



# SMALL & MEDIUM BUSINESS SOLUTION GUIDE

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**BUSINESS**   
Small Office



# TRENDS AND CHALLENGES

Technology is rapidly changing the way business users work in the 21st century. Small and medium-sized businesses (SMBs) have a strong need for innovative solutions to adapt to change and to compete. Below are just a few of the challenges and opportunities facing SMBs, with many more besides. The good news is that ASUS is here to help companies deal with testing times and harness emerging trends. Ultimately, our solutions are designed to boost productivity, improve customer satisfaction and drive your profits — so read on to find out what you need to know, and how ASUS can help.

## Digital transformation

Cloud-based devices and services are increasingly becoming the norm, so to survive and thrive businesses need to embrace new concepts and technologies — not to mention those that have yet to be invented. A report by Progress, the global leader in application development, revealed that 47% of firms have yet to begin digital transformation. An alarming 59% of those surveyed fear that it might even be too late to do so<sup>1</sup>.

## Remote working

A survey by cloud IT application provider Intermedia has revealed that, driven by needs imposed by the COVID-19 pandemic, 57% of SMB business owners are likely to keep home working as a long-term option for employees. This number shows a significant shift both in how businesses are operating now, and also how they expect to do so going forward<sup>2</sup>.

## Mobile device management

With increasingly distributed workforces reliant on ever-more-mobile devices, organizations of all sizes must embrace mobility. However, these new freedoms bring with them new dangers — so it is vital that companies prepare. IT infrastructure, support and security measures need to be carefully considered, and employee productivity and wellbeing managed. Enterprise mobility solutions can help SMBs negotiate these fresh challenges.

## The employee experience

Numerous studies have concluded that happy employees make for increased customer satisfaction and business performance. Specifically, research by Forrester shows that content employees lead to better work performance, higher discretionary effort and lower employee turnover — all of which contributes to an improved customer experience. Improving the employee experience means providing mobile technology and multiple devices, making it easier to handle diverse workloads in any setting.

## Data protection

Cyberattacks are on the up. A report by the Ponemon Institute, a research organization, commissioned by Keeper Security, laid bare that 66% of SMBs globally had suffered a cyberattack during 2018. The consequences of this can be devastating to business, with data leaks and downtime leading to both reputational damage and, potentially, heavy financial penalties. Many SMBs are unaware of the risks, let alone the potential fall-out, posed by cyberattacks<sup>3</sup>.

## Flexible workplace

As the business world adapts to new realities, so too must workplaces. Forward-thinking SMBs are creating flexible offices and spaces where teams can meet in small numbers, comfortably and safely. The annual Global Workspace Survey from IWG reveals 65% of people believe that environments tailored to their particular functions results in greater productivity<sup>4</sup>.

1. Progress, "A Report on the State of Digital Business", May, 2016.

2. Intermedia, "Article: New study finds more than half of U.S. SMB owners believe working remotely is here to stay post-pandemic", May, 2020.

3. Ponemon, "2018 State of Cybersecurity in Small & Medium Size Business", November, 2018.

4. IWG, "Global Workspace Survey" 2020.





## WHY ASUS?

ASUS is dedicated to solving the unique challenges facing today's small and medium businesses. We want to help SMBs unlock innovation for customer- and employee-centric experiences, as well as broadly upskill talent with a comprehensive product portfolio that includes laptops, desktops, AiO PCs, Chromebooks and software to rebound from the pandemic and prepare for the future.



### Reliability & durability

#### Tough enough to last

Business users demand higher quality and greater reliability to withstand business rigors, so ASUS business PCs adhere to stringent MIL-STD 810 military-grade standards for durability. They feature reinforced structural construction, and are built around ASUS motherboards — the world's No.1 brand — for an assurance of 24/7 stability and consistent performance.



### Innovation

#### Do business in a new way

ASUS strives to create new business technologies, rather than merely making old things go faster. For example, our flagship ExpertBook B9 is the world's lightest 14-inch business laptop, at under 1 kg, and features the exclusive ASUS NumberPad 2.0 dual-function touchpad for easy data entry, and the ASUS AdaptiveLock sensor for fast automatic user detection and Windows Hello login. Our All-in-One (AiO) PCs, meanwhile, offer triple storage options to deliver superfast operation and large capacity — all in a slim, compact and stylish chassis.



### Flexibility

#### Ready to accommodate diverse working scenarios

With the increased use of video conferencing driven by remote working, we've implemented ASUS AI noise-canceling audio technology across our business offerings to ensure clear communications that are free from interference. We also offer a wide range of desktop PC form factors to fit any workspace, from traditional tower systems to compact small-form-factor (SFF) chassis to fit the smallest of spaces — positioned vertically or horizontally.



### Security & IT management

#### Simplify your business processes

An IT infrastructure for your business can be built seamlessly and effortlessly with ASUS Control Center, our centralized IT management suite. It enables the easy remote control hundreds of endpoint devices and multiple layers of security — using Trusted Platform Module and Intel vPro® Platform. We also offer devices with physical webcam shields and biometric technology for login, including both fingerprint and facial recognition, making it easy to manage business assets at minimal cost with maximum safety.



