



Loftysoft AB

Consulting firm finds the ideal solution for securely working on the road with the highly portable, Toshiba Portégé Z30t laptop and Windows 10 Pro.

Loftysoft AB is a consulting firm based out of Malmö, Sweden that focuses on strategic, architectural, and technical assistance in Cloud Computing. Founder and CEO, Magnus Mårtensson, travels with his Toshiba Portégé Z30t laptop, enabling him to work around the world with ease.

Business situation

Magnus Mårtensson specializes in IT solutions built on the Microsoft Azure Cloud Platform for applications of any scale—from very small to global corporate enterprise. His job requires frequent travel, so he needs a device that gives him the ability to work securely wherever he goes.

“I work on trains and airplanes; I need something I can use in my lap; something I can carry around all the time,” explains Mårtensson. He needs an intelligent solution with enough mobility to perform day-to-day tasks, such as client communication and assistance, as efficiently as possible.

Solution

Loftysoft found the Toshiba Portégé Z30t laptop running Windows 10 Pro to be the best fit for their needs. With the durable, lightweight device, Mårtensson can book travel, manage expenses, and process client requests while on-the-go. “As a familiar Microsoft user,” says Mårtensson. “It was all incredibly easy to transition over from my tablet.”

Loftysoft also uses the Portégé Z30t’s vibrant touchscreen display to present information and work interactively with clients. “I address any business, which means that there is a huge variety in the kind of services I provide,” says Mårtensson. “But regardless of their need, I can use the Portégé Z30t to share information securely with my clients.”

Benefits

Choosing the Portégé Z30t laptop with Windows 10 pro strengthens Loftysoft’s offering by improving client communication, data security, and mobility.

Better mobility

The Portégé Z30t strikes an ideal balance between size and portability. Its honeycomb structure construction and spill-resistant keyboard make the Portégé Z30t laptop an ultra-light device—weighing just 1.36 kg—that’s not afraid of a little water. And with its premium magnesium alloy frame, it’s protected from the bumps and falls that can often happen while traveling. “It feels sturdy yet light, and that’s good,” says Mårtensson. “I can take it with me and it’s easy to pick up and use wherever I need to work.”

Tighter security

Mårtensson has NDA contracts with all his clients, making data security critical for his business. The advanced security capabilities of the Portégé Z30t including the fingerprint reader and Windows Hello, helps Loftysoft keep their clients' information safer. Windows Hello, included in Windows 10 Pro, is a biometric authentication feature that uses the Portégé Z30t Fingerprint Reader to guard against unidentified users and achieve enterprise-grade security. In addition, Windows BitLocker Drive Encryption, an added security feature of Windows 10 Pro, encrypts all data stored on the hard drive. BitLocker helps to safeguard against unauthorized users accessing the laptop's data in the event the laptop is lost or stolen while Mårtensson is traveling.

More success

As an expert in Microsoft Azure, Mårtensson regularly gives presentations on the topic around the world. "When I present, I want my device to shine. It has to be professional." Mårtensson says. "I enjoy bringing up the Portégé Z30t because it looks sleek with its razor-thin design."

Fortunately for Mårtensson, the Portégé Z30t proves that a sleek design doesn't mean limited functionality. The Portégé Z30t contains all the necessary ports and connections essential to mobile business, including a VGA connector, Ethernet, full-size HDMI® port, SD card reader, three USB 3.0 ports, and the Toshiba Hi-Speed Port Replicator for full docking convenience. "I love the fact that it has all these nice connecting capabilities," says Mårtensson, "because I don't have to use any dongles."



These features, along with the touchscreen and 33.8 cm display of the Portégé Z30t, allow Mårtensson to work on the go with a fully competent device. As a result, his work is more efficient and convenient for his clients. "Working on the go means I can complete tasks faster, giving me more time to focus on my company's success," Mårtensson says, "I will be using the Portégé Z30t everywhere I go because it fulfills all my needs in one device."

Toshiba Portégé Z30t

- VGA, DVI, HDMI, RGB, Ethernet LAN, USB Ports with sleep and charge and a bridge media adapter
- Ultraportable laptop packed with the latest technologies
- Toshiba's EasyGuard® Technology—built into all Tecra and Portégé business laptops—for added protection and convenience to help you go mobile with confidence
- Touch, swipe, pinch, and zoom with the 10-finger multi-touch display
- Fingerprint Reader and Trusted Platform Module v2.0 to secure data and thwart unauthorized access
- Premium magnesium alloy chassis, shock-absorbing design, and a unique honeycomb reinforcement structure for increased rigidity and durability

Windows 10 Pro

- Windows 10 Pro provides you the powerful essentials you need with comprehensive, built-in and ongoing protection.
- Windows Hello, the password-free login that gives you the fastest, most secure way to unlock your Portégé Z30t using your fingerprint.
- BitLocker: BitLocker encrypts your data on your device and even on your USB drive, so you're more protected.
- Windows Update for Business Windows 10 Pro keeps itself up-to-date with market-tested security updates and new features to keep your system current for the supported lifetime of the device.
- From traditional keyboard to voice, touch, and gesture: Windows gives you more interaction options to choose from so you can use what feels right and works best.

Toshiba Europe GmbH. For more information about other Toshiba customer successes, please visit: www.toshiba.eu/b2b

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