



Lenovo  
Evolve Small

Entertainment / Leisure / Sport

# Empowering women to feel happier, healthier, and more body confident

Fit Body by Ashley

Supported by Lenovo, Fit Body by Ashley is creating workout videos faster than ever, building a stronger brand presence, and helping more women improve their physical and mental wellbeing.

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## Who is Fit Body by Ashley?

Fitness coach Ashley Chatman is on a mission to help women to crush their weight loss goals and feel more body confident, motivated, and healthy. The passionate Los Angeles native runs Fit Body by Ashley, an online business that offers members access to livestreamed dance workouts and on-demand content that make getting in shape fun. To promote her brand, Ashley publishes videos across social media channels, where she has more than 450,000 total followers.



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# The Challenge

To energize her members and inspire more women to try dance fitness, Ashley and her small team are recording, editing, and posting new workout videos online all the time. In the early days of the business, the team relied on desktop devices to produce, manage, and store video content. But over time, the scale of the content placed a growing strain on the team's limited IT resources.

Ashley Chatman, Founder and CEO of Fit Body by Ashley, explains: “We were reaching the point where we needed more capacity to store all our video content. We also wanted more powerful graphics capabilities to keep our videos looking really professional, and to ensure the content creation process was as quick and efficient as possible. We are a team based across multiple locations, so being able to access our files and connect with each other remotely was another key goal.”



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“After losing my mom to cancer, I decided to prioritize my health and wellness. I found dance fitness, and I’m now passionate about helping more women to enjoy exercise and adopt healthier lifestyles.”

**Ashley Chatman**

Founder and CEO, Fit Body by Ashley

# Fueling small business growth with enterprise solutions

To take her business to the next level, Ashley entered the Lenovo Evolve Small Mentorship Contest, which offers tailored support for minority- and female-owned small businesses. Chosen as a grand prize winner, Ashley worked with a Lenovo Evolve Small Ambassador to plan an upgrade of her technology stack, with new servers, mobile workstations, a smartphone, and ongoing support.

“Our Lenovo Evolve Small Ambassador was so helpful,” adds Ashley. “At our initial meeting, she explained we could choose enterprise- rather than consumer-grade solutions that would deliver amazing performance. That was way beyond my initial expectations!”

## Hardware

Lenovo ThinkSystem ST250 server  
Lenovo ThinkPad P16 mobile workstations  
Lenovo Go computing accessories  
Lenovo IdeaPad Duet laptops  
Lenovo ThinkVision monitors  
Motorola Moto Edge+ smartphone

## Software

Microsoft Windows 11 Pro

## Services

Lenovo Premier Support

# Creating great video content with powerful tools

After Ashley selected the solutions, Lenovo flew out an expert to manage the implementation. Today, Ashley can store all her video files on the Lenovo server, with remote access for the whole team and plenty of capacity to spare. The Lenovo workstations provide exceptional processing power to run demanding video editing and streaming applications, while their lightweight design makes them ideal for working on the move; for example, if Ashley decided to film a workout on the beachfront in Los Angeles.

Ashley adds: “As a small business, adopting new technology can seem challenging. But the Lenovo team gave us great support that helped us to get up to speed quickly. And whenever there is anything that we can’t figure out, we just call Lenovo support and get a really fast answer.”



**“My experience with Lenovo Evolve Small has been incredible. I was blown away by Lenovo’s commitment to helping small businesses, and how much energy and support they offered.”**

**Ashley Chatman**

Founder and CEO, Fit Body by Ashley

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## Results

With the Lenovo solutions, Ashley and her team are working more productively than ever. For example, the high-performance laptops enable the team to record, edit, and upload videos with no risk of downtime or lag. “Our faster workstations definitely make content creation easier and more efficient, and enable us to push out more great workout videos across multiple platforms,” adds Ashley.

Ashley is confident that her members appreciate the new content, too. “People definitely see the difference since we started working with Lenovo. We have really elevated the look and feel of our livestream videos, and we have so many ideas about how to make things even better.”



Increases speed and efficiency of content creation



Improves quality of livestreamed workout videos



Helps more women get in great shape

# Enabling women to crush their fitness goals

Most importantly, Ashley is now in a great position to help more women to transform their physical and mental wellbeing, as she explains: “We are reaching more women all the time, and we get so many positive messages that say we have helped people reach their fitness goals and gain more energy and confidence.”

And there is much more to come from Fit Body from Ashley. “We are thinking about expanding our network of dance fitness instructors, or even launching our own line of branded athleisure wear,” notes Ashley. “Following our partnership with Lenovo, it feels like the sky is the limit!”



**“We offer a fresh, dynamic approach to fitness and wellness that has improved the lives of many women—and working with Lenovo is helping us to make an even bigger impact.”**

**Ashley Chatman**

Founder and CEO, Fit Body by Ashley



# Why **Lenovo**?

For small businesses such as Fit Body by Ashley, the Lenovo Evolve Small initiative forms a perfect partner. Combining financial aid, mentorship, and innovative technology, the Lenovo program offered Ashley everything she needed to overcome potential obstacles in her growth journey.

“With Lenovo, there’s a solution for every small business,” notes Ashley. “Whether you’re a bakery or an online coach, Lenovo can provide the technology and support to help you develop your business.”



# How can small online brands reach a bigger audience?

Fit Body by Ashley accesses innovative tech and mentorship to develop the business through the Lenovo Evolve Small initiative.

[Explore Lenovo Evolve Small](#)