

Financial Markets

Keeping things secure, simple, and scalable

Fintech startup

This investment tech startup turns to Lenovo for the complete package of smart devices, data center hardware, endpoint security, and support services.



Lenovo

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Who is this fintech startup?

This fintech startup aims to make investing accessible and transparent to everyone. It makes it easy to explore and manage different investment options, including stocks, futures and options, mutual funds, and more.

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The challenge

As it scaled up, the startup was keen to adopt a more systematic approach to technology procurement and support to better manage the IT needs of an increasingly large user base.

As a financial services provider dealing with highly sensitive data, the company must maintain strict security standards. As such, it looked to adopt an endpoint detection and response (EDR) solution to enhance device security, especially for developers working on financial products.

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“We were looking for a partner who could help us scale and offer timely end-to-end support. We needed a service that could help us get back on track fast if we ran into a problem—much like a Formula One car getting fixed at a pitstop. That’s where Lenovo fits the bill as a technology partner.”

Spokesperson

Fintech startup

Investing in **end-to-end** IT coverage with Lenovo

The company first connected with Lenovo to secure a supply of ThinkPad L14 laptops for its teams. The resilient and powerful devices come bundled with a duo of Lenovo Support Services as standard—one of which is Lenovo Premier Support, which gives the company a single point of contact for case management as well as access to technical experts 24/7/365 to answer questions and fix issues fast.

Additionally, Lenovo's Accidental Damage Protection provides extra peace of mind, protecting devices from unintentional but unavoidable incidents and failures that aren't covered by standard warranty terms.

Services

Lenovo Accidental Damage Protection
Lenovo Premier Support
Lenovo ThinkShield

Hardware

Lenovo ThinkPad L14 laptops
Lenovo ThinkSystem SR650 servers

Software

Lenovo ThinkShield SentinelOne Singularity

Doubling down on security

The company is also doubling down on security with Lenovo ThinkShield services, through which it has acquired 1,300+ licenses for ThinkShield's autonomous endpoint protection platform powered by SentinelOne. A core component of ThinkShield, SentinelOne delivers real-time, AI-powered EDR to protect the Lenovo devices against cyber threats.

A company spokesperson comments: "As we were quite satisfied with Lenovo's services, we availed ourselves of ThinkShield EDR licenses from them to enhance our device security, especially for developers working on financial products. We chose ThinkShield not only because it provides an antivirus and EDR solution, but also because it can be integrated with our environment and customized. It means we don't have to worry about any malicious files that might compromise our data, or that of our customers."

Steadily and surely, the company has expanded its Lenovo device estate. Over 1,000 people across the business currently use Lenovo laptops in their day-to-day work. Now, the company is extending that footprint to the data center. It's partnered with the Lenovo to acquire a Lenovo ThinkSystem SR650 server, which will form the cornerstone of a new hybrid cloud strategy.

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“With Lenovo Premier Support, it’s so easy to get the help we need. We just have to send an email or WhatsApp message, then a Lenovo executive will assign a ticket as soon as possible and get the right team working to resolve the problem.”

Spokesperson

Fintech startup

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Results

At a busy startup, it's not always easy for IT to balance technology transformation, infrastructure management, and day-to-day support. Being able to count on Lenovo Premier Support lightens the load considerably. IT can now offload ad-hoc support tasks to the experts, and dedicate more time to strategic work that helps the company operate as effectively as possible.

Likewise, having a single provider for end-to-end IT coverage helps the company keep things simple. It doesn't need to worry about navigating different agreements, delivery plans, and service models with multiple vendors. Instead, it can count on one straightforward arrangement with one strategic partner. This will be immensely useful as the startup continues to evolve, helping the company stay agile and sharply focused on its mission of making a difference in the lives of millions.



Proactive support minimizes downtime and frees resources to focus on strategic work



Integrated, AI-powered security protects sensitive business and financial data



Automatic or one-click ransomware remediation minimizes downtime

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“Lenovo enables us to stick to our mantra of giving our best to our customers while ensuring that our employees are satisfied with our IT infrastructure and security controls.”

Spokesperson

Fintech startup

Why **Lenovo**?

The company wanted to embrace a more consistent approach to procuring and managing IT. Partnering with a world-class technology and services provider like Lenovo was the perfect way to fulfil these ambitions.

With Lenovo, the company was able to start small and scale strategically. What started as a straightforward laptop procurement exercise has now blossomed into an end-to-end partnership. Lenovo has it covered with a sizeable device estate, data center hardware, security solutions, and support services.



How can you bring innovative investments to more people?

Fintech startup banks on Lenovo for reliable, secure, and highly scalable IT services.

[Explore Lenovo Services](#)