

lenovo[®]

TBR Quality Project

June 2011



TECHNOLOGY BUSINESS RESEARCH, INC.

Executive Summary

■ Purpose of Survey

- TBR has conducted a survey of 300 IT professionals at large enterprises in the U.S. to collect perceptions of warranty repair rates for PCs.

■ Key Findings

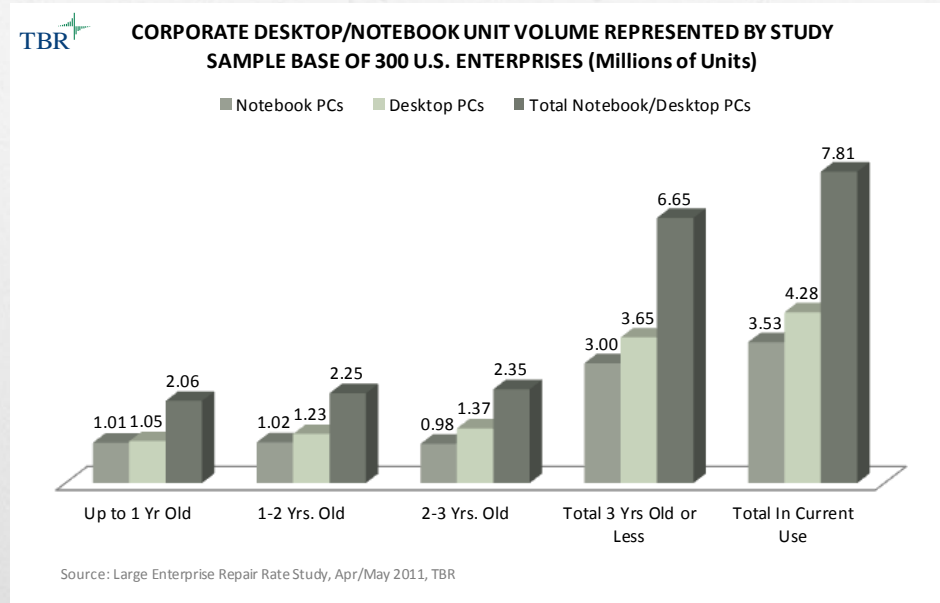
- Lenovo ThinkPad notebooks are the most reliable throughout the ownership lifecycle
 - Up to 16% lower failure rates vs competitor average
 - 10% lower than HP, 25% lower than Dell
- Lenovo ThinkCentre desktops are the most reliable throughout the ownership lifecycle
 - Up to 28% lower failure rates vs competitor average
 - 27% lower than HP, 30% lower than Dell

■ Action

- Get the message out! Customers can be positively influenced by learning that Think PCs have the lowest repair rates in the industry!
- Help improve the connection of our low repair rates and product quality to our product satisfaction

TBR derived PC failure rates from surveying IT professionals who support almost 7 million systems

- This study represents qualified IT professionals' observations on repair rates of 6.6 million PCs (including 3.6 million desktops and 3.0 million notebooks) purchased during the past three years.
- TBR conducted an online survey of 300 IT professionals at large enterprises in the U.S. to collect perceptions of warranty repair rates for PCs.
- Respondents, drawn from panels of volunteers for online surveys, met the following qualifications:
 - Manages or oversees the tech support requirements for both commercial notebook and desktop PCs at his or her organization.
 - Respondent's company employs 1,000 or more employees.
 - Respondent's company purchased commercial notebook and desktop PCs in at least two of the past three years.



During each of the past three years, over 2 million desktop and notebook PCs were purchased by the study sample base of 300 large enterprise organizations.

