

Professional Services | USA | SMB |
Sustainability solutions

Helping brands grow with dependable, more sustainable IT.

Cartograph empowers its remote workforce to excel with a reliable, more sustainable IT solution from Lenovo.

The company is on a mission to help brands grow their e-commerce businesses. But as Cartograph expanded, outdated employee devices threatened a productivity crunch.

By deploying Lenovo Certified Refurbished solutions to its remote teams, Cartograph is equipping them with always-on access to the digital tools they need to excel.

This enables:

- Refurbished devices backed by Lenovo warranties
- Credit on account by recycling old devices with Lenovo
- Full alignment with sustainability goals

The result: Cartograph is ready to continue its fast-paced business growth journey.

22%

faster application performance on the new devices.

18%

faster device provisioning for new employees.

16%

increase in productivity with reliable, performant devices.

- 24/7/365 support coverage
- Enhanced device availability and reliability
- Simple IT management

“Lenovo gives us reliability and confidence in our day-to-day operations.”

Chris Moe

Founder and CEO, Cartograph

Lenovo

The challenge

Growing quickly and sustainably.

With experts working remotely around the world, Cartograph helps sustainability-focused brands to manage every aspect of Amazon sales and operations. Effective digital collaboration is a key factor behind the company's success.

Maintaining a fast-growth trajectory.

- As it wins new clients, Cartograph is expanding its global headcount significantly.
- To scale up its operations, the company looked for reliable and performant devices.
- As a lean start-up, it was crucial to avoid tying up large amounts of capital in IT infrastructure.

Focusing on sustainability.

- To continue its fast-paced expansion, Cartograph looked for a strategic, sustainability-focused technology partner.

The solution

Forging a close partnership with a global IT leader.

Lenovo partnered with Cartograph to deliver a full-lifecycle solution: from the provisioning and delivery of new devices to asset disposal.

Harnessing AI-powered insights.

- Using Lenovo Intelligent Sustainability Solutions Advisor (LISSA), Lenovo harnessed AI-powered recommendations to design the optimal solution for Cartograph.

Retiring aging hardware.

- Cartograph equipped its teams with cost-effective Lenovo Certified Refurbished ThinkBook and ThinkPad solutions.
- Lenovo Asset Recovery Services (ARS) enabled Cartograph to quickly decommission its legacy devices and unlock their residual value as credit towards future device purchases—including cutting-edge Lenovo AI PCs.
- Lenovo Premier Support Plus provides Cartograph with the assurance of 24/7/365 support coverage.

Lenovo hardware and services

Hardware.

- Lenovo Certified Refurbished ThinkBook 14
- Lenovo Certified Refurbished ThinkBook 16 Gen 7 Intel
- Lenovo Certified Refurbished ThinkPad E16 Gen 2 Intel

Services.

- Lenovo Asset Recovery Services
- Lenovo Premier Support Plus

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“With Lenovo Asset Recovery Services, we didn't just dispose of equipment, we were able to unlock residual value as a credit on our account. Now we have the option to reinvest that value into new technologies, such as Lenovo AI PCs.”

Megan Paz
Vice President of Finance and People, Cartograph



“Our mission is to help brands that are better for people and better for the planet—and we partner with brands we think align with that mission.”

Chris Moe
Founder and CEO, Cartograph



The outcome

Primed for sustainable growth.

Partnering with Lenovo has transformed Cartograph’s approach to procuring, managing, and retiring its IT assets.

Through Lenovo Premier Support Plus, the company gains accidental damage protection for all its devices together with 24/7 technical support—helping to ensure that employees can get the assistance they need anytime, anywhere.

The impact is clear:

- **Modern, reliable devices** are contributing to 16% greater employee productivity and promoting higher customer satisfaction.
- **Lenovo Certified Refurbished** provides 22% faster application performance at lower total cost of ownership.
- **Simplified IT management and 18% faster device provisioning** will help Cartograph ramp up business expansion.
- **Lenovo Premier Support** enables faster issue resolution, reduced downtime, and improved productivity.

At the end of the device lifecycle, Lenovo ARS will enable Cartograph to securely retire its assets and invest any residual value in new solutions from Lenovo.

Chris Moe, Founder and CEO of Cartograph, concludes: “Lenovo took a holistic approach to our needs—it felt like a partnership focused on long-term outcomes rather than a one-off device replacement. With Lenovo, we’re seeing better performance, fewer support issues, and happier teams.”

Impact on start-ups.

Supercharging business growth with Lenovo.

By deploying Lenovo Certified Refurbished devices, Cartograph can scale cost-effectively and stay true to its sustainability values—and other start-up businesses can achieve the same outstanding results.

Key business benefits:

- **High-performance devices:** equip teams almost anywhere in the world with best-in-class Lenovo PCs, laptops, and notebooks.
- **High quality, full warranty:** every Lenovo Certified Refurbished device is inspected, restored, and tested by Lenovo technicians, and comes with a one-year warranty.
- **Reduce costs:** release excess value by recycling old Lenovo and non-Lenovo devices securely using Lenovo ARS.

As Cartograph's experience shows, partnering with Lenovo is a powerful way for start-ups to enhance reliability, simplify IT management, and accelerate growth—without compromising on their sustainability goals.

[Learn more](#)

71%

of devices collected by Lenovo are refurbished or reused for parts, supporting the circular economy.

40% growth

in Lenovo's reuse and recycling of products through product take-back programs since 2017.

Lenovo

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Lenovo Sustainability Solutions.

Make a difference with smarter technology choices.

Lenovo is your trusted partner for establishing a baseline for measurable progress to your sustainability objectives.

Why choose Lenovo?

- **Committed to Net-Zero:** Lenovo has set itself the goal of becoming net-zero by 2050.
- **Advancing the circular economy:** More than 300 Lenovo products use closed-loop, post-consumer recycled content.
- **Cost efficiency:** Refurbished devices help reduce your technology spend while retaining high levels of quality, security, and performance.

Whatever your industry, Lenovo offers services and solutions designed to help you achieve measurable sustainability outcomes.

[Learn more](#)



Want to know more?

[Explore Lenovo Sustainability Solutions.](#)