

SUSTAINABLE DIGITAL WORKPLACE PERIPHERALS

Employees get more done when freed from discomfort to focus on work. Logitech Ergo products are designed and scientifically tested to improve posture and reduce muscle strain. They are universally compatible, built with durable materials, and fit into any enterprise IT standard equipment list.



TARGET CUSTOMERS

“Ergo established” companies are the sweet spot: They place very high priority on workstation health, provide ergo as standard set-up and have formal ergo policies

OPPORTUNITY

A new reason to call out to customers.
An opportunity to reach out deeper to organizations

SOLUTION

62% of ergo end users in enterprise are using Logitech (#1 brand)

Drivers

- People spend up to 30% of their time at work
- 15% of computer users suffer from pain in the upper limb
- 90% of the workplace will need basic computer literacy by 2023
- Feeling good at work drives business performance
- 9/10 employees who use ergonomic mice/keyboards never return to conventional devices

Key verticals

Financial Services

Key environments

Workplace/styles that these are relevant for

Key people

IT: they are the leading budget holder for traditional mice, keyboards, & PCs

- the leading ergo device & software budget holder, and issuing authority
- they are a pivotal influencer in the ergo device brand approval list

HR: the go-to department for users to request ergo comfort solutions

- an equal budget holder for ergo furniture & services

4 key questions to identify key people:

Q1. How many hours per day do you spend on a computer?

A1. Users who spend 6 hours or more per day are more likely to develop RSI in case of poor posture

Q2. Have you experienced any pain in the fingers or shoulder while working on digital content?

A2. If yes, ergonomic devices are key to promoting a more natural posture and reducing discomfort

Q3. Do you use your mouse or keyboard more frequently?

A3. The device that is the most intensively used should be prioritized as being ergonomic

Q4. When choosing a digital device, is the most important aspect for your productivity, comfort, or design?

A4. Comfort is a key purchase driver for ergonomic devices

Customer is looking for:

Flexible Working Environment: clutter free desk space to enable hotdesking

Sustainable Environment: reduced power consumption &/or elimination of use of alkaline batteries

User wellbeing: improving employee well being by eliminating RSI and CTS

Why Logitech?

- 25 years of expertise in typing, over 35 years of expertise of mice
- Solar Powered Wireless Keyboards = no alkaline batteries
- Cross computer control
- Integrated phone and tablet stand
- Multi OS/OS adaptative
- Ergonomic solutions
- Built to Last
- Easy to set up and use
- Broadly appealing design



MX Ergo



INTRODUCING THE ERGO SERIES

MK850



MX VERTICAL

Natural handshake position reduces wrist pressure and forearm strain



- Unique 57° angle, optimized for an ergonomic posture without compromising performance
- Quick learning curve
- 4000 DPI high-precision sensor results in 4x less hand movement



MX ERGO

Move the cursor without moving your wrist or hand - and save space



- Cursor control with the thumb
- Adjustable hinge (0°-20°) for personalized comfort and a more natural hand position
- Precision scroll wheel and precision mode button (DPI)

MK850 PERFORMANCE

Wireless Keyboard
and Mouse Combo



- Comfortable concave keys
- Tilt legs
- Arched keyframe, soft palm rest
- Contoured mouse



88%

OF ERGONOMICS
PROFESSIONALS
WOULD
RECOMMEND
MX VERTICAL



20%

LESS
MUSCULAR
ACTIVITY

