Computer Services | India | SME | Device as a Service

Empowering clients to scale their ambitions with Lenovo TruScale DaaS.

Cartel Infosystems makes device rollouts fast and affordable for clients like Eduquity Career Technologies with Lenovo TruScale Device as a Service (DaaS).

When Eduquity, one of India's leading online assessment providers, needed to equip hundreds of exam centers with new devices, Cartel rose to the occasion, procuring hundreds of Lenovo laptops [DV1.1]and tens of thousands of webcams on flexible financing terms through Lenovo TruScale DaaS.

This enables:

- Rapid deployment and a consistent device baseline
- Simplified monitoring, management, and refresh planning
- Lower, more predictable costs with subscription model

The result: Cartel enables Eduquity and other clients to accelerate device deployments and unlock greater value from technology at lower cost.

300+

locations equipped with robust Lenovo devices.

38,000

Lenovo webcams and 700 laptops deployed.

7,000 tons

of CO_2 offset with built-in sustainability services.

- Scale seamlessly
- Optimize costs
- Drive sustainability

Cartel Infosystems
Together we grow.....

The challenge

Removing barriers to growth.

Cartel has set its sights on becoming a trusted procurement partner and strategic technology advisor for enterprises and educational organizations across India.

Cartel's partnership with Eduquity Career Technologies illustrates this ambition.

- Eduquity is a thought leader in India's assessment industry, providing design, development, and administration of end-to-end online assessment solutions for government entities, educational institutions, and corporates.
- When Eduquity expanded its footprint to over 350 exam centers, it turned to Cartel to deliver a robust device infrastructure.
- Eduquity aimed to standardize on a device platform that could be deployed fast, perform reliably under heavy usage, and offer easy remote monitoring and support.

Flexible financing was a must.

- Seeking to open dozens of new locations in a short timeframe and within a tight budget, Eduquity could not afford long procurement cycles or large upfront capital spend.

The solution

Powerful hardware for exam proctoring.

Lenovo TruScale DaaS offered an ideal way for Cartel to deliver the enterprise-grade endpoints that Eduquity required, quickly and on flexible financial terms.

Building a robust device baseline.

- Eduquity opted for powerful Lenovo ThinkPad P16 laptops and high-definition webcams to support exam proctoring.
- Lenovo and Cartel created a standardized device configuration and repeatable rollout process for fast, consistent deployment.

Simple and sustainable.

- TruScale DaaS offers a single subscription-based contract for all of Eduquity's devices, optimizing costs and simplifying device lifecycle management.
- Built-in Lenovo CO_2 Offset Services offset roughly 7,000 tons of CO_2 from the device fleet, supporting Eduquity's broader sustainability targets.

Lenovo services and hardware

Services.

- Lenovo CO_2 Offset Services
- Lenovo Premier Support
- Lenovo TruScale Device as a Service

Hardware.

- Lenovo Essential FHD Webcams
- Lenovo ThinkPad P16 laptops

> **"As a Lenovo partner, we see great value in the breadth and reliability of their portfolio, combined with responsive pre-sales and enablement support, which helps us architect the right-fit solution for each customer."**

Girish Kumar

Managing Director, Cartel Infosystems

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“Lenovo lets us lead with a complete lifecycle proposition rather than a one-time device transaction, which gives us a valuable competitive edge. The ability to bundle devices, and refresh into a single subscription-style model with TruScale DaaS means customers can evaluate us on outcomes instead of simply on upfront pricing.”

Girish Kumar

Managing Director, Cartel Infosystems

The outcome

Bringing reliable performance to every exam experience.

Lenovo and Cartel help Eduquity to improve consistency, monitoring readiness, and operational reliability across hundreds of locations, empowering the organization to deliver smooth, predictable exam experiences.

Today, Eduquity benefits from:

- **Sharper agility:** standardized device baseline supports rapid deployment, easy management, and consistent refresh cycles.
- **Competitive commercials**: TruScale DaaS shifts spend from large upfront capital outlays to a predictable subscription model.
- **Comprehensive service and escalation support**: issues are resolved faster, critical in an exam environment where downtime directly impacts operations.

Cartel gains clear advantages too.

Lenovo TruScale DaaS is proving to be a vital enabler of Cartel’s own growth ambitions, helping the company evolve to a more agile, services-led business model. Cartel is moving away from costly, one-off procurement cycles towards a predictable monthly subscription. And instead of simply reselling hardware, the company can offer clients a much wider range of value-added services.

Girish Kumar, Managing Director at Cartel, concludes: “With Lenovo TruScale, we can deliver more consistent execution across large, distributed projects while continuing to expand our solutions and services portfolio. It’s become a critical enabler of our growth.”

One as-a-service offering that covers it all.

Lenovo TruScale DaaS for service providers.

With Lenovo TruScale DaaS, Cartel supports clients across India with rapid, reliable, and sustainable endpoint deployment and support at enterprise scale. Lenovo makes it easy to scale fast, without large upfront capital investment or ongoing management effort.

Key business benefits:

- **Enterprise-class solutions:** Organizations gain access to next-gen Lenovo workplace devices, with regular refresh cycles to keep hardware current.
- **Cost-effective:** OpEx model offers more predictable costs compared to traditional capital procurement and avoids lengthy budget approvals.
- **Seamless sustainability:** Carbon offsetting is integrated directly in hardware purchase, with clear, transparent data for easy ESG reporting.

Discover how Lenovo TruScale DaaS can help you deliver IT with lower costs, less complexity, and superior economics.

Learn more

35%
potential reduction in device-related IT costs with TruScale DaaS.

38%
of companies that invest in DaaS report improved IT efficiency.

Want to know more?

Get in touch with Vinod Kumar (vkr@lenovo.com) to set up a chat.

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