### Premium support & service

#### Maximum support, minimum downtime

ASUS Premium Care services go beyond the standard warranty to assure maximum protection with minimal effort. ASUS Premium Care includes a wide range of benefits, including: Extended warranty period, Accidental Damage Protection (ADP), and Defective HDD Retention (DHR). The MyASUS software service helps you to quickly contact ASUS after-sales customer service online for support, providing diagnostic help and effective solutions, including operation from the Windows Recovery Environment (WinRE).



### User experience

#### Go the extra mile with premium designs

With increasing reliance on mobile devices, business owners and employees are using their devices for longer periods — so alleviating fatigue is more important than ever. ASUS business devices employ a variety of technologies to protect individual wellbeing and maintain productivity, including TÜV-certified eye care, the exclusive ASUS ErgoLift hinge for a comfortable typing position, and support for Microsoft, Amazon and Google voice assistants to help users smartly manage their jobs. As well, our ExpertBook laptops offer elegant, precision-crafted chassis and Harman Kardon-certified speakers — smoothing the transition between work and rest.

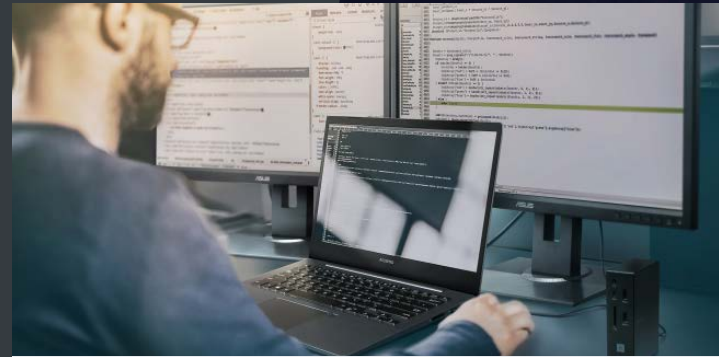


# BENEFITS FOR ALL



## Sales executives

Those in sales must travel widely to visit clients and need reliable devices provide fast operation and data retrieval. ASUS ExpertBook is a range of thin, light laptops that offer over 10 hours battery life, with dual storage for superfast data transfers and large storage capacity, all protected by military-grade toughness and enterprise-grade security — ready for the rigors of the road and malicious hack attacks.



## Engineers and data analysts

Faced with data collection, calculation, coding and analysis, engineers need powerful devices with large storage capacity. ASUS ExpertCenter desktop computers are equipped with the latest high-performance components and up to four storage devices, with support for both RAID 0 and RAID 1 technology for faster operation and data protection. They also offer support for diverse display technologies, fast data transfers and a comprehensive selection of I/O ports to support a broad variety of peripherals.



## Finance and legal specialists

Data security is the key to those working in finance or legal departments. ASUS offers a variety of data-protection solutions, including TPM chips, Intel vPro® Platform and Chrome Enterprise Security. ASUS Control Center, our centralized IT console, also allows remote control of USB use and SSD data protection — so finance and legal staff can be reassured that their data is kept safe and secure.



## C-level executives

Business leaders travel regularly, between rooms, buildings and countries — and they need to work even while on the move. As well, video conferencing, remote data access and managing tight and varied schedules are daily occurrences for C-level execs. That's why ASUS provides a suite of features that are just perfect for business chiefs, including AI noise-canceling audio technology, AI voice assistants, and ASUS WiFi Master Premium to empower them to take charge of every tasks.



## Marketers and product managers

Teamwork boosts creativity and productivity. To support collaborative working, we offer lightweight laptops with a 180° display hinge — so it's easy for all to see. We've also created AI noise-canceling audio technology to provide crystal-clear communications for all, anywhere, with Harman Kardon-certified audio. We even offer a physical webcam shield for instant privacy.



## Designers and illustrators

To cope with graphics-intensive applications, ASUS provides powerful laptops, desktops, and AiO PCs featuring professional-grade graphics with Independent Software Vendor (ISV) certification. Our PANTONE® Validated displays feature a wide color gamut and exceptional color accuracy. ASUS PCs are all built around ASUS motherboards for 24/7 stability, and with optimum cooling to ensure efficient and reliable rendering.



## IT administrators

ASUS solutions help IT administrators improve efficiency and minimize downtime, so work can continue uninterrupted. The intuitive features in ASUS software help IT administrators ensure efficient management of a large numbers of devices, from required system updates to remotely-controlled troubleshooting. On the hardware front, ASUS design smarts such as tool-free cases and uniform screw size eases both routine maintenance and on-site repairs.



## Back-office staff

ASUS also offers budget-friendly options with a wide range of specifications and form factors to meet the diverse demands of the many different workplace functions. Reliable components and solid construction ensure extended asset lifecycles to minimize the total cost of ownership (TCO) to your business.



