

Lenovo



Official Technology Partner

# The Tech behind the FIFA World Cup™: Lenovo's digital gameplan for FIFA.

Every four years, everything revolves around the FIFA World Cup™. As FIFA's official technology partner, Lenovo doesn't just power the world's most-watched event; it runs the operating model behind it. Through its Digital Workplace Solutions, Lenovo serves as the operating backbone of the FIFA World Cup™, and brings global service delivery, AI-enhanced support, smart collaboration solutions, and Lenovo AI PCs with Intel Inside® into a single, scalable system. This integrated framework enables FIFA to modernize at speed, operate seamlessly across continents, and perform under the highest possible pressure.

## How Lenovo powers the world's biggest sporting event.

### Scale

**48** teams<sup>1</sup>

**3** host nations (U.S., Canada, Mexico)<sup>1</sup>

**6B** fans<sup>2</sup>

### Innovation

✓ **10,000 devices**, including mobile, tablets, and Lenovo ThinkPad X1 and X9 AI PCs with Intel Inside®<sup>3</sup>

✓ **AI-informed support** and fast issue resolution from a Gen AI-enabled service desk

### Operations

✓ Workplace, devices, applications and infrastructure **rebuilt every 4 years**<sup>1</sup>

✓ **Largest FIFA World Cup™** in history<sup>4</sup>

## How Lenovo Digital Workplace Solutions modernizes FIFA's operations.

As FIFA's official technology partner, Lenovo's full-stack, AI-driven tech solutions and hardware helps power the most-watched event on earth.

### EMPLOYEE EXPERIENCE

## Bring the game closer to every person.

An efficient, productive employee experience keeps operations running smoothly. Lenovo is working with FIFA to design a workplace where technology adapts to people, so teams perform at their best across roles, locations, and high-pressure moments.

### Hyper-personalized experiences.

Deliver the right device, performance, and support for each employee's needs and work patterns.

### Smart collaboration.

Smart solutions help teams enable intelligent, hybrid collaboration across venues, offices, and teams, keeping people connected, and in sync in real time.

### Performance and AI PCs.

High-performance Lenovo AI PCs with Intel Inside® help accelerate everyday work, so employees move faster, stay responsive, and work without friction.

### Unified management at global scale.

Unified device and platform management, so teams enjoy a consistent employee experience across 3 countries, 16+ offices, and 10,000+ devices (inclusive of AI PCs, tablets, and mobile).

### Technology that gets out of the way.

Reliable, intelligent workplace technology fades into the background, so teams stay focused on moments that matter most.

### AI

## Power every moment with intelligence.

Intelligence operates in real time, wherever the game is played. Lenovo applies AI across collaboration, data, and devices to help teams make faster decisions and keep operations running smoothly.

### AI-driven collaboration and onboarding.

AI-driven collaboration and onboarding help hundreds of new staff get up to speed quickly, even in high-pressure, time-critical environments.

### On-device AI resilience.

On-device AI runs critical operations locally, reduces reliance on bandwidth, minimizes latency, and maintains continuity across global, high-stakes venues.

### Real-time intelligence.

Live data flows across stadiums and operations centers to drive faster, better-informed decisions when timing matters most.



### SECURITY

## Defend the game and everyone connected to it.

Security goes beyond protection; it ensures continuity. Lenovo embeds security into devices, data, and operations so teams can work safely, move freely and perform without disruption anywhere in the world.

### Secure-by-design devices.

Pre-configured, role-matched devices enable productivity and maintain full lifecycle visibility from deployment to retirement.

### Safe global mobility.

Remote lock, wipe, and recovery capabilities protect devices wherever teams operate, enabling safe global mobility across fast-moving tournament environments.

### AI-powered threat reduction.

Hybrid AI threat detection adapts in real time to emerging cyber risks, prevents disruption, and protects critical operations under pressure.

### On-device protection.

On-device security safeguards data and workflows locally, reducing exposure, maintaining performance, and protecting operations wherever work happens.



### SUSTAINABILITY

## Play the long game.

Sustainability drives smarter decisions that last beyond a single tournament. Lenovo embeds sustainability across the full device lifecycle, reduces waste, recovers value, and supports long-term performance at global scale.

### Responsible device retirement.

Lenovo is helping FIFA to retire more than 6,000 devices, ensuring secure, compliant, and environmentally responsible disposal.<sup>3</sup>

### Value recovery and reinvestment.

Lenovo and FIFA are on track to recover approximately 85% of residual asset value<sup>3</sup> which FIFA can reinvest directly into new Lenovo technology, turning sustainability into a growth enabler.

### Circular device strategy.

Lenovo is advancing a circular device strategy that extends hardware life, reduces waste, and minimizes unnecessary refresh cycles across FIFA's global operations.

### Long-term sustainability alignment.

End-to-end lifecycle management supports FIFA's long-term sustainability goals and balances environmental responsibility with operational performance.



## Explore Lenovo Digital Workplace Solutions.

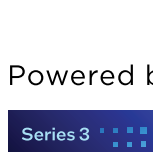
Behind every match, every fan moment, and every victory, Lenovo is building a digital backbone for precision. Lenovo Digital Workplace Solutions unifies global service delivery, AI-enhanced support, smart collaboration, unified endpoint management, and Lenovo AI PCs with Intel Inside® so enterprises can modernize with speed and scale.

Discover how Lenovo can rearchitect your workplace operations >>

<sup>1</sup>FIFA, *Qualifying teams for the FIFA World Cup 26™*, 2025.  
<sup>2</sup>FIFA, *500 days to go: excitement builds for FIFA World Cup 26™*, 2025.  
<sup>3</sup>Based on Lenovo internal data.  
<sup>4</sup>FIFA, *FIFA celebrates One Year to Go until the FIFA World Cup 26™*, 2025.

©2026 Lenovo Internal. All rights reserved.

Powered by



That's the power of  
Lenovo with Intel Inside®