

Lenovo



Official Technology Partner

Human-centered operations in practice.

Lessons from the FIFA World Cup™
global workplace evolution.

Powered by



intel
vPRO

That's the power of
Lenovo with Intel Inside®

A human-centered challenge.

The FIFA World Cup 2026™ represents one of the most demanding operational environments in the world. Technology must perform flawlessly across headquarters in Zurich, regional hubs such as Miami, and more than 16 temporary tournament offices established across three host countries. In these environments, the digital workplace is not a background function; it is a mission-critical enabler that must support people working under time pressure, constant change, and global visibility.

During a World Cup cycle, FIFA deploys more than 10,000 PCs, often in under 60 days.

For the FIFA World Cup 2026™, FIFA is deploying more than 10,000 devices across PCs, tablets, and mobile hardware, including Lenovo ThinkPad X1 and ThinkPad X9 AI PCs with Intel Inside® in compressed timeframes.¹ These devices are supporting a diverse workforce, including full-time staff, contractors, match officials, volunteers, media teams, and VIP operations personnel. Roles shift frequently, locations change rapidly, and expectations for reliability are absolute. Even a single challenge can have broader downstream effects on day-to-day operations.

Beyond individual devices, collaboration environments are critical to tournament operations. Global coordination depends on seamless communication between headquarters, regional teams, and venue-based staff, often in real time and across languages. Meeting rooms, operations centers, and ad hoc collaboration spaces must be created quickly and function consistently across locations. Lenovo ThinkSmart collaboration solutions are helping to improve consistency and reliability in these environments, freeing teams to focus on decision-making and execution rather than troubleshooting technology.

In this environment, cognitive load can be demanding, not only for end users but also for IT teams. Staff must absorb new information quickly, adapt to changing requirements, and keep systems running during moments with no tolerance for delay. For IT organizations, this translates into sustained operational intensity, limited recovery time, and an ever-present risk of fatigue as teams work to support global operations with minimal margin for error.

Over time, these demands consume IT capacity: teams stay engaged on execution, leaving limited bandwidth to modernize foundational processes or plan for future growth. What FIFA required was a human-centered operational model—one that supports long-term resilience, enables scale, and is designed around real people and real workflows. Working in close partnership, Lenovo is helping FIFA to embed experience, collaboration, security, and scalability directly into the digital workplace, creating a foundation capable of supporting the demands of global tournament operations while enabling a more sustainable way of working.

3

countries

16

locations

10K

devices



The foundations of human-centered operations.

As FIFA's official technology partner, Lenovo supports the world's most-watched sporting event with a full-stack, AI-driven portfolio spanning devices, services, and collaboration technologies. But the success of FIFA's workplace evolution doesn't come from technology alone. It's driven by a human-centered operational model built on three foundations: employee experience, AI, and security. Together, these foundations are helping to ensure that technology can adapt to the realities of global tournament operations, rather than forcing people to adapt to technology.

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We're thrilled with the results and look forward to introducing further innovations in partnership with Lenovo in both 2026 and 2027, as millions of fans unite for the biggest-ever editions of the FIFA World Cup™ and FIFA Women's World Cup™.²

Tito Suárez Díaz
FIFA Technology Head of Products
and Business Engagement



Designing and operating technology around real people.

At the scale and intensity of the FIFA World Cup™, employee experience is not a soft metric—it is a determinant of operational success. Lenovo approaches experience as an operational discipline, working with FIFA to design every aspect of the digital workplace around how people work under pressure. Rather than deploy a one-size-fits-all device model, Lenovo is working with FIFA to align devices, configurations, and collaboration tools to specific roles, environments, and workflows. Headquarters staff, venue-based operators, mobile executives, and temporary personnel all have distinct requirements, and the digital workplace is being tailored accordingly.

Lenovo Digital Workplace Solutions specialists work alongside FIFA IT staff during key events for faster resolution, smoother collaboration, and consistently aligned support.

Deployment itself is designed to reduce disruption. White-glove, one-to-one onboarding ensures users receive devices ready to work from the moment they power on.

