Sports & Entertainment | AI-Driven Hockey Operations

Building a Smarter Future for Penguins Hockey

The NHL Draft may last only two days. But building a championship-contending team is a year-round intelligence operation.

Every pick, trade and player-development decision is shaped by data, scouting and collaboration across the organization. For the Pittsburgh Penguins, that work is now supported by a faster, more connected technology ecosystem designed to help Hockey Operations make smarter decisions and build toward the franchise's next championship era.

Working with Lenovo, Motorola and Qualcomm, the Penguins are building a fully integrated AI ecosystem from pocket to cloud. At the core is a GPU-ready compute farm delivered via Lenovo TruScale Infrastructure as a Service (IaaS), helping Hockey Operations scale analytics capabilities by 10x while controlling costs and reducing cloud volatility.

This transformation is supported by Lenovo's end-to-end technology ecosystem, connecting the data center, analytics workflows, Hockey Operations teams and draft-day communication. From on-prem compute delivered through Lenovo TruScale IaaS model to Motorola Razr Fold devices powered by Snapdragon in the war room, the Penguins are creating a pocket-to-cloud environment that helps move intelligence closer to the people making critical decisions.

For a franchise defined by championship standards, technology is strengthening the foundation behind hockey operations—helping the Penguins compete at the highest level, win more hockey games and build the next great legacy of Pittsburgh Penguins hockey.

GPU-ready compute farm

delivered via Lenovo TruScale IaaS, enabling Hockey Operations to scale analytics capabilities by 10x.

End-to-end AI ecosystem

connecting Lenovo infrastructure, GPU workstations, AI-ready endpoints and Motorola mobile technology from pocket to cloud to ice.

On-prem data platform

powered by Lenovo SR630 servers, supporting data requirements, Hockey Operations analytics and centralized data management.

"The partnership with Lenovo allows us to better make use of the information that we have, and provides us with technology and tools that help us towards our ultimate goal of winning the Stanley Cup."

Jonathan Erlichman

VP of Hockey R&D and Strategy, Pittsburgh Penguins

Lenovo · Snapdragon

The challenge

Building the next championship era.

- The NHL Draft may last only two days, but building a Stanley Cup-contending roster **requires year-round analysis across scouting, player development, video, performance data and roster strategy.**
- **As hockey operations become more data-driven**, the Penguins need faster, more scalable ways to process information, run analytics and turn complex inputs into confident decisions.
- To compete at the highest level, the organization needs **a technology foundation that can support deeper intelligence, reduce reliance on costly cloud-based workloads**, and help Hockey Operations identify every possible competitive advantage.

The solution

Creating a pocket-to-cloud hockey intelligence ecosystem.

- Working with Lenovo, Motorola and Qualcomm, the **Penguins are building a connected technology ecosystem that links on-prem compute, analytics workflows, Hockey Operations teams and real-time draft-day communication.**
- Lenovo TruScale IaaS provides a GPU-ready compute environment designed to **help the Penguins scale analytics capabilities by 10x while controlling costs and reducing cloud volatility.**
- Motorola Razr Fold devices powered by Snapdragon extend that technology story into the draft room, **connecting the infrastructure behind the scenes to the life-changing phone call when a new player becomes part of the Penguins organization.**

