

Transportation | Germany

Modernizing workplaces with fast, future-proof Lenovo solutions

Deutsche Bahn AG

To drive workplace transformation and business innovation, DB Group selected Lenovo as one of its most important PC partners. Lenovo's broad product portfolio and robust, reliable solutions ensures that DB Group can equip every member of staff with the right device for the needs of their job and the digital workplace.



1

Customer background

Who is Deutsche Bahn AG?

Deutsche Bahn AG (DB Group) is the national railway company of Germany, and one of the world's leading mobility and logistics companies. It keeps 6.6 million people moving every day across a railway network with 33,478 km of tracks and 5,700 railway stations. The company invests in its digital transformation to modernize its processes and bring more digital services and future technologies to the railway system, supporting efficiency, sustainability, and climate protection. With over 230,000 employees, DB Group generates an annual revenue of EUR 26.2 billion (USD 30.7 billion).



2 The challenge

Around 1.9 billion passengers travel on DB Group's trains every year. As the company transitions towards a truly customer-focused organizational design, DB Group is establishing new working methods and workplaces to deliver outstanding customer service.

To facilitate this digital-first 'New Work' initiative across the entire business, DB Group relies on fast and dependable client devices that support specific and varied needs of its staff. The company must be able to equip every employee with a device that suits their job, from boardrooms to corporate offices, engineering departments, agile software development teams, and also mission-critical operational centers and technical systems centers.

2

The challenge

DB Group was looking to streamline its client procurement and management processes to increase efficiency and accelerate the digital transformation, equipping staff with high-quality, fast, and reliable digital workplace solutions.



“Enabling the **future of work**, including more flexible working patterns, we already switched to a notebook-first approach. The majority of over 200,000 employees rely on **digital workplaces**, some in mission-critical environments, so we needed scalable processes and a strong partner with a **fast and flexible supply chain**. Additionally, with increasing cybersecurity risks especially for large, highly visible organizations like ours, we needed client devices that offer **fast performance** to run complex security solutions in real time to protect the business.”

Daniel Cetin

Strategy Office Procurement Information Systems & Telecommunications, Deutsche Bahn AG

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The
solution

Providing the right device for everyone

Following a meticulous evaluation, DB Group selected Lenovo for its broad product range, impressive performance, and attractive pricing. The framework agreement has a potential lifetime of eight years and will be annually reviewed and renewed. It is the new foundation for a close collaboration between the two companies.

During the selection process, DB Group realized that Lenovo is one of the very few manufacturers that could cover all business needs with optimized, in-house developed solutions—from ultramobile devices, notebooks, mobile workstations, tiny office desktops, all the way to powerful tower workstations.

Hardware

[Lenovo ThinkPad E Series laptops](#)

[Lenovo ThinkPad L Series laptops](#)

[Lenovo ThinkPad P Series mobile workstations](#)

[Lenovo ThinkPad X Series laptops](#)

[Lenovo ThinkStation P Series desktop workstations](#)

[Lenovo ThinkCentre M Series desktops](#)

Software

[Lenovo Vantage](#)

Services

[Lenovo Custom BIOS Service](#)

[Lenovo Warranty Upgrades & Extensions for PCs](#)

3

The
solution

Offering flexibility and performance

To support future-proof, digital workplaces for eight different performance classes, DB Group takes advantage of Lenovo ThinkPad and Lenovo ThinkStation P Series mobile and desktop workstations, and compact Lenovo ThinkCentre M Series desktops. This wide variety of solutions and configurations gives DB Group the ability to ensure that every employee gets a device that works for them.

Depending on the specific needs of their jobs, DB Group staff can choose from a wide range of Lenovo devices such as convertible laptops with integrated pencils, high-performance workstations for engineering and CAD tasks, or models with mobile LTE connectivity to support seamless, mobile communication.

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“With Lenovo, we found a manufacturer with a very **broad product portfolio** and a **strong supply chain**. This is exactly what we need to successfully **modernize workplaces** across the entire business.”

Daniel Cetin

Strategy Office Procurement Information Systems & Telecommunications, Deutsche Bahn AG

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The results

By moving to Lenovo devices, DB Group employees benefit from reliable performance, high-quality devices, and a premium touch and feel.

And DB Systel, the IT team at DB Group, saves time at every step from product selection to troubleshooting by taking advantage of Lenovo's very detailed, freely available accessories and options compatibility matrix (OCM).



Delivers modern digital workplaces for 200,000+ employees with a fast, scalable supply chain



Covers all workplace business needs with a single manufacturer



>1 week per year time-saving with easier self-service access to key information

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“We have established a **close partnership** with DB Group based on loyalty, reliability, and collaboration on an equal footing. We are proud to support DB Group’s **digital transformation.**”

Marcel Nebus

Senior Key Account Manager, Lenovo



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The results

Stefan Zinn, Delivery Team Workplace Fundamentals at DB Group, says: “When working with our previous vendor, we had to contact them for every little question. Often, we had to explain our requests repeatedly. With Lenovo’s excellent online specification and documentation, we can quickly find out most details ourselves. This speeds up our processes; I alone save over one week per year. Lenovo also provides detailed information about all components in each batch, helping us to optimize the driver installation, harden the systems, and reduce the attack surface, strengthening our overall digital workspace landscape and cybersecurity.”

4

The results

Leading reliability and sustainability

Backed by Lenovo devices, DB Group continues to advance its business transformation from traditional work and organizational structures to more flexible and agile 'New Work' approaches.

DB Group also benefits from the reliability and stability of Lenovo devices in critical environments, where failures can quickly lead to delays and disruptions for hundreds or thousands of travelers. The Lenovo solutions are a solid foundation for DB Group to run a wide range of custom-developed, specialized internal applications, enabling the complete modernization and digitalization of the railway infrastructure in Germany.

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“Our employees quickly became fans of the **powerful and robust** Lenovo laptops. The Lenovo devices are made from **high-quality materials**, and look **sleek and professional**. Many of our staff really like key features such as the signature red TrackPoint. Lenovo is a **great partner** to work with, they help us standardize our devices, streamline support, and strengthen our **overall digital workplace landscape**.”

Stefan Zinn

Delivery Team Workplace Fundamentals, Deutsche Bahn AG

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The results

Lenovo's commitment to sustainability also supports DB Group's journey to net zero. With an ambitious goal of achieving climate neutrality by 2040, DB Group relies on partners that prioritize energy efficiency and climate protection as much as they do themselves.

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“We are looking forward to building on our partnership with DB Group in the years to come. We are currently in talks to expand the existing contract and services to include **Cloud Recovery Services** and **Autopilot Services**, which will mark a new milestone in their **digital transformation journey**.”

Frank Spindel

Senior Inside Account Manager Public Sector / Central Government, Lenovo

Why Lenovo?

Lenovo goes the extra mile to ensure that upgrades and modernization of client devices stay on track. For DB Group, a key advantage of working with Lenovo is the flexible and scalable supply chain, which proved valuable when specific components were hard to come by or when thousands of devices were rolled out at once.

What's more, Lenovo continuously and proactively provides new test units for evaluation to support ongoing optimization. Working with DB Group, Lenovo suggests innovative features and performance options to ensure high quality and cost efficiency, for example by moving to new processor models. To support the efficient and secure use of on-device AI workloads in the future, Lenovo and DB Group are evaluating Lenovo's AI PC and Copilot+ PC configurations with Neural Processing Units (NPU).

How can a mobility company deliver digital workplaces?

Working with Lenovo, DB Group provides 200,000+ employees with modern, high-quality client devices, delivering flexibility and performance.

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