

Technology | Canada

Building B2B success

Canada Computers & Electronics

Canada Computers & Electronics is partnering with Lenovo to bring high-quality infrastructure solutions to businesses across Canada—helping the company to significantly increase B2B revenues in just three years.



1

Customer background

Who is Canada Computers & Electronics?

Founded in Kingston, Ontario, in 1991, Canada Computers & Electronics has grown from one location into one of the largest Canadian owned computer and electronic retailers in the country. With over 40 locations today, Canada Computers has become more than just a retailer, whether it's the student building their first custom PC, the entrepreneur taking their business to new heights or the professional seeking tools to bring their vision to life. Canada Computers is proud to partner with them every step of the way.



2 The challenge

For over 30 years, Canada Computers has been delivering tailored, high-quality solutions to individuals and businesses across the country. Anthony Greenidge, Corporate Sales Specialist at Canada Computers & Electronics, says:

“We want to be trusted advisors to our clients. On the B2B side of our business, our procurement teams strive to build close relationships with IT vendors, enabling us to solve our clients’ IT challenges in a highly cost-effective way.”

Canada Computers aims to grow its B2B division by bringing data center solutions to more corporate clients. Greenidge continues: “We want to be a first-choice solutions integrator for all industry verticals.”

“

“Over the years, we have built up a very close working relationship with Lenovo. As well as offering high-quality endpoint devices for the consumer market, Lenovo is a global leader in data center technology—**helping us to deliver client success time and again in the B2B space.**”

Anthony Greenidge

Corporate Sales Specialist, Canada Computers & Electronics

3 The solution

Building a close partnership

By building strong skills and competencies across the Lenovo portfolio, Canada Computers has attained Lenovo Platinum 360 partner status—the highest level of Lenovo partnership. Today, the company works closely with Lenovo Infrastructure Solutions Group (ISG) to bring innovative solutions to B2B clients.

Greenidge gives an example: “One of our infrastructure clients is Durham Radio, a radio broadcasting company based in Ontario. The company relies on virtualized infrastructure to deliver 24/7/365 operations—but as its environment grew, its lean IT team found that management and maintenance was becoming increasingly challenging.”

Hardware

Lenovo ThinkSystem
SR645 servers

Software

Lenovo XClarity
Administrator

Services

Lenovo Premier
Support for Data
Centers



Delivering outstanding B2B solutions

Canada Computers helped Durham Radio deploy Lenovo XClarity Administrator, enabling the company to automate infrastructure monitoring and management tasks for its Lenovo ThinkSystem server environment.

Charlie Toner, Engineering/IT at Durham Radio, Inc., elaborates: “For every 60 seconds of dead air in a major market like Toronto or Vancouver, we risk losing up to 90% of our audience—so always-on uptime is essential. If Lenovo XClarity Administrator detects a fault with our environment, the solution automatically raises a support ticket, and a Lenovo Premier Support technician resolves the issue rapidly.”

Today, Durham Radio can free its IT team to focus on value-added activities and expand its broadcast services. Toner adds: “The Lenovo solutions delivered by Canada Computers have enabled us to add three more radio stations to our network, and we look forward to building on our digital capabilities to strengthen our industry-leading position.”

“

“Working with Lenovo is an experience like no other—the level of **comradery and support** we get from the team is fantastic. Lenovo gives us invaluable advice about which certifications to focus on and which targets to push for, which played a key role in us achieving the **Lenovo Platinum 360 partner** status.”

Christopher Siu-Chong

B2B Sales Manager, Canada Computers & Electronics

4 The results

In the last three years, Canada Computers has significantly increased B2B revenues, and the company plans to continue its collaboration with Lenovo to drive further growth in the IT infrastructure space.

“Lenovo gives us the whole package: server, storage, and networking solutions, streamlined infrastructure management software, and responsive support services,” comments Greenidge. “Our strong relationship with Lenovo enables us to act as trusted advisors to our clients and deliver solutions tailored to their specific business needs.”



Delivers access to high-quality hardware, software, and services



Unlocks business growth opportunities



Substantial increase in B2B revenues

Why Lenovo?

One of the key factors behind Canada Computers' thriving partnership with Lenovo is the quality and responsiveness of Lenovo support services.

“Whenever we engage Lenovo Premier Support, we know we can count on them to help us get the best result for our clients,” recalls Greenidge. “For example, when we deployed brand-new Lenovo ThinkSystem SR645 servers at the IT offices at Durham Radio, the client found excessive noise from the cooling fans a significant distraction. We escalated the issue and the Lenovo Premier Support team jumped on the case right away. They replicated the situation in a sandbox environment in their lab to find a solution. A Lenovo engineer then came on site with us to modify the internal configuration of the servers, solving the issue and ensuring whisper-quiet operation.”

How can IT solutions providers grow into new markets?

Canada Computers & Electronics is working with Lenovo to unlock opportunities with B2B clients, driving revenue growth.

Become a Lenovo Partner