# LAPTOP

ASUS ExpertBook is designed to offer unrivaled mobility, featuring lightweight, toughness, and long battery life. Its ergonomic design and robust security features help business users work comfortably and securely, anytime and anywhere.



US MIL-STD 810G  
military grade  
durability



Splash-proof  
keyboard



AI noise-canceling  
technology



All-day long  
battery life



Business-grade security



## ExpertBook B1400/B1500

- Intel® Core™ i7-1165G7 / i5-1135G7 / i3-1115G4
- Windows 10 Pro
- 14" (16:9) Full HD, three-sided NanoEdge display, anti-glare panel
- 15.6" (16:9) Full HD, three-sided NanoEdge display, anti-glare panel
- Up to NVIDIA® GeForce® MX330
- DDR4 4G/8G/16G onboard + 1 DIMM, Maximum : 32GB
- Up to 2TB HDD + 1TB PCIe SSD
- US Military Grade MIL-STD 810H
- 1 x Thunderbolt™ 4.0, 2 x USB 3.2 Gen 2 Type A, 1 x USB 2.0, 1 x HDMI, 1 x SD card reader
- Wi-Fi 6 (802.11ax) with ASUS Wi-Fi Master Premium technology
- Starting from 1.45 kg with aluminum alloy top case (B1400)<sup>1</sup>
- Starting from 1.72 kg with aluminum alloy top case (B1500)<sup>1</sup>
- Optional features : ASUS NumberPad 2.0, Webcam shield, Fingerprint sensor



## ExpertBook P5440

- Intel® Core™ i7 8550U / i5 8250U
- Windows 10 Pro
- 14" (16:9) Full HD / HD, anti-glare panel
- Up to NVIDIA® GeForce® MX130
- DDR4 8GB / 16GB onboard
- Up to 1TB HDD + 512GB PCIe x4 SSD
- 1 x USB 3.2 Gen 2 Type-C, 2 x USB 3.2 Gen 2 Type-A, 1 x HDMI
- Wi-Fi 6 (802.11ax) with ASUS Wi-Fi Master Premium technology
- 1.23kg with 50W battery<sup>1</sup>



## ExpertBook B3400/B3500

- Intel® Core™ i7-1165G7 / i5-1135G7 / i3-1115G4
- Windows 10 Pro
- 14" (16:9) Full HD, four-sided NanoEdge display
- 15" (16:9) Full HD, four-sided NanoEdge display
- Up to NVIDIA® GeForce® MX450
- DDR4 4G/8G/16G onboard + 1 DIMM, Maximum : 48GB
- Up to 2TB M.2 PCIe SSD
- US Military Grade MIL-STD 810H
- 2 x Thunderbolt™ 4.0, 1 x USB 3.2 Gen 2 Type A, 1 x USB 2.0, 1 x HDMI, and 1 x Micro SD card reader
- Up to Wi-Fi 6 (802.11ax) with ASUS Wi-Fi Master Premium technology
- Starting from 1.42 kg with all-metal design (B3400)<sup>1</sup>
- Starting from 1.71 kg with all-metal design (B3500)<sup>1</sup>
- Optional features : ASUS NumberPad 2.0, Webcam shield, Fingerprint sensor

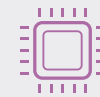


## ExpertBook B9400

- Intel® Core™ i7-1185G7 / i7-1165G7 / i5-1135G7
- Windows 10 Pro
- Intel® Iris Xe Graphics
- 14" (16:9) FHD, anti-Glare panel
- LPDDR4x 8GB / 16GB / 32GB 4266MHz onboard
- Up to dual 2TB PCIe x4 SSD, Support RAID 0, RAID 1
- 2 x Thunderbolt™ 4, 1 x USB 3.2 Gen 2 Type-A, 1 x HDMI, 1 x RJ45 via micro HDMI port
- Up to Wi-Fi 6 (802.11ax) with ASUS Wi-Fi Master Premium technology
- 0.880kg with 33W battery ; 1.005kg with 66W battery<sup>1</sup>
- ASUS NumberPad 2.0, built-in Alexa, Proximity sensor

# DESKTOP

ASUS offers a wide range of desktop solutions that cater to the diverse needs of functions in small and medium businesses, providing features to ensure maximum productivity.



ASUS World's  
No. 1 motherboard



100% solid  
capacitor



Full expandability



Designed for tool-  
free upgrading and  
servicing



Rock-solid security



## ExpertCenter D300 series

- Up to 10th Gen Intel® Core™ i7® Processor
- Intel® H410 chipset
- Windows 10 Pro
- Up to NVIDIA® GeForce® GTX 1650
- 2 x DIMM SLOT, DDR4 2933MHz, support max.64GB
- Up to 4TB 7200rpm HDD, up to 1TB PCIe® 3.0 x4 SSD
- Up to Wi-Fi 6(Gig+)(802.11ax)+Bluetooth 5.0 (Dual band) 2x2
- Legacy support: Serial port & Parallel port (Optional)
- TPM 2.0(Optional), Kensington lock slot



