

Technology | Germany

Tapping into a rapidly growing market

Sinell All-IT

To sharpen its competitive edge, Lenovo Platinum Partner Sinell All-IT used the Lenovo 360 for TruScale go-to-market framework to add Lenovo TruScale Infrastructure as a Service (IaaS) and Device as a Service (DaaS) solutions to its service portfolio.



1

Customer background

Who is Sinell All-IT GmbH?

Sinell All-IT GmbH, based in Monheim am Rhein, is one of the leading medium-sized IT system houses in the Rhineland in Germany. The company supports regional businesses and public institutions in mastering their digital transformation by delivering end-to-end IT solutions.

Mike Czichowsky, Head of Sales at Sinell All-IT GmbH, says: “We provide expertise across many industries, combined with a highly responsive service that sets us apart from other providers. Our goal is to respond to clients within one day and maintain full transparency throughout every project. With over 30 years of experience, our team delivers end-to-end IT solutions—from data center infrastructure and cloud platforms, to managed services and cybersecurity—ensuring long-term partnerships, measurable results, and sustainable growth for our customers.”



2

The challenge

Over the years, a client-centric approach has helped Sinell All-IT to build a thriving business. But the company is always looking to modernize its offerings as client preferences evolve, and recently decided to focus on addressing the growing demand for flexible, subscription-based IT solutions.

“We’re seeing IT and procurement teams increasingly move away from traditional hardware purchasing toward usage-based models that allow companies to scale dynamically,” explains Czichowsky. “The main driver is cost efficiency, but also the need to offset the growing IT skills shortage. Many organizations are stretched thinly, just about managing day-to-day operations.”

2

The challenge

He continues: “By adopting subscription or service-based models—supported by trusted partners like us—they can redirect their internal resources towards strategic IT projects. At the same time, our focus on automation and generative AI helps increase efficiency, quality, and security across their IT environments.”

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“Shifting from traditional hardware sales to service-based solutions allows us to **deliver greater value** to our clients and **build stronger, long-term partnerships**. Instead of focusing on one-off transactions, we aim to act as a **strategic advisor**, guiding organizations through their digital transformation. This approach aligns with our long-term vision of creating **sustainable growth** through recurring revenue streams, managed services, and cloud-based solutions—supported by automation and AI to ensure efficiency, scalability and security.”

Mike Czichowsky

Head of Sales, Sinell All-IT GmbH

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The
solution

Launching flexible new offerings

To expand its range of client services, Sinell All-IT decided to use the Lenovo 360 for TruScale go-to-market framework to offer [Lenovo TruScale Infrastructure as a Service](#) (IaaS) and [Device as a Service](#) (DaaS) solutions. As the company was a long-standing Lenovo Platinum Partner, the decision represented the latest step in a flourishing commercial partnership.

Czichowsky explains: “One of our Lenovo contacts introduced us to TruScale, and we took advantage of the webinars and online resources available to learn more about the concept. Our Lenovo rep then helped us build a sales pitch for TruScale, and we soon launched an IaaS pilot with one client.”

Services

[Lenovo TruScale Device as a Service](#)
[Lenovo TruScale Infrastructure as a Service](#)

Software

[Lenovo Device Orchestration](#)

3

The
solution

Meeting demand for tailored services

With TruScale IaaS and DaaS added to its portfolio, Sinell All-IT can provide subscription-based solutions to clients, along with value-add services delivered by its own team and Lenovo. For example, with DaaS packages, the company offers intelligent endpoint monitoring using [Lenovo Device Orchestration](#), and even replacement device storage at its 700 square meter warehouse.

“With Lenovo TruScale, we can offer a tailor-made solution to clients,” says Czichowsky. “The Lenovo portfolio is so extensive that we can meet just about every requirement, whether they want servers, workstations, or even workplace solutions.

“We are huge advocates for the TruScale concept—in fact, we were an original member of the Lenovo 360 for TruScale Partner Community in the EMEA region. The Lenovo 360 for TruScale Partner Community enables selected partners to develop new skills to make the most of Lenovo TruScale Everything as a Service and grow their businesses.”

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“With many vendors, your contacts change every year, so you can’t establish the strong personal links that are so important for success. With Lenovo, things are a little different: we enjoy great relationships with the team, who offer expertise across many fields and are always willing to help us.”

Mike Czichowsky

Head of Sales, Sinell All-IT GmbH



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The results

With Lenovo TruScale, Sinell All-IT has built a powerful sales proposition for IaaS and DaaS solutions that will help to drive revenues. The new model not only offers clients a cost-efficient alternative to traditional hardware purchasing, but will also enable them to dedicate more time and energy to strategic IT initiatives, as Lenovo and Sinell All-IT handle time-consuming infrastructure management.

Czichowsky explains: “The value of the TruScale model doesn’t just come from the savings that clients can achieve by paying a monthly subscription fee rather than buying hardware assets; it comes from the digital innovation and profit-driving activities that they can now focus their resources on.”



Supports cost-efficient IaaS and DaaS offerings



Helps secure valuable new business



Enables a more service-driven business model

4

The results

Winning valuable IaaS deals

The TruScale model has enabled Sinell All-IT to secure valuable new business, including an IaaS deal with a sportswear retailer. “The client operates a seasonal business, with transactions peaking during summer,” explains Czichowsky. “With TruScale IaaS, they can scale server capacity up and down seamlessly to support their point-of-sales systems, only paying for what that they consume.”

The feedback for the IaaS package from the client has been extremely positive. “The retailer had faced a problem with the setup of a virtual machine,” continues Czichowsky. “Even though it was outside the scope of the TruScale solution, a Lenovo technician solved the issue for them very quickly. Now, whenever we speak to them, they always ask for that same technician!”

4

The results

Enabling a new business model

Moving forward, Sinell All-IT believes that the TruScale IaaS and DaaS solutions will help to support its pivot away from hardware sales towards a more consultative, service-driven business model.

“Over the next five years, we believe our role will become much more consultative as clients move away from purchasing IT assets,” adds Czichowsky. “We are now refining our sales approach for dealing with prospects. Rather than just talking about IT products, we are focusing on how to help them to meet their strategic goals—and the Lenovo TruScale service model is a key enabler of that change.”

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“We enjoy a **seamless collaboration** with Lenovo. They provide **invaluable sales support** that has helped us close new IaaS and DaaS deals, and **expand our client base.**”

Jörg Sinell

CEO, Sinell All-IT GmbH

Why Lenovo?

Sinell All-IT began its relationship with Lenovo in 2016. At that time, the company was working with many vendors, and Lenovo helped to streamline this sales model. “We consolidated our approach, offering Lenovo solutions mainly instead,” explains Czichowsky. “This worked well: we had quick access to Lenovo solutions, and our clients were very happy with the tech.”

Adding IaaS and DaaS solutions through the Lenovo 360 for TruScale go-to-market framework was a natural next step. “As a Lenovo partner, we enjoy access to useful sales tools, competitive pricing, and excellent support. I have 100% trust in every one of our contacts at Lenovo,” adds Czichowsky.

How can IT service providers meet demand for more flexible solutions?

With the Lenovo 360 for TruScale framework, Sinell All-IT offers clients agile, cost-efficient IaaS and DaaS offerings.

[Explore Lenovo TruScale Solutions](#)