

Lenovo  
**TruScale**

Device as a Service

**How do you  
make IT a  
force for  
environmental  
change?**



Smarter  
technology  
for all

Lenovo





## The challenge:

# Sustainable business practices are now part of every leader's job

A recent Gartner study asked CEOs about the three main priorities they're seeing investors bring to the table.

The first two—top-line revenue growth and higher profits—shouldn't come as much of a surprise. But the third? Twelve-percent of respondents cited environmental and social changes as their next most important priority.<sup>1</sup>

Environmental sustainability and social responsibility concerns haven't just captured the attention of executives and shareholders. They're also driving shifts in consumer behavior. Companies face mounting pressure to deliver on these initiatives, and any failures can make employees, prospective hires, and customers think twice.

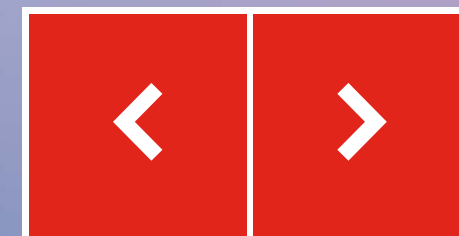
Millennials and Gen Z, in particular, couldn't be clearer on the subject. Nine in 10 make efforts to protect the environment, while 48% say they have pressured their employers to take similar actions.<sup>2</sup>

For a workforce where technology is the office, leaders must equip employees with tools that not only improve their productivity, but also align with their core values. And they must do so while remaining tightly focused on profitability, working to stay ahead of the competition, and accounting for looming eco-regulations.

Moreover, it's critical to show all your stakeholders—owners, investors, end users, employees, partners, and even competitors—that you're acting in a sustainable way, for both your business and the future of the planet.

When you partner with Lenovo, you'll make this goal possible by **embedding sustainability in every stage of your IT lifecycle.**

**Here's how you'll make it possible...**





## Reduce the environmental footprint of your employee technology

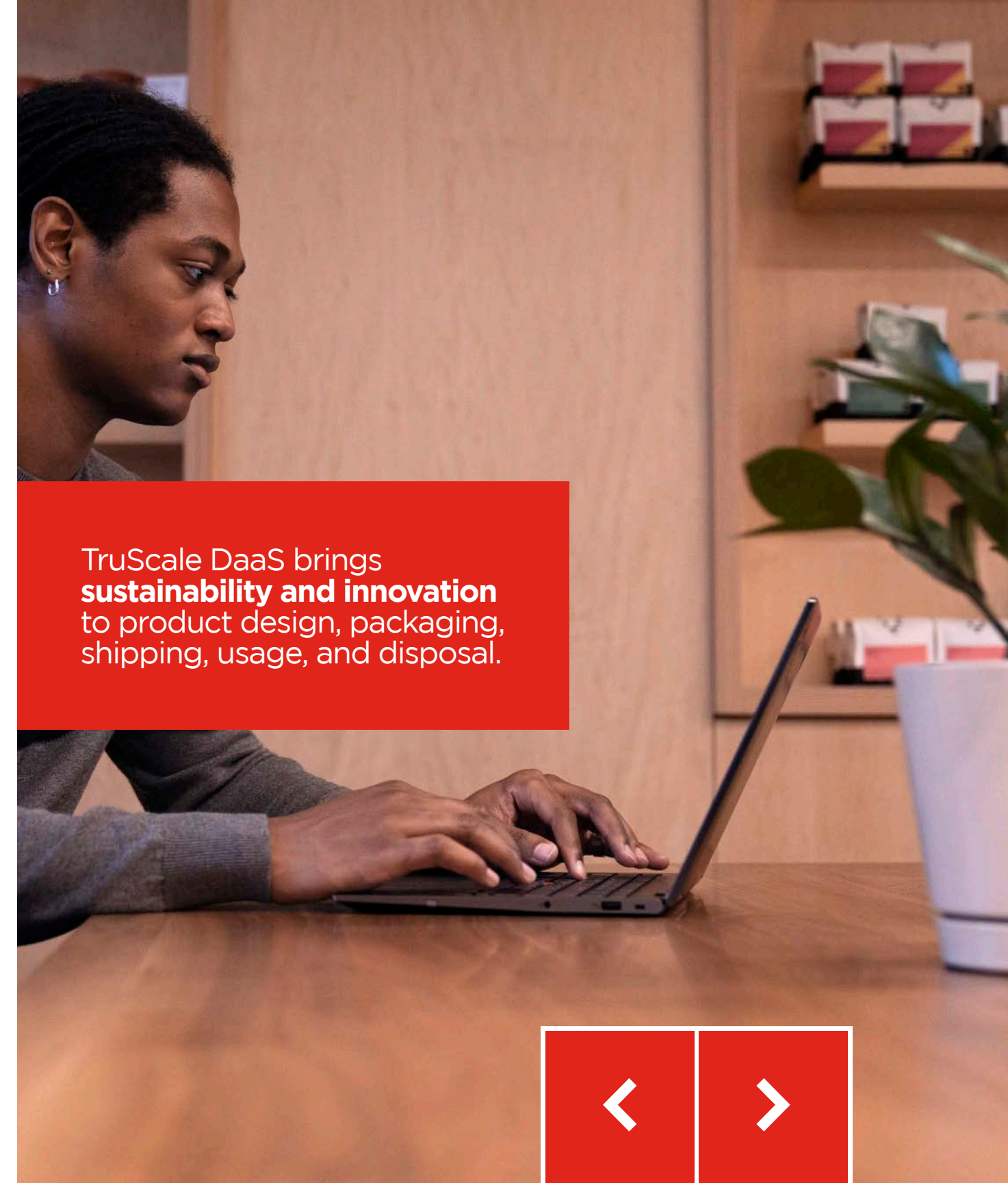
As influencers and analysts push organizations to prioritize sustainability, technology has become a hot topic—particularly with more and more users working remotely.