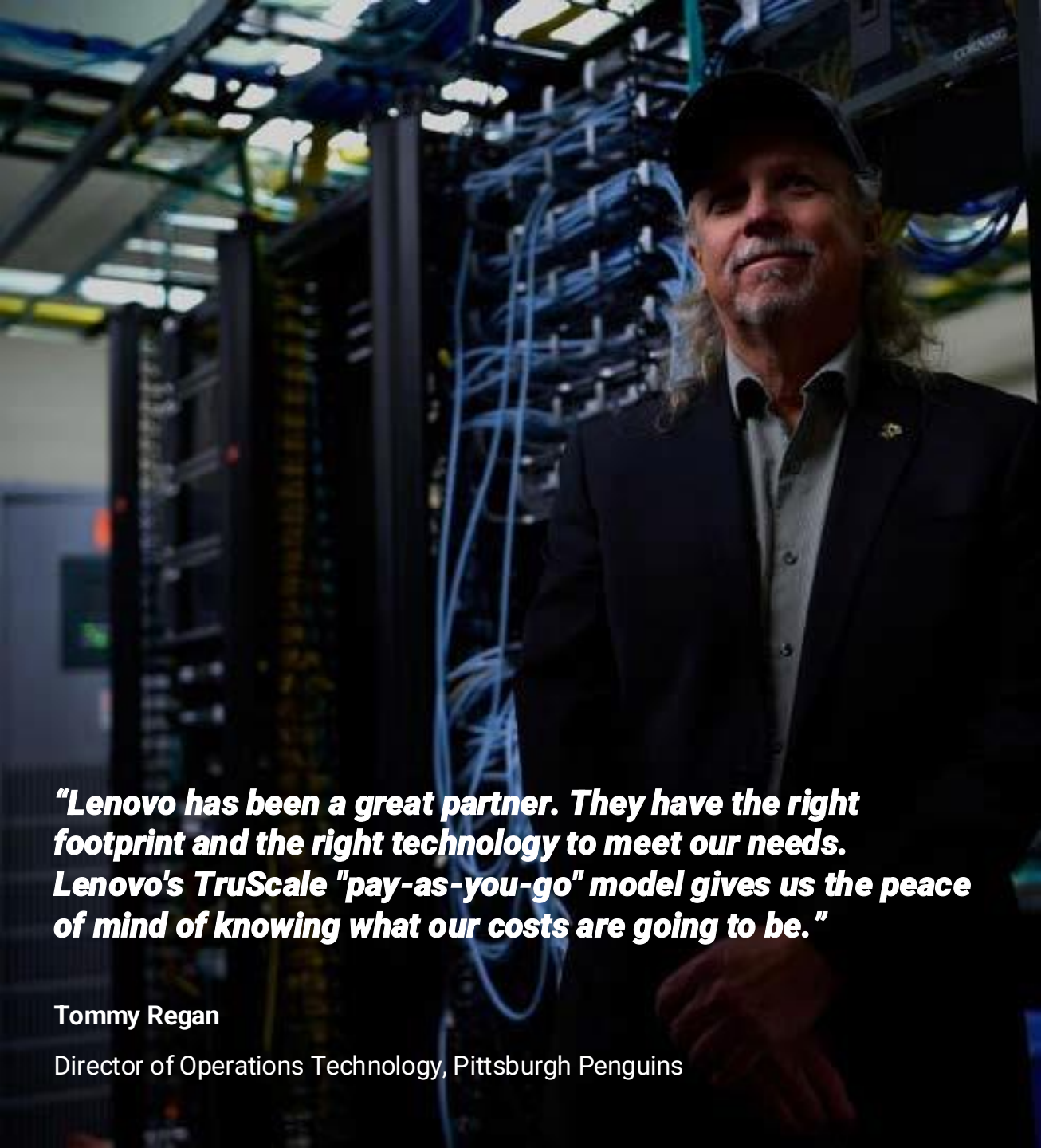
Lenovo's Pocket-to-Cloud Solutions

- Lenovo ThinkSystem SR650a servers powered by NVIDIA RTX 6000 GPUs.
- Lenovo ThinkSystem SR630 servers powered by Intel Xeon Scalable processors
- Lenovo TruScale Infrastructure as a Service
- Lenovo ThinkStation P1, P16 workstations
- Lenovo ThinkPad AI PCs powered by Snapdragon
- Motorola Razr Fold powered by the Snapdragon

"Smarter decision-making would mean you're using all of your data and technology in combination to give yourself a better chance at selecting better players or better strategies or better tactics to potentially put yourself ahead of your competitors."

Kyle Dubas

General Manager, Pittsburgh Penguins



“Lenovo has been a great partner. They have the right footprint and the right technology to meet our needs. Lenovo's TruScale "pay-as-you-go" model gives us the peace of mind of knowing what our costs are going to be.”

