

What are connected laptops and how can they benefit your SMB?



Connecting your laptop to a local wireless network is crucial for small business owners. But it's not always practical if you are not in your office, and public Wi-Fi may not be available or reliable. That's why small and medium-sized businesses (SMBs) can benefit from built-in laptop connectivity that lets employees get online from virtually anywhere. Learn more about connected laptops and how they can help SMBs in today's work-from-anywhere world.

What are connected laptops?

Built-in 5G or 4G LTE technology can allow these laptops to connect to the internet using the same broadband networks that connect smartphones to the internet. Because the connectivity is provided by modules that are integrated directly into the device, connected laptops don't require any external hardware—like wireless USB sticks or local routers—to access the internet, nor do they depend on wired network infrastructure being available. This means you should be able to establish laptop connectivity in most places where a cell signal is available. If your smartphone can connect on cellular, your laptop could be able to as well.



What kinds of companies should consider connected laptops?

While connected laptops can benefit any type of business whose workers require reliable and seamless connectivity, they're especially valuable for SMBs in industries including:

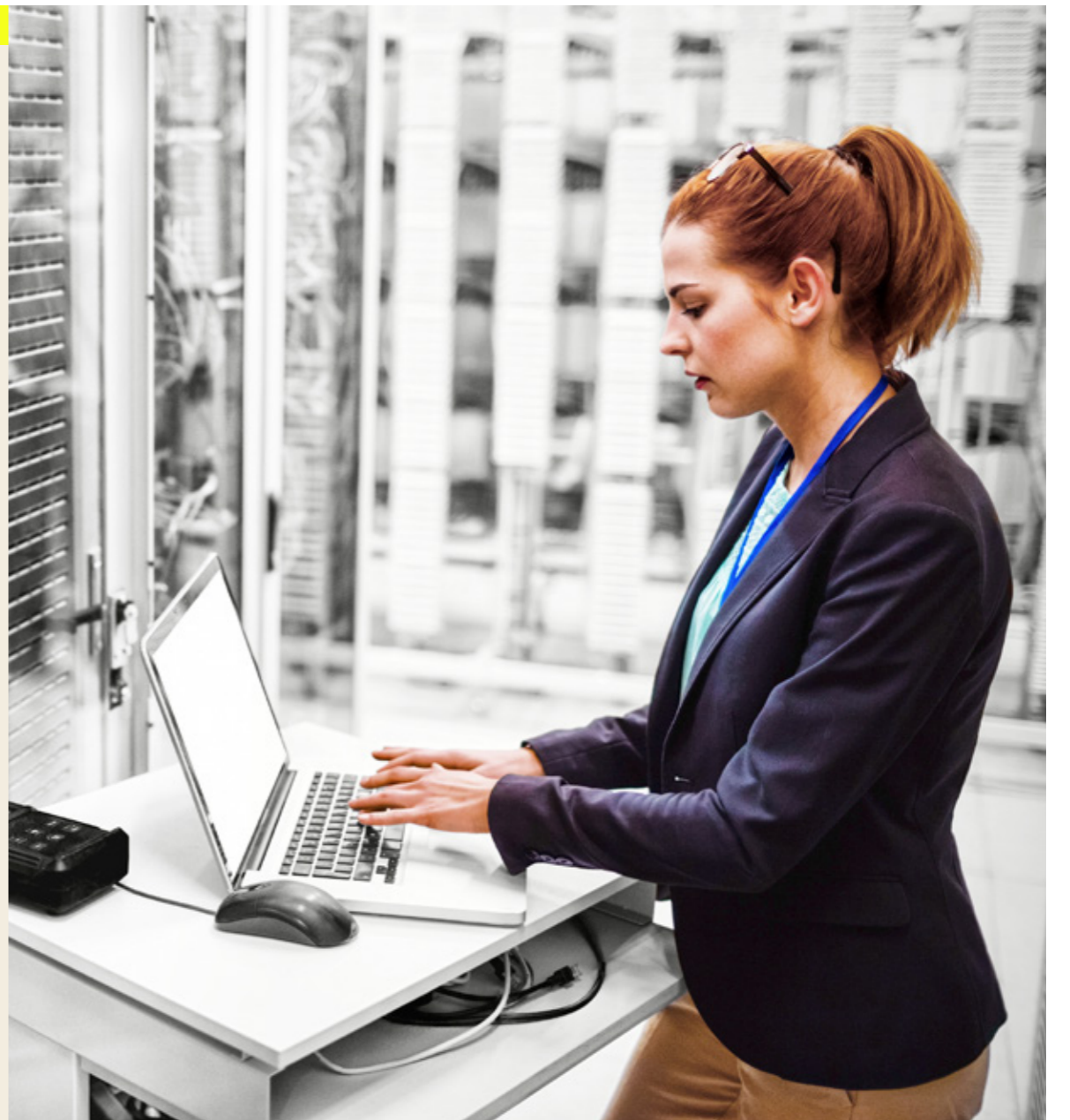
- Consulting or sales: Employees who travel frequently could benefit from having built-in network connections virtually wherever they go.
- Hospitality: Employees may require the ability to move around restaurants, hotels and other facilities without worrying about losing internet connections if they step outside of Wi-Fi range.
- Energy and utilities: The ability to connect from work sites spread across wide geographic distances can be critical.
- Life sciences: Another industry in which workers are often deployed to remote sites where traditional network connections may not be available.



Laptop connectivity: The benefits of connected laptops for SMBs

By enabling a new level of flexibility and mobility when it comes to connecting to the internet, connected laptops can benefit organizations that require a reliable internet connection from virtually any location. However, for SMBs in particular, built-in laptop connectivity can offer several key advantages:

- Improved productivity. Keeping workers connected online wherever they travel—be it short or long distance—is a key consideration in an age when more than half the workforce depends on mobile connectivity.
- Reduced risk of disruption to business operations resulting from a lack of laptop connectivity.
- More secure network connection than relying on public Wi-Fi, helping to keep employee and company information safe.
- A streamlined employee experience. Workers won't have to know how to configure local wireless networks or set up tethered connections to bring their laptops online.



Connected laptops can help empower small business owners and their employees to be more productive and efficient.

Learn more about how Verizon can help provide laptop connectivity solutions for your business.

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