



Electronics

# Powering innovation, responsibly

Global electronics manufacturer

A leading electronics brand taps Lenovo's TruScale Device as a Service model to cut costs and complexity from hardware procurement, while accelerating progress towards its sustainability goals.

Lenovo  
**TruScale**

Lenovo

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## **Who is this global electronics manufacturer?**

This company is one of the world's leading electronics brands. It works to discover and develop technologies that help people all over the world live better lives. The company has a strong commitment to doing business responsibly and sustainably, operating to high environmental, social, and governance (ESG) standards.

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## The Challenge

As it pursues innovation that improves people's lives, this electronics manufacturer strives to use technology in a way that maximizes its positive impact, while minimizing emissions and waste.

However, the company's existing approach to IT procurement created challenges in putting this ambition into practice. To keep its operations on the cutting edge, the manufacturer typically refreshes hardware systems every four years.

Previously, this was a cumbersome process. Procurement was managed through disjointed channels, leading to a lack of consistency and oversight. And with equipment deployed across dozens of different locations, it was difficult to ensure that assets were decommissioned and disposed of in the most secure, responsible way.

Eager to bring IT in closer alignment with the business' high sustainability standards, the manufacturer set out to renew its approach to technology procurement.

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“We don’t just develop technology that is good for people; we want to use technology in a way that’s good for our planet too. As part of this commitment, we were seeking a more sustainable model of procuring and managing IT.”

**Spokesperson**

Global electronics manufacturer

# Embracing the **as-a-** **service** approach

To unite its technology and sustainability goals, the manufacturer turned to Lenovo TruScale Device as a Service (DaaS). It gives the company access to Lenovo's extensive portfolio of digital workplace solutions, wrapped up in a flexible financing model. And with managed services from Lenovo Digital Workplace Solutions, the company can scale to match growth.

With TruScale DaaS, the manufacturer leases hardware from Lenovo on a standard four-year term. At the end of the lease period, the company can choose to return, renew, or purchase the equipment outright. It meets the manufacturer's need for regular technology updates while reducing financial pressure.

## Services

Lenovo TruScale Device as a Service  
Lenovo Asset Recovery Services

# End-to-end management from a trusted partner

Lenovo TruScale DaaS gives the manufacturer a more predictable, efficient, and responsible way of sourcing and managing IT assets from end to end. With Lenovo, the company has replaced disjointed ordering processes into a single quarterly procurement cycle. During the lease period, Lenovo also provides asset management support to reduce the burden on the manufacturer's IT team.

Lenovo TruScale DaaS also includes Lenovo Asset Recovery Services (ARS), which provides seamless doorstep collection of equipment in 40 cities, secure data sanitization, and responsible asset disposal. The majority of devices collected through Lenovo ARS are refurbished or reused for parts, with remaining assets being recycled.



**“Lenovo TruScale DaaS allows us to focus on what we do best, knowing that we have a reliable partner to take care of everything from sourcing and setting up the right hardware to support and end-of-life management.”**

**Spokesperson**

Global electronics manufacturer

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## Results

Lenovo TruScale DaaS makes it easy for the manufacturer to obtain exactly the equipment it needs, so it can maintain the right-sized device footprint. This eliminates waste from the outset, while providing predictability around device procurement, management, and costs.

When it's time to refresh IT assets, Lenovo does the heavy lifting, ensuring devices are reused, recycled, or retired securely and responsibly. This helps the manufacturer to use hardware in a more circular and responsible way, driving progress towards its ESG objectives.



Optimizes resource use with right-sized device provisioning



Cuts costs and complexity with streamlined procurement processes



Reduces waste and promotes circularity with asset recycling and refurbishment



One global consistent end-to-end solution across 40 cities

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“The improvements that we’re making to IT procurement with Lenovo TruScale DaaS represent an important step on our sustainability journey.”

**Spokesperson**

Global electronics manufacturer



# Why **Lenovo**?

For years, the manufacturer had a leasing agreement in place with another major hardware vendor. With its contract approaching renewal, the company took the opportunity to consider a broader range of options. Lenovo made a winning bid, showing how its TruScale DaaS offerings could meet the manufacturer's requirements for a simpler, more cost-effective, and more sustainable approach to IT procurement. Access to a portfolio of managed services from Lenovo Digital Workplace Solutions makes growth seamless.



# How do you unite sustainability and technology?

With Lenovo TruScale DaaS, this electronics manufacturer found a simpler, more sustainable way to procure leading-edge hardware.

[Explore Lenovo TruScale DaaS](#)

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**TruScale**