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Whatever the business domain is, targeting the base consumers remains the prime focus for brands or vendors. The initial consumer base occupying the largest share of the market holds the power to substantially affect the overall revenue generation of any manufacturers. The particular market slot, being an attraction of all, has fostered mutual competition which is quite stiff. This is a fact, and computing domain is no more an exception like others. There should be no ambiguity in defining base consumer in computing. Tasks like surfing web, watching videos, sending email, completing family budget and homework come under the category of basic computer usage.

In the overwhelming PC market, there are different players, and talking about everyone is next to impossible, so let's take the Essential G series from the Lenovo and watch out how worth its for the basic computing & what are the various support features. Featuring up to 2nd generation Intel Core i5 processor, Lenovo Enhanced Experience 2.0 for Windows 7, with RapidBoot technology, 14" (1366x768) HD widescreen, etc. the product seems to be offering more than the essential power. Starting with US \$ 389, the affordable pricing is another key factor for the inclination of the consumers. Within the affordable range, the diversity is yet another reason to boast of. Take note of different models including The Lenovo G470, Lenovo G480, Lenovo G570, Lenovo G580 and Lenovo G575. How it will suit into your business outfits or what is the best configuration that you need? Well, the answer is available from Lenovo Customer Service.

Affordability doesn't mean compromise, and this has been well depicted by the Lenovo customer support through its various support options or Lenovo Care program. The product enjoys 3 year notebook protection and 3-year extended warranty support. Starting from limited hardware warranty and accidental damage protection which take care of the hardware investment, Lenovo Premiums service is to handle problems with computer, home network, software, or technology in general. Experts can remotely setup and install computer, Internet, router, network and peripherals at your demand and that's too at your comfort via the secure Internet connection. Though, the service is restricted by time frame (between 8AM to 11PM Eastern (New York)), yet it's commendable.

If you are ready to shell-out more bucks, then with ThinkPad notebooks, you can have the advantage of the Keep Your Hard Drive Service. For any reason if a drive fails while covered under warranty, the service will make sure you don't have to compromise with your confidential data. For those who are ready to avail the service need to understand the detail of the Lenovo Limited Warranty program. Usually, the defective hard disk which is replaced becomes the property of Lenovo.

If you are a business owner or taking care of an enterprise, then Lenovo Tech Support is designed for you. This enhanced warranty plan is a promise from third-party tech support vendors to keep your system up round-the-clock. Now, you have the privilege to access direct anytime-access to the right level of technical support on the first call for instant resolution for any Lenovo product issues.

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