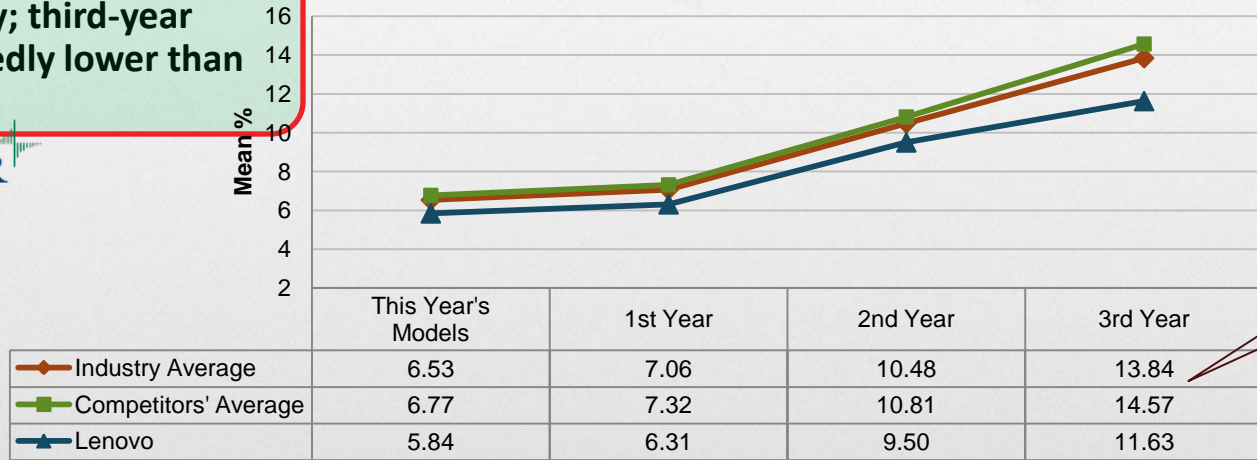
ThinkPad notebooks are best at weathering the test of time

Bottom Line

ThinkPad notebooks are the most reliable in the industry; third-year repair rates are decidedly lower than industry averages



CORPORATE NOTEBOOK STATED REPAIR RATES
(Mean % of Systems Requiring Warranty Repair)



Industry Avg includes Lenovo

ThinkPads fail 16% less than competitors' average

Source: Large Enterprise Repair Rate Study, Apr/May 2011, TBR

Key Findings:

- Stated Lenovo notebook PC repair rates trended lower than average for each year during the past three years.
- By the third year, Lenovo repair rates were significantly lower than both the industry average and the average of Lenovo's competitors (Dell and HP).
- Against Dell specifically, Lenovo notebook warranty repair rates were significantly lower in both the second and third years of life.



ThinkCentre desktop reliability shows up in repair rates that start and stay the lowest

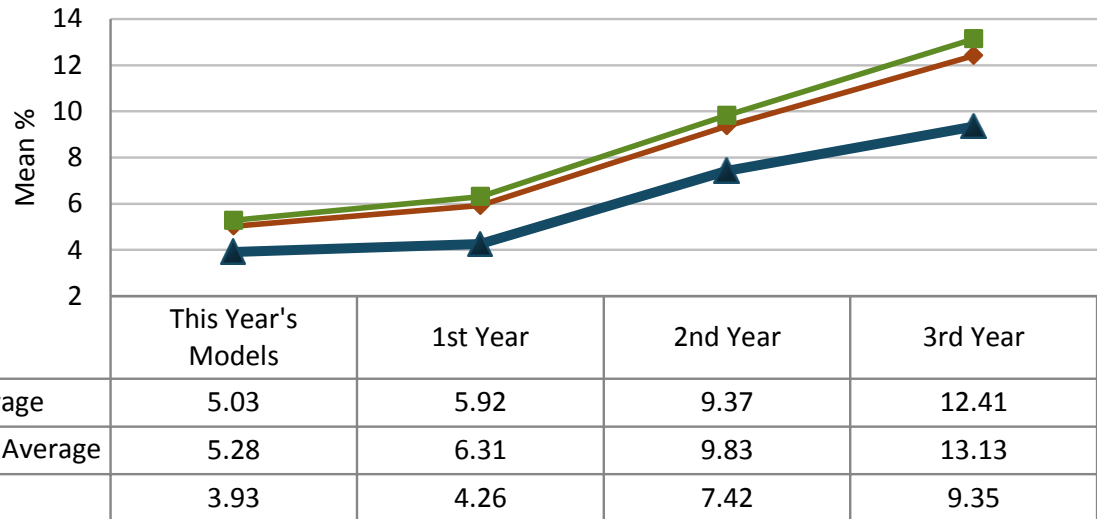
Bottom Line



Lenovo ThinkCentre desktops are the most reliable throughout the lifecycle

Industry Avg includes Lenovo

CORPORATE DESKTOP STATED REPAIR RATES
(Mean % of Systems Requiring Warranty Repair)



