



Lenovo ThinkShield Devices Security Ecosystem

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Agenda

- Technology Trend
- ThinkShield



Technology Trends that will mark 2020

Lenovo runs a large scale Customer Advisory Forum each year, with top CIOs from different countries being invited

Market trends

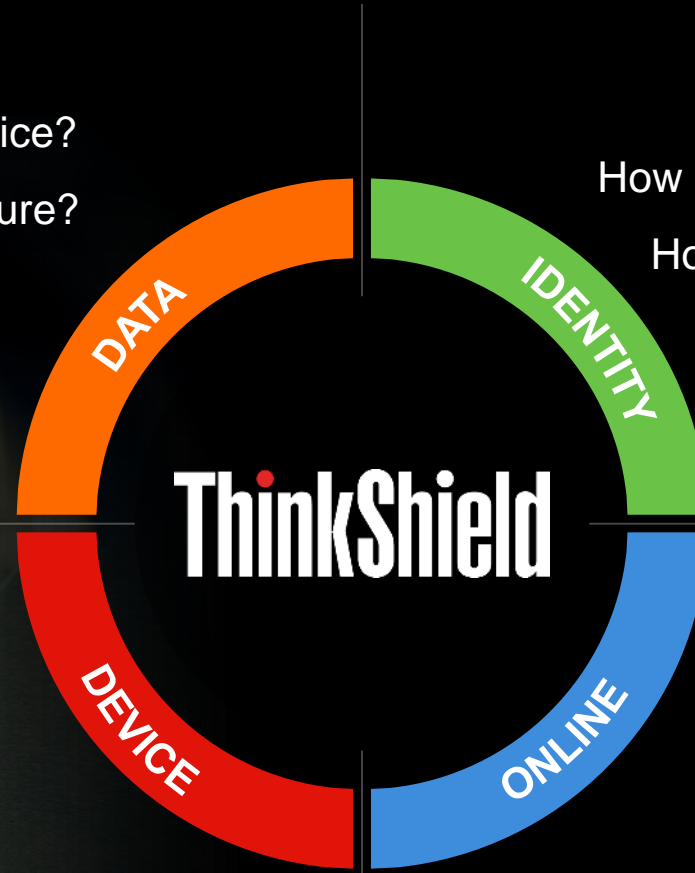
- **Digital Transformation** gears up in all industries
- **Work From Home** rises to become a new standard
- **Millenials** and **Gen-Z** will represent 75% of the global **workforce** by 2025
- **SMBs** are now looking for a device that can cover for their organization's needs, rather than buying devices intended for home users

Technology trends

- Diversity of **notebook** and **desktop form factors** is increasing
- **Audio** and **Visual** experience has now become extremely important
- Online, Identity, Device, Data **security** in the spotlight
- Focus on **Quality of build** and **tolerance** rises in enterprise organizations that have realized that TCO (Total Cost of Ownership) is what makes a difference to the org's bottom-line
- **Mobile-like** laptop use and **device looks** appeal to younger generations
- **AMD 7nm CPUs** (Ryzen 4000) will disrupt CPU market?



Our approach to security is different. We focus on customer pain points, right from the start.



How can I prevent data leakage from a lost device?
How can I ensure I meet regulations for disclosure?
How can I protect data on the system?
How do protect data off-device?

How do I protect my Data?

How do I protect my Devices?

How can I find / disable lost device?
How do I ensure my device is healthy?
How do I update systems securely?
How do I prevent my device from being compromised?

How can I prevent passwords from getting breached?
How do I implement multifactor without complexity?
How can I make logging on simple and secure?

How do I protect my Identity?

How am I Protected Online?

How do I prevent Identity theft?
How can I ensure a secure connection?
What can I do to prevent malware & phishing?
How can I prevent data from leaving the device?

ThinkShield

COMPREHENSIVE SOLUTION

Data

- ThinkPad Privacy Guard
- Trusted Service
- Keep Your Drive service
- WinMagic
- Absolute
- OLDB (Online Data Backup)
- SED (Self-Encrypting Drives)
- BitLocker
- HDD Password
- Smart USB Protection
- Disk Wipe Tools
- Intel Remote Secure Erase
- Lenovo Asset Recovery Service
- USB Secure Hard Drive
- Full Drive Encryption
- ITC Image Verification
- Lenovo Asset Recovery Service

Identity

- Intel Authenticate Multifactor
- Match on Chip Fingerprint
- FIDO
- Broad SmartCard Support
- Secure NFC tap-to-login
- Absolute
- Windows Hello
- Intel Online Connect
- IR Camera
- Glance Presence & Gaze Detection

Online

- BufferZone (sandboxing)
- Coronet (WiFi Security)
- MobileIron
- Lenovo Unified Workspace
- Lenovo WiFi Security
- Intel vPro
- Intel Identity Protection Technology with PKI (Public Key Infrastructure)
- Intel Software Guard Extensions (SGX)

Device

Process

- Trusted Supplier Program
- Transparent Supply Chain
- PSIRT & FIRST
- Packaging Security
- ITC Image Verification
- Secure patch/update of drivers/firmware
- Spare Parts Handling
- BIOS Reading Room

Features

- ThinkShutter
- Ready to Provision (RTP) Preload
- Kensington Lock / Tamper Switch
- Thunderbolt Security
- No backdoor Supervisor Password / NIST Compliant BIOS
- TPM 1.2/2.0
- BIOS Asset Information Area
- Lenovo Patch with Self-Healing from Absolute Software
- Intel Boot Guard
- ITC First Boot Service / Anti Bridge Switch
- Asset Tagging Service / Device Registration
- Absolute Software
- LVFS and Windows Update Firmware Updates
- HVCI Compliant Drivers / One switch DeviceGuard
- C-TPAT Logistics
- Smart USB Protection

ThinkShield

Our security portfolio ...

HARDWARE

ThinkShutter
Match on Chip Fingerprint
IR Camera
Thunderbolt Security
Micro & Mini Lock
Intel Boot Guard
Tamper Switch
Laser Etching

SOFTWARE

Glance Privacy Alert
Lenovo WiFi Security
Absolute Software
Lenovo Endpoint Mgmt
BitLocker
FIDO
Windows Hello
BufferZone

SERVICES

Keep your drive
Asset recovery
Auto Pilot
Trusted Supplier Program
Transparent Supply Chain
Packaging Security
Asset Tagging Service

... has you **protected from every angle** by securing physical devices, protecting you online, and guarding your data and identity.

Introducing ThinkPad Privacy Guard with Privacy Alert

Protect yourself from shoulder surfing!

- Lenovo's built in ePrivacy filter
- Glance gaze* detection proactive "blind-spot" notification
- Glance presence* detection: locks the system when away



*Presence and Gaze detection require IR camera
Gaze detection offered on PrivacyGuard models

Lenovo™

Audio / Visual experience is extremely important

- Laptops are mobile conferencing hubs – Skype/Zoom/Blue Jeans/Webex
- Mix of IPS and high brightness panels growing
- Low power panel technology enabling brightness without sacrifice
- Touch adoption continues to grow

ThinkPad in 2020

Microphone & speaker investments

- Quad & dual far-field across portfolio
- Dolby Atmos and premium audio

Premium panel leadership

- FHD Low power, 4K, OLED, Dolby Vision, HDR
- On-cell touch

Thank You!!!

Lenovo