

Lenovo



Official Technology Partner



Modernizing the digital core.

Engineering intelligent systems for
FIFA World Cup™ grade performance.

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vPRO

That's the power of
Lenovo with Intel Inside®

The FIFA World Cup™ imperative for intelligent modernization.

Every four years, the FIFA World Cup™ creates one of the most demanding IT operating environments in the world. In a short window, FIFA deploys and manages a fully functional digital workplace spanning headquarters, regional offices, stadiums, training sites, broadcast hubs, and more than 16 temporary tournament locations—then scales it down just as quickly once the event concludes. The stakes are absolute: no downtime, no security gaps, and no room for operational friction.

Intelligent modernization represents a shift from managing individual endpoints to running an integrated system of intelligence.

At this scale, FIFA's environment highlights areas where traditional, hardware-centric IT inventory approaches can be improved. Inventory complexity, mixed configurations, manual provisioning, and support processes designed for steadier environments are not optimized for workflows that incorporate AI PCs, rapid spin-up and spin-down cycles, or the security demands of a globally visible event. By reducing the focus on day-to-day operations, IT teams can unlock more capacity to modernize and innovate.

To keep moving forward, FIFA is looking beyond new devices and instead focusing on evolving its operating model. Intelligent modernization represents this shift: from managing individual endpoints to running an integrated system of intelligence. Automation replaces manual workflows. Telemetry provides real-time visibility. Orchestration aligns devices, users, and services into a single, adaptive digital core.

Lenovo Digital Workplace Solutions serves as the operating backbone. Lenovo Digital Workplace Solutions unifies global service delivery, lifecycle automation, and endpoint management into a single cohesive model, enabling FIFA to provision, secure, support, and retire devices at scale. Within this architecture, Lenovo AI PCs with Intel Inside® deliver on-device AI capabilities that reduce cloud dependency, support new AI-driven workflows, and remain fully governed through centralized policies.

While FIFA's environment is complex and demanding, the lesson is broadly applicable. Enterprises everywhere are facing more distributed workforces, faster refresh cycles, and rising expectations for AI-enabled productivity and security. FIFA's experience shows that modernization is no longer about upgrading hardware; it is about engineering an intelligent, adaptive digital core capable of operating under pressure and scaling with confidence.

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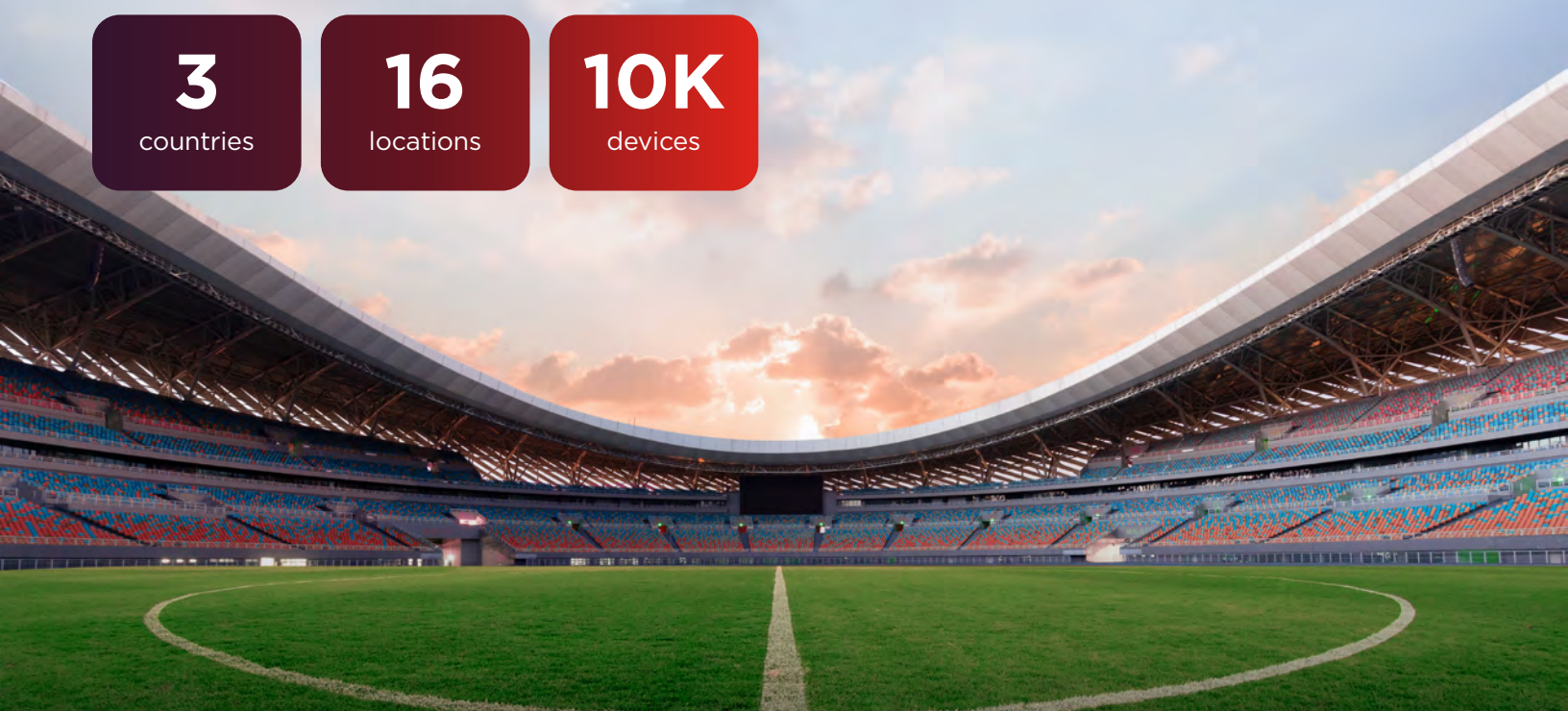
countries

