

Go beyond just using 10%

And see the other 90% you could be missing out on

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We've all heard some variation of the "we only use 10% of our brains" myth.

It's obviously not true. But imagine if it was. Just think of what we could achieve with the other 90%.

It's a similar situation with Lenovo. Retailers are often only aware of 10% of what we do. Which is why we've asked our **Lenovo Council** to take a closer look at the tech available and show you the other 90% you could be missing out on.

IoT Isabelle

Enjoys seeing how devices can work together and gets excited about trying new ways to do it.

AI Anthony

Likes to make things easier, especially with AI assistance looking over thousands of data points.

Immersive Computing Chloe

Loves to get people involved and close up to new ideas with AR and VR, and get them to think differently about what they're seeing.

Workspace William

Prefers to keep cybercriminals at arm's length. And makes sure everyone working with Lenovo devices can share, store and work on what they need safely.

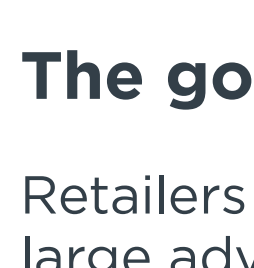
Infrastructure Ingrid

The brains behind it all, Ingrid brings everyone together and makes sure they can all do what they need to, when they need to do it.

There's never been more pressure on retailers

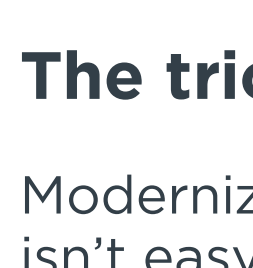
Today's consumers need a good reason to shop in-store rather than online. Retail spaces need to be exciting. They need to be immersive. And every visit has to feel personal. That means making upselling or cross-selling feel natural and relevant, and getting the balance right between human and automated touch points.

Intelligent technologies enable retailers to meet these expectations, by combining digital and physical assets.



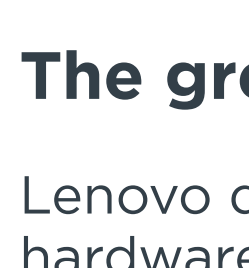
The good news:

Retailers with physical store have a large advantage over ecommerce businesses. Combined with the right digital solutions, they can use their stores to optimise their operations and deliver experiences that just aren't.



The tricky news:

Modernizing a retail organization isn't easy. It requires experts with specific sector experience. They need to understand your IT infrastructure and hardware. And know how to create physical/digital operations that deliver value.



The great news:

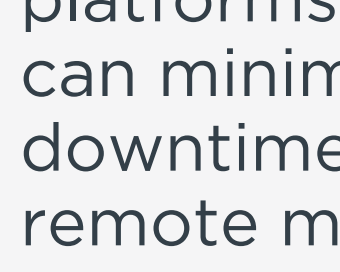
Lenovo doesn't just supply hardware to retailers. We're long-term partners. We understand where you're trying to get to, and we have the expertise, innovations and on-going support to make it happen.

Lenovo Retail Services



Transformative technology

From advanced POS/Kiosks and other intelligence devices, to edge and data center infrastructure, Lenovo powers transformation for some of the world's biggest retailers



Predictive maintenance

Using Lenovo big data platforms, retailers can minimize equipment downtime using remote monitoring

Warehouse automation

Lenovo can power a range of Industry 4.0 applications at your warehouses, like autonomous robots which help to deliver greater efficiency, reliability and profitability

Real-time traffic sensors

Build AI applications with Lenovo that can analyse crowd behaviour, help you optimize store layouts, and improve safety

Smart shopping

Lenovo makes collecting and connecting data simple - enabling you to automate inventory tracking at shelf level

Empowering retailers

A single vendor retail ecosystem

We'll supply everything - from laptops and phones, to servers, storage, networking and managed services that cover the full technology lifecycle

Managed services

Including 24/7 remote health monitoring and diagnostics; all managed for you by a global field services network

Lenovo Premier Support

We give retailers access to comprehensive, ongoing hardware and software support from experienced Lenovo technicians

Intelligent Technology Foundations



Edge Computing for retail

Harness the value of data from the edge of your network, with Lenovo Edge Computing solutions - powerful, real-time insights, available anywhere

Best-in-class security

We build security into every device and component. The Lenovo Trusted Supplier Program has been recognized as an industry leader by experts in supply chain security



Smarter data centers

Lenovo improves your agility and accelerates retail transformation, with responsible innovation, as-a-Service offerings, resilient edge solutions, and zero-emissions computing strategies

Devices as a Service

Be ready for anything, with flexible, scalable access to Lenovo technology - as and when you need it

Get in touch

Our team of retail innovators have access to some of the best hardware, software, partnerships, infrastructure and aggregate domain knowledge in the industry. We've helped dozens of retailers solve real-world problems and deliver excellent outcomes for their customers, employees, and bottom lines.

Get in touch and we'll show you the art of the possible - and create exciting experiences and advantages in a hybrid digital/brick-and-mortar world.

Talk to Lenovo

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