

Automotive | Germany

# Innovate and grow with Lenovo OEM Solutions

## PDR-Team

Boosting the performance of its pioneering mobile, drive-in car scanning and hail damage assessment solution, Colibri, was vital for PDR-Team's business success. Establishing an OEM partnership with Lenovo accelerates critical processes and enables rapid growth.



Lenovo  
**TruScale**

# 1

## Customer background

### Who is PDR- Team?

PDR-Team is an innovative full-service provider to the car insurance industry, specializing in hail damage assessment and repair. The company partners with leading car insurers to accelerate high-volume claims processing after hailstorms and extreme weather events. Headquartered in Mutlangen, Germany, PDR-Team employs a core workforce of 140 people and offers its services across Europe and the US. During hail season, the company grows to 500 employees. Capitalizing on its mobile, in-house developed, fully automated hail damage analysis solution, the company is planning to rapidly expand its business in further European countries, Australia, and South Africa.



## 2 The challenge

When car insurers call PDR-Team, the company needs to respond quickly. Processing a high volume of cars with hail damage efficiently is crucial for the company's business success. That's why PDR-Team developed its pioneering and patented mobile drive-in scanning and hail damage assessment solution, Colibri.



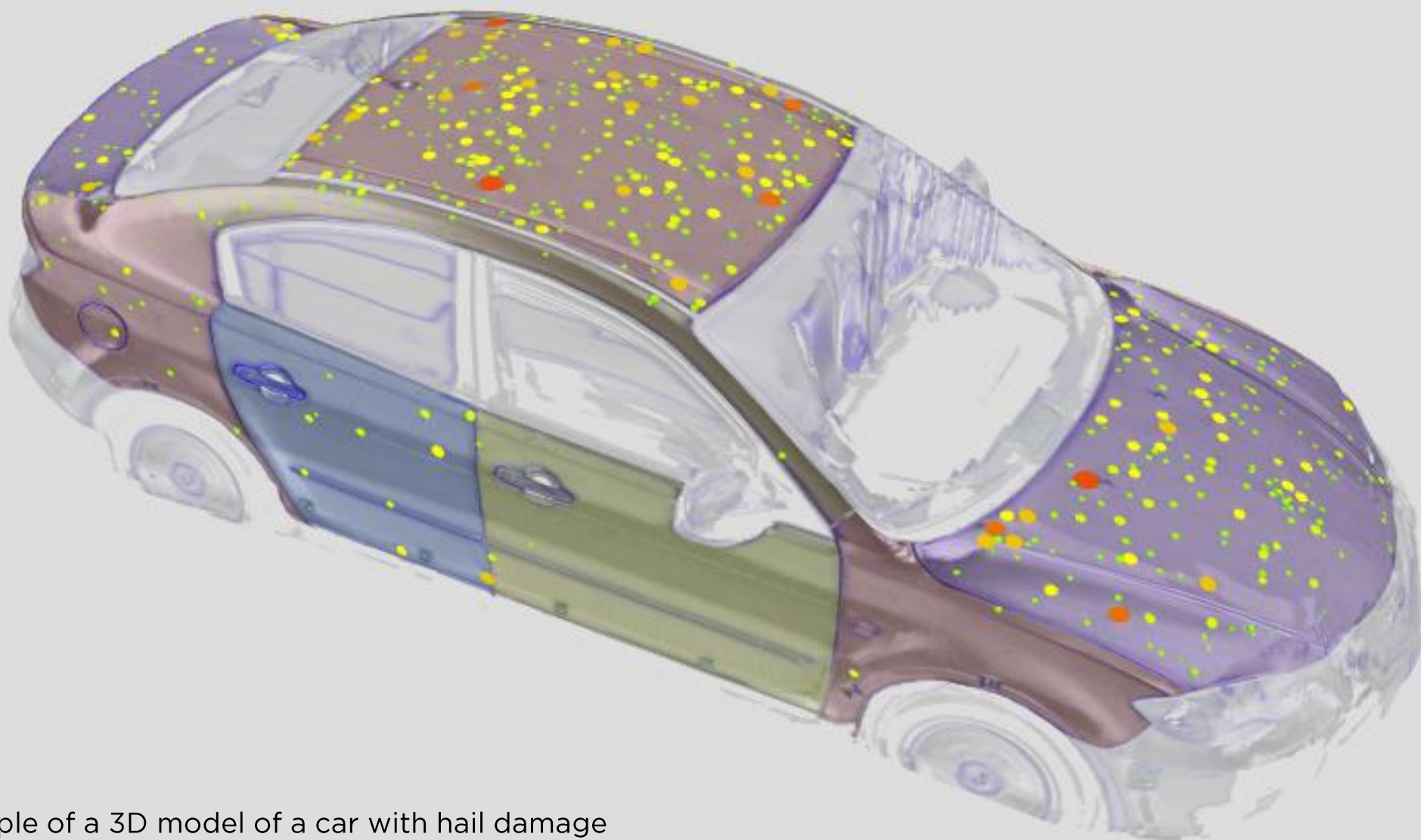
**Through a combination of high-performance 2D and 3D sensors, Colibri generates a highly accurate report complete with a 3D model of the car. These sophisticated visualizations make the damage easy to understand for customers.**



## 2 The challenge

At peak times, PDR-Team needs to be able to inspect and analyze batches of up to 50,000 to 60,000 cars during hail season. To provide a smooth experience for the insurers it partners with, and to ensure high customer satisfaction, PDR-Team has to deliver detailed reports, produce cost estimates and, ultimately, complete the repairs as fast as possible.





