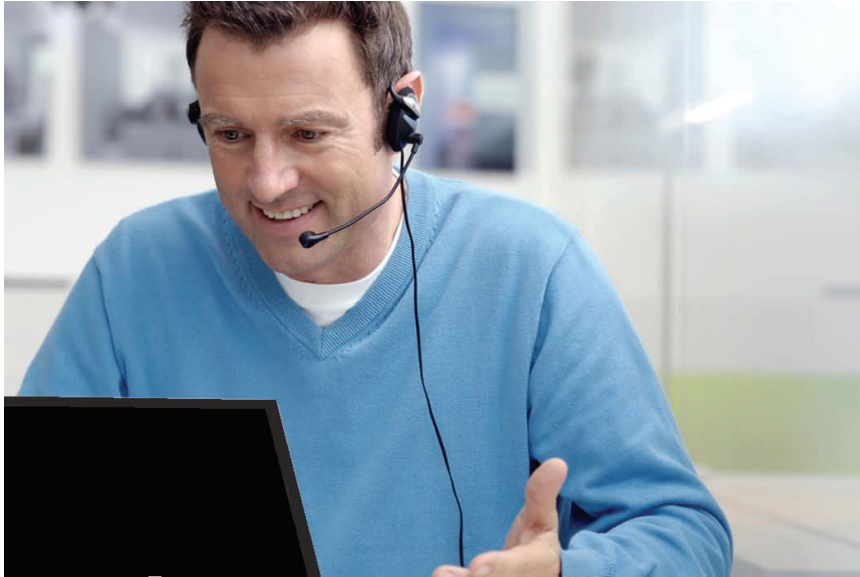


# LYNX Computer Technologies, Inc.

**Lenovo Case Study:** LYNX Computer Technologies, Inc.  
**Country:** United States  
**Industry:** Networking



“Our clients are spoiled. Their servers are up 24x7, 365 days a year.”

- Michael Roberts, Technical Sales Manager,  
LYNX Computer Technologies, Inc.

## OBJECTIVE

LYNX Computer Technologies Inc., a Value-Added Reseller and Web technologies company, prides itself with providing its clients with the best IT solutions and out-sourced support. LYNX found that it was crucial to partner with a hardware vendor able to provide industry-leading technology bundled with best-of-breed service and support.

## CUSTOMER PROFILE

Founded in 1994, LYNX customers are spread over a 90-mile radius of its offices in Berks County, Pennsylvania, a geographic area that includes Philadelphia. Clients include 42 major law firms, school districts, breweries, partnerships, and the majority of Berks County's townships. Most of LYNX's nearly 500 accounts are modest in size, averaging 10 network nodes. Because of the size of its accounts and the close proximity to its customers, LYNX has been able to provide a very high level of support to its clients.

## CHALLENGE

Previously, LYNX struggled to support its clients' needs for 24/7 uptime due to regular unavailability of replacement hardware. LYNX needed a system vendor who could meet their demanding customer requirements. The provider that met LYNX's challenge was Lenovo.

## SOLUTION SNAPSHOT:

**LENOVO HARDWARE**  
ThinkServer™

## WHY DID LYNX CHOOSE LENOVO?

- Extremely reliable technology
- Provide innovative technology
- Reasonably priced for small- and mid-sized businesses
- TopSeller configurations readily available in distribution
- Sales reps are responsive and knowledgeable in selecting the right solution to meet customers' specific needs
- Lenovo's service and support is best-of-breed in the industry
- Prompt 4-hour On-Site Response to ensure customer's business maintains the highest level of productivity

## BUSINESS BENEFITS

LYNX significantly reduced service cost and improved customer satisfaction by partnering with Lenovo. These benefits were driven by:

- Enterprise-class dependability at affordable prices
- Lenovo support packs that are 25% less expensive than equivalent competitor offerings
- Priority call routing and access to advanced level support



**lenovo.**  
NEW WORLD. NEW THINKING.™

“Lenovo’s rock-solid design and strong support has always been excellent.”

