



Lenovo Work Reborn Research Series 2025

Igniting real workplace transformation.

How to refine and implement your vision for digital workplace transformation and Gen AI.

**Smarter
technology
for all**

Lenovo

New beginnings are waiting.

Gen AI can reinvent your workplace and get the best out of your people. But leaders know they must transform first. Let's explore how.

Our first Work Reborn study, "Reinventing workplace productivity" reveals that while most IT leaders prioritize creating productive, engaging workplaces—with 81% saying it's an important objective—less than half believe that their current digital environment delivers on this promise. The need for change is clear.

Over 80% of leaders recognize Gen AI's transformative power, yet 89% understand that realizing its benefits demands more than new tools. It demands total digital workplace transformation.

Transformation is how you empower employees to better use Gen AI and, as a result, help them realize their full potential. And as IT leaders work to build more productive and innovative workplaces, they're finding that Gen AI can solve one of their biggest challenges: hyper-personalization. Tailoring tools so they support how each employee really works, rather than forcing them to adapt to rigid systems. But again, getting to that point with Gen AI requires multi-year transformation that is guided by a clear vision and effective change management.

Our global survey of 600 IT leaders confirms organizations are committed to digital workplace transformation and know how critical it is to unlocking Gen AI's potential. But three key challenges hold them back.

This report explores how to overcome them and create AI-powered workplaces that help people achieve more than ever before.

That's the future. **That's Work Reborn.**

Hope you enjoy the report.

Rakshit



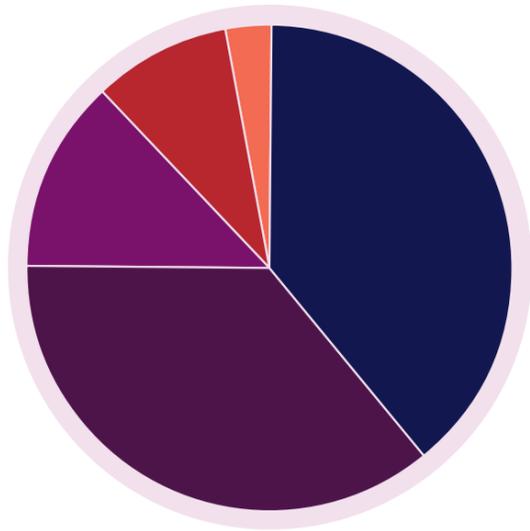
Rakshit Ghura

VP and General Manager of Digital Workplace Solutions, Lenovo

Barriers to reinvention.

What's blocking digital workplace transformation—and Gen AI's full potential?

Almost all organizations want to transform. Few have started.



- 39%** are currently transforming
- 36%** are in the planning phase
- 13%** intend to but haven't begun
- 9%** say they are unable to transform
- 3%** say they have no need to transform

While 97% of organizations know they must transform their workplaces, over 60% haven't started. Why? Because planning is often lengthy—which is understandable considering the scale and risk involved. But now many are ready to start, it's critical to consider the biggest barriers revealed in Lenovo's new research (see right).

Getting clear on terms.

What is digital workplace transformation?

Digital workplace transformation is the process of modernizing IT devices, software and support services to improve productivity, enhance hybrid work and drive strategic goals like AI adoption.

Where does Gen AI come in?

Gen AI enables transformation by helping you automate processes—from IT support to workplace hyper-personalization. But transformation also enables Gen AI (see page 7). With a transformed workplace, you are best placed to use Gen AI to maximize productivity, optimize costs and streamline IT support.

