

Cross-Industry | France

Accelerating international expansion

Emitech Group

Emitech Group leveraged Lenovo TruScale Device as a Service to refresh aging laptops with modern, high-performance Lenovo ThinkPad E16 devices—cutting total cost of ownership by 10%, boosting employee productivity, and accelerating the deployment of new devices as its business grows.



Lenovo

Lenovo
TruScale

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Customer background

Who is Emitech Group?

Founded in 1989 and headquartered in Montigny-le-Bretonneux, France, Emitech Group specializes in environmental testing, test bench manufacturing, engineering, and training services for industries such as automotive, aerospace, and defense. The company ensures products meet rigorous standards for regulatory certification and market approval through cutting-edge testing facilities and expert teams.



2 The challenge

Growing steadily both organically and through acquisition, Emitech Group is now targeting expansion into markets in central and eastern Europe. Julien Joly, Purchasing Director at Emitech Group, says: “Opening new international locations will enable us to stay close to our customers and give us the capacity to offer a wider range of testing services.”

To perform tests, Emitech Group employees use custom-developed software running on laptops. Employees bring their laptops to the company’s purpose-built labs to carry out tests and record the results, and then take the laptops back to their offices to analyze the data. “High-performance devices are important because they allow our teams to work quickly and efficiently,” says Julien Joly. “So, we refresh our laptops on a regular three-year cycle.”

2 The challenge

With its existing laptops approaching end of life, Emitech Group decided to look for a new provider. “While our previous laptops offered satisfactory compute performance, the battery life was poor and technical support was costly and difficult to access,” Julien Joly continues. “We looked for a partner to help us reduce our costs and ensure our employees can easily access the digital tools they need to perform their work.”

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“Whenever we refresh our devices, we face the additional challenge of disposing of hundreds of laptops in a secure and sustainable way. When we found out about **Lenovo TruScale Device as Service**, we saw straight away that it had the potential to **transform our approach to the entire device lifecycle.**”

Julien Joly

Purchasing Director, Emitech Group

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The
solution

Embracing device as a service

With Lenovo ThinkPad E16 business laptops delivered via Lenovo TruScale Device as a Service (DaaS), Emitech Group gains robust, high-performance hardware without costly capital investment.

“We selected Lenovo ThinkPad E16 laptops for their reliability, long battery life, and excellent compute performance,” says Julien Joly. “TruScale DaaS makes the Lenovo solutions even more attractive. Not only is the as-a-service model more cost-effective than capital procurement, but Lenovo also handles the end-to-end device lifecycle—including repairs, replacements, and securely disposing of the laptops.”

Choosing Lenovo ThinkPhone

To complement its new laptops, Emitech Group decided to equip its employees with Lenovo ThinkPhone devices. The phones stood out for their robustness—crucial for the high-intensity environment of the company’s test labs.

“Our teams must take photos to document our tests, and in the past we used digital cameras to do this,” explains Joly. “With Lenovo ThinkPhone, it’s much easier for our technicians to capture high-resolution images during testing. In fact, we estimate that the devices help us improve productivity by around 10%.”

