



Fujitsu recommends Windows 11 Pro for business

# Same expectations. Different experience.

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

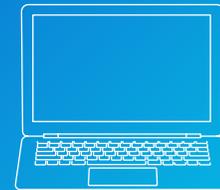
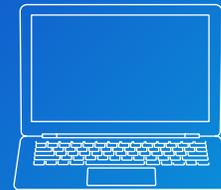
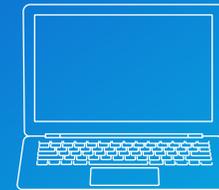
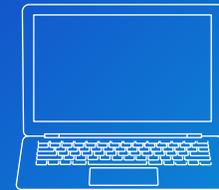
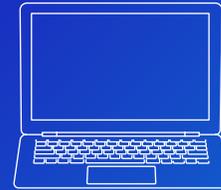


# Ready for something different?

When you're looking for new devices for your business, the same questions tend to crop up.

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- Can they support a mobile workforce?
- Will they keep my data secure?
- Are they easy to maintain and reliable enough to last?
- Can our people choose from a range of different devices?
- Do they seamlessly connect to a mouse, monitor and more?





In this eBook,  
you'll discover what's  
different about the  
new LIFEBOOK series.

And the difference that can  
make to your business.



# Same expectations. Different environments.

Through 2022 and beyond user adoption of digital tools for collaboration and unified communications will increase.

**Everyone in your business is facing the same mobility challenge. They want to be online, in touch with colleagues, and getting on with their work – wherever they are. The situation might be here to stay, but the challenge doesn't have to be.**

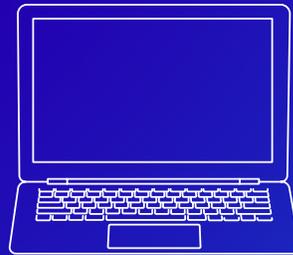
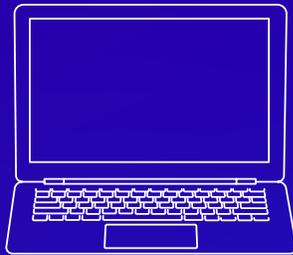
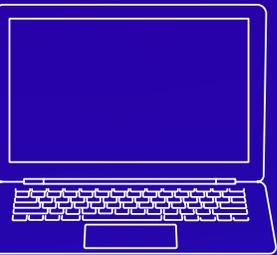
The difference here is the LIFEBOOK series. With it, your workers can constantly stay in the loop, even when they're out of the office. Devices come with an all-day battery and WLAN, Bluetooth, and can be 4G/LTE ready. Plus, the whole range prioritises lightweight and ergonomic features. In fact, the **LIFEBOOK U9312x is the lightest 13.3-inch convertible business notebook on the market.**



# Same questions. Different answers.

- How long will the battery life last?

LIFEBOOK notebooks can provide an all-day battery life (benchmarked by BAPCO MobileMark 2018 results).



- 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 a device, the consequences for your business remain the same. Device downtime means worker downtime – hitting your productivity hard. After all, a device's best quality is reliability.

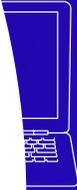
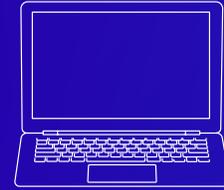
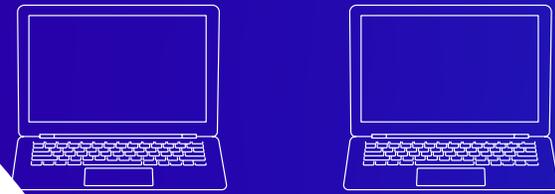
This is why our LIFEBOOK series devices are HALT tested. This involves rigorous hinge, drop and temperature testing, which replicates five years of use. It's how we can now guarantee 97% availability.

We test all LIFEBOOKs 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.





# Same questions. Different answers.

- What testing do the LIFEBOOK devices go through before they are available to use?

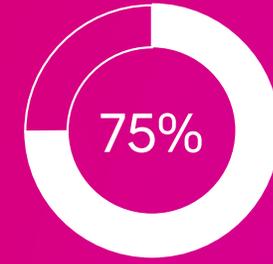
They go through hinge, drop and temperature testing. We also ensure our products meet the rigorous sustainability standards of TCO Generation 9 and EPEAT.

- Can the reliability of LIFEBOOK devices support greater sustainability?

By combining more reliable devices with higher levels of customer service, we can ensure a longer device lifecycle. In turn, this helps reduce e-waste and demand for manufacturing materials.

# Same connections. Different cost.

By late 2022 USB-Type C will account for



of IT dock deployments.