## ExpertCenter D500 series

- Up to 10th Gen Intel® Core™ i7® Processor
- Intel® H410 chipset
- Windows 10 Pro
- Up to NVIDIA® GeForce® RTX2060
- 2 x DIMM SLOT, DDR4 2933MHz, support max.64GB
- Up to 3TB 7200rpm HDD, up to 2TB PCIe® 3.0 x4 SSD
- Tool-free chassis design for hassle-free maintenance and upgrades(D500MA, D500SA)
- Up to Wi-Fi 6(Gig+)(802.11ax)+Bluetooth 5.0 (Dual band) 2x2
- Legacy support: Serial port & Parallel port (Optional)
- Smart card reader & SD card reader(Optional)
- TPM 2.0(Optional), Kensington lock slot



## ExpertCenter D700 series

- Up to 10th Gen Intel® Core™ i7® Processor
- Intel® B460 chipset
- Windows 10 Pro
- Up to NVIDIA® GeForce® RTX2070S
- 4 x DIMM SLOT, DDR4 2933MHz, support max.128GB
- Up to 4TB 7200rpm HDD, up to 2TB PCIe® 3.0 x4 SSD
- Tool-free chassis design for hassle-free maintenance and upgrades (D700MA, D700SA)
- Up to Wi-Fi 6(Gig+)(802.11ax)+Bluetooth 5.0 (Dual band) 2x2
- Legacy support: Serial port & Parallel port (Optional)
- Smart card reader & SD card reader(Optional)
- TPM 2.0(Optional), Kensington lock slot



# ALL-IN-ONE PC

ASUS All-in-One PCs feature space-saving design, a stunning NanoEdge display, a perfectly balanced hinge, and powerful performance — all perfectly suited to a variety of business needs and working environments.



Best-in-class performance



Harman/kardon certified

4K

4K UHD resolution



NanoEdge display



Ultra-fast connectivity



## Zen AiO 22 A5200

- Up to Intel® Core™ i7-10510U processor
- Windows 10 Pro
- 21.5" LED-backlit, FHD (1920 x 1080) NanoEdge display with 93% screen-to-body ratio and frameless bezel with only 2.8 mm thin
- NVIDIA® GeForce® MX330
- Up to WiFi 6 (802.11ax)
- Up to 1 TB HDD + 2 x 512 GB M.2 NVMe™ PCIe® 3.0 SSD
- Up to 32GB DDR4 2666Mhz
- Harman/kardon certified dual-speaker
- Optional IR camera with Windows Hello support
- Cortana and Alexa voice control support
- Wall-mount design

## Zen AiO 22 M5200

- Up to AMD Ryzen 4000 processor for extreme computing
- Windows 10 Pro
- 21.5" LED-backlit, FHD (1920 x 1080) NanoEdge display with 93% screen-to-body ratio and frameless bezel with only 2.8 mm thin
- Up to WiFi 6 (802.11ax)
- Up to 1 TB HDD + 2 x 512 GB M.2 NVMe™ PCIe® 3.0 SSD
- Up to 32GB DDR4 2666Mhz
- Harman/kardon certified dual-speaker
- Optional IR camera with Windows Hello support
- Cortana and Alexa voice control support
- Wall-mount design

## Zen AiO 24 A5400

- Up to Intel® Core™ i7-10510U processor
- Windows 10 Pro
- 23.8" LED-backlit, Full HD (1920 x 1080), 16:9 aspect
- 2.8 mm-thin1 bezel with 93% screen-to-body ratio
- NVIDIA® GeForce® MX330
- Up to WiFi 6 (802.11ax)
- Up to 1 TB HDD + 2 x 512 GB M.2 NVMe™ PCIe® 3.0 SSD
- Up to 32GB DDR4 2666Mhz
- Harman/kardon certified dual-speaker
- Optional IR camera with Windows Hello support
- Cortana and Alexa voice control support
- Wall-mount design

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- Windows 10 Pro
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- Up to WiFi 6 (802.11ax)
- Up to 1 TB HDD + 2 x 512 GB M.2 NVMe™ PCIe® 3.0 SSD
- Up to 32GB DDR4 2666Mhz
- Harman/kardon certified dual-speaker
- Optional IR camera with Windows Hello support
- Cortana and Alexa voice control support
- Wall-mount design



# PROART WORKSTATION

ASUS ProArt workstations give creators the power and precision needed whether you're using Adobe® Photoshop, Illustrator or other professional-grade tools, ensuring fast processing speeds and stunning visuals for any graphic project.



