

Automotive | Latin America

Harnessing data to keep drivers moving

Urban mobility startup

This urban mobility startup relies on digital devices to help engineers carry out preventative maintenance on its fleet of rental cars. The company worked with Lenovo Financial Services to equip its teams with top-of-the-line Lenovo ThinkPad L14 AMD notebooks and save over \$150,000 in support costs.



Lenovo

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Customer background

Who is the urban mobility startup?

This innovative urban mobility company partners with auto manufacturers, leasing companies and rental agencies to offer ride-hailing drivers car rentals designed for their needs. Offering simple monthly and annual payment options, the company enables drivers to choose from a wide range of new and pre-owned cars.

2 The challenge

Through its flexible car rental and financing plans, the company enables drivers to quickly pick up the keys to the car of their choice. An innovative start-up, the business uses Internet of Things (IoT) sensors to deliver data-driven customer services, such as insurance discounts for careful driving and preventative maintenance to keep cars running smoothly.

A spokesperson for the startup elaborates: “We regularly inspect our vehicles at our maintenance centers. Digital technology plays a key role in the process, and our engineers use notebook devices to support their work.”

2 The challenge

With its existing notebooks approaching end-of-life, the startup looked to refresh the aging devices. The aim was to offer modern, high-performance systems to help employees across the business perform to their full potential.

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“In the past, we leased notebooks from multiple different vendors. With so many different support contracts, **it was very complicated and costly to get repairs and replacement devices** when we needed them. To solve that challenge, we **aimed to consolidate on a single vendor with a more agile support model.**”

Spokesperson

Urban mobility startup

Standardizing on a trusted vendor

With cost-effective leasing from Lenovo Global Financial Services, the startup has equipped its employees with high-quality devices. The company has outfitted its repair centers and office locations with Lenovo ThinkPad L14 AMD notebooks, Lenovo ThinkVision S22e-20 displays, and accessories—backed by Lenovo Premier Support and Lenovo Digital Workplace Solutions.

Services

Lenovo Accidental Damage Protection
Lenovo Custom Image
Lenovo Deployment Services
Lenovo Global Financial Services
Lenovo Premier Support
Lenovo Sealed Battery Warranty
Lenovo Digital Workplace Solutions

Hardware

Lenovo ThinkPad L14 AMD
Lenovo ThinkPad Docking Station
Lenovo ThinkVision S22e-20
Motorola ThinkPhone

3

The
solution

“With Lenovo Global Financial Services, we’ve replaced more than 1,000 of our old devices,” confirms the spokesperson. “Lenovo manages the end-to-end device lifecycle through a straightforward OPEX model, which is both predictable and highly cost-effective for our business.”

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“One of the biggest advantages of working with Lenovo is the **quality of their support**. With Lenovo Accidental Damage Protection, **we get replacement devices shipped to us whenever we need them**. And because all our device data is backed up to the Microsoft Cloud, **switching out one notebook for another is a totally seamless process.**”

Spokesperson

Urban mobility startup

4 The results

By standardizing on one trusted partner for devices and support services, the company ensures that employees at its maintenance centers and offices always have access to the digital tools they need to carry out their roles.

“Before, we often had to purchase replacements for accidentally damaged devices at full price,” says the spokesperson. “Now, Lenovo handles the process for us at no additional cost. In fact, our partnership with Lenovo has saved us more than \$150,000 over the last three years.”



Delivers \$150k savings over three years



Reduces risk through responsive technical support



Helps employees work more productively



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“Building on the success of our rollout of Lenovo ThinkPad and ThinkVision solutions, we’re now issuing Motorola ThinkPhone devices to our employees, which will help us further enhance collaboration between our teams.”

Spokesperson

Urban mobility startup

Why Lenovo?

The startup quickly realized that working with Lenovo would transform its approach to replacing damaged devices. Rather than having lengthy back-and-forth warranty discussions with multiple suppliers, the company now simply swaps devices for new ones from its inventory. Behind the scenes, Lenovo collects and repairs the damaged devices at no extra cost.

“Our maintenance teams work in environments where IT equipment may be exposed to vibration, mechanical shock, and dust, which increases the risk of damage,” explains the spokesperson. “Our old warranties didn’t cover accidents, which led to unpredictable—and often high—capital costs when devices needed to be replaced. With Lenovo, we eliminate that uncertainty and help our employees get back up and running faster.”

How can businesses help their employees work effectively?

An urban mobility company works with Lenovo Financial Services to equip its teams with top-of-the-line devices and save over \$150k in costs.

[Explore Lenovo Financial Services](#)