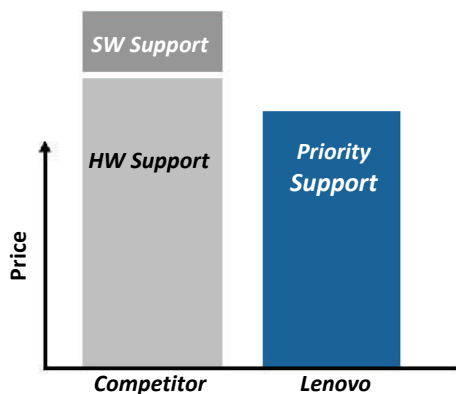
- Michael Roberts, Technical Sales Manager, LYNX Computer Technologies, Inc.

#### Lenovo Provides the Perfect Solution

Lenovo’s new line of ThinkServer systems are perfect for the SMB market segment, providing a low-cost, easy-to-install, easy-to-manage solution. Lenovo’s vision for SMB clients proved quite similar to that of LYNX—providing a comprehensive portfolio of highly reliable, innovative products backed by solid service and a software infrastructure unique in the SMB marketplace.

Lenovo’s ThinkServer systems provide:

- Seamless remote management (Integrated Management Module)
- Efficient power supplies and zoned cooling technology
- Enhanced User Experience with Easy Startup and Easy Manage
- Exceptional service that features a 90-day trial of the Priority Support Offering with every ThinkServer



These unique added values were key factors behind LYNX’s decision to partner with Lenovo. In addition, when analyzing the needs of its clients, Lenovo’s sales organization was right there to help LYNX personnel identify the right solution, so that LYNX could deliver the best match of products and services for its clients.

#### Lenovo Provides Superb Service

“The real selling point for LYNX is the combination of Lenovo’s exceptionally engineered products and Lenovo’s unwavering support,” said Michael Roberts, LYNX’s Technical Sales Manager. “If you can’t support your product and get parts for it in a timely fashion, we aren’t going to sell your product.” Other vendors didn’t do well in this area. “There were times when we couldn’t get product for two weeks, and that is not acceptable in our business.” Lenovo’s support was superb. “Our customers are very happy now with the quality of their equipment and its availability,” says Robert.

“Lenovo did a great job receiving ownership of IBM’s hardware business in a seamless and professional fashion. For that reason, we didn’t have any concerns moving straight to ThinkServer very quickly.” LYNX bought several Lenovo ThinkServer systems early on for testing purposes. “They ran great,” Roberts said.

“Over 90% of Customers are Very Satisfied with Lenovo ThinkServer Service, compared to an industry average of 70-80%.”

3rd party industry benchmark data



#### ThinkServer In Action

LYNX stays pretty busy, installing as many as a dozen servers every month for its customers. In addition, at any given time there may be as many as eight servers being readied back at the shop, receiving anything from a new operating system install to updated user data for its clients.

By partnering with Lenovo, LYNX is able to take a proactive approach, ensuring that its customers’ businesses continue to run smoothly.

#### Dependability You Can Count On

After getting their customers’ ThinkServer systems up and running in just a few hours, LYNX’s technicians know that they’ll keep running. The ThinkServer has been so dependable, LYNX stopped recording uptime, downtime, or other metrics that relate to the performance of the Lenovo machines they deploy. “We don’t even try to quantify it through assessments,” Roberts said. “We consult with Lenovo on what the best product is, and it’s supported by premier support on-site. We know that these ThinkServers are going to stay up. Our customers know it too. We’d just be preaching the obvious to them.”

For LYNX, the most important priority is to keep its customers focusing on their core business, rather than worrying about their servers. “Our clients are spoiled,” Roberts said. “Their servers are up 365 days a year.”

That’s the kind of dependability that continues to win business for LYNX, thanks to Lenovo.

See for yourself how Lenovo’s server offerings bundled with best-of-breed service and support not only maximize your business’ potential, but also help you win new opportunities.

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

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