



Construction / Architecture / Engineering

Lenovo

Closing in on international competitors

Seladi 85

A Papua New Guinea architecture firm harnesses the power of Lenovo Legion devices to accelerate design workflows—empowering it to compete effectively with international businesses.

1

Who is Seladi 85?

Founded in 2016, Seladi 85 is one of a handful of locally owned architecture firms based in Papua New Guinea. Combining architectural expertise with a deep understanding of the culture of the island, Seladi 85 provides schematic design, feasibility study, project management, and development services. As a fully registered architecture firm, the company has an impressive portfolio of residential, commercial, and retail projects.



2

The Challenge

For many years, developers would turn to architects in neighboring Australia if they wanted to build homes, offices, industrial centers, and other urban environments in Papua New Guinea. Registered architect and proud Papua New Guinean citizen Jordan Seladi decided it was time for change and launched his own local architecture firm, Seladi 85.

To compete with the larger international firms, Seladi 85 decided to make professional excellence the heart of its growth strategy. Producing premium-quality architectural designs, graphics, and renders is one of the main ways that architects can prove their professionalism and expertise. However, Seladi 85's existing laptops and desktops presented a barrier to growth—with renders often taking days to complete. As a result, architects struggled to make quick changes to designs, potentially limiting their ability to respond fast to client requests.



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Our architects are at the top of their game and they are more than capable of competing with their counterparts in larger overseas firms. However, the slow performance of the hardware that we used to create renders and designs was letting us down. To step up our compute resources, we looked for a dedicated local technology partner that could help support our growth.”

Jordan Seladi

Managing Director, Seladi 85

Building with the **best**

Seladi 85 reached out to long-term partner THEODIST—Papua New Guinea’s largest retailer of technology and business equipment—for advice. A trusted advisor from the IT industry, THEODIST spent time learning about Seladi 85’s pain points and technical requirements, which led the company to propose Lenovo Legion. Equipped with the latest generation NVIDIA GeForce RTX GPUs, the Lenovo devices can handle even the largest and most sophisticated AutoCAD renders. Having seen rising local demand for high-spec workstations, THEODIST had recently brought Lenovo Legion to the Papua New Guinea market.

Seladi 85 purchased a single Lenovo Legion desktop to start with. The company tested all their applications on the device and—delighted with the performance—went on to purchase two additional Lenovo Legion T5 devices. “The performance really exceeded our expectations,” confirms Jordan Seladi.

Hardware

Lenovo Legion T5

Software

AutoCAD



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“As soon as I saw the technical specifications of the Lenovo Legion devices, I knew they would be perfect for our data-intensive AutoCAD and graphics-rendering workloads. It is only with powerful technology like the Lenovo devices that we are able to compete with larger international firms.”

Jordan Seladi

Managing Director, Seladi 85

Choosing the right partner

For Seladi 85, teaming up with THEODIST was an easy decision. A family-owned business with a keen focus on being part of the local community, THEODIST serves commercial, education, and local government organizations, providing everything from office to school stationery, office furniture to IT solutions.

By leveraging the Lenovo 360 channel framework, THEODIST has driven rapid growth in recent years. Now a Lenovo Gold Partner, THEODIST provides advanced services and support to its customers in Papua New Guinea. And as a Lenovo Authorized Warranty Service Provider (AWSP), THEODIST can perform maintenance services on behalf of Lenovo—offering break/fix for every end user device that they sell throughout its entire lifecycle.

Kevin Anderson, National Sales and Marketing Manager at THEODIST, comments: “We take advantage of Lenovo Partner Training programs to acquire accreditations as part of our Lenovo Partner status, and we make extensive use of the Lenovo Partner Hub to bid for and register deals. Lenovo also supports us with marketing activities, including advertising and sports sponsorships.”

3

Results

Since equipping its architects with Lenovo Legion devices, Seladi 85 has practically eliminated all bottlenecks associated with AutoCAD rendering—enabling the company to produce designs faster and make quick edits on the fly.

“We used to have to run some renders overnight,” recalls Jordan Seladi. “Amazingly, with the Lenovo Legion devices we can create the same scene in an hour or less.”

As well as empowering architects to work more productively, Lenovo solutions give them the compute power and confidence they need to push the envelope in their designs. As a result, the company has been able to take on larger and more sophisticated commissions.



Eliminates computational bottlenecks



Empowers architects to innovate with confidence



Helps Seladi 85 compete successfully against international firms



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“Leveraging Lenovo technology for our design work has really helped us to grow and develop the business. We can now produce expert designs that are equal to or better than our overseas competitors in quality and concept—and we can create them fast. By changing perceptions and proving our professionalism with designs built with Lenovo solutions, we are now able to secure larger contracts and take on more complex projects.”

Jordan Seladi

Managing Director, Seladi 85

Why **Lenovo**?

Even though Papua New Guinea's economy is on the rise, many businesses in the country still struggle to access best-of-breed hardware—presenting a barrier to growth.

“I have a lot of respect and appreciation for technology vendors and suppliers that bring their products to market in Papua New Guinea,” comments Jordan Seladi. “So, the fact that Lenovo is willing to partner with local resellers like THEODIST was a huge plus. As a small business, we require access to technology to evolve and stay competitive, and Lenovo gives us the tools we need to thrive.”



Partner perspective: THEODIST



“Working with Seladi 85 in this project was a real privilege. We’re proud to be able to help other locally owned business in Papua New Guinea grow and develop. Through our partnership with Lenovo, we were able to bring the latest and greatest in graphical processing to the firm, which will help its architects work more efficiently and secure new business.”

Kevin Anderson

National Sales and Marketing Manager, THEODIST



How can local firms compete with international giants?

Equipped with powerful Lenovo Legion devices, Seladi 85 is putting Papua New Guinea on the map for architectural excellence.

[Explore Lenovo Legion Solutions](#)