



Education

Preparing public school students for **success**

Alef Education

When Alef Education required 15,000+ laptops for students across Abu Dhabi in a matter of months, Lenovo answered the call, securing a supply of ThinkBook 14 devices a month ahead of schedule and automating provisioning to ensure quick and easy deployment.

Lenovo

1

Who is Alef Education?

Alef Education is the award-winning Abu Dhabi-based global education technology company. Its flagship product is the Alef Platform, a digital education platform providing interactive, personalized learning content, curriculum-aligned lesson planning, and real-time monitoring and feedback on student attainment.

Founded in 2015 to address the needs of public schools in the UAE, Alef Education has expanded to serve K-12 school systems globally. Today, Alef Platform is used by over 650,000 students at 4,000+ schools across the UAE, Indonesia, Morocco, and the United States.



2

The Challenge

When public school students in the UAE enter ninth grade, they receive a laptop to support further education. Ahead of the 2022 academic year, Alef Education was providing a learning platform as the key educational technology supplier for public schools in the Emirate of Abu Dhabi (Abu Dhabi, Al Ain, and Al Dhafra regions). The company was tasked with procuring more than 15,000 Windows devices for students to access Alef Platform online.

It was a huge undertaking for Alef Education. To begin with, prevalent supply chain issues posed a hindrance in finding a vendor capable of supplying required equipment. The company's team had to grapple with setting up all the devices and distributing them to schools across a wide geographical area, with some located in highly remote locations. And it all had to happen in a matter of months, in time for the beginning of the new school year.



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“We absolutely had to deliver devices to students before school was back in session, otherwise their learning experience would be negatively impacted. The clock was ticking, and we urgently needed to find a vendor who could help us meet a very aggressive delivery schedule.”

Gregoire Provot

Director of Service Delivery, Alef Education

Swift supply and deployment

Alef Education cast a wide net in its search for a hardware vendor that could deliver against its tough criteria. Finally, the company landed on Lenovo ThinkBook 14 devices: lightweight and durable laptops, with the Microsoft Windows 11 operating system.

Alef Education worked with Lenovo to design a custom pre-load for the ThinkBook devices, configuring them to required specifications. The company also made use of Microsoft Windows Autopilot to speed up the imaging processes, enabling its team to deploy devices from the cloud in a few clicks.

Hardware

Lenovo ThinkBook 14

Software

Microsoft Windows 11
Microsoft Windows Autopilot
Microsoft Intune for Education

The standard software suite was automatically installed, ensuring students have everything they need on their device from the first time they boot it. For day-to-day management, Alef Education uses Microsoft Intune for Education: a cloud-based endpoint management solution that streamlines user access, as well as app and device management.

To give its teams ample time to distribute the new devices, Alef Education requested full delivery by July 2022. Lenovo exceeded expectations by delivering the entire fleet of ThinkBooks a whole month ahead of schedule.

“Lenovo agreed to send us devices as soon as they became available, and we ended up receiving around 1,000 ThinkBooks a day. This was a huge help, as it would have been incredibly tough to store and process the entire order at once! Instead, we handled the delivery in more manageable batches, which allowed us to move faster and avoid a last-minute rush.”

Mohammad Hareb

IT Team Lead, Alef Education



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“Several vendors tried to win us over with top-of-the-range kit, which completely missed the mark. As students would mainly be using the devices to access our online learning platform, they didn’t need hardware with all the bells and whistles. Lenovo understood this because they took the time to listen about our business and learn about our needs. It allowed them to put together a solid proposal that offered exactly what we needed, at a fair price.”

Mohammad Hareb

IT Team Lead, Alef Education

3

Results

Rigorously certified across dozens of benchmarks for toughness and durability, Lenovo ThinkBooks are made to stand up to daily use by students who aren't always careful with their devices. Compared to other hardware in Alef Education's estate, the Lenovo ThinkBooks have proven to be the most robust, sustaining around 15% less damage on average.

By making use of Windows Autopilot, Alef Education was able to avoid the time-consuming and tedious task of manually imaging thousands of laptops. Coupled with Lenovo's commitment to supplying the necessary hardware well ahead of schedule, it enabled Alef Education to meet its most important goal: getting more than 15,000 laptops delivered to schools across the emirate on time, so students were ready to hit the ground running from the very first day of term.



15,000+ devices delivered in time for the new school year



Weeks of work avoided thanks to automated device imaging



ThinkBooks sustain 15% less damage on average than other hardware



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“With help from the Lenovo team and Windows Autopilot, we achieved a zero-touch deployment. We simply had to deliver the laptops to schools, and everything was installed automatically when students powered on their devices. If we had taken a manual approach, we estimate it would have taken a team of 10-12 people at least three weeks to complete the imaging, so this saved us a huge amount of time and resources.”

Gregoire Provot

Director of Service Delivery, Alef Education

Why **Lenovo**?

While Alef Education considered offerings from a range of hardware providers, Lenovo set itself apart from the pack with hardware that met Alef Education's technical requirements and aggressive delivery timeline.

"Lenovo came out very positively during the evaluation stage," confirms Hareb. "We were extremely concerned about getting all of the devices we needed on schedule, especially as most vendors were struggling with supply at the time. Lenovo was able to deliver above and beyond on our request: their solution met all our requirements, and they could meet our tight deadline. In the end, it was an easy choice to go with Lenovo."



How do you ensure learning gets off to a smooth start?

Delivering Lenovo laptops to schools ahead of the new academic year.

[Explore Lenovo ThinkBook](#)