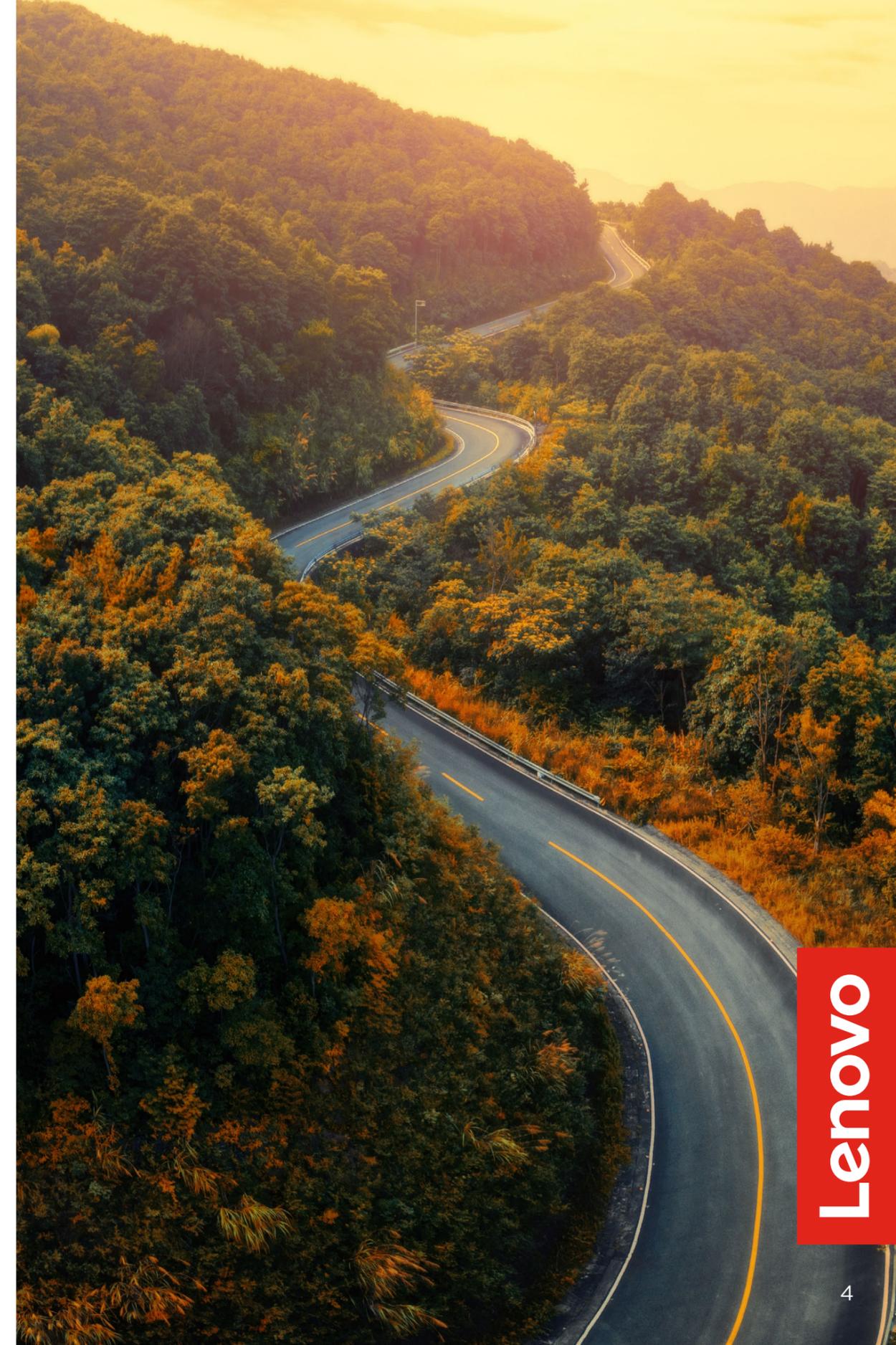
The biggest barriers to digital workplace transformation—as ranked by IT leaders:

- 1** Lack of a vision for how digital workplace transformation could support our strategic goals
- 2** Other IT initiatives take precedence over digital workplace transformation
- 3** Lack of understanding of how to transform the digital workplace
- 4** IT support processes don't leave us any time to work on transformation
- 5** Inability to build a business case for digital workplace transformation
- 6** Lack of support/buy-in from senior leadership
- 7** Insufficient IT budget

The road to Work Reborn.

Our research reveals a way forward for real digital workplace transformation.

Click to jump to section:

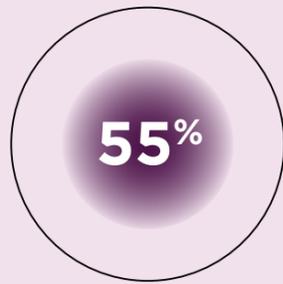


Creating a clear vision.

Building the right vision for digital workplace transformation is a top challenge. But how can organizations do that?

Lack of vision prevents progress.

Many leaders aren't sure how to connect their workplace transformation vision to their strategic goals.



of IT leaders put lack of vision of how digital workplace transformation supports their strategic goals in their top three obstacles.