It seems as if every device is going the same way. Essential ports being removed in favour of an expensive dongle that only causes more hassle. We thought your business deserved something better than this, so we did something about it.

Connecting to a LIFEBOOK device is a little bit different. Our notebooks use universal docking. And we've left the most important legacy ports built in. So, your employees can charge their device, join a network or connect to presentation media all at the same time. And all without any added costs.



# Same questions. Different answers.

- Will we need to buy connectivity dongles?

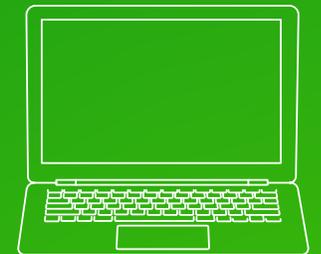
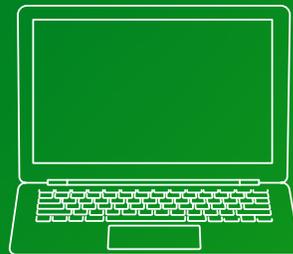
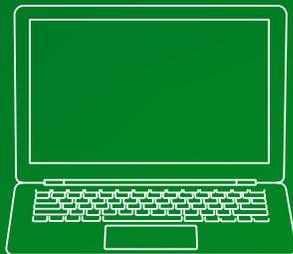
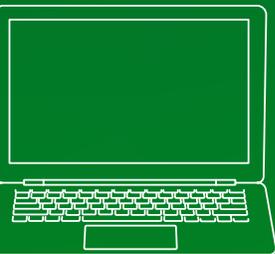
LIFEBOOK notebooks come with a range of legacy ports built in, so you can plug in whatever you need.

- How do we charge these laptops?

LIFEBOOK notebooks charge through USB-C.

- What if our people want more docking options?

LIFEBOOK E5x12 (Not AMD option), U7x11 and U7x12 notebooks support our mechanical port rep for more docking options.



# Same support. Different strategy.

Better device reliability paired with quality customer service supports longer device lifecycles. After all, you want to have your devices up and running quickly, without your IT team having to spend their days dealing with repetitive, easy-to-fix issues.

With the new LIFEBOOK series, we can provide first-line UK support from our technical engineers to help solve any device issues that might come up. This relieves your team from dealing with the stress caused by device repair. Instead letting them focus on more strategic or creative endeavours without the worry of lost productivity.

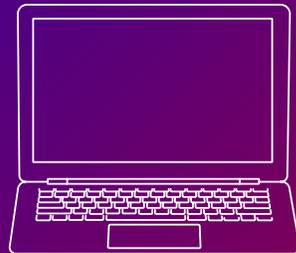
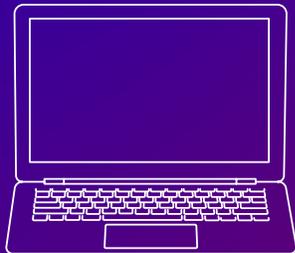
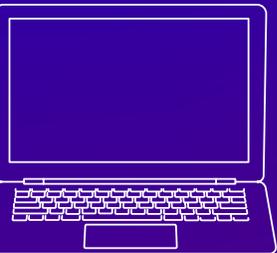
Through **serviceable chassis on all LIFEBOOK models**, IT departments can repair user damage or perform simple upgrades to these Fujitsu notebooks. This includes actions like screen repairs or retrospectively adding an LTE module.



# Same questions. Different answers.

- How can we contact Fujitsu's technical engineers for support?

There are many ways to interact with our technical engineers including phone calls, emails and web chat.

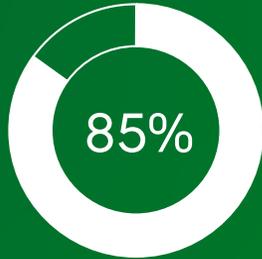


- How quickly will my technical issues be solved?

We aim to solve easy-to-fix issues quickly with average call times with our technical consultants lasting 7.5 minutes.

# Same tech. Different range.

By 2023



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

**Different businesses work in different ways. And the same is true of people. So, giving choice to your users is important. However, if their devices aren't compatible or loaded with the same apps, effective management becomes a more difficult task.**

With the LIFEBOOK series, you're giving your employees more choice from a family of devices with a wide range of sizes and specs. With cross-compatibility embedded, you can ensure unity, reduce wasted time, and save energy across your business. Pair up the right employee with the right model; no matter the worker or department.





# Same questions. Different answers.

- How does the LIFEBOOK U7x12 series support cross-compatibility?

LIFEBOOK U7x12 series notebooks come with guaranteed compatibility across the family of devices.