16

locations

10K

devices



The foundations of intelligent modernization.

Intelligent modernization is not delivered through a single technology or platform. It is built through a set of tightly integrated capabilities that work together as a system. In FIFA's case, success depends on these foundations: AI-driven automation and intelligence, modernized security engineered for dynamic environments, and AI-ready endpoints. Together, these foundations are evolving FIFA's digital workplace from a collection of managed devices into a unified, adaptive operating environment.

“

The initial technology innovations implemented at this year's successful FIFA Club World Cup™ provide an insight into the opportunities that exist between FIFA and Lenovo for the years and top tournaments ahead.”¹

Tito Suárez Díaz
FIFA Technology Head of Products
and Business Engagement



Orchestrating intelligence across the digital core.

AI-powered modernization only delivers value when intelligence is operationalized at scale. Working with FIFA, Lenovo Digital Workplace Solutions provides the control plane that orchestrates AI capabilities across devices, users, and workflows, ensuring that Lenovo AI PCs operate as part of an integrated system rather than isolated endpoints.

Because devices are fully governed by Lenovo Digital Workplace Solutions, FIFA safely and quickly adopted AI-enabled productivity, balancing innovation with control.

Through Lenovo Digital Workplace Solutions, automated provisioning and deployment pipelines replace time-intensive manual processes. Devices are pre-configured, deployed, redeployed and recovered rapidly across locations while maintaining consistency. This allows FIFA to support fast tournament ramp-ups without sacrificing governance or performance.

Telemetry and fleet-wide observability further connect AI PCs to the broader operating model. Real-time signals from endpoints feed into Lenovo Digital Workplace Solutions, providing continuous visibility into device health, performance, and usage patterns. These insights help IT teams to proactively tune configurations, adjust support models, and optimize performance based on real operational conditions—not static assumptions.

Lenovo AI PCs with Intel Inside® extend this intelligence directly to the endpoint. On-device AI capabilities support local inference, semantic search, and AI-assisted workflows without relying solely on cloud connectivity. Because these devices are fully governed by Lenovo Digital Workplace Solutions, FIFA safely and quickly adopted AI-enabled productivity, balancing innovation with control.

Solutions, FIFA is able to safely and quickly adopt AI-enabled productivity tools, balancing innovation with control.

The end goal is an intelligently scaled digital workplace, where IT teams spend less time managing infrastructure and more time enabling the business. At the same time, users benefit from faster, more responsive systems designed around how work actually happens.



89%

89% say enabling employees to use AI effectively requires digital workplace transformation.²

SECURITY

Engineering resilience, not just protection.

In a global tournament environment, security success is measured by continuity. For FIFA, the goal is not simply to prevent threats but to ensure operations can proceed without disruption, regardless of location, device movement, or user turnover.

Intelligent modernization enables this shift by embedding security directly into the operating model. Rather than relying on disparate tools or location-based controls, FIFA is adopting persona-driven security policies that follow users wherever they work. This helps reduce risk while preserving flexibility for staff, media, referees, and VIP personnel operating across venues.

