Hello using fingerprints and, on certain models, using infra-red webcam.



The difference different can make

Same challenges.
Same demands.
Same expectations.
Different solution.

That's what makes the **LIFEBOOK U series**
up to Intel® Core™ i7 vPro® processor different for
your business and your customers.

- Pick it up and take it anywhere.
- Count on it to keep up.
- Connect a mouse, monitor, and more.
- Service and maintain it themselves.
- Give their users a choice of devices.
- Trust it to protect their data.





shaping tomorrow with you

Add the benefits and features of the LIFEBOOK U series, up to Intel® Core™ i7 vPro® processors, to your offering. And set your quotes apart from the rest.



➤ Ready for something different?

[Start selling the LIFEBOOK U series](#)

➤ Want to stand out even more?

[Speak to us about becoming a SELECT partner](#)

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