



# Some Good Investment Advice



People work hard for their money. When investing it, there's excitement in making it work and earn more, but there's also concern in losing it. For the wealth management professional working face-to-face with customers, keeping the possibilities focused on the positive is imperative. Any barrier, like the lid of a laptop, between counselor and client can create an impression of distance, maybe even distrust.

Investment professionals' need to easily present clear, visual answers that show the opportunities and options to investors—whether in a conference room, in the office, or at the client's home. The technology should aid in building the relationship and trust when working with customers and be productive when working alone. For IT and the company's business managers, these benefits should not raise costs or increase risk to the company.

A tablet offers a natural way of sharing and looking at information in a group. But it's clumsy when entering data. Yet a laptop makes it difficult to be an effective communicator. 2 in 1s bridge these types of interactions by being a laptop when you need it and a tablet you want it.

## Coffee and Donuts and Money at the Kitchen Table

It's a common scene: The young parents gathered around the kitchen table with their financial planner, talking about their children's college education and their own retirement. The parents make just enough to get by and want to invest wisely. It's up to the financial planner to put them at ease. Now is not the time to have a subliminal barrier implied by a laptop's lid. A 2 in 1 makes it fast and easy to enter the key information to find important data. Then, flipping, twisting, or detaching the keyboard allows easy, open

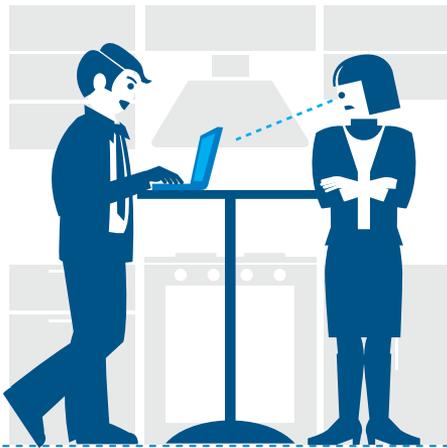
communication with customers. Back at the office, there's no need to sync sensitive customer information from one device to another, like desktop to laptop. It's all in the 2 in 1. And, if it's built on 4th generation Intel® Core™ vPro™ processors with Intel® SSD Pro 2500 Series drives, it's safe and securely encrypted.<sup>1</sup>

## 2 in 1s Make Money and Sense

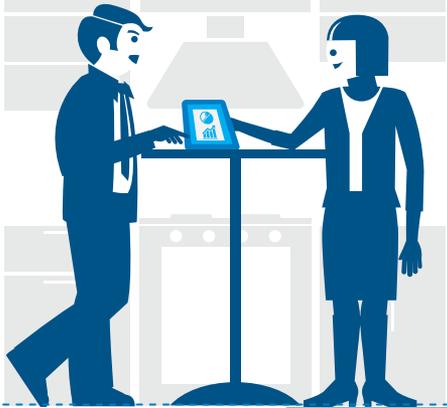
For investment managers who supervise an entire trading floor or meet with other professionals, 2 in 1s help save money and make sense. In laptop mode, it runs all the standard desktop applications used in the business—whether in the cloud, on a company server, or within the device itself. It's completely compatible with all the common business applications and runs legacy programs built for Windows\*. For a larger screen to simultaneously watch real-time market data and carry on with daily tasks, a wireless display can connect to the 2 in 1. When it's time for that power lunch or to talk to a trader on the floor, the keyboard detaches, flips, or twists out of the way to become a convenient touch tablet. And, when it's built for business with Intel® vPro™ technology, data and identities are safe and secure. IT can keep it in compliance and update it remotely, reducing the risks that companies want to avoid.

The investment professional needs to easily present clear, visual answers that show the opportunities and options to investors.

### CURRENT: PC MODEL

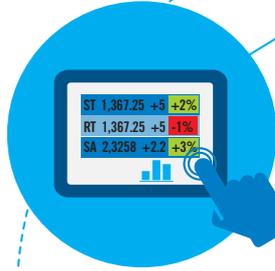


### NEW: 2 IN 1



#### TOUCH SCREEN

When it's time for a power lunch the keyboard is out of the way and you have a convenient touch tablet.



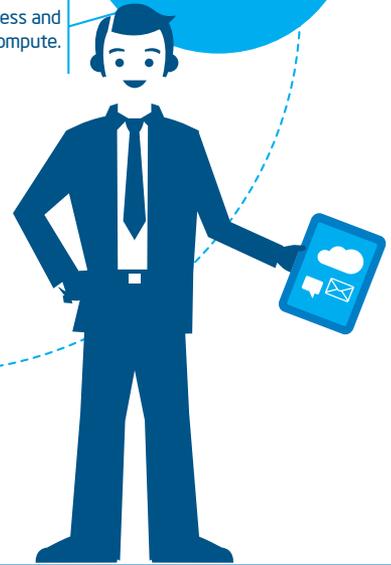
#### FULL COMPUTING

Get down to business and create, analyze, and compute.



#### REAL TIME

Watch real-time market data on a wireless display.



### 2 in 1 is Better than Two

Sixty percent of today's workers carry three or more technology devices.<sup>2</sup> That's a lot of real estate to haul around, keep track of, and manage carrying from office to trading floor or conference room and power lunches. Some professionals have a tablet and a laptop, because they need that portability. With a 2 in 1, those days are gone. 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.<sup>3</sup>

### 2 in 1s Are a Good Investment

For investment managers and wealth management professionals, there's no better way to help you understand investment risks—with new relationships at the kitchen table and technology in the enterprise—than a 2 in 1 built on 4th generation Intel® Core™ vPro™ processors.

THERE'S NO BETTER WAY TO HELP YOU UNDERSTAND INVESTMENT RISKS THAN A 2 IN 1.

Learn more about Intel®-based 2 in 1s here:  
[www.intel.com/2in1forbusiness](http://www.intel.com/2in1forbusiness)

<sup>1</sup> 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.

<sup>2</sup> Forrester Research, 2012

<sup>3</sup> 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 tests to assist you in fully evaluating your contemplated purchases.

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