Unified endpoint management delivers measurable outcomes for IT leadership: consistent security posture, reduced configuration drift, and predictable compliance across thousands of devices inclusive of PCs, tablets and mobile. Secure provisioning and lifecycle governance ensure that every device—from primary systems to backup tournament stock—is entered into service hardened, validated, and traceable throughout its lifecycle.

FIFA adopts persona-driven security policies that follow users wherever they work, reducing risk while preserving flexibility across venues.

Lenovo AI PCs with Intel Inside® help strengthen these outcomes through efficient, on-device threat detection. By offloading security tasks to dedicated AI engines, Lenovo works alongside FIFA to reduce performance impact while improving responsiveness to emerging threats. Automated patching, policy enforcement and compliance workflows minimize the chance of human error and accelerate remediation—critical advantages in a fast-moving, high-risk environment.

The end goal is not just a more secure workplace, but a more resilient one. FIFA is strengthening its ability to operate at global scale, knowing that security is continuously enforced, intelligently managed, and designed to adapt alongside the business.

90%



90% are not very confident they can address risks from cybercriminals using AI.²

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 >>



A practical enterprise roadmap.

The following checklist provides a practical roadmap for IT decision-makers looking to move from fragmented IT operations to an intelligent, adaptive workplace.

Step 1: Assess your digital core.

- ✓ Do you have real-time inventory transparency across all endpoints?
- ✓ Are policies and configurations consistent, or fragmented by location and legacy tools?
- ✓ How much of your device lifecycle relies on manual effort?
- ✓ Can you see device health, performance, and compliance across the estate?

Step 2: Move toward unified endpoint management.

- ✓ Rationalize device images and operating environments.
- ✓ Define clear device personas aligned to roles and workflows.
- ✓ Establish modern standardized provisioning and configuration baselines.
- ✓ Centralize endpoint governance to eliminate configuration drift.

Step 3: Modernize collaboration for hybrid workflows.

- ✓ Design collaboration spaces around human workflows, not room layouts.
- ✓ Standardize meeting room technologies, devices, and configurations.
- ✓ Enable consistent experiences across in-office, remote, and hybrid participants.
- ✓ Integrate collaboration platforms into the same operating and support model as endpoints, devices and shared environments.

Step 4: Embed automation into every lifecycle stage.

- ✓ Automate provisioning, deployment, and redeployment workflows.
- ✓ Integrate IT service management tools to connect intake, triage, and resolution.
- ✓ Enable automated patching, updates, and compliance enforcement.
- ✓ Route devices intelligently through refresh, reuse, and retirement cycles.

Step 5: Establish an intelligence layer.

- ✓ Implement a telemetry strategy that delivers real-time device and collaboration insights.
- ✓ Deploy observability platforms to monitor performance, health, and policy adherence.
- ✓ Use data to proactively tune configurations and support models.
- ✓ Introduce predictive maintenance and self-healing workflows where possible.

Step 6: Re-architect for resilience.

- ✓ Build backup device strategies for critical roles.
- ✓ Create redundancy for high-impact workflows and collaboration environments.
- ✓ Design configurable, event-ready deployment models.
- ✓ Plan for rapid scale-up and scale-down without introducing risk.

Step 7: Modernize security for a Zero Trust, AI-driven era.

- ✓ Shift to role-based hardening and persona-driven policies.
- ✓ Enforce Zero Trust principles across endpoints and collaboration devices.
- ✓ Automate security workflows for patching, remediation, and compliance.
- ✓ Leverage AI-enabled threat detection on modern AI PCs where appropriate.



WHAT COMES NEXT

The future of operational excellence in an AI-driven enterprise.

Modernization is no longer defined by device refresh cycles or isolated technology upgrades. It is defined by how effectively an organization can operate, adapt, and scale in real time. As work becomes more distributed, AI-driven, and time-critical, enterprises need a digital core that does more than function—it must think, respond, and continuously optimize.

FIFA's journey illustrates this shift in practice. By modernizing its digital core around Lenovo Digital Workplace Solutions, including Lenovo AI PCs with Intel Inside®, FIFA is evolving its global IT environment into an intelligent operating system for work. Automation replaces manual processes, telemetry delivers real-time visibility, and security is engineered into the device lifecycle, enabling AI-driven workflows without sacrificing control or consistency.

Intelligent modernization provides a clear path forward. When devices, platforms, and services are orchestrated as a unified system, IT teams regain capacity, users gain better experiences, and the business gains the agility required to compete in an AI-driven world.