Tommy Regan

Director of Operations Technology, Pittsburgh Penguins

The outcome

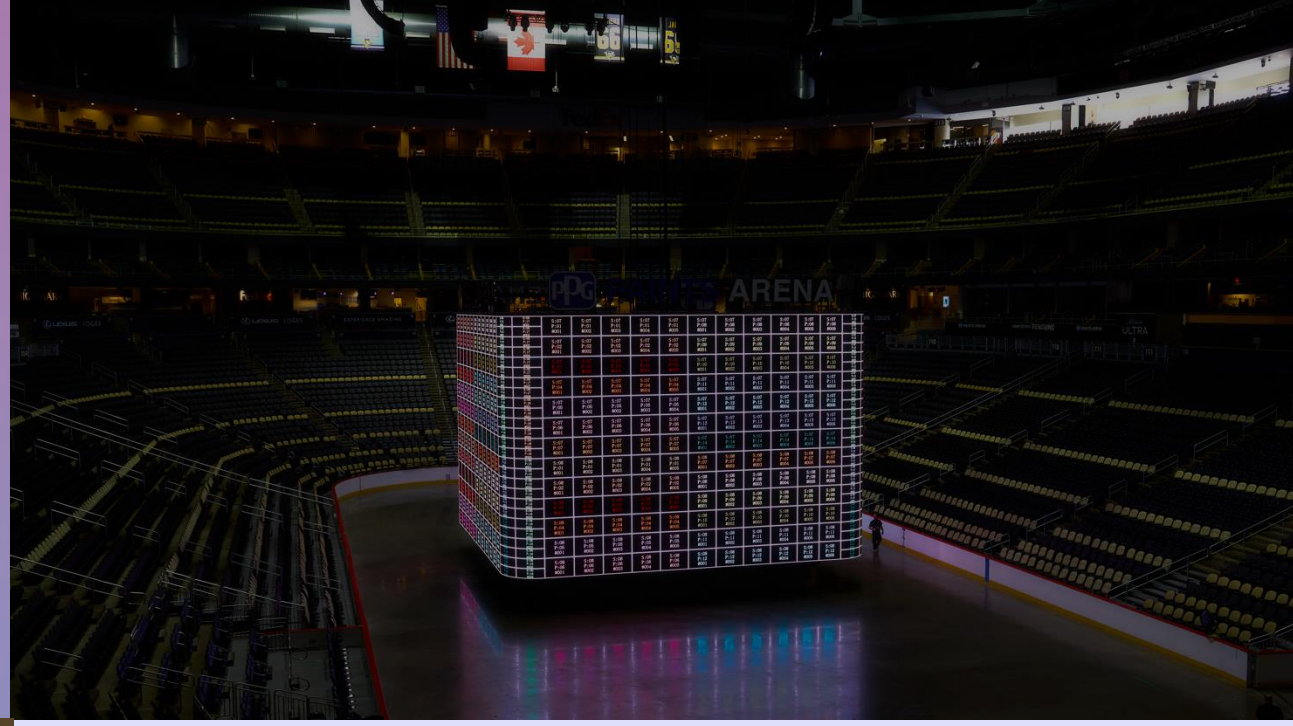
Powering the future of Penguins hockey

- The Penguins are moving intelligence closer to the people making critical hockey decisions, helping teams analyze more information, move faster and act with greater confidence.
- By connecting data infrastructure, advanced compute, analytics workflows and mobile communication, Lenovo is helping the Penguins strengthen the foundation behind scouting, player evaluation, roster planning and long-term development.
- The result is a more connected, AI-ready hockey operations environment designed to help the Penguins compete at the highest level, win more hockey games and build the next great legacy of Pittsburgh Penguins hockey.

Looking Ahead

The Penguins' AI and infrastructure transformation is creating a foundation that can extend beyond Hockey Operations into the wider arena environment. As the organization explores the next phase of its smart venue strategy, the same pocket-to-cloud approach can support more connected fan experiences, smarter arena operations and new digital engagement opportunities across PPG Paints Arena.

By building a scalable technology foundation today, Lenovo is helping the Penguins prepare not only for the future of hockey operations, but for a more intelligent, connected and responsive venue experience for fans, teams and partners.



Want to know more?

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