

Education | Philippines

Improving lives through education

PHINMA Education

On a mission to widen participation in higher education, PHINMA Education partnered with Lenovo to centralize and standardize the procurement and management of IT devices for its students and teachers. Today, the group can deliver consistently high-quality digital learning experiences across 20 campuses.



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Customer background

Who is PHINMA Education?

PHINMA Education is a mission-driven private higher education group and a subsidiary of leading Filipino conglomerate PHINMA Corporation. Founded in 2004, PHINMA Education provides quality, affordable tertiary education to underserved youth, equipping them with professional and vocational training that supports gainful employment. Having started with just a single school, PHINMA Education now operates a fast-growing network of eight schools in the Philippines and two schools in Indonesia, with a total of 20 campuses serving around 170,000 students.



2 The challenge

Only one out of every four Filipino students who enters first grade will finish a tertiary degree. PHINMA Education is on a mission to change this. Through its 20 campuses, the organization offers educational courses from college to university level at subsidized rates.

The group prides itself on harnessing the latest digital technologies to support teaching and learning. However, a decentralized approach to device procurement and management made it difficult to deliver consistent digital experiences for students and staff.

2 The challenge

Alex A. Ustaris, CTO at PHINMA Education, begins: “In the past, each campus was responsible for procuring its own endpoint devices. This meant that there were dozens of different laptop and desktop models in use across our campuses, all from different vendors and with different warranties. Managing warranties was costly and time-consuming—and delays in getting repairs disrupted student learning.”

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“We had a lot of issues with the quality and support of our end user devices, which were mostly commercial, off-the-shelf units. We were looking for a **trusted partner** capable of delivering both **reliable technology and responsive support services.**”

Alex A. Ustaris,
CTO, PHINMA Education



Trusted technology partner

PHINMA Education partnered with Lenovo to centralize and standardize device procurement and management for the group. Today, the central IT team curates a catalog of Lenovo devices for each campus to select from at the start of the academic year.

Currently, each campus has Lenovo ThinkCentre M70q Tiny and M70t desktops installed in their computer labs, giving students easy access to digital learning tools. Staff use Lenovo ThinkPad E14 laptops to support educational content creation and teaching, and all devices are backed by Lenovo Premier Support with Lenovo elite support teams available 24/7, along with next business day onsite support.

Hardware

- Lenovo ThinkCentre M70q Tiny desktops
- Lenovo ThinkCentre M70t desktops
- Lenovo ThinkPad E14 laptops
- Lenovo ThinkVision monitors

Services

- Lenovo Premier Support
- Next Business Day Response
- + Keep Your Drive (KYD)

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“Device procurement may take more time to plan centrally, but it’s well worth the effort. We now have a **standard catalog of devices from a single vendor with a single warranty and support plan.** Lenovo also helps us to get our support end dates to terminate in the same timeframe. It makes management and maintenance **so much easier and more economical.**”

Alex A. Ustaris

CTO, PHINMA Education

4 The results

By partnering with Lenovo to standardize endpoint procurement and management, PHINMA Education is saving time and resources while providing students and staff with high-quality, best-in-class devices for a superior user experience.

“The Lenovo desktops and laptops are robust, reliable, and easy to use,” confirms Ustaris. “Of the more than 2,000 Lenovo devices we have installed across our 20 campuses, we have only had issues with perhaps a dozen endpoints—far fewer than we’ve had with other vendors. And the response from Lenovo each time has been fantastic; they were very quick to respond and resolve the issues, minimizing disruption to teaching and learning.”



Standard catalog of endpoint devices



Single warranty and support plan



Simplified management and maintenance



Responsive on-site support services

4 The results

Deepening the partnership

Looking ahead, PHINMA Education is considering taking advantage of Lenovo TruScale Device as a Service (DaaS) to further simplify endpoint procurement. Rather than purchasing the devices outright, Lenovo TruScale DaaS offers a flexible consumption model.

Longer term, PHINMA Education also plans to collaborate with Lenovo on building a private cloud infrastructure to support data analytics and AI workloads. “Our ultimate goal is to deliver hyper-personalized learning experiences to all our students,” says Ustaris. “We’re planning to use AI and machine learning to analyze academic, personal, and behavioral data to push personalized learning content to users when they log onto the student portal. We see this as an ideal opportunity to further collaborate with Lenovo.”

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“Knowing that all our endpoint devices are backed by Lenovo Premier Support is a weight off our shoulders. We’re planning to **outsource more technical support services to Lenovo** in the coming years, so that our IT team can **focus on delivering an even better learning experience.**”

Alex A. Ustaris,
CTO, PHINMA Education

Why Lenovo?

PHINMA Education evaluated solutions and services from several vendors, but Ustaris' previous experience working with Lenovo put it ahead of the competition.

He recalls: "I've always found Lenovo to be rewarding to work with in previous roles. The quality of the hardware is excellent, but most impressive is the quality of engagement and collaboration; Lenovo always delivers a personal touch as far as customer service is concerned."

How can educational organizations equip students with best-in-class devices?

Working with Lenovo, PHINMA Education centralizes, standardizes, and simplifies endpoint procurement and management.

Explore Lenovo Education Solutions