

Built for Business: Lenovo vs. Apple



Lenovo recommends Windows 11 Pro for business

Your comprehensive guide to presenting modern Lenovo devices as a better business computing solution than Apple.



Who Are We Talking To?

- IT Directors, Managers, and Infrastructure Experts
- C-Suite Executives (CTOs, CIOs, CEOs, COOs, CFOs)
- Administrators (Cloud Admins, Backup Admins, Office Admins)

What Are We Saying?

Paired with modern Lenovo devices powered by Intel processors, Windows 11 is the ultimate business computing solution. Meanwhile, Apple products lack flexibility, versatility, and upgradability.

From chip to cloud, Windows 11 is designed for hybrid teams—with the productivity and collaboration options needed to work efficiently and securely from anywhere. And there's no better pairing for this powerful software than Lenovo's flexible, compatible, business-ready devices. Apple MacBooks just can't compete.



Why Does it Matter?

The trifecta of Lenovo, Intel, and Windows 11 elevates business with speed, security, and style. Versatile form factors, security at every turn, unmatched compatibility, and low total cost of ownership are just a few of the reasons why our solutions eclipse Apple for business computing. Bringing macOS into an IT environment adds unnecessary cost and complexity that affects profitability. But our solutions have the power to boost bottom lines—for you and your business customers.

How We Stack Up and Stand Out

When it comes to flexibility, compatibility, performance and business-grade mobility, modern Lenovo devices clearly outshine Apple MacBooks.



Unmatched Security

Built on a Zero Trust security model, Windows 11 is the most secure version yet. Multiple layers of tightly integrated hardware and software protection make this the ideal operating system primed and ready for remote work. Plus, Lenovo laptops, like the ThinkPad X1 Carbon with Intel vPro® Enterprise for Windows, provides multilayer security—including Intel Hardware Shield for Below-the-OS-Security.



Compatibility & Support

Apple's macOS adds complexity and cost for IT teams—with short-notice upgrades, a user interface that differs across devices, and evolving port infrastructure that leaves many legacy devices unusable and obsolete.

But with the complete Lenovo solution, the burden is lifted. Windows offers outstanding 99.7% app compatibility and extensive support for the critical line-of-business (LOB) software organizations have trusted for years. Apps like FaceTime and iMessage don't work with non-Apple devices, limiting workplace compatibility. But Intel® Evo™ laptops with built-in Intel® Unison™ technology offer a universal content experience—giving users the freedom to talk, text, and transfer across iOS and Android devices.



Built for Business

The business world trusts Lenovo to power modern work. And for good reason. Our devices are designed with productivity, mobility, and accessibility in mind—while offering configurable and expandable storage options—so teams can multitask, create, and collaborate with ease.

Memory and storage are common hurdles for MacBook users, because Apple M-chips can't be upgraded once the device is built. In addition, Mac doesn't offer cloud-oriented configurations, which further limits the amount of data users can store and save.



Flexibility at Every Turn

Lenovo understands the needs of commercial businesses. And to meet those needs, we provide an expansive portfolio of devices for any business application including workstations, all-in-ones, and 2-in-1s—like ThinkPad X1 Yoga Gen 7, the perfect PC for creative, on-the-go business pros.

The MacBook portfolio, however, is limited to standard clamshell designs with smaller displays, no touch or pen support, and no innovative form factors.



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Devices to Lead With

Lenovo's innovative, stylish, and powerful device suite offers solutions for every business and price point. Compared to Apple's premium-priced laptops, these top-rated Lenovo solutions can help you win.

Ultimate Flexibility for Creatives & Marketers



ThinkPad X1 Nano Gen 3

- MIL-SPEC tested for reliability
- Color-rich, 2K display available with or without touch
- AI-based noise cancellation & Dolby Voice®



ThinkPad X1 Yoga Gen 8

- Powerful 2-in-1 laptop
- Features robust security and military-grade durability
- Redesigned keyboard and new rear exhaust venting allows better airflow

Superior Mobility for Executives & Office Workers



ThinkBook 15 Gen 5i

- Powerful and secure Small Business laptop
- Ideal for seamless, responsive multitasking
- Long-lasting battery with Rapid Charge technology



ThinkBook 14 Gen 5i

- Lightweight, responsive Small Business laptop
- Great for videocalls with FHD webcam and dual-array mics
- Features Dolby Audio™ & noise cancellation



ThinkPad X1 Carbon Gen 11

- Named "the world's best laptop" by PCMag.com Editors' Choice
- Military spec tested for durability
- Innovative airflow and venting design for cooler performance

Conversation Starters

Ask your customers these key questions to get the Lenovo vs. Apple conversation going.