Define vision.

It is more than just a technology roadmap. Your vision is a blueprint for how emerging technologies can help you achieve your unique objectives.

It should be grounded in your distinct value proposition: what differentiates you from competitors, how you create customer value and what specialized knowledge you have.

Make your vision uniquely yours.

Organizations often fail to consider what makes them unique—from their working culture to the specific needs of their employees. Many simply imitate what other organizations are doing and that can lead to solutions that don't suit what they're trying to achieve. You must capture the unique voice of your employees so that transformation works best for them and, as a result, your business.

It's about having a personalized vision that connects naturally to your organization's short- and long-term objectives.

And Rakshit Ghura, VP and General Manager of Digital Workplace Solutions, Lenovo, agrees:

“Digital workplace transformation is one of the most critical initiatives for any organization. But they need to define clear objectives and goals with a mandate for what they want to achieve in the short, medium and long term”.



How to build your strategic vision.

Create the right plan for your digital workplace transformation with these recommendations.



Define your objectives and ideal future-state.

Agree what success looks like.

- What do you want to achieve?
What is the ideal future-state?
The decision should connect to your greater business goals.

Create reasonable milestones.

- Set realistic short-, mid-, and long-term objectives—while ensuring cross-functional alignment.

Link your plan to real results.

- Strengthen leadership buy-in by clearly connecting digital workplace transformation to business performance and tangible value.



Understand your employees and culture.

Focus on your people.

- Connect digital workplace transformation with your strategic objectives by starting with your employees: what do they need to thrive and what are their different requirements?

Tailor plans to your findings.

- Tailor your transformation roadmap to your people's needs to build a strong platform for success.

Remember it's about differentiation.

- See your workforce as a platform for differentiation. You may prime your work culture to attract and retain the best talent. Or maybe to deliver the innovation you need to beat competition. That is the ambition you should lead with.



Lean on external support.

Partner with digital workplace specialists.

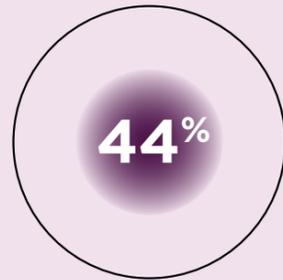
You benefit from:

- Proven experience and a fresh perspective to help refine your vision and avoid common pitfalls.
- Tailored guidance to help you save time and resources while planning and designing your digital workplace transformation.

Making transformation a priority.

How to ensure your vision for workplace transformation is treated as a top priority.

Other IT objectives take precedence.



44% of IT leaders rank competing priorities among their top three challenges to digital workplace transformation.

Many leaders have a prioritization problem with digital workplace transformation. Other urgent IT objectives compete for time and budget—namely security, sustainability and, of course, Gen AI.

But transformation can get you there.

Digital workplace transformation shouldn't be seen as separate from other urgent IT objectives. It should be seen as an enabler. A starting point to achieving those objectives. See why on the right.

Digital workplace transformation can:

Enable Gen AI.



89% of IT leaders agree that workplace transformation is key to enabling Gen AI.

During transformation, you must identify different personas in your organization, tie each one to relevant Gen AI use cases, and configure devices, applications and IT support settings accordingly. This personalization is key to implementing Gen AI effectively.

Strengthen security.

Digital workplace transformation lets you to rethink how devices are configured, managed and authenticated. This is vital for strengthening security, especially against more sophisticated AI cyber attacks.

Support sustainability.

As you transform, you can evaluate more responsible ways to manage IT. For example, you could extend device lifecycles through reuse and refurbishment—helping reduce e-waste. Or you could consider more sustainable ways to deliver new IT and reduce emissions. This is all possible during digital workplace transformation.





How to make your case.

Use these tips to make sure digital workplace transformation is a priority.



Align with strategic objectives.

Make transformation an enabler.

- Position digital workplace transformation as the starting point for other urgent IT priorities—not a competitor.
- Make your case by demonstrating how transformation can enable other objectives: especially Gen AI, security and sustainability.



Free up your time to focus on transformation.

Automate with Gen AI.

- Use Gen AI today to eliminate routine IT tasks and allow teams to prioritize transformation—and therefore wider use of Gen AI.
- For example, automating level 1 and 2 service desk tasks in IT support can fast-track progress.



Quantify the benefits.

Measure and show results with AI.

