

NEW WORKSTATIONS AND A NEW RELATIONSHIP

How Lenovo broke a monopoly and gained a partner

HOK had purchased all their hardware from Dell™ for 18 years. But one VP was fed up with his heavy, unreliable Dell system. Seeking another option, he tried a Lenovo® mobile workstation—and loved it so much that he opened the door and recommended the rest of HOK use Lenovo ThinkPad® workstations.



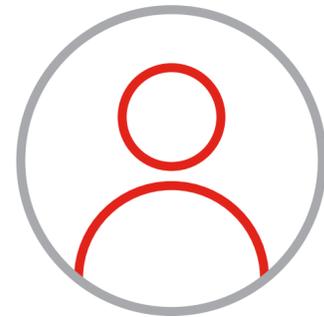
HOK is ranked as the #1 Architecture/Engineering firm in the United States by Architectural Record and the #1 Building Information Modeling firm by Building Design+Construction

BUILDING THE TEAM

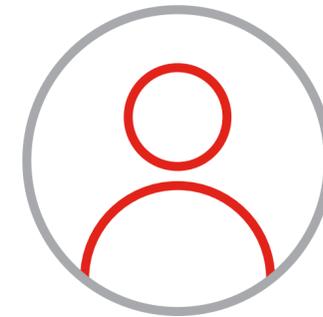
After Dell disappointed HOK, we wanted to offer them world-class customer service. We sent a dream team to their New York office:



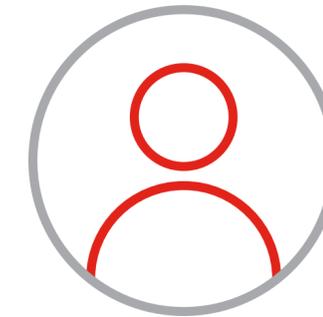
The Vertical Marketing Manager for AEC (Architecture, Engineering, and Construction), to address industry-specific needs



A Field Technical Sales Specialist, to handle technical questions and support services



An Account Manager, to advocate for HOK and serve as a single point of contact



The Head of Workstation Sales, to discuss the capabilities of Lenovo workstations

UPGRADING TO THE THINKPAD P50s

The HOK IT manager and CAD manager were intrigued by the solutions Lenovo presented. Seeing the entire Lenovo portfolio proved just how much they could benefit by moving away from Dell. As a first step, they chose a new mobile workstation for their architects: the Lenovo ThinkPad P50s.