Question: What is your intended price point per user? Have you considered peripherals and accessories within that budget?

Follow-Up: There are always ways to enhance the working experience—especially for on-the-go employees who require the right tech tools to power their workday. Lenovo has an extensive portfolio of monitors, keyboards, and mice to maximize employee productivity and comfort—wherever they work. Lenovo 2-in-1s can meet those needs at a fraction of Apple's costs.

Question: Have you equipped every employee with what they need to do their best work?

Follow-Up: Today's modern workforce relies on tech to get the job done. And that means you need to provide them with the right device, offering the right features, at the right price for you. Modern Lenovo devices are priced to fit any budget, and offer extensive features to power better multitasking, videoconferencing, and more.

Question: Do you need help finding the right solutions for your workforce?

Follow-Up: We know that when it comes to tech, one size doesn't fit all. Let's talk about your team's unique needs and explore Lenovo PCs powered by the latest Intel processors and Windows 11 software that can help your organization thrive.

Question: How are you currently deploying and managing hybrid team devices?

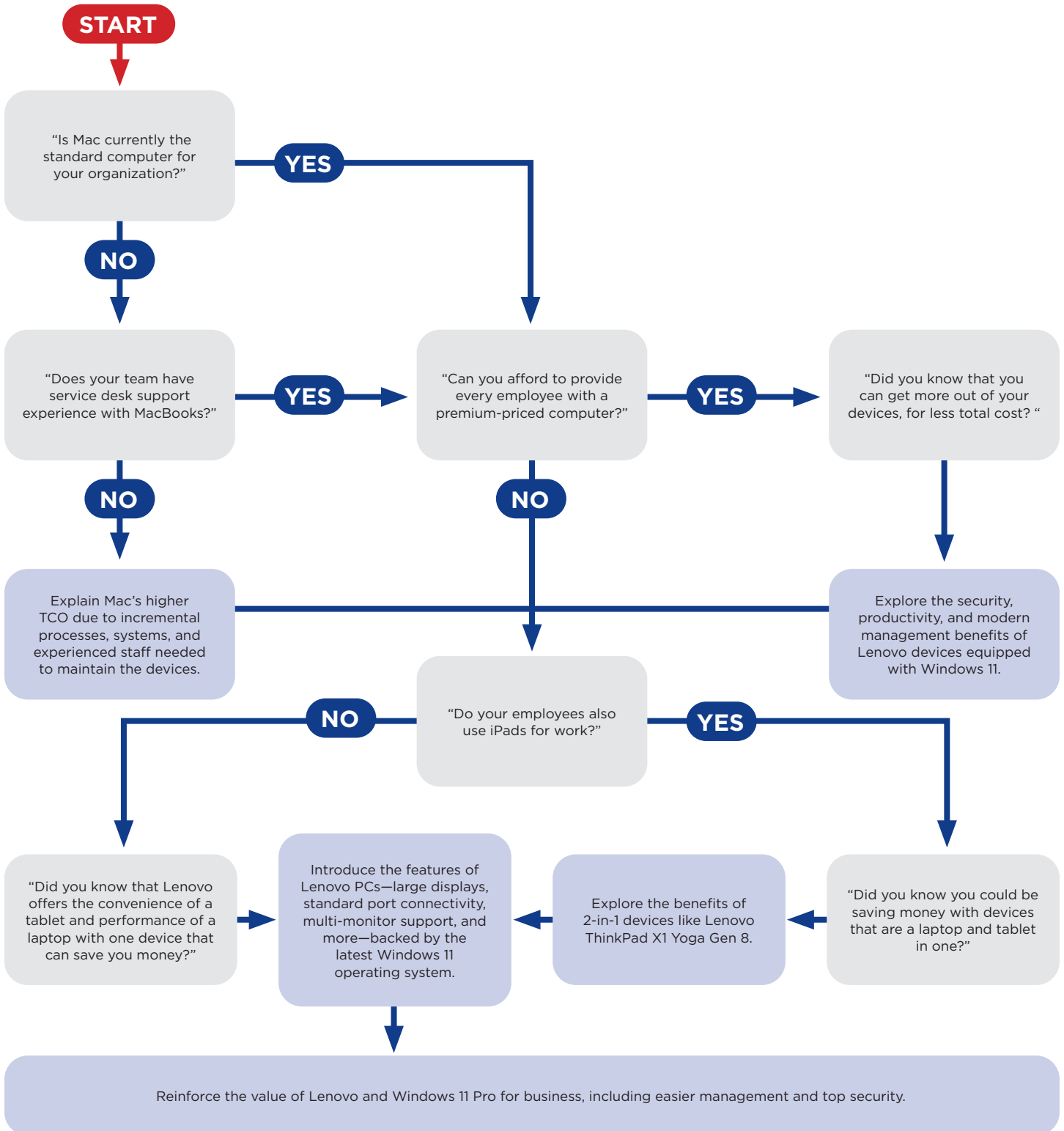
Follow-Up: Lenovo makes device deployment and management easier on your IT team. With secure management capabilities through the cloud and Lenovo TruScale Device as a Service (DaaS) options, we can help you streamline management across your entire fleet.



