

Automotive

# Empowering global employees to **innovate** with the latest technology

## Leading car manufacturer

Employees at this car manufacturer rely on digital tools but buying thousands of devices outright introduced significant capital purchases and operational complexity. By switching to Lenovo TruScale Device as a Service (TruScale DaaS), the company reduces total cost of ownership, avoids up-front capital investment, improves data security, and helps ensure employees have the digital tools they need to work effectively—all whilst maintaining financial predictability.

Lenovo  
**TruScale**  
Device as a Service



Lenovo

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## **Who is this leading car manufacturer?**

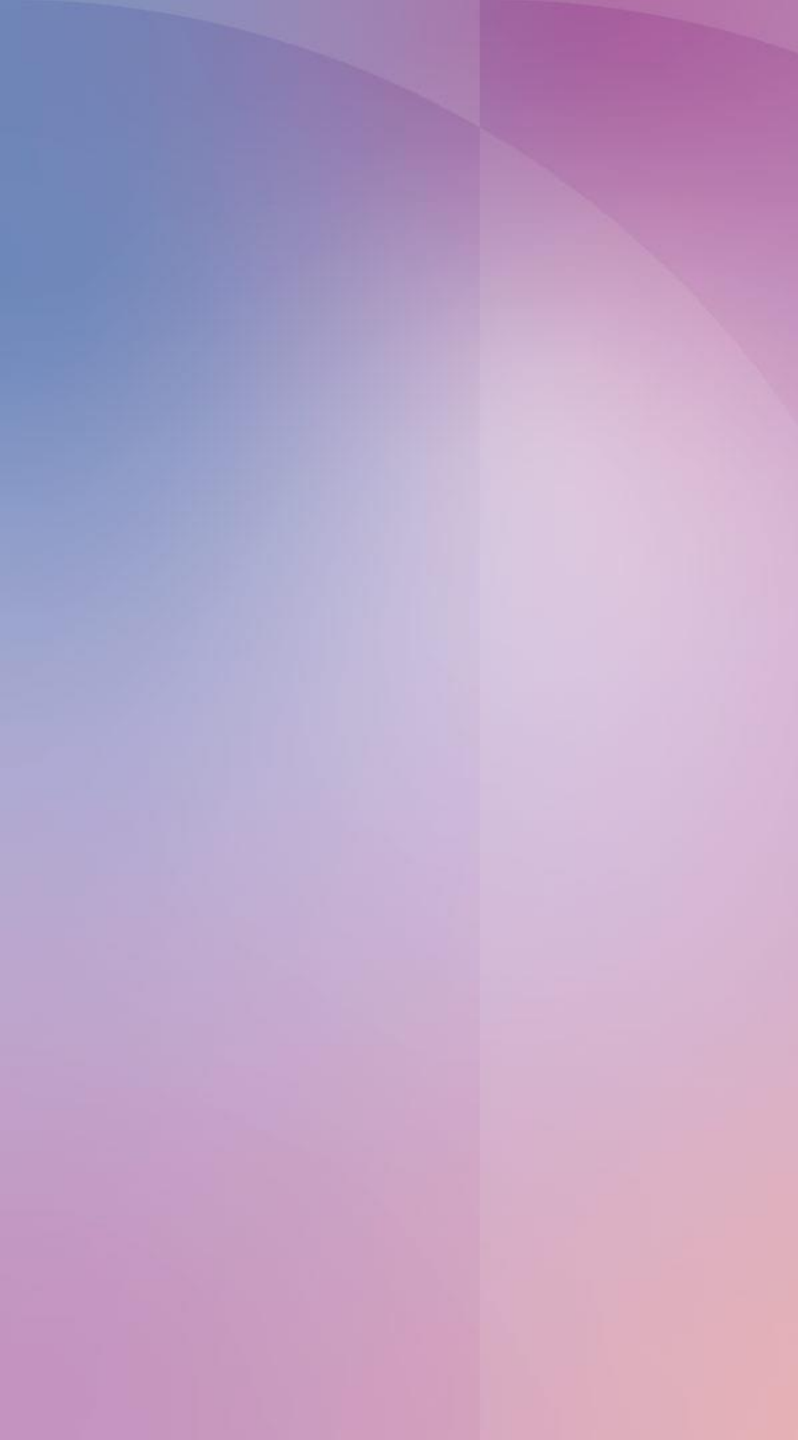
This leading car manufacturer operates manufacturing and assembly plants, research and development centers, and design centers across North America, Europe, and Asia, employing hundreds of thousands of people.

