

Retail | United States

# Boosting operational efficiency and social impact

Goodwill of Central & Southern Indiana

With Lenovo Retail Solutions, Goodwill of Central & Southern Indiana can keep retail operations running smoothly—generating funding for community support programs that aim to break the cycle of poverty.



# 1

## Customer background

# Who is Goodwill of Central & Southern Indiana?

Goodwill changes lives every day by empowering people to increase their independence and reach their potential through education, health, and employment. The non-profit is funded by a network of retail thrift stores. The revenue generated from the sale of donated items is used to support community programs and services that help to break the cycle of poverty.

Goodwill serves 40 Indiana counties, 21 Illinois counties, and the territory of Puerto Rico. Throughout those areas, Goodwill operates more than 80 retail locations. In Indiana, Goodwill also operates charter schools for adults and youth, a maternal-child health program, a childcare center, manufacturing services, and more.



GOODWILL OF CENTRAL  
& SOUTHERN INDIANA

# 2

## The challenge

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With more than 80 thrift stores, Goodwill of Central & Southern Indiana's retail operation is hugely important to the business. It funds the organization's good work in Indiana, Illinois, and Puerto Rico, generating revenue for critical services while providing job opportunities for thousands of people—many of whom face challenges securing employment, such as individuals with disabilities or a criminal background.

Keeping retail store operations running smoothly is therefore a top priority for Goodwill of Central & Southern Indiana. So, with the organization's retail point-of-sale (POS) systems due for renewal, the company looked for a robust, reliable POS solution that would stand the test of time.

# 2

## The challenge

Daniel Whitmyer, Infrastructure Manager at Goodwill of Central & Southern Indiana, begins: “Our POS had reached the end of its lifespan and was beginning to show signs of wear. Newer innovations from our original vendor were unnecessarily advanced for our needs. As a non-profit organization, we prioritize maximizing the value of our technology investments. We needed a robust, reliable solution built to withstand high daily volumes that could be easily serviced in-store and remain cost-effective long term.”



“We really try to get the most out of our retail technology; we want to maximize flexibility, longevity, and ROI.”

**Daniel Whitmyer**

Infrastructure Manager, Goodwill of Central & Southern Indiana

# 3

The  
solution

## All-in-one retail solution

For many years, Goodwill of Central & Southern Indiana has partnered with Lenovo to deliver workplace solutions to its employees. Delighted with the reliability and build quality of Lenovo's devices and services, Goodwill of Central & Southern Indiana decided to partner with Lenovo for Retail Solutions, too.

Lenovo tailored an all-in-one OEM solution based on Goodwill of Central & Southern Indiana's real business needs, comprising a Lenovo ThinkCentre Tiny PC, a commercial-grade aluminum stand, and a touchscreen display with hardened Gorilla Glass screen protection.

### Hardware

Lenovo ThinkCentre M75q Gen 5 Tiny  
Lenovo ThinkCentre 21.5" Tiny POS  
Display by InStoreScreen

### Software

Lenovo POS Application  
Lenovo ThinkShield Hardware Defense  
powered by Sepio

### Services

Lenovo OEM Solutions  
Lenovo Premier Support Plus





The solution was designed collaboratively by the Lenovo OEM and Lenovo Retail Solutions teams, who provided expertise on peripheral attachments for a complete POS solution.

“We love that everything is bundled in one slim unit,” says Whitmyer. “It’s compact yet powerful and looks good in the stores.”

# 3

## The solution

### Simple, solid technology

Goodwill of Central & Southern Indiana worked closely with the Lenovo team to find the right solution for its needs. Whitmyer and his team visited the Lenovo Executive Briefing Center to try out Lenovo Retail Solutions in person. “An on-the-spot demo really brought the technology to life,” says Whitmyer.

He adds: “We sought a solution that emphasizes simplicity, and the Lenovo POS has truly delivered on that front. We appreciate its flexible design, particularly the dock with a swappable compute unit. This means that the only component we will ever need to replace is the Tiny PC. We can effortlessly slide the compute unit out, configure a new one, and seamlessly slide it back in without needing to disconnect any peripherals. This flexibility significantly enhances our operational efficiency and guarantees a seamless customer experience.”

