

Computer Services | Sweden

Partnering with Lenovo to drive business growth

Dustin

To capitalize on growing demand for “as-a-service” solutions across the Nordics and Benelux, online-based leading IT partner Dustin joined the Lenovo 360 for TruScale framework and has shaped a compelling new offering built on Lenovo TruScale Device as a Service, part of Lenovo’s Digital Workplace Solutions (DWS).



Lenovo

Lenovo
TruScale

1

Customer background

Who is Dustin?

Founded in 1984 in Stockholm, Sweden, Dustin helps its customers stay at the forefront of their industries by providing the right IT solutions at the right time and at the right price. With deep IT expertise, a broad offering, and a commitment to customer-centric services, the company acts as a strategic IT partner for small and medium-sized businesses, enterprises, and public-sector organizations across the Nordics and Benelux.



2 The challenge

Dustin's 2,300 employees are passionate about technology and the possibilities it offers. Collectively, the Dustin team has implemented IT solutions for hundreds of organizations. Over the years, the company has expanded its offering with a range of value-added services—helping it to grow its business substantially.

Trude Lindstrøm-Brenna, Director, Commercial Norway, Dustin, explains: “More and more businesses are starting to move away from CAPEX approaches to IT procurement, and it's easy to understand why. The Device as a Service [DaaS] model offers many advantages over traditional IT procurement, including greater flexibility, simplicity, and cost-efficiency.”

2 The challenge

To continue its fast-paced growth, Dustin aimed to add DaaS to its services offering. The goal was to make it faster and easier for customers to access cutting-edge devices: including laptops, desktops, and tablets.

“At Dustin, our commitment goes beyond delivering the right products at the right time to the right customers. We strive to ensure that these products are handled securely and sustainably throughout their lifecycle. Lenovo TruScale DaaS helps us achieve this by providing solutions that minimize our environmental footprint while maintaining the highest standards of security.”

Trude Lindstrøm-Brenna

Director, Commercial Norway, Dustin

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The
solution

Building on a proven partnership

Dustin has been a Lenovo business partner for many years, and a significant number of the company's IT deployments involve Lenovo solutions. To build on this already strong relationship, Dustin has augmented its services offering with Lenovo TruScale DaaS.

"TruScale DaaS aligns seamlessly with Dustin's service-led strategy," confirms Lindstrøm-Brenna. "As one of our strategic partners, we already utilize Lenovo's devices extensively in our customer deployments. With TruScale DaaS, we can integrate our own services into Lenovo's delivery model, enhancing our proposals for an even better customer experience."

Services

Lenovo TruScale Device as a Service

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“Lenovo is a true partner to Dustin, and their commitment to the relationship shines through in everything they do. For example, Lenovo invests a great deal in training for our sales teams. That’s really important, because expert competencies from Lenovo are a powerful tool to close complex DaaS deals.”

Trude Lindstrøm-Brenna

Director, Commercial Norway, Dustin

4 The results

By leveraging the Lenovo 360 for TruScale go-to-market framework, Dustin can offer its customers cutting-edge devices via an ultra-efficient procurement model. Customers can choose to add on additional services from Lenovo and/or from Dustin—finding the right balance to meet their unique requirements.

Dustin has already established numerous DaaS wins across the Nordics, for customers in Norway, Sweden, and Finland. In fact, Dustin was the first Lenovo partner to win TruScale DaaS deals in both the SMB and public sectors in this region.

4 The results

“One of the success factors of the partnership is that Lenovo is always easy to get hold of,” says Lindstrøm-Brenna. “We’re always in each other’s offices, and the collaboration is really close. We also have access to the Lenovo sales portal, which enables our sales teams to get instant access to pricing information—helping us deliver a fast, responsive service to our customers.”



Unlocks new sales opportunities



Delivers competitive pricing



Offers strong financial incentives

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“Our partnership with Lenovo is first in class, and TruScale DaaS complements our wider service portfolio very well. As-a-service solutions are getting more popular all the time, and we see great potential to partner with Lenovo to capture those opportunities in the years ahead.”

Trude Lindstrøm-Brenna

Director, Commercial Norway, Dustin

Why Lenovo?

For Dustin, partnering with Lenovo is a win-win. As well as access to expert Lenovo sales resources to help it close deals, the company gets access to valuable financial incentives and the flexibility to offer its own services on top of TruScale DaaS.

“One of the main reasons that we like TruScale DaaS is that it makes things so easy for our customers,” says Lindstrøm-Brenna. “For a simple monthly payment, our customers can get up and running rapidly with the latest Lenovo devices. TruScale DaaS is truly an end-to-end solution: it even includes the disposal of end-of-life devices.” Dustin can also select additional managed services that make up the DWS portfolio, tailored to provide scale, predictable cost, and increased productivity.

How can Lenovo partners unlock DaaS opportunities?

Dustin leverages the Lenovo 360 for TruScale go-to-market framework to deliver a compelling new offering.

[Explore Lenovo TruScale DaaS](#)