

Computer Services

Strengthening strategic alignment to better manage CO₂ footprint

ALSO Deutschland GmbH

Increasing environmental awareness
among resellers and customers with
Lenovo CO₂ Offset Services.



Lenovo

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Who is ALSO Group?

ALSO Group is a leading European technology provider and one of the biggest Lenovo distributors in the region. With over 4,300 employees across 28 countries, ALSO offers 1,450 product categories to a large reseller network of 120,000 partners. Selling standard systems and tailored solutions, ALSO completes 18 million transactions per year and achieves an annual revenue of €12 billion.

As a major Lenovo distributor, ALSO works closely with Lenovo and has built up extensive expertise over the years. ALSO assists its resellers with sizing and configuration to ensure that end-customers get the best possible Lenovo solutions. The company also operates warehouses managing a Lenovo inventory worth several million Euros to ensure rapid delivery to local customers in Germany and across Europe.

Committed to environmental protection and sustainability in business, ALSO has launched a range of initiatives to reduce its emissions and lower its energy consumption. For ALSO, sustainability is more than a buzzword; it is an integral part of the company's long-term strategy to support improving living conditions on Earth for future generations.



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The Challenge

Evaluating its solution catalog, ALSO realized that substantial effort is often required to determine the environmental impact of IT solutions. Generally, partners are too short on time and customers' budgets too limited to support additional research as part of the standard procurement process. On a mission to boost sustainability across all areas of IT, ALSO wanted to make it easier for its large network of resellers to market and offer IT solutions with a smaller environmental footprint.

Michael Münster, Business Development Manager at ALSO Deutschland GmbH, says: "The world and the market are clearly moving in a direction where individuals and companies want to be more sustainable. Our goal is to build awareness of IT solutions that can make a difference and contribute to a reduction in CO₂ emissions. And we want to make it seamless for our resellers to address this with quick, simple processes that they can explain to their customers in just a few minutes."

ALSO wanted to encourage responsible use of resources by actively promoting more sustainable and efficient IT solutions that enable lower energy consumption while providing fast performance for business workloads.

Committing to offset CO₂ emissions

Recognizing that Lenovo has long been committed to sustainability, ALSO decided to intensify the partnership and promote sustainable Lenovo IT solutions more widely. “We believe that Lenovo is a step ahead of other vendors when it comes to sustainability,” says Münster. “This focus on sustainability in many different ways is something that deeply resonates with us.”

At the core of its efforts to manage business and environmental footprint is Lenovo’s CO₂ Offset Services. “With Lenovo CO₂ Offset Services, Lenovo provides a mature solution for eco-minded businesses,” explains Münster. “We can easily integrate the Lenovo service into our own offerings, and quickly launch new products and campaigns with our reseller network that include CO₂ Offset Services.”

Services

Lenovo CO₂ Offset Services



ALSO is keen to reduce waste wherever possible and fully supports Lenovo's efforts to deliver its products using recycled and renewable materials in packaging. As a distributor, ALSO leverages its scale to enable larger, more resource-efficient long-distance shipments to its warehouses.

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Results

Together with Lenovo, ALSO is focusing on the Lenovo 360 global channel initiative to provide easier access to the entire Lenovo portfolio.

“We’re now already adding the CO₂ Offset Service as a default option to all sales enquiries,” says Münster. “We highlight the service in color to increase awareness of the offering among our resellers.”

Thanks to the simplicity of the Lenovo service, ALSO was able to launch new products and initiatives together with selected resellers, such as enthus, within just two or three days. The effective collaboration between Lenovo, ALSO, and its resellers enables ALSO to quickly offer more sustainable procurement choices to more resellers and customers, aligning its business activities even closer with its ambitious sustainability goals.

“What makes Lenovo CO₂ Offset Services unique is that they are seamlessly integrated into existing purchasing workflows,” concludes Münster. “The service is easy to explain to resellers and customers, which increases the acceptance and streamlines the sales process.”



Uniquely simple process to manage environmental impact of IT solutions



Transparent communication and smooth collaboration with fast response times



Shared commitment to increase awareness around sustainability



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“The Lenovo CO₂ Offset Service offering is outstanding with its focus on transparency, making it easy to communicate tangible benefits to resellers and customers. No separate research, contract or tracking is needed, and the certificates include details of the UN-vetted climate action projects and highlight the tangible contribution to the environment.”

Michael Münster

Business Development Manager,
ALSO Deutschland GmbH

Why **Lenovo**?

ALSO has been working successfully with Lenovo for many years. When the company saw the opportunities that the Lenovo CO₂ Offset Services offered, ALSO was keen to take the partnership to the next level.

“Our corporate culture encourages everyone to take the initiative and contribute towards our business and sustainability objectives,” says Münster. “Together with my team in Germany, I decided that by working even closer with Lenovo, we could increase awareness for sustainable procurement decisions and foster sustainability as part of our core business.”

Based on ALSO’s experience, the Lenovo team is always ready to go the extra mile to get resellers and customers on board. “It’s always a pleasure to work with Lenovo,” adds Münster. “The team is friendly and professional, and they are more than happy to support us and our resellers, and engage directly with customers when it helps us to get a joint engagement over the line.”

Weekly coordination meetings with Lenovo help ALSO to stay on top of delivery schedules and ensure the team can prioritize projects when necessary to ensure the best possible customer service.



How do you promote more sustainable choices in IT?

Facilitating more sustainable IT procurement decisions with Lenovo.

[Explore Lenovo CO₂ Offset Services](#)