# Same dangers. Different defence.

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## Security, in the palm of your hand

PalmSecure is a leading-edge authentication system using biometric technology to authenticate users. By accurately identifying individuals through scanning complex vein patterns in the palm of the hand, forging an identity becomes extremely difficult. PalmSecure has been developed to be one of the most accurate biometric authentication solutions currently available, helping better protect your people and their devices.

**Passwords and data can be lost, stolen or copied very easily. That was until the new LIFEBOOK series was able to offer the most secure biometric capabilities on the market.**

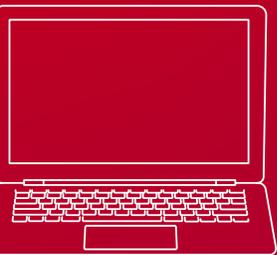
Better protect your people with the LIFEBOOK series with PalmSecure. Now you can safeguard sensitive company data, all without restricting your employee's ability to do their job. Provide easy access, only to the people you want.



# Same questions. Different answers.

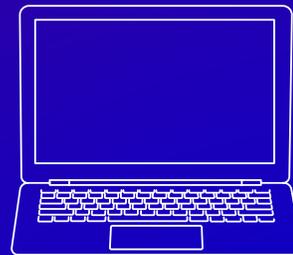
- Can my users log in with biometric security?

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, infra-red webcams.



# Same service. Different oversight.

By  
2023



of enterprise market to be done via  
Device as a Service through 2025.

Gartner

**Whatever services you choose, choose choice with Fujitsu. The new LIFEBOOK series offers businesses a new way of operating.**

From hardware to software to the specific services your business needs, choose what you want, when you want it. From device pre deployment to deployment. From lifecycle support to end-of-life recycling, we can help manage it all.



# Same support. Different structure.

Gartner's 2020 Workplace Hype Cycle highlighted



cost



connectivity

as the biggest barriers to PC as a Service.

Gartner

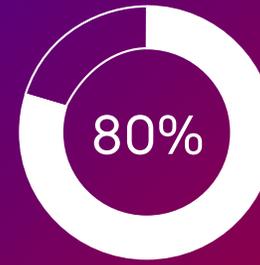
**It's easy to select any services or devices you need with Fujitsu. Add, remove or adjust services as you see fit to get the most out of your devices. You can also choose to pay either on a per-month or per-user basis.**

Manage as much or as little of the process as you want to. Free up your IT teams from wasting time on the mundane and manual. Instead give them more time to focus on creative and strategic thinking, rather than device management.



# Same technology. Different impact.

By the end  
of 2022



of enterprise PCs for traditional office workers  
will be notebooks, up from 55% in 2019.

Gartner

You can use LIFEBOOK devices via PC-as-a-Service (PCaaS). PCaaS offers you a wide range of services - such as zero-touch deployment - to help refine your IT strategy. This means your people can now work the way they want to, and it helps your finances to go further.

Fujitsu's PCaaS will also help support your business to recycle old technology you're no longer using. We'll take away any old devices, securely wipe them, and then sustainably recycle them for you.

It's good for your people who get to use the most up-to-date devices. And it's good for the planet as well. Think of it as a way for us to offer Sustainability-as-a-Service.

# Same routine. Different results.

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Recently, all businesses have been forced to change the way they work. The office as we once knew it is no more. Borders are now invisible, talent can be accessed from anywhere, and innovation can take place from wherever you can find a stable internet connection.

The LIFEBOOK series helps foster this innovative approach. Our devices have the security, connectivity and reliability to allow your business to adapt quickly in a constantly changing world.

With the LIFEBOOK series, your people have the ideal way to work anywhere, everywhere, and anyhow. Help your employees achieve the work-life balance they want and seamlessly integrate the borderless office into your company.





# Same device. Different future.

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Life doesn't take place in one location, and now neither does your business. Here the LIFEBOOK can help you get mobile wireless ready, future-proofing your tech without the need to ditch any existing hardware that remains important.

Most of our LIFEBOOK range can have mobile wireless networking features or a Wireless Wide Area Network (WWAN) added at any time. Upgrade the way your employees operate and your business functions without needing entirely new notebooks or changes to established methods.

For your business, this means less hassle, less waste and less getting left behind.

# The difference **different** can make

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

**That's what makes the LIFEBOOK series special.**

**Add the benefits of the LIFEBOOK series to  
your business.**

- > Ultra-portable
- > Easy to maintain
- > Reliable
- > Versatile
- > Easily connected
- > Trusted
- > Serviceable





# Ready for something different?

Explore our range of options  
[fujitsu.com/uk/products/](https://fujitsu.com/uk/products/)  
[askfujitsu@fujitsu.com](mailto:askfujitsu@fujitsu.com)

In association with



**Windows 11**

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