Source: Large Enterprise Repair Rate Study, Apr/May 2011, TBR

ThinkCentres fail 28% less than competitors' average

Key Findings

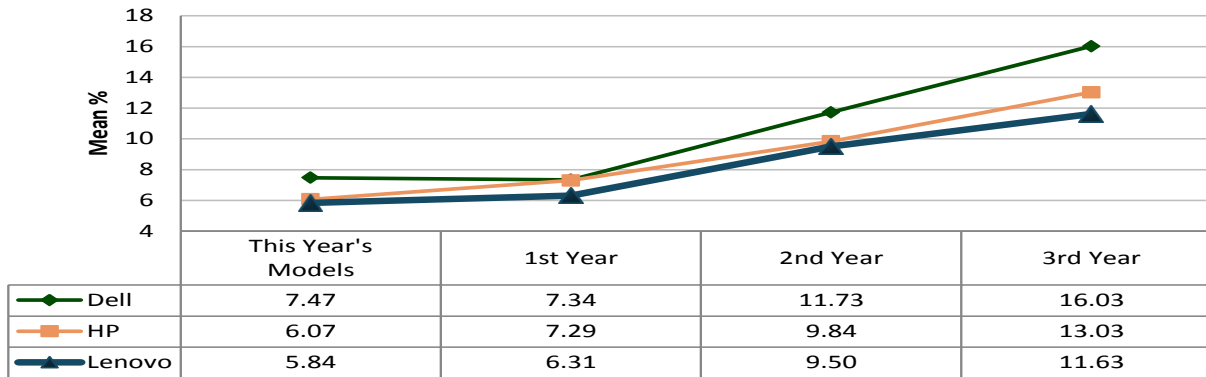
- Stated Lenovo desktop PC repair rates were significantly lower than both industry and competitors' averages across the first, second and third years of life.
- Among current generation systems, those purchased this past year, Lenovo repair rates were also substantially lower than average.



Lenovo PCs break down the least, shown by a review of records involving 7 million desktop and notebook PCs



CORPORATE NOTEBOOK STATED REPAIR RATES
(Mean % of Systems Requiring Warranty Repair)

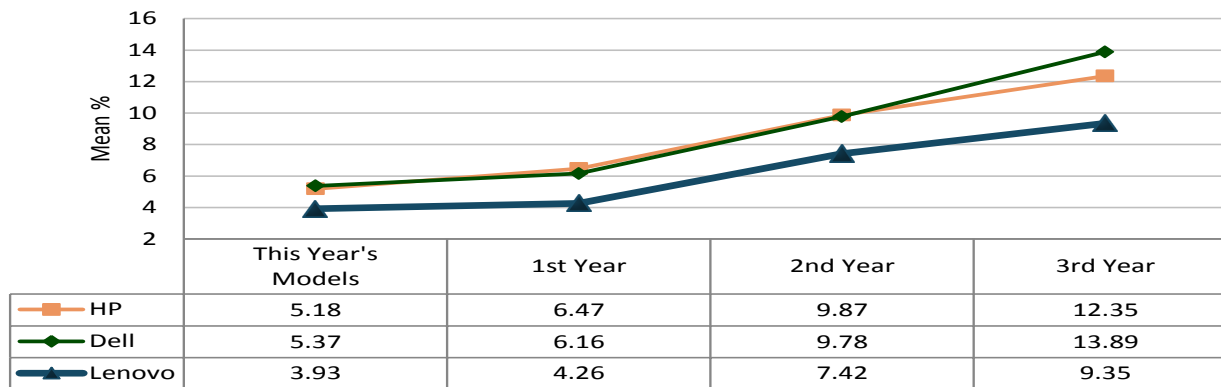


Source: Large Enterprise Repair Rate Study, Apr/May 2011, TBR

ThinkPads fail 10% less than HP and 25% less than Dell



CORPORATE DESKTOP STATED REPAIR RATES
(Mean % of Systems Requiring Warranty Repair)



Source: Large Enterprise Repair Rate Study, Apr/May 2011, TBR

ThinkCenters fail 27% less than HP and 30% less than Dell



THANK YOU GRAZIE MERCI DANKE GRAZIAS 謝謝 СПАСИБО
GRACIAS OBRIGADO ありがとう DANK TAKK BEDANKT DAKUJEM