In fact, 63% of respondents in one Gartner study indicated that investments in IT and digital solutions are already part of their sustainability programs.<sup>3</sup>

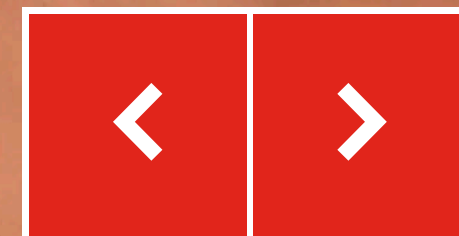
Using Lenovo TruScale Device as a Service (TruScale DaaS), you'll take advantage of digital workplace solutions with sustainability and innovation in their DNA—spanning product design, manufacturing, packaging, and shipping, all the way through usage and disposal.

And by utilizing the Lenovo Sustainability Services portfolio, you'll bring together hardware and services that are tailored to help manage your IT carbon footprint while extracting more value from the supply chain.

This way, you'll be poised to embrace the circular economy, no matter where you are in your sustainability journey. And you'll be able to reach your IT sustainability goals while also managing all the other aspects of your technology buying decisions.



TruScale DaaS brings **sustainability and innovation** to product design, packaging, shipping, usage, and disposal.





Lenovo's **insights into environmental impacts** account for lifecycles, product and materials sources, and distribution processes.



## Make IT sustainability a checkmark, not a black mark

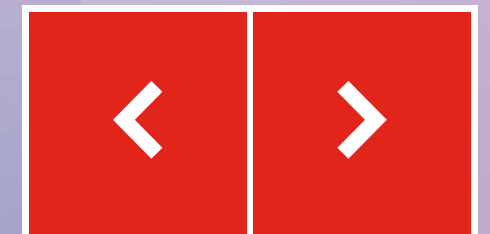
You're no longer evaluating technologies based solely on quality, effectiveness, and cost.

Now, it's just as important to consider their environmental impact. But that also means being accountable for tracking and reporting on such factors as emissions, carbon offsets, and energy use.

With insights into the environmental impacts of your Lenovo technology, you can learn more about how lifecycles, product and materials sources, and distribution processes affect your IT carbon footprint. For example, Lenovo Sustainability Workshops can help you see gaps in your strategy and evaluate the most efficient way to package and ship devices.

You can also kick-start your sustainability journey with the Lenovo CO<sub>2</sub> Offset Service. As part of this service, Lenovo calculates the estimated carbon emissions of its PCs across an average lifecycle, from manufacturing, shipping, and usage, all the way to disposal. These offset credits are then contributed to United Nations-vetted Climate Action Projects.

When you have such a wealth of information in hand, you'll be positioned to identify opportunities to reduce your IT carbon footprint and progress your sustainability journey.





## Extract value from every stage of the IT lifecycle

It can be hard to distinguish savings from waste sometimes.

You need to keep workers working with the latest technology—without investing capital on unused hardware or devices. And it's just as important to find new, creative methods of addressing the issues impacting environmental measures.

With the TruScale DaaS circular economy, the end-to-end journey for your IT assets, it's possible. It starts with a subscription-based model you can use to flexibly scale up or down—without accumulating excess stock or outdated equipment. Along the way, you'll prolong your devices' usability through supporting services and extended warranties.

You'll use Lenovo's Asset Recovery Services to manage the secure, documented disposition of your IT equipment and data. And with our future re-certification services options, you'll have the opportunity to refurbish and reuse parts and components, helping to reduce your IT carbon footprint while lowering e-waste.

By deploying just what you need, when you need it, and responsibly disposing of what you don't, you'll be able to more tightly align sustainability and cost efficiency.



The **TruScale DaaS circular economy** creates a more sustainable end-to-end journey for your IT assets.



# Embed sustainability in every stage of your IT lifecycle

It's no longer enough to simply provide your employees with technology that boosts productivity. Now, any decisions you make regarding end-user devices must include the environment as a core consideration.

With TruScale DaaS, you'll embed sustainability into the broadest range of digital workplace solutions—delivering a user experience that matters to both the planet and your business.

## This way, you'll be able to:



Take steps to embrace the circular economy



Find new opportunities to manage your IT carbon footprint



Bring sustainability and cost efficiency into tighter alignment

To learn more, visit [www.lenovo.com/truscale-daas](http://www.lenovo.com/truscale-daas)

1-2022 CEO Survey: Sustainability and ESG Become Enduring Change, Gartner Group, May 6, 2022  
2-2022 Gen Z and Millennial Survey, Deloitte, April 2022

3-How CIOs Can Get Ahead on Sustainability and ESG, Gartner Group, Nov. 11, 2021

Lenovo reserves the right to alter product offerings and specifications, at any time, without notice. Lenovo makes every effort to ensure accuracy of information but is not liable or responsible for any editorial, photographic, or typographic errors. Images are for illustration purposes only. For full Lenovo product, service, and warranty specifications, visit [www.lenovo.com](http://www.lenovo.com). Lenovo and the Lenovo logo are trademarks or registered trademarks of Lenovo. Other company, product and service names may be trademarks or service marks of others.

© Lenovo 2023. All rights reserved.



Smarter  
technology  
for all

Lenovo

