

Retail | Singapore

Elevating the customer experience

Shiseido

With Lenovo TruScale Device as a Service, Shiseido is rapidly refreshing aging laptops across eight Asia-Pacific markets with 2,000 brand-new Lenovo ThinkPad devices—empowering its beauty consultants to provide highly personalized and engaging customer experiences while offsetting two tons of CO₂.



Lenovo

Lenovo
TruScale

1

Customer background

Who is Shiseido?

Founded in 1872 and headquartered in Tokyo, Japan, Shiseido is a global beauty giant that operates in approximately 120 countries and regions around the world. Home to numerous brands, Shiseido is one of the world's largest beauty companies.



2

The challenge

Shiseido is on a mission to connect with people to create and share new beauty, to enrich everyone's lives, and to create a better, more sustainable world for all. Around the globe, thousands of Shiseido employees are working toward these goals: from research and development teams behind the scenes to beauty consultants in the company's retail stores.

Technology plays a key role for day-to-day work across Shiseido. For example, the company's beauty consultants use laptops to deliver highly personalized customer services: including analyzing skin tones to find their perfect products, checking their loyalty points balances, and processing payments.

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The challenge

Rinah Oandasan, Regional Information and Communications Technology Director at Shiseido AP, says: “Our Asia-Pacific business covers eight markets and around 2,000 employees. Across these geographies, many of our laptops were approaching end of life. These aging devices were making it increasingly difficult for our teams to access key apps.”

Sau Leng Tham, VP, Finance and Operations at Shiseido AP, continues: “As our devices got older, they were becoming less and less reliable, leading to frustration for our employees and creating friction in the customer journey. To solve those challenges, we decided to refresh our devices as soon as possible.”

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The challenge

Shiseido's device refresh in Asia-Pacific coincided with a wider IT transformation initiative across the global business. To improve operational efficiency, reduce costs, and extract greater business value from its data, the company has a global strategy to unify its approach to IT.

"Our group CIO's vision is to transform a fragmented global IT landscape into a standardized portfolio of systems and processes," explains Rinah Oandasan. "As a first step toward that goal, we looked for a single vendor to replace all 2,000 employee devices in use across our eight Asia-Pacific businesses."

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“To keep our transformation effort moving forward, we wanted to avoid tying up large amounts of capital in acquiring new devices. Lenovo TruScale Device as a Service is an ideal way for us to provide our teams with modern, reliable laptops without large up-front capital investment.”

Sau Leng Tham

VP, Finance and Operations, Shiseido AP

3

The
solution

Taking a fresh approach

Working with the Lenovo TruScale team, Shiseido is replacing legacy devices across its Asia-Pacific businesses with [Lenovo ThinkPad L14 Gen 5](#), [T14 Gen 5](#), [X1 Carbon Gen 12](#), and [X13 Gen 4](#) laptops. Beginning with the company's regional headquarters in Singapore, Lenovo helped the company inventory its existing devices and prioritize replacements based on the age of the hardware. "With TruScale DaaS, Lenovo handles the entire device lifecycle for us—including recovering and recycling our old laptops," confirms Rinah Oandasan. "We started the DaaS rollout in Thailand, Korea, Malaysia, and Indonesia, and we are now live in all our Asia-Pacific markets, including Taiwan and Vietnam."

Services

[Lenovo CO2 Offset Services](#)

[Lenovo Premier Support](#)

[Lenovo TruScale Device as a Service](#)

Hardware

[Lenovo ThinkPad L14 Gen 5 laptop](#)

[Lenovo ThinkPad T14 Gen 5 laptop](#)

[Lenovo ThinkPad X1 Carbon Gen 12 laptop](#)

[Lenovo ThinkPad X13 Gen 4 laptop](#)

Software

Microsoft Windows 11

3

The
solution

Delivering round-the- clock support

By embracing [Lenovo TruScale DaaS](#), Shiseido can better support its thousands of employees across Asia-Pacific.