Rollouts are scheduled around real operational rhythms, including overnight refreshes and role-based deployment windows, minimizing downtime during critical periods. For employees moving between locations or transitioning roles, this consistency reduces friction and cognitive load at moments when focus matters most.

Employee experience also extends beyond individual devices to shared environments. Global tournament operations depend on seamless collaboration across headquarters, regional hubs, and venues. Lenovo ThinkSmart collaboration solutions help standardize meeting rooms, operations centers, and ad hoc collaboration spaces, delivering consistent, AI-enhanced audio and video experiences across locations. This is helping teams to collaborate in real time across time zones and languages, without losing momentum to issues or inconsistent room technology.

Critically, Lenovo embeds its engineers directly into FIFA's operations. Lenovo Digital Workplace Solutions specialists work alongside FIFA IT staff, often indistinguishable from internal teams during key events. This proximity enables faster resolution, smoother collaboration, and consistently aligned support while supporting sustainability goals. The result is an employee experience designed for productivity, reliability, and confidence.

#1

Increasing productivity is the #1 reason IT leaders invest in the employee experience.³



Intelligent automation that reduces manual work.

In a high-stakes operational environment, AI is most valuable when it quietly removes friction and manual effort from daily work. Lenovo's approach to AI at FIFA focuses on practical intelligence, working alongside FIFA teams to empower people and processes rather than introducing complexity.

Lenovo AI PCs with Intel Inside® play a central role in this strategy. By enabling local AI processing, these devices help support faster insights, reduce reliance on cloud connectivity, and improve performance in environments where latency or bandwidth constraints could otherwise slow work.

Automation was also applied to operational workflows behind the scenes. Automated provisioning and configuration checks help ensure consistency across thousands of devices deployed in compressed timelines. Standardized validation processes enable greater confidence in device readiness, helping reduce the risk of misconfigurations that could surface during critical moments, while data-driven planning supports phased, role-based deployments aligned to tournament schedules.

On-device AI enables tasks such as summarization, semantic search, and data analysis to happen more quickly and securely.

Within IT operations, automation and advanced analytics help reduce repetitive manual work. Automated triage and root-cause analysis accelerate issue resolution, allowing IT teams to focus on high-value activities. This shift helps enable IT organizations to scale support without increasing headcount in proportion, an essential capability in environments characterized by intense peaks and rapid transitions.

Rather than positioning AI as a future aspiration, Lenovo and FIFA are working to operationalize AI as a practical enabler of efficiency, consistency, and resilience—always in service of the people using the technology.

80%

Over **80%** of workers expect generative AI to positively impact collaboration, creativity, productivity, and engagement.³



SECURITY

Secure-by-design operations that protect people, devices, and data.

Security at the FIFA World Cup™ cannot be treated as an add-on. The combination of global visibility, temporary infrastructure, and a highly mobile workforce creates a constantly evolving threat landscape—one increasingly shaped by AI-powered attacks that are faster, more targeted, and more difficult to detect. Lenovo has been working with FIFA to architect a workplace operating model with a secure-by-design approach, aligning to FIFA's internal security frameworks rather than imposing new ones.

Lenovo engineers provide on-site, zero-downtime support during matches and major events, ensuring issues are resolved without compromising security posture.

Security controls are being tailored to real-world risk profiles. Devices and access policies are configured based on role, location, and environment, recognizing that headquarters staff, stadium operators, and field personnel face different exposure levels. Pre-hardened configurations and secure defaults help reduce risk from both human error and AI-driven threats, particularly in high-pressure situations where speed and accuracy are critical.

Operational security extends into the field. Lenovo engineers provide on-site, zero-downtime support during matches and major events, ensuring issues are resolved without compromising security posture. Persistent device tracking, remote lock and wipe capabilities, and unified lifecycle visibility help protect sensitive data even in environments where devices move frequently, are reassigned, or face an elevated risk of loss.

Just as importantly, security is being designed to support—not slow—operations. By integrating security directly into deployment, support, and lifecycle management, Lenovo is helping FIFA maintain strong protection without adding friction for users or IT teams. In a setting where a single misstep can have consequences, this balance will prove to be essential.

17%

By 2027 17% of all cyberattacks will involve generative AI.⁴

Explore Lenovo Digital Workplace Solutions.

