

Computer Services | EMEA | SMB | Channel Partner |
IT modernization

Empowering UK businesses to modernize IT with Lenovo TruScale.

BSL-IT enables clients to save time, reduce costs, and focus on their core competencies with Lenovo TruScale Device as a Service (DaaS).

A leading IT solution integrator in the UK, BSL-IT helps public and private sector organizations to enhance their operations, improve efficiency, and achieve their goals. By teaming up with Lenovo, BSL-IT enables its customers to access modern Lenovo devices via the highly cost-effective DaaS model.

This enables:

- 15% lower total cost of ownership (TCO) compared to CapEx purchasing
- Hundreds of hours saved for customers on IT management
- Access to same-day technical support from Lenovo

The result: BSL-IT is strengthening its reputation for delivering high-quality solutions to the UK market, contributing to 30% year-on-year business growth.

15%

reduction in TCO
on average with DaaS

380 hours

of IT admin saved per
year for one customer

24/7/365

technical support
from Lenovo

- Flexible financing model
- Reliable, high-performance devices
- Lenovo provides quotes within minutes



“Lenovo offers quality devices, flexible financing, and responsive services—helping us add value to our customers and grow our business.”

Matt Lewis

Director, BSL-IT



The challenge

Building customer trust.

BSL-IT aims to cultivate trusted, long-term relationships with its clients. The company is relentlessly focused on solving its customers' biggest technology pain points.

Identifying key customer pain points.

- Businesses need modern, high-performing devices, but shrinking IT budgets and traditional capital procurement limit their options.
- Many businesses are locked into extremely costly technology refresh cycles.
- With little capital left over for extended device warranties or technical support, customers suffered with high costs and time-consuming IT troubleshooting.

Targeting a better approach.

- BSL-IT wanted to help IT fade into the background, so its customers could focus on their core business.
- The objectives were to provide modern, reliable devices, reduce TCO, and deliver the assurance of dependable support.

The solution

Teaming up with Lenovo.

Building on its long-term relationship with Lenovo, BSL-IT is offering its customers a fresh alternative to traditional CapEx purchasing.

Shifting to an efficient OpEx model.

- Using flexible financing from Lenovo TruScale DaaS, BSL-IT customers get modern Lenovo devices for no up-front cost.
- Devices are supported from deployment to end-of-life, including secure recycling via Lenovo Asset Recovery Services.

Working together to deliver customer success.

- Lenovo helps BSL-IT close new business via its highly responsive bid portal—providing competitive TruScale DaaS quotes in as little as five minutes.
- For customers, the combination of reliable devices, cost-effective financing, and high-quality support offers great peace of mind.

Lenovo services and hardware

Services.

- Lenovo Asset Recovery Services
- Lenovo TruScale Device as a Service
- Lenovo Premier Support

Hardware.

- Lenovo ThinkBook
- Lenovo ThinkCentre
- Lenovo ThinkPad
- Lenovo ThinkStation

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“With Lenovo TruScale, we take care of the customer’s device lifecycle from end to end: from provisioning new laptops to securely collecting and disposing of them at the end of the contract with Lenovo Asset Recovery Services.”

Matt Lewis

Director, BSL-IT



“In the medium term, we see that more than 40% of our business will be built around as-a-service solutions. With Lenovo TruScale, we have the perfect partner to unlock those opportunities.”

Matt Lewis

Director, BSL-IT



The outcome

Partnering for customer success and business growth.

Now working on its fourth Lenovo TruScale implementation, BSL-IT sees that DaaS solutions will play an even greater role in its business as time goes on.

The impact is clear:

- **High-quality devices** help BSL-IT customers to drive their day-to-operations without worries about technical faults and unplanned downtime.
- **Flexible financing** from Lenovo TruScale DaaS means that customers can break free from capital-intensive procurement cycles, and scale elastically as business needs change.
- **On-demand assistance** from Lenovo Premier Support and optional Lenovo Accidental Damage Protection give BSL-IT customers peace of mind that fast help is available if they need it.

BSL-IT has built its business on customer trust—and with Lenovo TruScale, the company is ready to drive further growth in the years ahead.

“We don’t want to be one of the biggest solutions integrators in the UK, but we do want to be the best,” says Lewis. “Through our partnership with Lenovo, we can equal the buying power of larger players in our industry, without ever losing the level of highly personalized service that our customers have come to expect.”

Lenovo TruScale Device as a Service.

Empower teams with next-gen devices while minimizing costs.

BSL-IT customers are discovering the benefits of end-to-end Lenovo TruScale DaaS solutions—and your organization can realize the same excellent outcomes.

Key business benefits:

- **Modern technology:** deploy the latest devices to meet the evolving needs of your workforce—including cutting-edge Lenovo AI PCs.
- **Save time:** eliminate the need for overstretched IT teams to focus on fire-fighting issues and chasing warranty tickets with 24/7 support from Lenovo.
- **Simplify the lifecycle:** Lenovo TruScale DaaS combines device deployment, support, recycling, and data destruction in a single, modular solution, with the flexibility to add lifecycle services as needed.

With Lenovo TruScale DaaS, **it's never been easier** for businesses to **manage their devices, reduce TCO, and boost employee productivity.**

[Learn more](#)

Rapid

deployment for new devices, infrastructure, and solutions.

Cutting-edge

technology options, including AI-powered PCs and Windows 11-ready devices.

Lenovo

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“One of our customers was spending hundreds of hours and hundreds of thousands of pounds a year just on laptop repairs. Today, Lenovo TruScale DaaS has reduced their TCO by around 15% while saving more than 380 hours a year on technology support.”

Matt Lewis
Director, BSL-IT



Want to know more?

[Discover how to reduce costs while delivering hyper-personalized devices to business users.](#)