

Knowledge workers don't stay tied to desks...

Mobility Matters



The workforce is mobile – and so are business devices:



→ Nearly **two thirds** of people sometimes work outside the office



→ People use over **three devices per day** for work



→ Less routine work – **more collaborative activity**, across teams and borders

Why are 2 in 1 devices getting so popular in business?

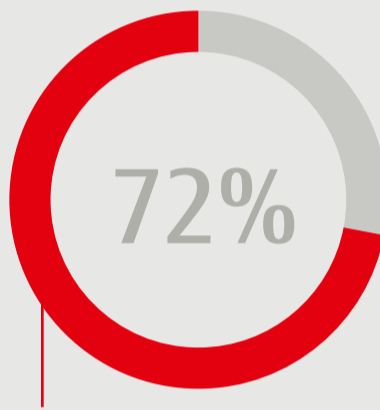
- Flexible use of a tablet combined with productivity of a notebook
- Consumption and collaboration (mail, browse, review, present) on the go
- Mobile content creation: simply attaching a keyboard
- Great fit for always-on lifestyles: immediately available, instantly connected
- Completely digital, mobile office: take notes and signatures with a digital pen

Business travelers **Sales executives** **Financial advisors** **Vehicle appraisers** **Healthcare professionals**

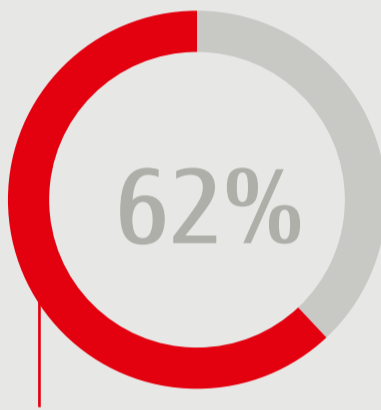
...all benefit from the flexibility and productivity of 2 in 1 devices.

2 in 1 devices are a great choice for enterprises too

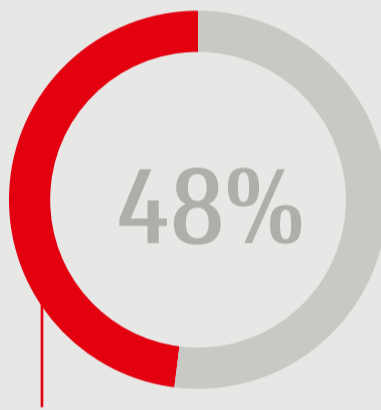
Three reasons why businesses buy 2 in 1 devices:



Get work done more efficiently – wherever people are



Make people better at their jobs



Keep staff responsive to clients

Source: <http://www.intel.co.uk/content/dam/www/public/emea/xe/en/pdf/business-mobility-insights.pdf>

The Challenge:



USERS

VS

CIO

Mismatch between user and enterprise aspirations:
The user's dream is the CIO's nightmare!

Responsive Design
Lightweight Connectivity
Flexible ways to use
Always-on

Encryption **Ergonomics**
Safe data
Easy manageability
Easy to integrate
with existing platforms
On premise service

Which devices deliver on these aspirations for business and users?



Meet the STYLISTIC R727

What users want

- Flexibility in one device:** converts instantly from tablet to notebook and back, with snap-on magnetic keyboard and integrated kickstand. Pen and touch support.
- Battery runtime:** up to 10 hours
- Go-anywhere connectivity:** optional 4G/LTE with GPS
- Light and slim:** weight from 830 g, 9.5 mm slim
- Outdoor-readable screen:** anti-glare display option, touch & pen input
- Cool design:** great looks, elegant styling

What the CIO wants

- Secure:** next-gen NFC-based SmartCard authentication, TPM, encrypted drives, combined with Windows 10 Enterprise Data Encryption
- Easy to integrate** with enterprise IT platforms: Windows 10 Pro
- Easy to manage:** SCCM compatible, 7th Generation Intel® Core™ i7 vPro™ processor and Fujitsu DeskView for remote management, PXE boot code

Make the World your Workplace with the Fujitsu STYLISTIC R727!