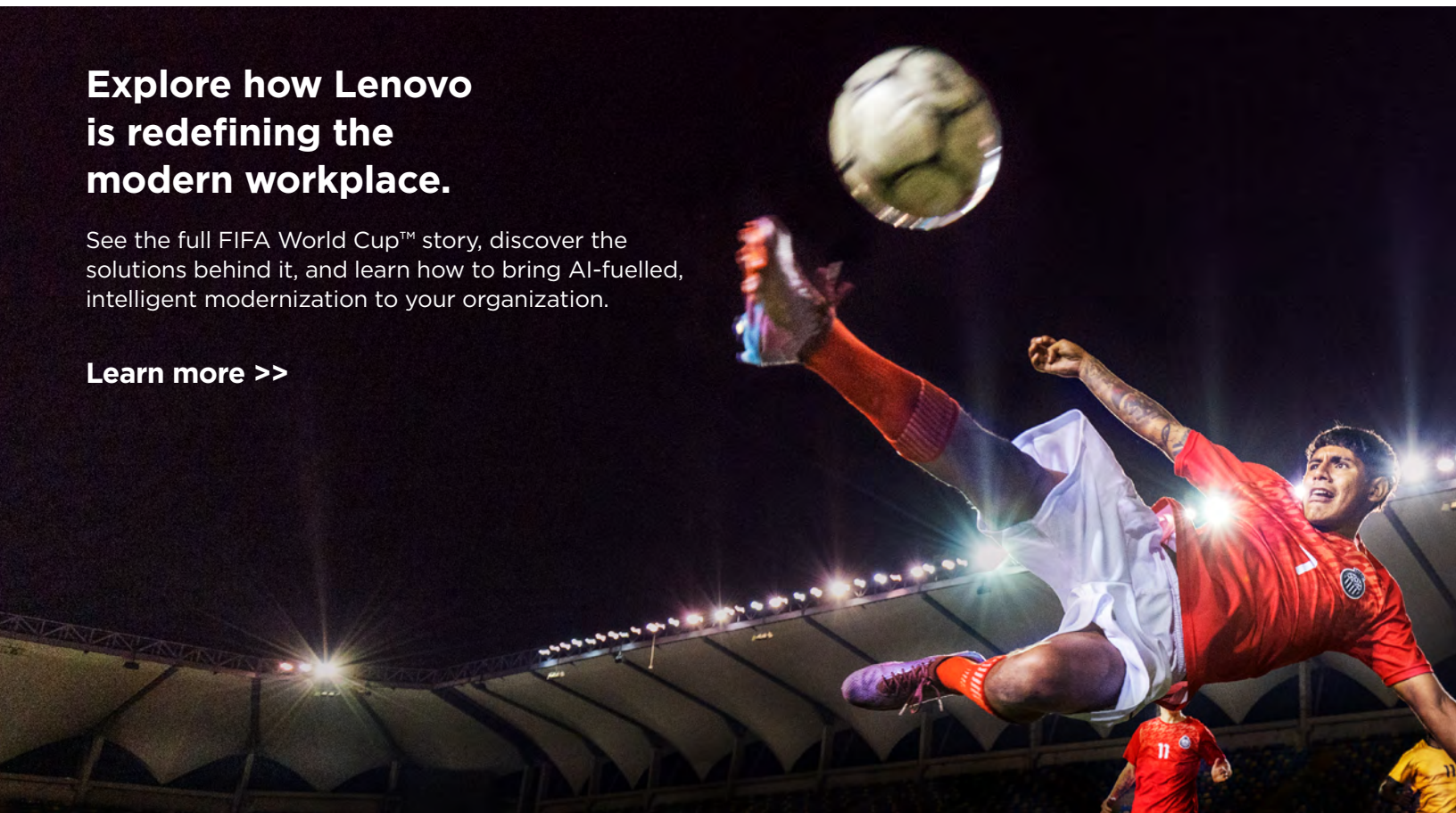
When devices, platforms, and services are orchestrated as a unified system, organizations gain the agility required to compete in an AI-driven world.

If Lenovo's solutions can serve as the operating backbone for the world's most complex sporting event, they can help any enterprise build a smarter, more adaptive, and future-ready workplace.

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 AI-fueled, intelligent modernization to your organization.

[Learn more >>](#)



¹Lenovo, [Lenovo AI Powers a World Gone Football™](#), 2026.

²Lenovo, [Work Reborn Research Series](#), 2025.