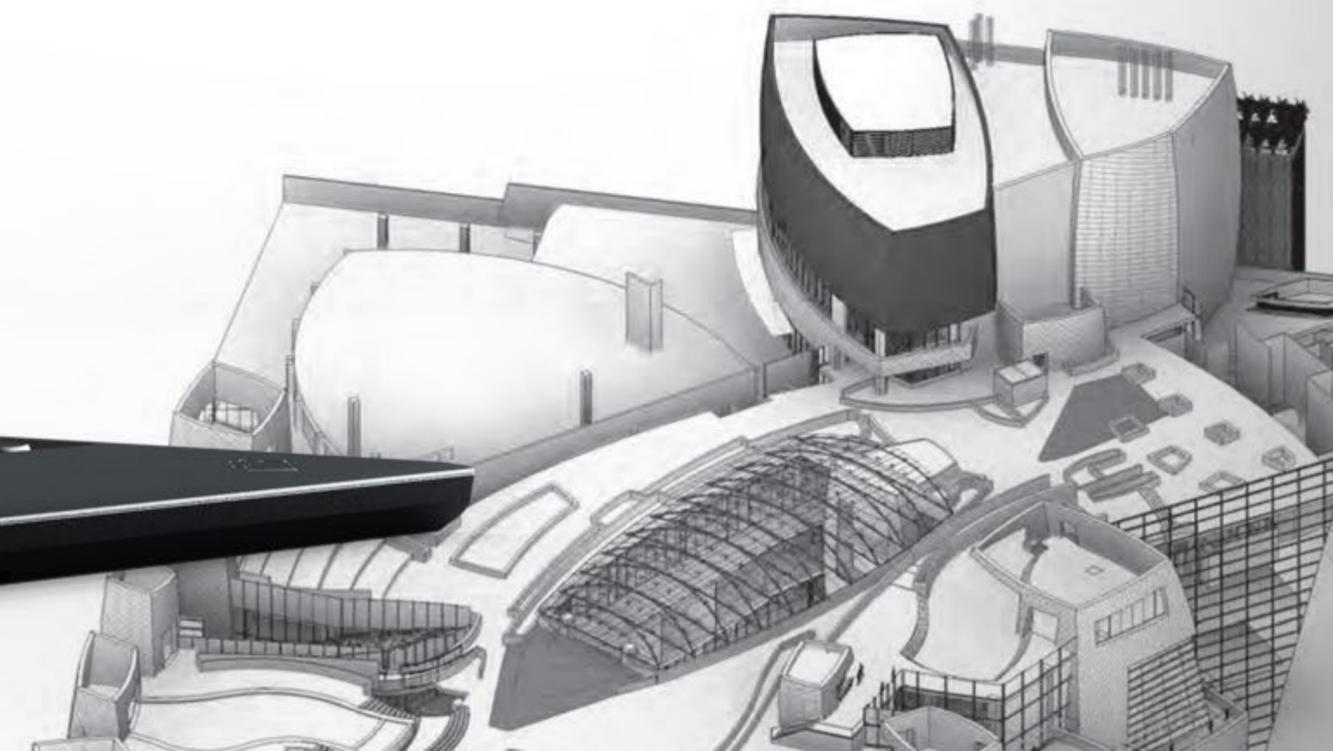
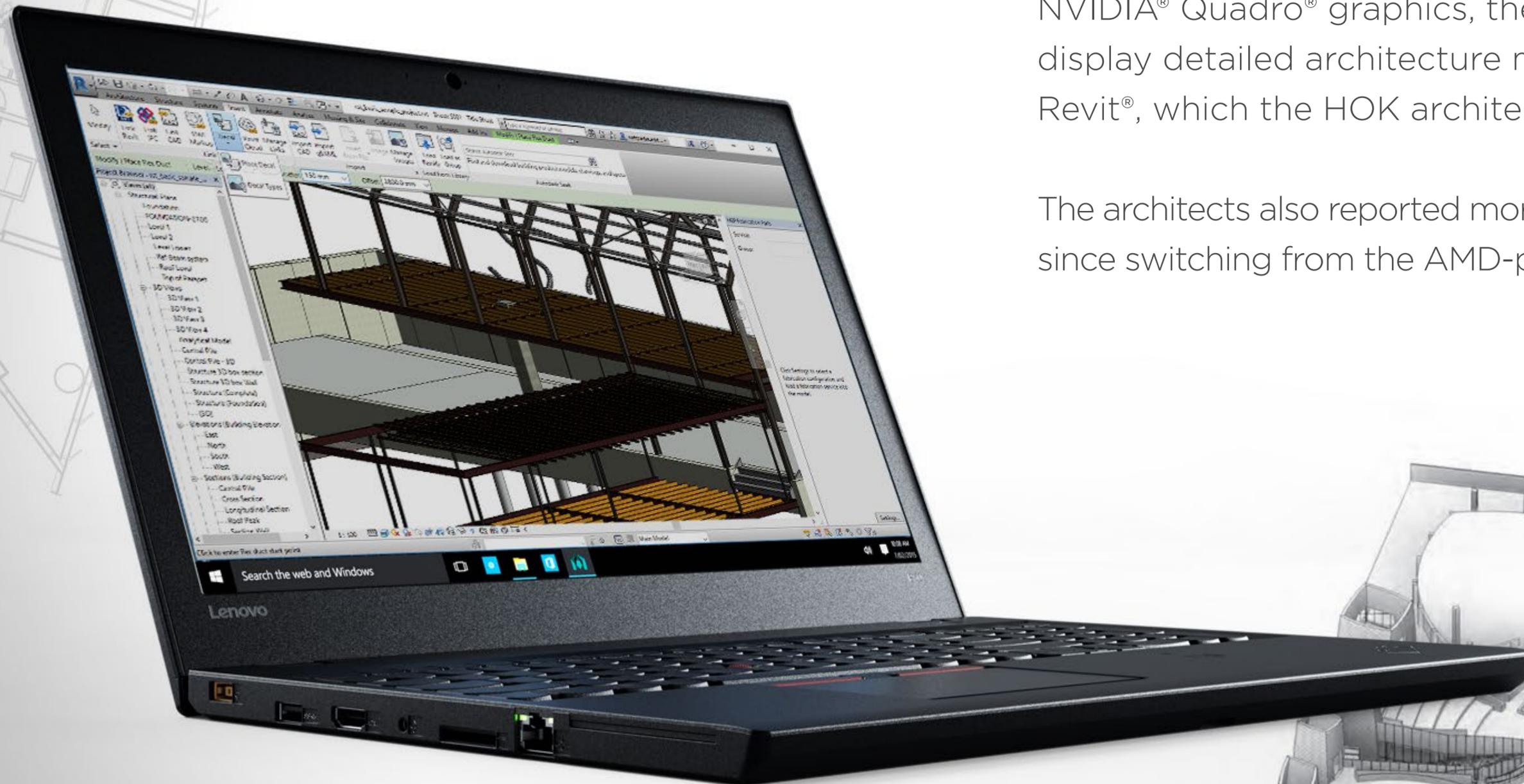