Example of a 3D model of a car with hail damage scanned by Colibri

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“It was an uphill struggle when we started offering this comprehensive, high-speed service to insurers. It took a while for us to convince them that **our scanning solution is more accurate than manual inspections**. However, now most insurance companies actively request automated damage detection in their tenders. Changing the market like that is a massive achievement, and a **huge opportunity to grow and expand our business**.”

Eduard Schüle  
CEO, PDR-Team

# 3 The solution

## High performance, small form factor

PDR-Team constantly updates and improves its mobile scanners, and the company was looking to increase throughput to boost efficiency and profitability. PDR-Team evaluated various vendors, but only Lenovo offered the compact yet high-performance workstations that could be integrated into the small, lightweight footprint of the mobile scanning systems. Additionally, the workstations need to be able to handle temperature changes and work reliably in many conditions across different geographies around the world.

Working closely with the Lenovo OEM team, PDR-Team selected Lenovo ThinkStation P3 Tiny workstations for the job.

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### Hardware

Lenovo ThinkStation P3 Tiny  
Lenovo ThinkPad laptops

### Services

Lenovo TruScale Device as a Service  
Lenovo OEM Solutions  
Lenovo Asset Recovery Services





Each Colibri scanner takes advantage of the performance of a Lenovo ThinkStation P3 Tiny workstation to process huge volumes of data streaming from 2D and 3D high-resolution cameras.

“With our mobile scanner solution, we needed to balance weight and performance,” explains Jürgen Hofele, Senior Project Lead at PDR-Team. “Each Lenovo ThinkStation processes data from at least two cameras, so we can do a lot of processing in parallel and maximize overall speed of the analysis and report generation.”



## **Leveraging Lenovo's global presence**

With PDR-Team expanding across the US, reliability at scale and global support were also important considerations.

Eduard Schüle, CEO at PDR-Team, confirms: “As we grow across different regions around the world, we need a global partner with a reliable supply chain to be able to build more new scanning systems quickly. By working with Lenovo, we can get local support and maintenance virtually everywhere.”



“Lenovo has become a **strong strategic partner** for us. To help us scale up the production of our mobile scanners cost-efficiently, we’ve started working with the Lenovo OEM team to optimize the workstation components and configurations. We benefit from **Lenovo’s extensive technical expertise and commercial experience**, helping us to reduce costs while improving performance to support our ambitious growth strategy.”

Jürgen Hofele

**Senior Project Lead, PDR-Team**

# 4

## The results

Before working with Lenovo, a complete scan of a car would take over ten minutes. Now, with high-performance Lenovo ThinkStation P3 Tiny workstations, PDR-Team has reduced the processing time to under five minutes.

“It’s great to see how Lenovo continues to innovate,” adds Jürgen Hofele. “With each new generation of workstation, we see performance improvements that have a direct impact on our business. Accelerating the scan process even by a small margin has huge effects at our scale.”