- Use AI-powered analytics to measure productivity, engagement, adoption and employee experience. This will help justify investments and show tangible returns.
- Demonstrate the cost-savings. Every organization's workplace processes contain inefficiencies and we've seen with Lenovo clients that eliminating them typically saves costs of 15% to 20%.

Turning transformation into a reality.

Many leaders aren't sure how to realize their vision of digital workplace transformation.

44%

of IT leaders rank not understanding how to transform the digital workplace among their top three challenges.

Addressing complexity.

Not understanding how to transform the digital workplace is entirely reasonable given the scope, commitment and potential risks involved in implementing such a major organizational change.

But digital workplace transformation isn't just about new technology. It requires a comprehensive approach that tackles several intersecting challenges. You need to plan for common obstacles, including concerns about:

- Change management
- Skill gaps
- Technology integration complexities
- Cross-functional alignment

Addressing these challenges will help you transform with minimal disruption and maximum benefits.



What to consider in your transformation.

Areas you must address to make digital workplace transformation a success.

Organizational buy-in.

Success depends on the support and input from functions across the business—including HR, finance and more. Engaging peers in these departments from the start is essential.

“One challenge is getting the buy-in and a sense of urgency across the organization, because architecting that digital employee experience is a cross-functional effort.”



Benjamin Schneider
Head of Digital Workplace Solutions Sales, Lenovo

Technology integration.

Transformation often requires a transition from legacy systems to more agile, hybrid cloud-based platforms. That can create complexity, risk and disruption—which digital solutions can help with.

“Technology integration is a real problem. Digital solutions can assist in assessing the current IT infrastructure and identifying the areas that can be modernized.”



Sujit Moharty,
Industry Leader, Lenovo

Change management.

Employees often resist change because of a lack of knowledge and concerns over job security. Reassure them with a change management framework. It can keep them informed and smoothen the transition to new technology and processes.

“If you don’t have change management, you’re probably not seeing the impact on the end user or the improvements to the business process that you want.”



Patricia Wilkey,
SVP and GM, SSG International Sales, Lenovo

Skills and training.

Digital workplace transformation requires new skills, both for frontline workers and the IT team. This means that any plan must incorporate a robust training program.

“You can give an employee the best tool to improve their workplace experience, but if they aren’t educated on how to use it, there will be slow adoption and you won’t see the business benefits.”



Rakshit Ghura
VP and General Manager of Digital Workplace Solutions, Lenovo



How to execute your transformation.

Recommendations for making your vision for the future workplace a reality.

 Think holistically.	 Optimize your IT spend.	 Get guidance from experts.
<p>Look at the full picture.</p> <ul style="list-style-type: none">• Develop a comprehensive roadmap that addresses all key challenges upfront: change management, skills development, technology integration and organizational alignment.• Consider interdependencies between these areas while setting your timelines and milestones.	<p>Make it financially viable with as a Service.</p> <p>As-a-Service models for devices and IT support can:</p> <ul style="list-style-type: none">• Turn large upfront investments into predictable operational costs.• Free up capital, increase flexibility and ensure you always have access to the latest technology.	<p>Smoothen the process with partners.</p> <ul style="list-style-type: none">• Partner with a leading managed service provider who has made successful transformation possible for other organizations.• With the right provider, you can predict and overcome unforeseen challenges—helping you transform faster and more smoothly.



Welcome to Work Reborn.

What real digital workplace transformation looks like.

Now you have a vision, prioritized it and made it happen—you have transformed your way to Work Reborn.

You have reinvented your workplace with Gen AI and hyper-personalization, energizing your people to create and innovate in ways they couldn't before.

Work Reborn can bring a host of exciting outcome to you and your workforce (see right).

Elevated employee experience.

Every employee is empowered with Gen AI tools and technologies to fully unlock their talents.

Near zero-touch IT.

Automation minimizes human intervention in IT support to boost efficiency, enhance security, improve employee experience and reduce costs.

Continuous compliance.