GRAPHICS PURPOSE-BUILT FOR DETAIL



With its strong processing power and world-class NVIDIA® Quadro® graphics, the ThinkPad P50s can easily display detailed architecture models and run Autodesk® Revit®, which the HOK architects use every day.

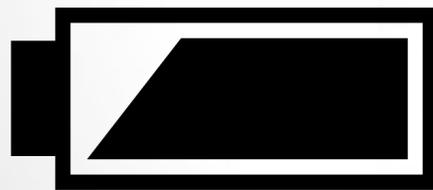
The architects also reported more graphics card stability since switching from the AMD-powered Dell systems.



HOURS OF BATTERY LIFE FOR UNPREDICTABLE DAYS

HOK architects are always on the go, from their desks to meetings around campus to field locations. The thin, light ThinkPad P50s is easy to carry while still offering a 15.6" screen and up to 20 hours of battery life, so you don't have to drag around a power pack.

Compare that to the Dell Precision™ 5510, which provides a significantly shorter battery life...at a more expensive price point.



A MODERN TECHNOLOGY PARTNER

Architects love the ThinkPad P50s. When HOK IT gets requests for even more powerful systems, they now recommend the ThinkPad P50—a cousin of the ThinkPad P50s with even more processing power—instead of a competitor system.

Today, as a trusted vendor at HOK, Lenovo is the exclusive provider of mobile workstations for all 23 offices across the globe.

Lenovo
ThinkPad
P50



Lenovo
ThinkPad
P50s

The background of the slide features a complex architectural drawing of a building's floor plan, overlaid with a grayscale silhouette of three people in business attire. The silhouettes are positioned in the center-left area, appearing to stand on the architectural lines. The overall aesthetic is professional and technical, with a focus on design and collaboration.