See how Lenovo Digital Workplace Solutions brings together global service delivery, AI-enhanced support, smart collaboration solutions, unified endpoint management, and Lenovo AI PCs with Intel Inside® to help enterprises modernize with speed and scale.

Discover how Lenovo can rearchitect your workplace operations >>



How to apply human-centered operations in your enterprise.

Use this checklist to assess and strengthen your digital workplace operations, especially in distributed, high-pressure environments.

Start with human workflows.

- ✓ Define key employee personas by role, location, and mobility.
- ✓ Map real workflows, collaboration patterns, and usage conditions.
- ✓ Identify high-friction moments and failure points.

Design collaboration environments around people.

- ✓ Standardize meeting rooms, operations centers, and shared spaces.
- ✓ Align collaboration technology to how teams meet and work.
- ✓ Ensure consistent experiences across locations and time zones.

Build flexible delivery models.

- ✓ Establish modular, repeatable deployment frameworks.
- ✓ Enable rapid onboarding, redeployment, and role changes.
- ✓ Support hybrid delivery models (remote and on-site).

Embed support where work happens.

- ✓ Integrate support into onboarding and major transitions.
- ✓ Minimize handoffs and manual escalation paths.
- ✓ Align support models to high-pressure operating periods.

Reduce human burden with automation.

- ✓ Automate repetitive provisioning and support tasks.
- ✓ Standardize configurations to reduce error risk.
- ✓ Apply AI to accelerate triage, validation, and resolution.

Govern the full device lifecycle sustainably.

- ✓ Design lifecycle management around experience, not assets.
- ✓ Securely deploy, redeploy, recover, and retire devices.
- ✓ Embed sustainability and circular IT practices into governance.

Measure experience in an AI-driven workplace.

- ✓ Track time-to-productivity and onboarding efficiency.
- ✓ Monitor automation rates and AI-assisted resolution.
- ✓ Measure adoption, satisfaction, and errors avoided.
- ✓ Evaluate service-level agreements in live, real-world environments.



WHAT COMES NEXT

Evolving human-centered operations for an AI-driven era.

Human-centered operations are no longer a differentiator; they are a requirement for organizations operating in complex, distributed, and high-pressure environments. FIFA's global workplace evolution demonstrates that when technology is designed around real people, real workflows, and real-world conditions, organizations gain more than operational stability. They gain resilience, scalability, and the ability to adapt continuously as demands evolve.

When technology is designed around real people, real workflows, and real-world conditions, organizations gain resilience, scalability, and long-term stability.

As AI becomes embedded across the digital workplace, the stakes only increase. AI-driven automation, intelligent collaboration, and on-device processing are reshaping how work gets done, but their value depends entirely on how well they are operationalized.

With intentional, human-centered design, AI becomes a practical advantage: it streamlines workflows, clarifies next steps, and helps employees and IT teams spend more time on meaningful, high-impact work.

Lenovo Digital Workplace Solutions, including Lenovo AI PCs with Intel Inside®, provides a proven blueprint for the next phase of workplace evolution. By unifying experience-centric design, AI-enabled intelligence, and secure-by-design operations, Lenovo helps organizations modernize with confidence while maintaining control, governance, and sustainability at scale.

If Lenovo can help FIFA enable one of the most challenging operational environments in the world, the same principles can be applied by any enterprise looking to build a smarter, more resilient, and AI-ready workplace. The future of work will not be defined by devices alone, but by how intelligently—and humanely—those devices are deployed, managed, and experienced.

Explore how Lenovo is redefining the modern workplace.

See the full FIFA World Cup™ story, discover the solutions behind it, and learn how to bring human-centered, AI-ready operations to your organization.

Learn more >>

¹Based on Lenovo internal data.

²Lenovo, [The World's Gone Football™](#), 2025.

³Lenovo, [Lenovo Work Reborn Research Series](#), 2025.

⁴Gartner®, [Gartner Forecasts Global Information Security Spending to Grow 15% in 2025](#), 2025. GARTNER is a registered trademark and service mark, and IT Symposium/Xpo is a trademark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and are used herein with permission. All rights reserved.