Rinah Oandasan comments: “We were looking for more than a vendor to ship new devices to us—we wanted a trusted partner that was committed to our success. In Lenovo, that’s exactly what we’ve found. TruScale DaaS brings together device procurement, management, and support into one seamless experience.”

Sau Leng Tham adds: “Our new Lenovo devices are very robust and reliable, so we haven’t needed to call on Lenovo Premier Support yet. However, it’s very reassuring to know that our employees always have a place they can go to get fast help—particularly for those teams working in customer-facing retail environments.”

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The solution

Going further

In parallel with the Lenovo TruScale DaaS deployment, Shiseido started an additional standardization initiative, aiming to consolidate and migrate hundreds of on-premises servers in Asia-Pacific to the Microsoft Azure cloud. Following a public tender, Shiseido selected Lenovo to help drive the project.

“Lenovo helped us determine which of our on-premises servers should be in scope for the migration project and which could be decommissioned,” explains Rinah Oandasan. “With Lenovo’s help, we’ve now consolidated around 300 on-premises servers into around 85 virtual machines on Microsoft Azure—a reduction of more than 70%.”

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“Lenovo is playing a key role in our global IT transformation: from helping us move into the cloud to equipping our teams with the latest Lenovo ThinkPad devices. Many of our Asia-Pacific markets have very small IT teams, and the assistance we’re getting from Lenovo will help us focus on the transformation effort.”

Sau Leng Tham

VP, Finance and Operations, Shiseido AP

4

The results

As Shiseido modernizes employee devices across Asia-Pacific, it is empowering its teams to provide even higher-quality customer services. Sau Leng Tham says: “Without a doubt, fast, modern devices from Lenovo TruScale DaaS are helping our beauty consultants to elevate the customer experience.”

Crucially, the device refresh hasn’t required the company to compromise on its sustainability goals. The company has already offset two tons of CO₂ using Lenovo CO₂ Offset Services, while compact, bio-based packaging minimizes waste during the delivery of thousands of new devices to date.



2,000 devices deployed



Two tons of CO₂ offset



Fixed SLA for patching vulnerabilities

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The results

Strengthening security

In the years ahead, Lenovo TruScale DaaS will continue to deliver valuable efficiencies for Shiseido. In its Singapore business, Shiseido is using remote monitoring, management, and patching from Lenovo, Shiseido to help ensure its devices are always well protected against cyber threats.

“The advantage of TruScale DaaS isn't just the hardware maintenance, it's also a big advantage when it comes to patching,” says Rinah Oandasan. “Lenovo gives the assurance of a service-level agreement for patching significant vulnerabilities.”

Sau Leng Tham comments: “Working with Lenovo, we recently upgraded all our laptops to the latest Windows 11 operating system. In the past, that would probably have been something our IT team needed to do manually on each machine—but Lenovo pushed out the updates remotely. It was seamless.”

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“One of the best things about working with Lenovo is they are always willing to listen and flexible to change. Looking ahead, we’re excited to build on our partnership—for example, by exploring ways to streamline key business processes.”

Rinah Oandasan

Regional Information and Communications Technology Director, Shiseido AP

Why Lenovo?

Shiseido saw Lenovo as a true partner that was invested in its long-term success. Crucially, Lenovo offered a powerful combination of global procurement, management and support capabilities—giving the company confidence in its DaaS capabilities.

“We wanted a partner that could help us navigate the complexities of this kind of far-reaching digital transformation,” says Rinah Oandasan. “Of all the vendors we considered, we felt that Lenovo best understood our goals and had the expertise, solutions, and global reach to help us achieve them.”

How can retailers shape seamless customer experiences?

Shiseido engaged Lenovo to refresh employee devices and provide responsive technical support—helping its beauty consultants deliver smooth, personalized services.

[Explore Lenovo TruScale DaaS](#)