Top-tier processor



Professional-grade graphics



ISV certified



Optimized cooling system



VR support



## ProArt Station D940MX

- Up to 9th Gen Intel® Core i9-9900K processor
- Windows 10 Pro
- Up to NVIDIA GeForce RTX2080 Ti or NVIDIA Quadro RTX4000
- Intel® Z390 chipset
- 4 x DIMM slot, DDR4 2666MHz. Support max. 64GB
- Up to 1 x 1TB 2.5" HDD + 1x 512G PCIe Gen 3 x4 SSD
- Front IO : 2 x Thunderbolt 3.2, 2 x USB 3.2 Gen 2 Type A, Back IO : 1 x HDMI, 1 x LAN (RJ-45) port, 4x USB 3.2 Gen 1 Type A
- Independent Software Vendor (ISV) certified
- Smart LED Indicator



## ProArt StudioBook 17

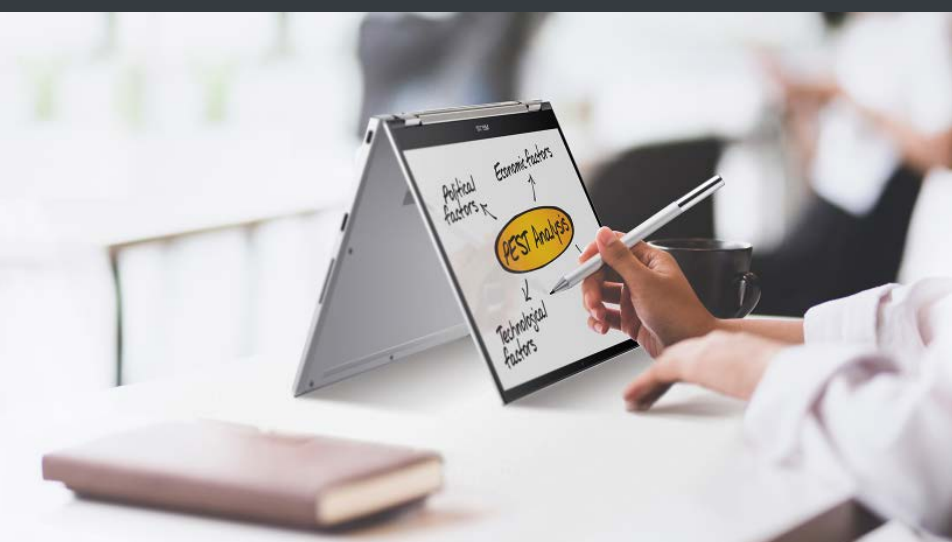
- Up to Intel® Xeon® E-2276M processor
- Windows 10 Pro
- Up to NVIDIA GeForce RTX 2060
- Intel® Z390 chipset
- 17" 16:9 LED-backlit WUXGA (1920 x 1200) NanoEdge display
- Up to 64GB DDR4 2666Mhz
- Up to 4TB (PCIe® NVMe Gen 3 x4, M.2 SSD x 2)
- 1 x Thunderbolt™ 3 USB-C™ with Display Port 1.4, 3 x USB 3.2 Gen 2 Type-A, 1 x HDMI 2.0
- ASUS SonicMaster Premium with surround-sound
- NumberPad option



## ProArt Studiobook 15

- Intel® Core™ i7-9750H processor
- Windows 10 Pro
- NVIDIA GeForce RTX 2060
- 15.6" LED-backlit UHD (3840 x 2160) 3-sided NanoEdge display
- Up to 48GB DDR4 2666Mhz
- Up to 2TB (PCIe® NVMe Gen 3 x4 SSD x 2)
- 1 x USB 3.2 Gen 2 Type-C™ with Display Port, 1 x USB 3.2 Gen 2 Type-A, 2 x USB 3.2 Gen 1 Type-A, 1 x HDMI 2.0
- ESS® Sabre HiFi digital-to-analog converter (DAC) with Hi-Res Audio certification
- Dual-band 2x2 Wi-Fi 6





# CHROME ENTERPRISE CLOUD-BASED SOLUTIONS

## Secure by design with multilayered defense

- Always up to date : Experience uninterrupted workflows with operating system updates occurring in the background to ensure your data is protected with the latest software.
- Full data encryption : Storage of up to 512GB keeps data safe with unique keys for mitigating external security risks.
- Sandboxing : Confines each browser tab and application process within a sandbox. Chrome browsers use this to contain a single process and perform site isolation.

## Unleash the potential of robust IT tools

- Simplified IT management : The easy-to-use Google Admin Console and third-party UEM provider enable easy management of ASUS Chrome Enterprise devices and other infrastructure.
- Flexible access : Integration with Microsoft® Active Directory® and SAML SSO providers delivers flexible access to systems for different users and uses.
- Advanced security : If a device is misplaced, IT personnel can remotely disable the device to prevent unauthorized access. Data on devices can also be set to ephemeral mode, which allows profiles and data to be erased when users log out.

# CHROMEBOOK

ASUS and Chrome Enterprise are dedicated to ensuring any business is fully equipped to meet the needs of its industry. ASUS Chromebook Enterprise devices empower workforces with the right tools to be flexible, meet high performance demands and deliver a seamless experience.



