2 in 1 and the Executive Road Warrior: Do More. Carry Less.

With envisioning the corporation’s future, strategically leading toward it, and building the relationships and processes to make it happen, a busy executive isn’t thinking about the computing technology used. An executive does not have the time. The technology just needs to work. And be convenient when wanted and useful when needed.

Executives spend a lot of time on the go—by plane, rail, and car. They meet in conference rooms, boardrooms, hotel suites, restaurants, and spend late nights at a hotel room desk taking care of the final touches on a deal or catching up with the family back home. Executives need the convenience of a tablet to easily share important data with new acquaintances and established business partners, yet be able to create, analyze, and compute with a laptop. Enabling the executive to do more and carry less, a 2 in 1 is the best thing in a briefcase or a handbag.

One Secret to a Good Partnership

Executives build relationships. They do it by spending face-to-face time with peers. At the beginning, those relationships can be on tenterhooks, and appearances can mean a great deal. So, facing the back of a laptop—even a small one—is not an optimum beginning for a new, strategic acquaintance. That laptop cover looks much like a small wall. A 2 in 1 in tablet mode appears less of a barrier when engaging with new acquaintances. Later, when it’s time for the executive to get down to business with a full-fledged laptop, a simple click, flip, or twist of the keyboard makes all the traditional tools available. That’s the beauty of a 2 in 1. It’s lightweight, unobtrusive, appealing, and attractive on the conference table as a tablet, yet delivers all the productive power tools needed as a laptop.

Workhorse on the Go

Executives are busy people, often dashing from one meeting, where they just presented critical information, to the next. In meetings, it makes presentation and sharing convenient as a tablet. Between meetings—whether on plane, train, or in a cab—executives need to document actions taken. That’s when a 2 in 1 goes from convenient to powerful. With a click, flip, or twist, the keyboard and traditional PC capabilities built-into the device become all important. The ease with which it can be dropped in a briefcase or a handbag makes it a breeze to have handy, and fewer cords and accessories are needed than when carrying both a tablet and laptop.

For IT, 2 in 1s with 4th generation Intel® Core™ vPro™ processors are designed for business and let executives run worry-free. IT can manage the device, keep it in compliance—even if it’s not in the office—and feel confident that sensitive data is securely encrypted with Intel® SSD Pro 2500 Series drives.\(^1\)
A 2 in 1 enables the busy executive to build relationships and the business, while staying productive anywhere, any time.

2 in 1 is Better than Two
Sixty percent of today’s workers carry three or more technology devices. That’s a lot of real estate to haul around, keep track of, and manage carrying. A 2 in 1 turns two devices into one. That not only simplifies life for the person carrying it, but reduces the total cost of ownership for the company. In the long run, one is cheaper than two.

Learn more about Intel®-based 2 in 1s here:
www.intel.com/2in1forbusiness
No computer system can provide absolute security under all conditions. Built-in security features available on select Intel® Solid State Drives may require additional software, hardware, services and/or an Internet connection. Results may vary depending upon configuration. Consult your system manufacturer for more details.

Forrester Research, 2012

Principled Technologies, “Total Cost of Ownership: Save with a 2 in 1 Intel vPro Ultrabook,” July, 2013. Intel is a sponsor and member of the BenchmarkXPRT Development Community, and was the major developer of the XPRT family of benchmarks. Principled Technologies is the publisher of the XPRT family of benchmarks. You should consult other information and performance tools to assist you in fully evaluating your contemplated purchases. The TCO or other cost reduction scenarios described in this document are intended to enable you to get a better understanding of how the purchase of a given Intel product, combined with a number of situation-specific variables, might affect your future cost and savings. Nothing in this document should be interpreted as either a promise of or contract for a given level of costs.

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