Services

Lenovo TruScale
Device as a Service
Lenovo Premier Support

Hardware

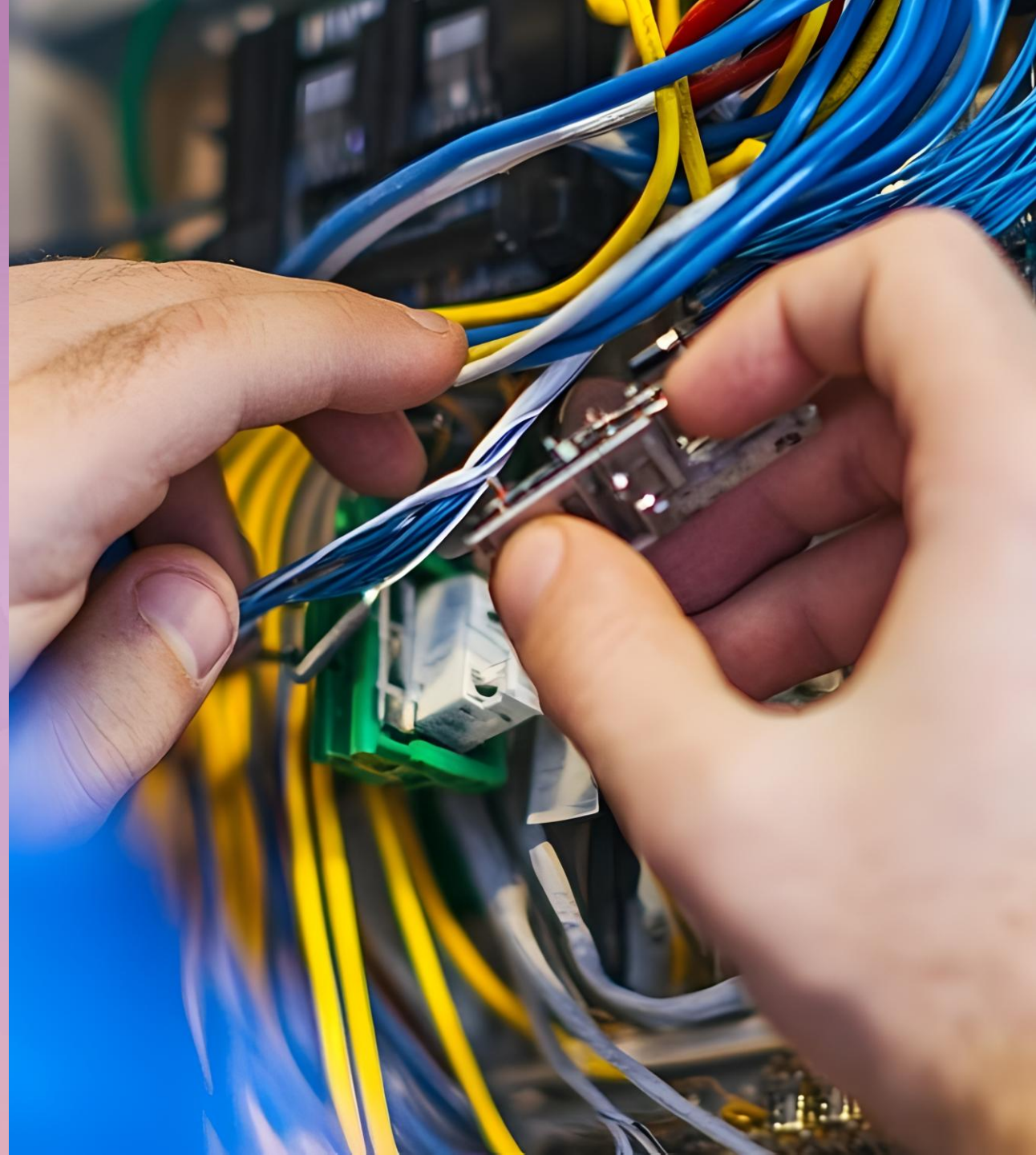
Lenovo ThinkPad E16
Lenovo ThinkPhone

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“Lenovo TruScale DaaS has transformed our approach to procurement. It’s not just about the technology—it’s about how it will empower our teams to work smarter and support our business growth.”

Julien Joly

Purchasing Director, Emitech Group



4 The results

With TruScale DaaS, Emitech Group is boosting employee productivity, improving operational efficiency, and preparing for future growth.

“Our Lenovo ThinkPad E16 laptops and Lenovo ThinkPhone devices give us the perfect combination of performance and reliability,” says Julien Joly. “By leveraging TruScale DaaS, we have achieved a 10% reduction in total cost of ownership [TCO] compared to traditional procurement, which frees up capital to invest in other areas of the business.”



10% boost in
employee
productivity



10% TCO reduction
through as a
service model



Simplifies the end-
to-end device
lifecycle

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“Lenovo ThinkPad E16 laptops and Lenovo ThinkPhones are **reliable, cost-effective, and perfectly suited to our needs.** We’re excited to continue our partnership as we grow internationally.”

Julien Joly

Purchasing Director, Emitech Group

Why Lenovo?

As well as offering a highly cost-effective solution, Lenovo provides Emitech Group with responsive support services throughout the device lifecycle.

“One of the things that was most attractive about Lenovo is how easy they are to work with,” recalls Julien Joly. “From the start, Lenovo took the time to understand our strategic direction and demonstrate how TruScale DaaS aligns with our growth strategy. Although we’ve not called on Lenovo Premier Support yet because our devices are performing so well, we know we can get expert services whenever we need them: including a 24/7 contact center, on-site support, and priority access to parts if required.”

How can businesses facilitate international expansion?

With Lenovo TruScale DaaS, Emitech Group can deploy new devices rapidly and cost-effectively as its business grows.

Explore Lenovo TruScale Solutions