A PARTNERSHIP TO BUILD ON

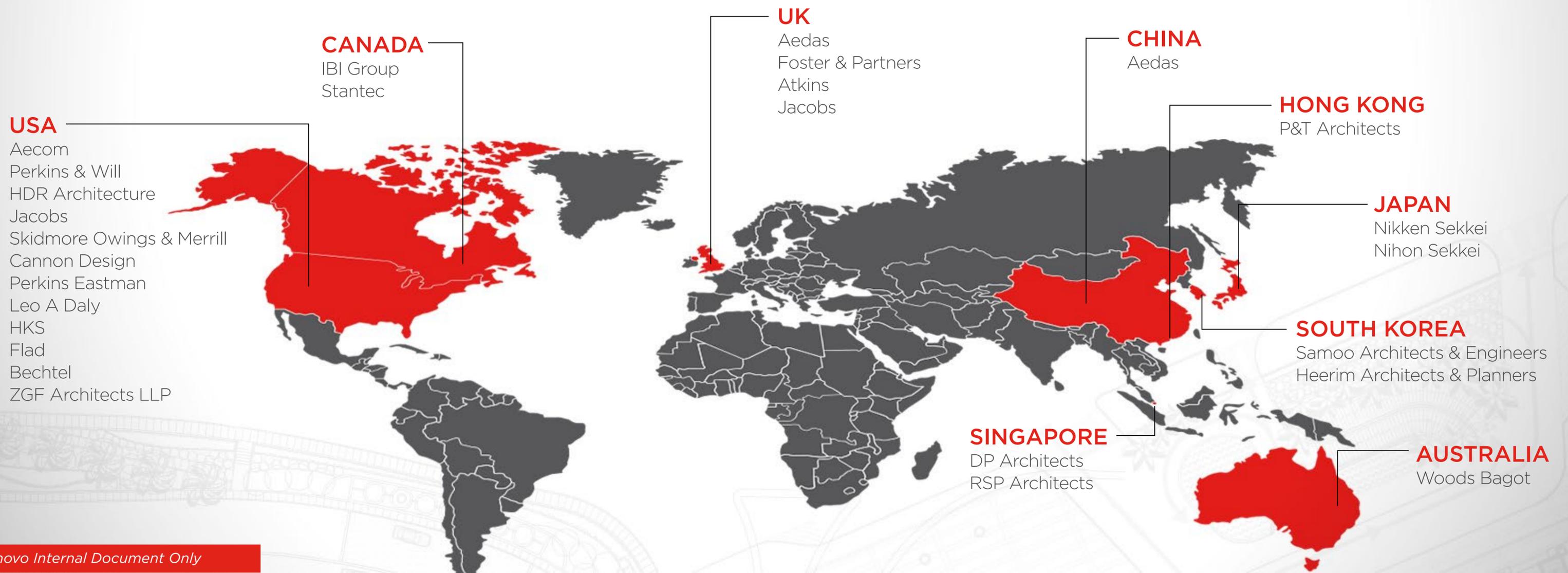
Using a comprehensive, personal approach and our strong product portfolio, we kicked Dell mobile workstations out of HOK.

Dell only offered hardware. With Lenovo, HOK gains a technology partner who understands their business and will help them explore all their options with each new challenge, moving with them into the future of the industry.

OPENING THE DOOR

To make this sale, we brought a dedicated team of specialists to our meetings. We showed the wide range of our portfolio. And most importantly, we listened to our customer's frustrations, needs, and goals.

This strategy worked at HOK, and it can work at other AEC firms around the globe. Click a company below to start learning about your next customer.



LENOVO THINKPAD P50s

Lenovo™

Workstation graphics performance with Ultrabook™ mobility



- » NVIDIA® Quadro® M500M GPU with 2GB VRAM
- » 6th generation Intel® Core™ i7 processors
- » Thin and light for easy mobility

Superior reliability

- » MIL-SPEC tested and built for maximum durability
- » ISV certified to ensure excellent performance for your most demanding applications



Unparalleled visuals

- » 15.6" 3K LCD display with wide viewing angles and anti-glare
- » Touchscreen option for a more interactive experience

All-day battery life

- » Energy-efficient GPUs enable up to 20 hours of battery life to keep you working on the go
- » Power Bridge technology lets you swap out one of the two batteries for a fresh, fully charged battery without ever shutting down

For more information on how the Lenovo ThinkPad P50s can empower your work, visit www.thinkworkstations.com and www.lenovo.com.