

Technology

Enabling **circular tech**, supported by **Lenovo**

Foxway

Growing complexity in the IT industry is making it increasingly difficult for a single vendor to meet customers' diverse needs. That's why success hinges on strong partnerships between IT vendors and channel partners. As a Service models, presented as a framework solution for the cooperation between Lenovo and the channel, allow partners to provide flexible, scalable solutions from pocket to cloud. Lenovo 360 for TruScale is the best go-to-market framework for partners to tap into the trillion-dollar as a Service market opportunity, providing customers with best-in-class solutions through a profitable and flexible delivery model that allows channel partners to build a platform through which they can expand their offering and grow revenue.

Lenovo

Lenovo
TruScale

1

Who is Foxway?

Foxway is a pioneer in the tech industry, enabling a more circular way of using technology. With its vision of becoming the world's best as-a-service company enabling circular tech, Foxway has empowered its customers to seamlessly integrate environmental responsibility into their business operations. A global leader, the company serves large organizations, the public sector, and consumer electronics resellers.

Headquartered in Sweden, Foxway operates in eight European countries and serves customers worldwide. Foxway's rapid growth continues through strategic acquisitions, with an annual turnover exceeding SEK 7.6 billion (USD 728.4 million). Driven by a dedicated team of more than 1,400 professionals, Foxway is enabling circular tech for everyone.



2

The Challenge

Foxway is no ordinary tech company. Its circular services focus on adding value to its customers by solving very real problems concerning cost efficiency, business success, and sustainability. Foxway provides large organizations and resellers of consumer electronics with Device as a Service (DaaS), recovery services, and remarketing services, along with insights and data.

By leveraging Lenovo 360 for TruScale, Foxway has driven rapid growth in recent years, as more and more organizations look to move away from traditional IT procurement to the as-a-service model. And with global efforts to make digital society more sustainable, Foxway's circular tech services have never been in greater demand.

How can Foxway ensure that it continues to answer its customers' needs and deliver the highest possible level of service to an ever-growing customer base?

Strong partnership

Foxway has long partnered with Lenovo to deliver its full portfolio to customers. The consistently high build quality, durability, and reliability of Lenovo desktops, laptops, and workstations over the years has cemented Lenovo's position as a strong hardware provider.

Now, Foxway is taking its partnership with Lenovo to the next level by joining the Lenovo 360 for TruScale framework. Why? To unleash the power of technology as a Service.

Services

- Lenovo TruScale Device as a Service
- Lenovo Bulk Packaging
- Lenovo CO₂ Offset Services
- Lenovo Premier Support Plus
- Lenovo Imaging & Autopilot Service



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“We saw that the new Lenovo 360 for TruScale go-to-market framework would help us to capitalize on the growing number of service-led opportunities with our customers and drive additional revenue streams. We realized that we could use the flexible Lenovo TruScale service delivery model as a platform to build our own services on top.”

Lasse Mørk-Andersen

Director Customer Acquisition, Foxway

Taking the partnership to the **next level**

Today, Foxway leverages Lenovo TruScale Device as a Service to deliver Lenovo hardware, warranties, services, and technical support to customers under one contract—with its own software and services layered on top.

Lenovo TruScale Device as a Service (TruScale DaaS) unifies everything into one all-inclusive, subscription-based model. With Lenovo 360 for TruScale, partners have a clear definition around roles and responsibilities, with a pre-agreed services split framework that builds trust and loyalty. Foxway owns the contract from end to end, benefits from competitive pricing, rebates, and other financial incentives, and by that offers a simple and strong customer experience. In fact, Foxway expects to level up the partnership by leveraging the Lenovo 360 for TruScale framework.

The company worked closely with Lenovo to adapt TruScale DaaS to fit its indirect business model, as Lasse Mørk-Andersen, Director Customer Acquisition at Foxway, recalls: “Lenovo invested a lot of time, effort, and resources to adapt the TruScale DaaS model to fit our needs—particularly when it came to financing. For our first TruScale DaaS customer, a large multinational Norwegian company, Lenovo had to put entirely new processes in place on their end to integrate with our systems. It was challenging at times, but the Lenovo team made the complex simple and were always a pleasure to work with. Together, we have created a solid template for future customer deployments.”

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“We were already a big reseller of Lenovo technology due to our international logistics expertise. By utilizing the Lenovo 360 for TruScale go-to-market framework, we hope to unlock even more opportunities for new business together.”

Lasse Mørk-Andersen

Director Customer Acquisition, Foxway

3

Results

With TruScale DaaS, Foxway can offer its customers a wide range of devices and services in a flexible subscription model with a predictable pay-as-you-go subscription-based payment. Add-on services include Lenovo Bulk Packaging, Lenovo CO₂ Offset Services, and Lenovo Premier Support Plus, as well as Foxway's own circular services: lifecycle management, asset recovery, refurbishment, and remarketing services; its self-service digital platform; data insights and sustainability reporting; and advisory services.

“With Lenovo’s flexible TruScale delivery model and the combined services of Lenovo and Foxway, we can offer comprehensive DaaS solutions to larger companies that want to simplify the lifecycle management of their tech at an attractive monthly subscription fee per device,” confirms Mørk-Andersen. “By partnering with Lenovo, we’re better suited to answer our customers’ needs with a complete solution. Being a Lenovo 360 partner is a win-win scenario for us.”

✓ Simple go-to-market framework

✓ Flexible delivery model

✓ Cost-efficient subscription fee



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“We have already closed one deal through the Lenovo 360 for TruScale framework together with Lenovo, and we’re confident that this framework will open many more doors in the months and years to come.”

Lasse Mørk-Andersen

Director Customer Acquisition, Foxway

Why **Lenovo**?

Our channel-centric strategy aims to supplement and complement our partner capabilities.

We strengthen our partners' competitive position, complementing partners' capabilities and providing them with value-driven solutions that match their customers' most urgent and complex needs around Digital Workplace Solutions, Hybrid Cloud, and Sustainability.

Finally, we seek to offer the most lucrative channel programs and the best joint go-to-market framework, empowering our trusted partners to tackle the trillion-dollar IT Services market opportunity.



How can channel partners deliver truly flexible DaaS?

The Lenovo 360 for TruScale framework helps Foxway meet customer needs while driving profitability.

[Explore Lenovo TruScale Device as a Service](#)

Lenovo
TruScale