

Education

# Equipping staff for **success**

## Coventry University Group

To replace its aging laptops and notebooks, Coventry University Group shifted from a traditional device procurement model to Lenovo TruScale Device as a Service (DaaS)—helping it to boost cost-efficiency and deliver brand-new devices directly to faculty around the world.

Lenovo  
**TruScale**



**Lenovo**

1

## Who is Coventry University Group?

Headquartered in Coventry, England, Coventry University Group delivers access to a wide range of high-quality education services and partnerships through locations in the UK, Belgium, Poland, Egypt, Dubai, Singapore, China, Kenya, Nigeria, and Pakistan. Coventry students are part of a global network that has 50,000 learners studying Coventry University degrees in more than 40 different countries and partnerships with over 150 higher education providers worldwide.

2

## The Challenge

Growing rapidly around the world, Coventry University Group aims to ensure that its students, faculty, and staff can all access the digital tools they need to support their work, their research, or their studies. In the past, the organization relied on a traditional approach to procuring devices for faculty—but with rising pressure on education budgets, this model presented significant challenges.

Steve Rogers, CTO at Coventry University Group, explains: “Previously, we lacked a standardized approach to device procurement. Over the years, we had accumulated laptops and desktops from multiple different vendors. As well as being time-consuming to manage, the inconsistency of our fleet meant it was costly to operate—and users had to hold onto their devices for up to seven years before we had budget to replace them.”

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“We targeted a fresh device strategy. The key goals were to improve operational cost-efficiency, replace our aging estate with high-quality laptops and desktops, and enhance the user experience.”

**Steve Rogers**

CTO, Coventry University Group

# Taking an innovative approach

Coventry University Group transformed its approach to device procurement with Lenovo TruScale Device as a Service (DaaS). Combining best-in-class devices with responsive services for provisioning and technical support from Lenovo and CDW, TruScale DaaS enables the group to refresh faculty laptops and notebooks in a highly cost-effective way. As part of Lenovo Digital Workplace Solutions (DWS), this opens the door to the breadth of offerings and services available.

“By teaming up with Lenovo and CDW, we can give our users access to modern hardware, including Lenovo ThinkPad T14s, X13 2-in-1, and X1 2-in-1 laptops and MacBook Pro devices,” says Rogers.

## Services

- Lenovo TruScale Device as a Service
- Lenovo Asset Recovery Services
- Lenovo CO<sub>2</sub> Offset Services
- Lenovo Deployment Services
- Lenovo Premier Support
- Lenovo Ready to Provision Plus
- Lenovo Digital Workplace Solutions

## Hardware

- Lenovo ThinkPad T14s
- Lenovo ThinkPad X1 Carbon
- Lenovo ThinkPad X1 2-in-1
- Lenovo ThinkPad X13 2-in-1
- MacBook Air
- MacBook Pro

## Software

- Microsoft Intune
- Microsoft Windows Autopilot

# Boosting cost- efficiency

Coventry University Group can now refresh its laptop and desktop estate for a single, predictable monthly price.

“Of all the DaaS options we considered, the Lenovo and CDW proposal gave us the best balance of price and performance,” recalls Rogers. “The Lenovo and MacBook devices look, feel, and run like premium hardware, which definitely factored into our decision. Lenovo and CDW also have a global distribution network, which enables us to deliver devices directly to our users anywhere in the world.”

With Lenovo Premier Support, Coventry University Group also gains access to expert field engineering resources. Rogers comments: “In the past, it was often difficult for our users to get technical support when they needed it. Now, we have a single point of contact for all support requests, as well as 24/7/365 direct access to Lenovo engineers, which makes the process so much smoother.”

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“As a group, we are committed to driving sustainability across all aspects of our operations—and Lenovo performed exceptionally well when it came to the environment. So far, we’ve offset 223 tons of carbon emissions through Lenovo CO<sub>2</sub> Offset Services. We also plan to leverage Lenovo Asset Recovery services to recycle our devices, which will help us reduce our environmental impact and unlock additional cost savings.”

**Steve Rogers**

CTO, Coventry University Group

3

## Results

With TruScale DaaS, Coventry University Group is now rolling out new faculty devices across its global organization. Lenovo and CDW pre-configure and deliver devices directly to users' homes, who are enrolled automatically on first use.

“With Lenovo TruScale DaaS, our team has slashed the time spent on provisioning and managing devices,” confirms Rogers. “We’re saving approximately 40 hours a week with TruScale DaaS, which is time we can reinvest in supporting our staff, students, and faculty around the world.”



40 hours/week saved in the IT department



223 tons of carbon emissions offset to date



Fast and effective global support



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“Lenovo and CDW were one of the only responders to our tender that could integrate with Microsoft Intune. That integration is a key benefit for us, as it means our IT team doesn’t need to touch the machines at all—everything ships directly to the end user.”

**Steve Rogers**

CTO, Coventry University Group

# Why **Lenovo**?

As well as high-quality hardware and a mature sustainability strategy, Lenovo provided Coventry University Group with the peace of mind of highly transparent and predictable pricing.

“Moving from ad hoc procurement to Lenovo TruScale DaaS gives us the ability to plan our future requirements much further ahead than before,” says Rogers. “We can also provision new devices faster than ever—and once they’re enrolled, everything is very easy to manage.”

Looking ahead, Coventry University Group is exploring the potential to leverage TruScale DaaS for its on-campus workstation environment—empowering students to use high-performance hardware for demanding applications such as AutoCAD and MATLAB. “TruScale DaaS is the ideal fit for our organization,” concludes Rogers.



# How can universities equip staff with top-tier devices?

Coventry University Group uses Lenovo TruScale DaaS to deliver high-quality laptops and notebooks to faculty around the world.

[Explore Lenovo TruScale DaaS](#)

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