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# The Challenge

This manufacturer is pursuing technological innovation in a wide range of fields, from self-driving cars to low-orbit satellites. To drive its work forward, the company's many subsidiaries and supply chain companies rely on digital tools—from traditional back-office applications to state-of-the-art computer-aided design software.

A company spokesperson says: “We aim to empower employees across our global businesses to work effectively. To do that, it's crucial for us to provide our teams with technology advancements that are always up to date—an important factor whilst the business is in a period of innovation. We wanted a trusted supply chain partner that we could work with for supply planning to ensure we always cover our user needs.”



In the past, each business unit was responsible for procuring its own technology. However, this decentralized approach to procurement presented a number of challenges. As well as limiting the company's ability to leverage economies of scale for technology purchases, buying hardware outright led to significant costs associated with managing, repairing, and refreshing thousands of devices year after year.

The spokesperson says: "We recognized that switching from purchasing to a flexible funding solution was a big opportunity for us to boost the efficiency of procurement, distribution, management, and maintenance. As the next step, we looked for a vendor with the solutions, services, supply chain, and global reach to help us realize our goals."


## Doing more with less

After evaluating services from a number of market-leading IT vendors, the company selected Lenovo TruScale Device as a Service (TruScale DaaS).

Offering a wide range of hardware (including workstations, laptops, tablets, and phones), software, data center solutions, and trusted services with flexible payment approaches to choose from, TruScale DaaS empowers the company to gain tight and transparent control over its IT costs while ensuring that global employees have the digital tools they need to innovate and create impact however, or wherever, they do business.

### Services

Lenovo Asset Recovery Services  
Lenovo Premier Support Plus  
Lenovo TruScale Device as a Service



The spokesperson confirms: “By letting Lenovo manage the end-to-end lifecycle for our devices, we can break out of costly refresh cycles while at the same time ensuring our global teams have access to the latest technology. Also, by only deploying just what we need to use, when we need it, we know that we are responsibly reducing the environmental footprint of our employee technology, allowing us to align sustainability and cost-efficiency.

“Lenovo went out of their way to build a tailored, flexible funding solution to meet our operational requirements. With TruScale DaaS, we benefit from a three-year pay-as-a-service funding option that provides us with the agility to dial up, down, or pause usage during that period and, at the end of the term, the choice between renewal or buyout—helping us always take advantage of the latest technology enhancements whilst maximizing the financing across our entire technology lifecycle, from acquisition to use to disposal.”

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## Results

Today, the company equips its global business with over 6,000 devices, configured by Lenovo and shipped directly to employees' homes and offices. TruScale DaaS manages each device throughout its lifecycle, including professional data-erasure services by Lenovo Asset Recovery Services (ARS) to protect sensitive data stored on decommissioned assets.

Lenovo ARS helps mitigate the environmental and data security risks associated with end-of-life IT asset disposal while maximizing the value and recovery potential of those assets, with the main goal to reuse, recover, and recycle resources. Lenovo ARS offers a single-source solution for the secure, documented disposal of IT assets and data, and can be customized to address the unique needs of the organization. It helps mitigate e-waste and contributes to the circular economy.

“With TruScale DaaS, we’ve switched from periodic and largely unpredictable capital investments to a single predictable monthly payment model,” explains the spokesperson. “As a result, we have practically eliminated upfront spend on technology refreshes in many parts of our global business.”



The spokesperson says: “Thanks to Lenovo’s global footprint, we never need to worry about device management and maintenance. If an employee encounters a technical issue with their device, they can contact Lenovo Premier Support Plus no matter when or where they need help for remote support 24/7/365, or send their device to a local Lenovo Repair Center.”



Streamlines IT management in one single contract framework with simplified, predictable payments



Ensures secure data disposal with the highest standard of data destruction



Unifies operation and maintenance; consistent global deployment with standardized procurement worldwide



# Why **Lenovo**?

Throughout the evaluation phase and beyond, Lenovo strived to create the optimal solution for the company's specific business needs.

“From the outset, TruScale DaaS experts worked closely with us to help find the optimal funding arrangement,” explains the spokesperson. “As well as helping us calculate our total-cost-of-ownership savings, Lenovo demonstrated how TruScale DaaS would enable us to stay in full compliance with our internal information security and data governance policies by securely wiping every device when it reaches end of life.”



# How can businesses escape costly technology refresh cycles?

Switching from purchasing to a flexible funding option with TruScale DaaS cuts total cost of ownership.

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

Lenovo  
**TruScale**  
Device as a Service