

Technology | Philippines

Lifting revenues with a compelling OpEx model

PT&T

To seize new business opportunities, PT&T embraced the Lenovo 360 for TruScale go-to-market framework and added Lenovo TruScale Device as a Service offerings to its portfolio, helping to satisfy rising demand for flexible, cost-efficient OpEx solutions.



Lenovo

Lenovo
TruScale

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Customer background

Who is PT&T?

Based in the Metro Manila region, PT&T aims to deliver services that enrich the lives of Filipinos, connect communities, support businesses, and contribute to national development. The company operates as a telco, offering high-speed, low-latency broadband packages, and since 2019 has offered a range of IT services, including systems integration, network, infrastructure, cybersecurity, cloud, and virtualization solutions.



2 The challenge

PT&T operates in a crowded IT services marketplace in the Philippines, with many systems integrators and infrastructure providers challenging for business in the Metro Manila region and beyond. To stay competitive, the company is expanding its sales operations, with a new office scheduled to open in Cebu in 2025, and is always looking to find new ways to satisfy evolving client requirements.

Anthony G. Jose, Vice President and General Manager ITS Services, PT&T, explains: “We’re seeing clients shift away from CapEx investments in IT towards as-a-service solutions. After all, cash is king, and subscription-based procurement models enable businesses to avoid high upfront costs and retain more resources to invest in growth-driving activities and innovation.”

2 The challenge

For PT&T, the trend towards OpEx solutions presented a golden opportunity to win new business and generate recurring revenues, rather than simply relying on one-off sales. The company therefore looked to establish a viable, efficient sales and delivery model for Device as a Service (DaaS).

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“We were very familiar with the subscription model from our telecoms business, and we knew **the huge potential value in terms of revenue generation and stronger long-term client relationships**. It seemed a natural step to develop a portfolio of as-a-service offerings for our IT business.”

Anthony G. Jose

Vice President and General Manager ITS Services, PT&T

Offering high-performance devices with flexible finance

To meet rising demand for flexible, scalable, and cost-efficient OpEx solutions, PT&T has enhanced its offerings with Lenovo TruScale DaaS. With TruScale DaaS, PT&T clients can source high-performance Lenovo devices on a rolling subscription model.

Anthony G. Jose continues: “Lenovo offered excellent support to help us to integrate TruScale DaaS into our service portfolio. In particular, we worked with the Lenovo team to create sales presentations and detailed terms and conditions and pricing models. We’re now in a strong position to handle any specific queries from prospective clients on the nuances of the financial side of the service model.”

Services

Lenovo TruScale Device as a Service

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“Lenovo TruScale DaaS **complements our growing range of managed service offerings.** We are also developing data center co-location and managed network and security operations center services. **Our partnership with Lenovo is helping us build a world-class portfolio of as-a-service options.”**

Anthony G. Jose

Vice President and General Manager ITS Services, PT&T

4 The results

With Lenovo TruScale DaaS, PT&T can offer businesses a smarter alternative to traditional CapEx investment to access powerful, state-of-the-art new devices. The company has already received positive feedback from prospects, and secured a deal to supply more than 900 Lenovo laptops to a leading retailer—the first Lenovo TruScale DaaS deal in the SMB market in the Philippines.

“The Lenovo 360 for TruScale framework gives us a compelling proposition,” adds Anthony G. Jose. “It isn’t just the cashflow benefits that appeal to clients. For CIOs, TruScale DaaS makes it easier to align payments with budgets, and to secure approval from their finance teams to deploy new devices.”



Creates a compelling
OpEx proposition



Generates significant
recurring revenues



Enables a major deal
with a leading retailer

4 The results

Building long-term client relationships

Looking ahead, PT&T is confident about achieving significant financial benefits by offering the subscription model. “Every TruScale DaaS deal that we make will generate recurring revenue over a three- or five-year period, with the total value often higher than we would achieve on a one-off CapEx sale. Plus, the long-term TruScale DaaS agreement will give us more opportunities to build a strong relationship and expand the account in other areas,” notes Anthony G. Jose.

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“With the **Lenovo 360 for TruScale** go-to-market framework, the **future is looking very positive**. Offering Lenovo TruScale DaaS will enable PT&T to **capitalize on growing demand** for OpEx solutions in the Philippines, helping us to **expand our client base and boost revenues**.”

Anthony G. Jose

Vice President and General Manager ITS Services, PT&T

Why Lenovo?

Before launching the TruScale DaaS offering, PT&T had operated as a Lenovo business partner for several years. In that time, the company had delivered Lenovo servers, storage, laptops, and desktops to clients of all sizes. The company connected with the Lenovo team at an event, and discussed the potential of TruScale DaaS.

“We were impressed by the structured OpEx model,” adds Antony G. Jose. “Offering TruScale DaaS represents the latest step in our long and profitable partnership with Lenovo. Over the years, Lenovo has continually enhanced their offerings, and we have built an excellent relationships with their team.”

How can Lenovo partners meet rising demand for OpEx solutions?

Using the Lenovo 360 for TruScale framework, PT&T now offers clients flexible, cost-efficient DaaS solutions.

Explore Lenovo TruScale DaaS