Should disaster strike, the Lenovo POS solution is backed by Lenovo Premier Support Plus. This provides proactive, year-round 24x7 support for hardware and software, protection against accidents, and next business day on-site and parts prioritization—especially valuable across a geographically distributed retail network like Goodwill of Central & Southern Indiana’s.



# 3

The  
solution

## Keeping stores secure

Goodwill of Central & Southern Indiana's Lenovo Retail Solution is also bundled with Lenovo ThinkShield Hardware Defense powered by Sepio—a powerful security solution that defends against hardware-based attacks.

Lenovo ThinkShield Hardware Defense powered by Sepio detects and identifies all assets on USB interfaces, ensuring that only trusted devices with verified fingerprints are granted access to critical resources. This establishes trust at the hardware level to verify all USB connections and detect and mitigate the risk of rogue devices, providing Goodwill of Central & Southern Indiana's retail stores with an additional layer of hardware protection.



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“Lenovo went the extra mile to get us a Retail Solution that met all our needs in terms of reliability, flexibility, longevity, security, and, crucially, ROI.”

Daniel Whitmyer

Infrastructure Manager, Goodwill of Central & Southern Indiana

# 4

## The results

Goodwill of Central & Southern Indiana is now rolling out the Lenovo Retail Solution to its 80+ retail locations. To date, around 30 stores are using the new devices.

“We’ve had nothing but praise from the stores that have received the Lenovo POS,” says Whitmyer. “In fact, retail associates are fighting over them! Our team truly values the intuitive design of this system. The large touchscreen increases convenience and makes operations smooth, while the sleek appearance adds a professional touch to our checkout area. This increases associate satisfaction, improves morale, and reduces training time and transaction errors.”



More convenient



Higher associate satisfaction



Fewer transaction errors

# 4

## The results

### Doing good

Lenovo's Retail Solutions support centralized system management and streamlined operations, helping Goodwill of Central & Southern Indiana's IT team maintain store efficiency and minimize service interruptions—ensuring that customer transactions are processed seamlessly.

“The transactions happening on the Lenovo POS directly contribute to our community programs and services,” notes Whitmyer. “We do have other funding streams, but retail is our number one source of revenue and 100% of the money we make is invested in our programs.”

# 4

## The results

These programs and services include:

- Tuition-free, charter high school for adults that focuses on removing barriers to education
- Direct hiring for Goodwill jobs, especially for jobseekers with employment barriers such as a disability, criminal history or limited education
- Job readiness, training, and outplacement for individuals with barriers
- Pre-natal and maternal health, parenting skills, child development, and school readiness
- Connections to resources for transportation, housing, childcare, financial literacy, and more
- Child development center and preschool for children ages six weeks to five years

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“When people hear ‘Goodwill’, they usually think of our thrift stores. But our retail operations generate revenue for what Goodwill really does: give people opportunities to break the generational cycle of poverty. Lenovo technology plays a part in helping us realize that vision.”

Daniel Whitmyer

Infrastructure Manager, Goodwill of Central & Southern Indiana



# Why Lenovo?

For Goodwill of Central & Southern Indiana, Lenovo's commitment to responsive, personal service sets it apart from the competition. "Other vendors send a new rep every year; we've only ever had one Lenovo rep," says Whitmyer. "We've worked with Lenovo for more than five years now, and our rep knows our business inside out. This long-term partnership reflects Lenovo's approach to retail transformation, not only as a hardware vendor, but as a trusted advisor offering end-to-end retail solutions. We're working with Lenovo to explore a few Retail AI technologies which can further contribute to our operational efficiency, such as loss prevention."

Goodwill of Central & Southern Indiana's partnership with Lenovo first started during the COVID pandemic. "When all the other vendors were having supply chain issues, Lenovo was able to get us what we needed," recalls Whitmyer. "Lenovo is now our primary vendor for all things hardware, and we're so happy with our partnership."

# How can retailers deliver a high-quality shopping experience?

Goodwill of Central & Southern Indiana is rolling out Lenovo Retail Solutions to 80+ thrift stores, helping to keep its retail business running smoothly.

[Explore Lenovo Retail Solutions](#)