50% faster damage analysis and documentation



40% faster delivery times support rapid business expansion



Global logistics and support help grow international business

## 4 The results

### **Enabling business growth and supporting sustainability**

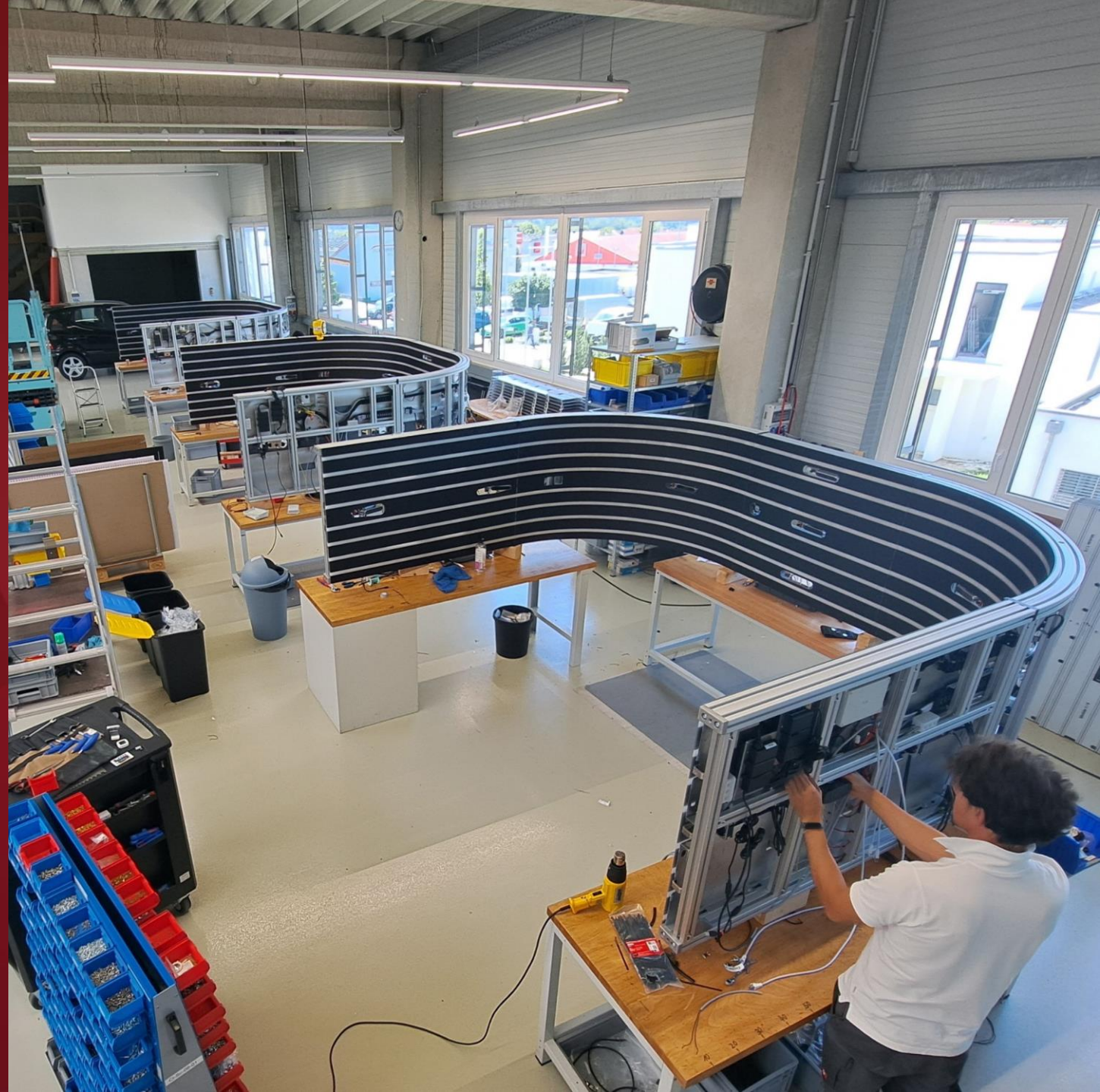
PDR-Team has deployed more than 40 scanners with over 560 Lenovo workstations. The company plans to double that number over the next two years and leverage Lenovo's capability to deliver devices globally from local distribution centers. This will help PDR-Team to accelerate production, improve sustainability, and reduce costs.

The company has also switched to the Lenovo TruScale Device as a Service (DaaS) model to cover the full lifecycle of the devices. This facilitates more cost-efficient hardware refreshes supported by Lenovo Asset Recovery Services, further boosting the company's overall sustainability.



**To further improve its capabilities, PDR-Team is planning to increase the use of machine learning.**

**“We want to reach for the next level in automated damage analysis, and to do that we need cutting-edge artificial intelligence technologies”, says Jürgen Hofele. “By partnering with Lenovo, we can integrate the latest GPUs and make our solution smarter and more accurate.”**





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“We’re looking forward to **working even closer with the Lenovo OEM team**, so we can make more scanners for the US market more cost-efficiently, and also **expand into completely new regions**. Building on our success with Lenovo, we’re planning to branch out to deliver **fully automated assessment solutions for other types of vehicle body damage** as well and unlock huge new business opportunities, for example in the rental car industry. With Lenovo, we can **scale up our business without limits.**”

Eduard Schüle  
CEO, PDR-Team

# Why Lenovo?

For years, PDR-Team had been using Lenovo laptops for software development and testing—based on this positive experience the company was confident that Lenovo could provide the quality and reliability needed for the OEM integration.

A key benefit for PDR-Team is having direct and dynamic OEM partnership with the manufacturer. The company has an ambitious growth strategy and, thanks to the seamless and efficient Lenovo supply chain, has already achieved 40% faster delivery times of components. “Previously, everything had to go through a partner and it usually took ten weeks for us to receive new orders,” recalls Eduard Schüle. “Through the long-term OEM partnership with Lenovo, new devices are delivered within six weeks, often even faster than estimated—this is a major advantage for our business.”

# How do you set up a successful OEM partnership?

PDR-Team is teaming up with Lenovo, leveraging global reach and efficient supply chains to expand rapidly around the world.

[Explore Lenovo OEM Solutions](#)