Chrome OS



NanoEdge Display



Stylus support



Intel® Core™ processor



Thin and light



### Chromebook Flip C436

- Intel® Core™ i7-10510U / i5-10210U / i3-10110U processor
- Chrome OS keeps it new and fast
- 14" 16:9 Full HD (1920 x 1080) multi-touch frameless NanoEdge with 85% screen-to-body ratio
- Up to 16GB LPDDR3 2133MHz RAM
- Up to 512GB PCIe Gen3x2 NVMe M.2 SSD
- Weights starting at 1.1kg<sup>2</sup> with Precision-crafted magnesium-alloy design
- Up to 12 hrs<sup>1</sup> battery life in single charge
- Wi-Fi 6 with faster and more stable Wi-Fi connections
- Omnidirectional quad-speaker with harman/kardon certificated
- 360-degree convertible design with ASUS ErgoLift hinge
- Comfortable typing with auto-tilt full-size backlit keyboard
- 2 x USB 3.2 Gen1 Type-C™ support display & support power deliver, and 1 x Micro SD card reader



### Chromebook Flip C434

- Intel® Core™ i7-8500Y / i5-8200Y / m3-8100Y processor
- Chrome OS keeps it new and fast
- 14" (16:9) Full HD (1920 x 1080) multi-touch four-sided NanoEdge display with 87% screen-to-body ratio
- Up to 8GB LPDDR3 1867MHz RAM
- Up to 128GB eMMC Storage
- 2 x USB 3.2 Gen 1 Type-C™ support display & support power delivery, 1 x USB 3.2 Type-A, and 1 x microSD card reader
- Up to 10 hours<sup>1</sup> battery life
- 178° wide-view technology with optional touchscreen
- Weights starting at 1.45 kg<sup>2</sup> with stylish metallic design



### Chromebook Flip C433

- Intel® Core™ i5-8200Y / m3-8100Y processor
- Chrome OS keeps it new and fast
- 14" (16:9) Full HD (1920 x 1080) multi-touch four-sided NanoEdge display with 85% screen-to-body ratio
- Up to 8GB LPDDR3 1867MHz RAM
- Up to 128GB eMMC Storage
- 2 x USB 3.2 Gen 1 Type-C™ support display & support power delivery, 1 x USB 3.2 Type A, and 1 x microSD card reader
- Up to 10 hours<sup>1</sup> battery life
- 178° wide-view technology with optional touchscreen
- Weights starting at 1.5 kg<sup>2</sup> with stylish metallic design



### Chromebook C423

- Up to Intel® Core™ i5 8200Y processor
- Chrome OS keeps it new and fast
- 14.0" (3:2) LED-backlit HD NanoEdge display with 78% screen-to-body ratio
- Up to 128 GB eMMC Storage
- 1 x USB 3.2 Gen 1 Type-A, 2 x USB 3.2 Gen 1 Type-C™ with display and power delivery support
- Up to 10 hours<sup>1</sup> battery life
- Weights starting at 1.33 kg<sup>2</sup> with stylish metallic design
- 180 degree lay-flat hinge
- Optional touchscreen



### Chromebook C523

- Up to Intel® Pentium® Quad-Core N4200 processor
- Chrome OS keeps it new and fast
- 15.6" (16:9) LED-backlit HD NanoEdge display with 80% screen-to-body ratio
- Up to 64 GB eMMC Storage
- 2 x USB 3.2 Gen 1 Type-A, 2 x USB 3.2 Gen 1 Type-C™ with display and power delivery support
- Up to 10 hours<sup>1</sup> battery life
- Weights starting at 1.43 kg<sup>2</sup> with stylish metallic design
- 180 degree lay-flat hinge
- Optional touchscreen

1.Actual battery life depends on usage, specifications, applications and environment, among other factors.  
2.Actual weight may vary by specs.



# BUSINESS-CLASS MANAGEABILITY

ASUS Expert Series simplifies asset-management processes for MIS staff, as well as for end users.



## ASUS Control Center

### Comprehensive centralized IT management

ASUS Control Center is a centralized IT management suite designed to enhance productivity and security by offering a comprehensive set of controls via a user-friendly interface.



**Hardware & Software Monitoring**  
System administrators can easily monitor hardware status, software utilization, services, and inventory.



**Advanced Search and Grouping**  
The unique Metadata Management lets you tag devices with custom information.



**Task Scheduler**  
Once the Task Scheduler is setup, it automatically runs routine tasks such as turning devices on and off and dispatching software.



**Efficient Energy Control**  
Integrate ASUS ASMB & Intel Data Center Manager (Intel DCM) technology to provide real-time power consumption data.



**Enhanced Security**  
ASUS Control Center supports Windows Active Directory authentication, registry editor and USB storage disabling.



**Intuitive User Interface**  
The HTML5 web-based console provides intuitive dashboard, enabling you to manage your IT environment from different types of devices anytime and anywhere.

## ASUS Business Manager

### Simple PC management

ASUS Business Manager is a PC-based platform that consists of hardware, software, and firmware to provide unique security and productivity capabilities.



**System Backtrack**  
Establishes a checkpoint to restore the system to its optimal status.



**File Shredder**  
For complete and secure file deletion. The settings pass US Army AR380-95, DoD 5220.22-M and DoD 5220.22-M(E) standards.



