

Real Estate | Japan

Embracing the future of online communication

Tokyu Fudosan Holdings Group

To enable new ways of working at Shibuya Solasta, its new headquarters, Tokyu Fudosan Holdings Group installed 130 Lenovo ThinkSmart Core devices, creating an engaging environment for digital meetings.



1

Customer background

Who is Tokyu Fudosan Holdings Group?

Tokyu Fudosan Holdings Group (TFHG) is one of Japan's leading comprehensive real estate developers. Established in 1953, the company is engaged in a wide range of real estate projects, from urban development and rental offices to resorts and renewable energy plants. Pursuing innovation and sustainable growth, TFHG aims to stay ahead of changing values and needs as it develops the ideal cities of the future.



2 The challenge

As a developer involved in creating the office buildings of tomorrow, TFHG is using its own offices as a testbed to explore innovative office styles that will drive increased corporate value and improved sustainability. At the forefront of these efforts is its headquarters, Shibuya Solasta, which opened in August 2019.

Shibuya Solasta works to implement cutting-edge initiatives to stimulate communication and improve productivity. The “Green Work Style” initiative aims to improve concentration and reduce stress by incorporating abundant greenery in the common areas of the building. At the same time, the “Smart Office Using IoT” initiative utilizes Internet of Things solutions to visualize congestion in shared workspaces, locate employees, and track the frequency of conference room use. Surrounded by greenery and actively incorporating technology, the headquarters has become very popular with employees and the customers who visit the office.

2 The challenge

Since the COVID-19 pandemic, the use of web conferencing by both internal and external stakeholders has risen significantly. When Shibuya Solasta was opened, all of its main conference rooms were equipped with computers dedicated to facilitating virtual meetings. But as the number of employees utilizing web conferencing grew, these devices could not keep up and suffered from performance issues.

“We started receiving frequent complaints from employees, saying the computers had frozen or the cameras or microphones suddenly disconnected,” says Mr. Kensuke Ishizaki, Head of IT Service Planning at Tokyu Fudosan Holdings Group. “While we restarted the machines to fix issues, meeting time was lost. We wanted to resolve the significant productivity loss caused by our dedicated web conference computers.”



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“As an IT manager, what bothered me the most was when employees said: ‘The PC only had problems during important meetings.’ As negotiations with customers and executive meetings are now also being held online, improving the web conference environment became an urgent issue.”

Mr. Kensuke Ishizaki

Head of IT Service Planning, Tokyu Fudosan Holdings Group

3 The solution

Teaming up with trusted partners

Having already introduced approximately 20,000 Lenovo mobile workstations across its business and holding Lenovo's support quality in high regard, TFHG selected Lenovo ThinkSmart Core for Zoom Rooms standalone devices to create a user-friendly web conferencing environment for its employees.

Working with partner NEC Networks & System Integration Corporation, which has extensive knowledge of Zoom services, the company first carefully evaluated operational performance and reliability of the Lenovo solution, before deploying 130 devices over a three-month period.

Hardware

Lenovo ThinkSmart Core for Zoom Rooms Generic

Software

Microsoft Windows 11 IoT Enterprise SAC OS

NEC Networks & System Integration Corporation

3 The solution

A flexible design for flexible office spaces

The deployment of the Lenovo ThinkSmart Core devices was particularly effortless for TFHG. “Usually, when installing 100 PCs, about a dozen of them have initial defects, but with ThinkSmart Core, the rate was very low,” recalls Mr. Kensuke Ishizaki.

In addition to its compact design, Lenovo ThinkSmart Core is equipped with a wide range of input and output terminals, enabling installation in any conference room, regardless of size, layout, or surrounding device environment. The most common way to install the Lenovo ThinkSmart Core device is to attach it to the back of a large monitor, maximizing effective use of space. Furthermore, by choosing the standalone device instead of the all-in-one kit, TFHG was able to integrate existing company tablets as the operational controller for the device.

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“Lenovo are highly reactive, and we are very satisfied with their support quality. They are also highly flexible in responding to our procurement plans, and their global supply chain means we can expect stable procurement as we go forward.”

Mr. Kensuke Ishizaki

Head of IT Service Planning, Tokyu Fudosan Holdings Group



4 The results

Today, TFHG enjoys a reliable web conferencing environment in its headquarters, boosting employee productivity, enabling flexibility in working styles, and reducing the workload on the IT department.

“Although it has only been a year since the installation, the frequency of failures has dropped dramatically compared to the previous dedicated computers,” says Mr. Kensuke Ishizaki. “The number of support requests from employees has also decreased significantly.”



Stable devices for uninterrupted online meetings



Optimized for productivity with Windows IoT Enterprise OS



Flexible design enables seamless installation

4 The results

Optimized for Zoom performance

By adopting the SSD-equipped Lenovo ThinkSmart Core model, TFHG created a reliable web conferencing environment, in contrast to the freeze-prone HDD storage in the previous solution. In the unlikely case of a malfunction, the device will restart much quicker, minimizing the meeting time lost. In parallel, the device runs on Microsoft Windows IoT Enterprise OS. Unlike regular Windows OS, this system receives feature updates less frequently, supporting long-term stability.

Designed to be quiet, the Lenovo ThinkSmart Core devices have also reduced meeting noise complaints, boosting employee concentration during meetings.

WE ARE GREEN




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“With the success of the implementation of Lenovo ThinkSmart Core devices at Shibuya Solasta, we are now extending the deployment to our Osaka office. We have also decided to install it in the back offices of properties we operate, such as Shibuya Sakura Stage and Hokkaido Cocono Susukino. If we receive a request to set up a Zoom conferencing environment, we will consider Lenovo ThinkSmart Core as our first choice.”

Mr. Kensuke Ishizaki

Head of IT Service Planning, Tokyu Fudosan Holdings Group

Why Lenovo?

With many years of reliable workstation procurement and support, TFHG knew it could count on Lenovo to produce an effective web conferencing solution.

“Through our partnership with Lenovo, we aim to go beyond our own boundaries and provide new office and work styles not only to ourselves, but to society at large,” confirms Mr. Kensuke Ishizaki.



“We have worked with Tokyu Fudosan Holdings Group since the opening of its headquarters, providing networking deployments and support. With a track record of building various web conference systems, we have handled a wide range of cases from the evaluation phase through to implementation and operation. We have expertise in designing and deploying large-scale Zoom Rooms, and were able to use our knowledge to handle the implementation for TFHG smoothly.”

Spokesperson

NEC Networks & System Integration Corporation

How can employers create the conference rooms of tomorrow?

Tokyu Fudosan Holdings Group selected Lenovo ThinkSmart Core devices to create a robust web conferencing environment for its employees.

[Explore Lenovo Smart Collaboration](#)