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STAR Awards

2025

2025 TSIA STAR Awards
Featured Application

Lenovo



Excellence in Revenue Expansion & Renewals

Lenovo is a US$69 billion revenue global technology powerhouse, ranked #248 in the Fortune Global 500, and serving millions of customers every day in 180 markets. With 70 million expiring service events occurring annually, Lenovo delivers a frictionless digital buying experience for Customers to renew or refresh their hardware within a single platform. We call it "Smarter Renewals" and this enables us to automate many tasks and motions for greater visibility and conversion.

In our effort to meet the growing expectations of Customers and our accelerated goals of business growth, the Smarter Renewals program encompasses the platform while enabling education of the value of the program. This enables us to move with speed, agility, and impact – driving new revenue streams for Lenovo and our Channel Partners. Expanding support from IDG alone to both IDG and ISG has fueled exponential growth, scaling the business from under $25M to over $400M and continuing to rise.

Innovation & Creativity

With digital experiences becoming an expectation for Customers, we knew we needed to consolidate the buyer journey. This required innovation in our Smarter Renewals Platform powered by Renewtrak® and internal processes, along with aligning different business units with competing priorities. We were able to reach scale to achieve a significantly better Customer Experience, which ultimately led to recurring revenue expansion that continues to accelerate.

The innovation behind this effort crosses Data, Operations, Tools, Automation, and Enablement. Not just a one-size-fits-all, we knew we needed a cohesive solution that included Customer Portal, education & enablement, and data-led insights.

We first exceeded Customer expectations by adding the refresh motion to this frictionless path. We viewed the expiration as our opportunity trigger and put the Customer in the driver's seat - building automation to accommodate a refresh or renewal selection, all while collaborating with internal Lenovo teams to ensure all parties were in lock step. This foundational step established an automated retention program designed to protect existing revenue and expand share of wallet.

We leveraged automation to simplify our renewals process without sacrificing personalization and used data visualization to give us a more holistic view into our Customer lifecycle across all channels.

Smarter Renewals now enables seamless lifecycle continuity for existing machines and smooth transitions to new ones within the Customer's install base – differentiating Lenovo from its competitive set.

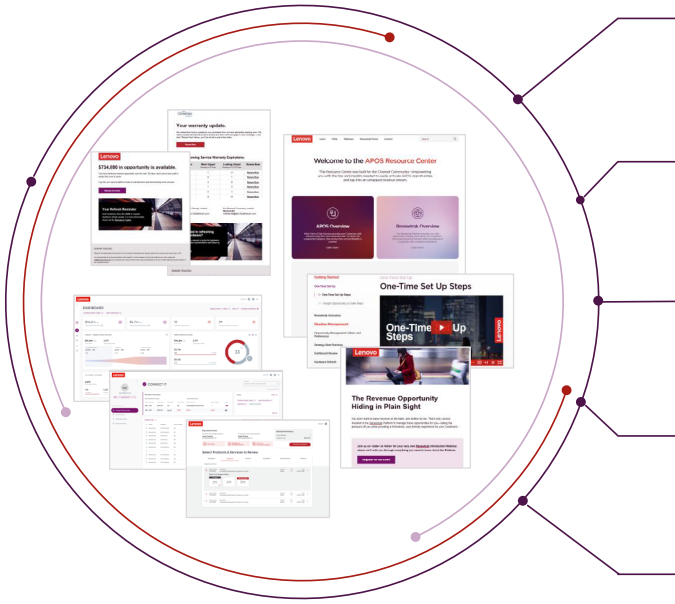
Our sales teams have more strategic conversations with our Customers. By trading spreadsheets for real-time dashboards, we attach additional products and services to our existing Customer base to more efficiently and effectively grow revenue expansion.

Impact & Results:

- 16x growth in business performance in less than 5 years – expanding from supporting <$25M in revenue to over $400M revenue
- 26x growth in business performance when considering our Channel route-to-market
- 8x improvement in renewal rate
- $800M opportunity ingested annually into the platform for visibility and automated quote/notification motion
- 4000+ Channel Community entities onboarded across 22 countries

Customer Centric Approach

- On-Demand, frictionless contract renewal and upgrades without complexity via Customer Portal
- Automated program enabling visibility, quoting and notification for both direct and indirect RTM in 22 Countries
- Fully digital **Resource Center** to enhance business awareness to the broader stakeholder community and bring clarity to the 'Why' and the 'How' for Renewals.
- Providing a single source of truth for performance metrics, opportunities, KPI/BMS dashboards, and scorecards aligned across cross-functional teams leveraged by Stakeholders to drive business discussions
- Partnership and collaboration ensuring prioritized efforts supporting Seller motions and Sales Support efficiencies
- APOS Center of Excellence created to support forecasting, programs, data, tool and process for Geo sales teams



Execution & Implementation

Refine and Accelerate APOS Selling Motion

- Drove Channel optimizations to facilitate improved CX and conversion rate uplift
- Deployed quarterly playbooks including bridge plans, focused sales campaigns, and key project impact dates
- Built a foundation of consistent sales motions, differentiated coverage of opportunity, and global best practice sharing

Maximized Sales Support & Strengthen GTM

- Improved SLA performance through clarifying roles & responsibilities and strengthening Geo engagement/alignment
- Launched Smarter Renewals programs with a best-in-class Customer Portal to better inform Channel discussions regarding opportunity
- Implemented innovative data enrichment & activation that applies ongoing automation to programs and selling motions

Evolved Measurement: Simplified, Organized, & Advanced

- Provided a single source of truth for Stakeholders for performance metrics and opportunity
- Evolved from reporting to insights, highlighting key areas of opportunity for revenue expansion leveraging AI-driven data visualization, propensity scoring, and removing latency to prioritized information
- Partnered with TSIA to further align business metrics with industry benchmarks
- Expanded how Customers are engaged at the right moment at scale, and continue our approach to blending AI technology into sales motions supported by people

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For more information, visit the
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