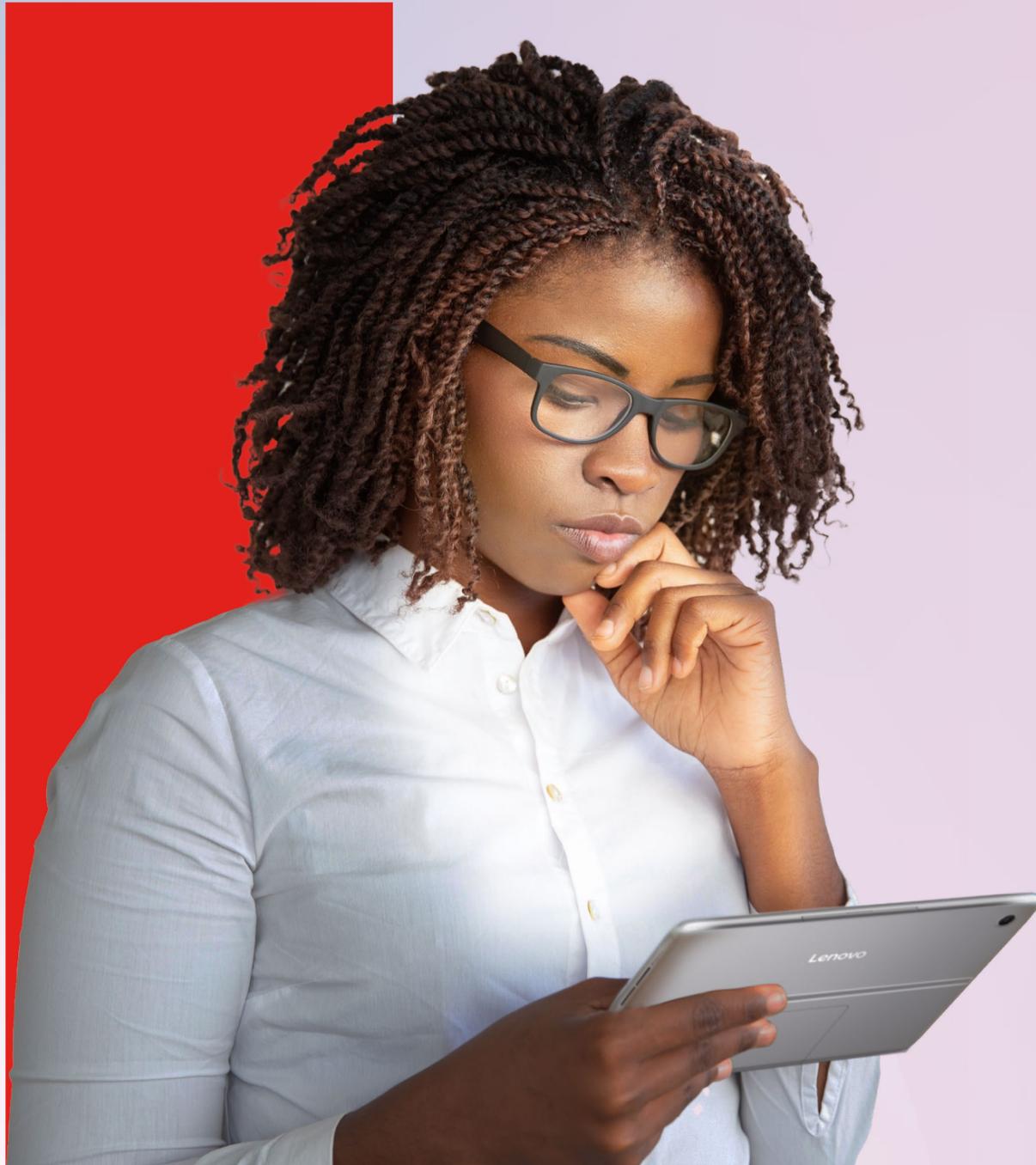
Your technology is secure and compliant with the latest regulations through its entire lifecycle—giving guaranteed peace of mind.

Non-stop productivity.

Employees enjoy friction-free work through hyper-personalized support and smart assistance with smooth Gen AI implementation.

Freedom of flexibility.

You can support and scale your workplace technology seamlessly—with little-to-no disruption to your operations or team productivity.



The vision is yours. Get there with Lenovo.

Ready to transform your workplace for real?

Start your journey here.

Methodology

For this study, Lenovo surveyed 600 IT leaders in October and November 2024. The survey sample included respondents from the US (17%), Canada, UK, France, Germany, India, Japan, Singapore, Brazil, Mexico (8% each), Australia (5%) and New Zealand (3%). Respondents included IT leaders from companies with at least 1,000 employees and from a range of sectors.