**My Logo**  
Allows businesses to customize an exclusive boot-time logo



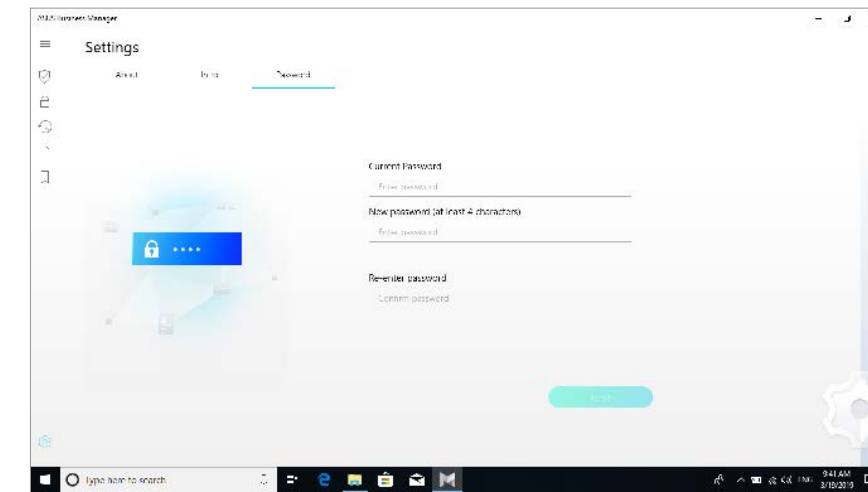
**Secure Drive**  
Allows creation of an encrypted virtual partition in your local drive (such as the C: drive) where you can save your important data.



**Device lock**  
Device lock controls read/write access to USB storage devices, card readers, and optical drives.



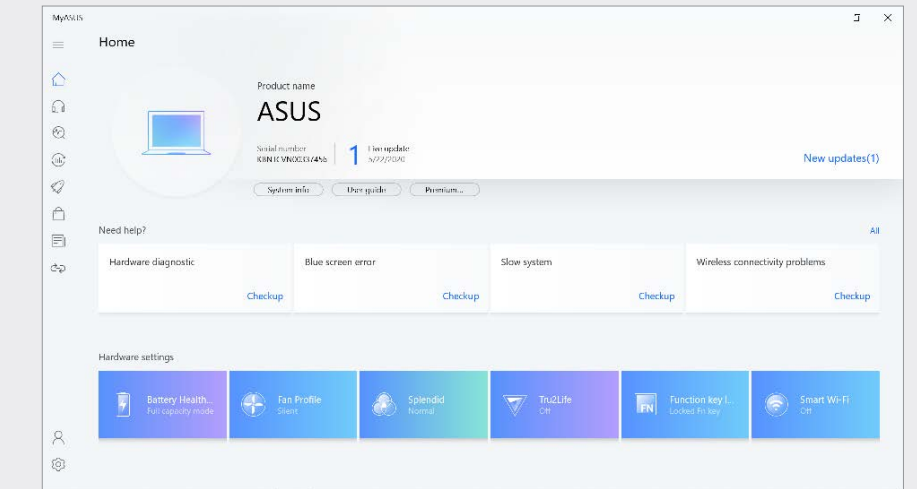
**System restriction**  
The system restriction setting allows an administrator to control access to data, system registry editing and system settings.



## MyASUS

### One-stop portal of ASUS-developed software tools and services

MyASUS is an exclusive app that helps you easily communicate with customer service, monitor repair status and access product instruction manuals, among other capabilities.



**Customer Service**  
Provides aftersales service including instant support via ASUS Online Chat, repair status tracking, and simple click to purchase ASUS Premium Care.



**Link to MyASUS**  
Integrates your ASUS PC with your mobile devices, boosting your productivity and allowing easier multitasking.



**System Diagnosis**  
Identify any problems that are encountered, report the sources of the issues, and provides instant suggestions.



**Hardware settings**  
Personalize your way of using your PC including colors, charging settings, keyboard usage habits, or optimize your PC performance by changing the fan mode and network settings.



**ASUS AppDeals**  
Enjoy discounts on premium apps and ASUS-exclusive deals via AppDeals.



# ENTERPRISE GRADE SECURITY

Modern IT threats can strike businesses from any place and from all angles. Security needs to cover every entry point with multiple layers of protection, so ASUS Expert Series products provide total security using multiple hardware and software layers, ranging from physical hardware protection to identity security to protect your data from unauthorized access. ASUS also offers a series of asset-management solutions for IT managers.

## IT Management

It allows Management Information System (MIS) staff to remotely control and manage company assets, making sure all digital data is safe and sound



### Intel vPro Platform

The intel vPro platform support hardware-based data encryption at the file, folder, and drive levels. Accelerate encryption and protect keys directly within the hardware.



### ASUS Control Center

A centralized IT management software that supports Windows® Active Directory authentication, registry editor and USB storage disabling, to ensure that all data and information is controlled and secured.



### AI Security

MIS can enable/disable external USB devices or optical drives writing or reading data to restrict user's access right to get confidential data or reduce virus infection.

