Computer Services

Delivering more sustainable IT, simply

enthus

Working with Lenovo to make sustainable IT infrastructure a reality for more customers.

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Who is enthus?

enthus are over 500 enthusiasts at 10 locations in Germany, Austria and Switzerland who are passionate success makers for IT and digitization with 170 million euros in annual revenue. With innovative IT solutions, managed services & XaaS and smart solutions for digital business processes, enthus is their customers' first choice on the way to the digital age.

As part of its comprehensive solution portfolio, enthus delivers high-quality infrastructure solutions quickly and responsively from its own warehouses.

enthus is a Lenovo Platinum Partner for the full Lenovo portfolio including products from the Infrastructure Solutions Group (ISG) and the Intelligent Devices Group (IDG).

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The
Challenge

In the face of more extreme weather events around the world, people and businesses increasingly prioritize protecting the environment and mitigating the effects of a globalized economy. However, while efforts to design more sustainable business operations can contribute to long-term cost reduction, they can also feel like a distraction from core business issues.

For many of enthus' customers in the manufacturing industry, it can be difficult to find time to ensure that IT operations are running as efficiently as they can—particularly those operating in the automotive sector. The move to electric mobility has motivated the entire automotive supply chain, including part and system suppliers, to establish more sustainable operations without increasing the complexity of their IT.

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"As an IT partner, we want to encourage efficiency and sustainability in IT departments. With our customers typically busy with keeping their businesses running, they often do not have time to evaluate the environmental aspects of their IT. However, it has been challenging for us to provide an easy and comprehensive solution even to organizations who are as committed to Green IT as we are."

Michael Sesselmeier
Team Lead Product Management, enthus

"Natural disasters and rapidly rising energy costs are bringing sustainability to the attention of more and more medium-sized companies. We want to help them with more efficient IT solutions. For us, this comprises a higher degree of IT automation, systems that are simple to manage by small teams and an effort to reduce the environmental impact of all systems and processes."

Michael Sesselmeier
Team Lead Product Management, enthus

Making sustainable IT **easy**

To make sustainable IT infrastructure more accessible to its customers, enthus has teamed up with Lenovo and distributor ALSO to offer a server for medium-sized businesses along with Lenovo CO_2 Offset Service that helps minimize the IT carbon footprint. By adding the Lenovo ThinkSystem SR650 server with Lenovo CO_2 Offset Service to its complete product catalog, enthus helps its customers to support United Nations vetted climate action projects around the world, thus having a positive impact on the environment.

Hardware
Lenovo ThinkSystem SR650

Services
Lenovo CO_2 Offset Service
ALSO Deutschland GmbH

"We picked a successful and versatile Lenovo server that is at the core of many IT departments already," says Sesselmeier. "We want to demonstrate to our customers that by working with the Lenovo Solutions and Services Group, it can be quick and easy to improve sustainability in IT—a customer can simply buy the system in our online shop, together with the CO_2 offset certificate without any additional overhead, and directly contribute to protecting the environment."

Transparency and trust are the basic building blocks of this Lenovo initiative, where each device serial number is associated with a specific environmental project.

For enthus, this is just the start. The company aims to offer Lenovo CO_2 Offset Service as default option for all infrastructure solutions and client devices going forward. By emphasizing more sustainable IT procurement practices for commodity devices as well as complex and bespoke data center solutions, enthus wants to establish a more holistic approach to IT projects and facilitate environmental protection across all areas.

"We see huge potential for more sustainable IT purchasing at medium-sized businesses, not only for off-the-shelf servers but also for tailored and optimized hyperconverged infrastructure solutions based on the Lenovo ThinkAgile portfolio."

Michael Sesselmeier
Team Lead Product Management, enthus

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Results

Since launching the new product, enthus has already registered growing interest in the Lenovo ThinkSystem SR650 server with Lenovo CO_2 Offset Service. "This shows that sustainability doesn't need to be complicated or expensive," confirms Sesselmeier. "By showcasing how easy it can be to protect the environment, we want to actively encourage our customers to do more."

The solution by enthus and Lenovo helps companies to boost their sustainability credentials and supports their sustainability reporting, which is becoming increasingly important. "We mainly work with medium-sized companies," adds Sesselmeier. "Many are suppliers to larger organizations and in recent years, requests for reports on sustainability initiatives and practices have become more common, to help their customers reach the higher-level sustainability goals. And this is exactly where we come in—without slowing down IT purchasing or making the implementation more complex."

enthus plans to expand the promotion of this unique solution by Lenovo. The company is working towards making Lenovo CO_2 Offset Service a default option for all its products, lowering the barriers to entry and embedding sustainability into every solution design and negotiation.

Sesselmeier concludes: "Lenovo is the only IT manufacturer to offer such an easy, streamlined, and transparent path to improved sustainability. This unique offering that we launched with Lenovo and ALSO will make a real difference for companies committed to the environment but short on time."

Raises awareness for sustainability in IT

Offers a quick, effective, and transparent solution to protect the environment

Helps customers to achieve their sustainability goals

Why **Lenovo**?

enthus has been looking to make sustainable IT easier for its customers. In Lenovo, the company has found an infrastructure partner that combines commitment to protect the environment with straightforward processes.

"IT is a team sport, just like soccer," explains Sesselmeier. "Everyone contributes to the success. To score a goal, the goalkeeper puts the ball into play, the defenders pass it on to the midfielders who help the strikers to get into the perfect position to score. We do the same to protect the environment— our customers' success in reducing their environmental footprint is supported by Lenovo as the reliable manufacturer, ALSO as the strong partner in the background, and us at enthus to tailor the solution to meet our customers' business needs."

Partner perspective: ALSO Deutschland GmbH

"It is becoming more common for sustainability criteria to be included in requests for proposals. By working closely with Lenovo, we can make sure that enthus stays ahead of the market and offers its customers innovative, sustainable solutions that protect the environment."

Dominik Gaurieder
Team Leader CoC Data Center – Lenovo ISG, ALSO Deutschland GmbH

How do you offer sustainable IT solutions hassle-free?

Proving that sustainability doesn't need to be complicated or expensive with Lenovo.

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Explore Lenovo CO$_2$ Offset Services

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