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Navigation Tips

If your customer is still leaning towards Apple, what's driving their decision? The answer can often be superficial preference rather than productivity and management efficiency. Here's how to navigate the conversation and help customers bust through the myths.



Objection Handling

Handling objections starts by knowing the competition. Here are some of the most common misconceptions about Apple MacBook products, and how you can respond.

“Mac is easier to use”

Perhaps that's true—if you stay within the Apple “walled garden” ecosystem. Lenovo PCs with Windows 11 keep you from being trapped in that garden.

Apple apps aren't compatible with non-Apple devices.

Macs can run Windows apps, but doing so adds cost and complexity.

Intel® Evo™ laptops with Intel® Unison™ seamlessly connect to your smartphone of choice for a universal content sharing experience.¹

“Mac is more secure”

85% of breaches involve a human element³, which means Mac users are not more immune.

Lenovo devices equipped with ThinkShield technology and Windows 11 Zero Trust security protect your business from all sides.

Our secure devices and multifactor authentication protect identities and data access, straight out of the box.

New hardware-based AI threat detection from Intel has resulted in ~70% attack surface reduction.⁴

Mac has better Total Cost of Ownership (TCO)”

Apple TCO claims compare legacy Windows device management to modern end-user management options for Mac. But applying the same modernization to Lenovo PCs running Windows 11 delivers impactful results.

Lenovo PCs offer expanded screen sizes and port connectivity to reduce peripheral costs.

MacBook limited screen size requires adding monitors for comfort and productivity, which increases costs.

Mac keyboards differ just enough from standard layouts to make for an awkward user experience.

Limited ports make it impossible to connect a standard USB keyboard, mouse, and monitor to MacBook without purchasing a dongle.

“Mac is higher quality”

Unlike the limited Mac portfolio, Lenovo offers a wide range of premium, business-ready devices equipped with Windows 11 for all price points and user priorities.

IT pros are 3x more likely to recommend Windows vs. macOS.²

“Mac has better design”

Apple often prioritizes form over function. With Lenovo, users get style and power, in a design that suits their workstyle.

MacBooks are only available in clamshell form factors.

Limited MacBook ports often require additional cable or dongle to connect peripherals.

Apple's new M-series processors can only support a single external display.

Windows 11 Pro for business can support up to 16 external displays with Lenovo devices designed for ultra-connectivity.

“Mac is ready for business”

Choosing Apple as your business computing partner limits tech flexibility. Lenovo and Windows have been the ideal business computing choice for decades because we offer you freedom and flexibility for the long term.

Windows-ready PCs offer ultimate business performance, straight out of the box.

Innovative form factors offer solutions for every work style, boosting productivity, collaboration, and hybrid mobility.



Contact your Channel Account Manager with questions or for more information.

¹ Intel® Unison™ solution is currently only available on eligible Intel® Evo™ designs on Windows-based PCs powered by 12th Gen Intel Core or newer CPU and only pairs with Android- or iOS-based phones; all devices must run a supported OS version. See intel.com/performance-evo for details, including set-up requirements. Results may vary.

² Commercial ABTS Study - FY23 H1: Hall & Partners, July thru October 2023

³ “Alarming Cyber Statistics For Mid-Year 2022 That You Need To Know.” Chuck Brooks, June 3, 2022.

⁴ Based on IOActive's “Intel vPro 13th Gen Attack Surface Study” published March 2023 (commissioned by Intel), which evaluates Intel vPro devices powered by 13th Gen Intel Core processors against four-year-old Intel-based PCs. Additional details at Intel Performance Index - vPro.