## Identity Security

Identity security protection helps prevent attacks by hackers looking to capture passwords and encryption keys for sensitive data



### Biometric Security

The built-in IR camera and fingerprint sensor let you use Windows Hello technology to quickly and securely login.



### BIOS / HDD Password

The HDD password protects all data stored on the hard disk, keeping the data safe from being read or overwritten by unauthorized users.



### Trusted Platform Module (TPM2.0)

A TPM chip securely stores the authentication information (such as passwords or encryption keys) used by software to protect important data and transactions.

## Hardware Protection

Hardware-based protection ensures robust physical security for your PCs and notebooks



### Kensington Security Slot & Padlock

The Kensington type locks are useful to prevent quick grab-and-run thefts of equipment from casually supervised locations.



### Chassis Intrusion Alert

The chassis intrusion alert would show on BIOS during next boot once your PC case had been opened.



# ASUS PREMIUM CARE SERVICES

## Maximum support, minimal effort

ASUS Premium Care services go beyond standard warranty, to provide the assurance of maximum protection with minimal effort. It's the peace of mind you need so that you can get things done without compromising productivity or mobility.



MINIMISED  
DOWNTIME



INCREASED  
EFFICIENCY



REDUCED  
COSTS



## Comprehensive Support

Nobody knows your devices better than our own Asus hardware experts do. That is why they are only a phone call away to help you get the best out of your devices and assist you when you need support from trouble-shooting, diagnostics and more.



## Warranty Extensions

Keep that peace of mind feeling going for up to 5 years<sup>1</sup>, with an Asus extended warranty<sup>2</sup>. Ideal if you are planning to deploy your products for a longer period.



## Next Business Day (NBD) Repair

Minimise disruptions by investing in NBD service. Eliminate the hassle of supported hardware drop offs and pick-ups.



## Laptop Accidental Damage Protection (ADP)

ADP gives you the assurance that should your laptop be subject to accidental damage from events such as liquid spills, electrical surges, drops and falls, you will be covered, with no excess to pay.



## Keep My Drive

In the unlikely event that the original storage drive requires replacement, Keep My Drive allows you to retain the defective drive and receive a replacement, installed by an authorised Asus technician.



## Battery Back Up

Extend the warranty of your battery to match the warranty of the laptop with Battery Back Up. You will be entitled to one battery replacement during the warranty period, as a result of any manufacturing defects.

1. Service and warranty coverage may vary depending on country and territory and may change without notice. Please check with your supplier for exact offers.  
2. Must be purchased and activated within 90 days of your ASUS product purchase date.



# ASUS BUSINESS ECOSYSTEM PARTNER

Pave the way for business with ASUS Ecosystem Partner



## Microsoft

ASUS and Microsoft share the goal of empowering every professionals to reach his or her potential. With Windows Autopilot, IT administrators can quickly transform a new device to one that's business-ready, reset existing devices to remove apps, change settings, or access personal files — and they can do all of this remotely. Microsoft Teams provides a convenient online conferencing so professionals can find new ways to continue collaborations wherever they are.



## Google

ASUS and Google are working together to make collaborating easier. G Suite brings together all the favorite productivity apps of professionals, including Google Docs™, Google Slides™ and Hangouts™, to keep everyone connected and productive. ASUS Chrome Enterprise devices are secure by design, and they are built to prevent and defend against cyberattacks. In addition, the automatic updates and multi-layered security offered by Chrome OS keeps data safe.



## Intel

Equipped with powerful Intel® processors and Wi-Fi-enhancing technology, ASUS devices offer the very best in performance, efficiency and connectivity. ASUS devices powered by Intel provide performance and reliability to empower professionals with unparalleled tools and deliver seamless working experiences. The Intel vPro platform sits atop Intel's commercial product offerings. It is designed with IT in mind to help businesses, large and small, keep employees productive, secure company assets and simplify fleet management.



## AMD

Powered by AMD processors, ASUS Business devices deliver optimized performance to meet the needs of diverse industries alike, empowering professionals to reach their full potential.



## Endless OS

The goal of Endless OS is to enable people to harness the power of computing, anywhere. ASUS and Endless OS combine hardware and software to make it easy and free to access valuable preloaded resources for business users.

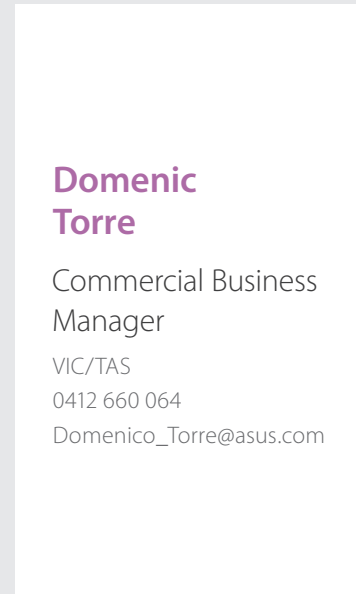
# FOR MORE INFORMATION ABOUT ASUS BUSINESS SOLUTIONS, PLEASE CONTACT YOUR LOCAL SALES REPRESENTATIVE



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