

Lenovo Powers Lenovo

Lenovo drives end-to-end revenue acceleration with generative AI

Lenovo Revenue Enablement Platform empowers sales teams with AI tools to close more deals, more quickly, and at higher values.

Lenovo has equipped Digital Workplace Solutions teams with generative AI-powered tools across four key domains: content management and personalization; training and coaching; deal pursuit and buyer engagement; real-time co-pilot indexed on Lenovo knowledge. These solutions help streamline the sales process from end to end, providing actionable performance data and accelerating deal cycles.

Smarter
technology
for all

Lenovo



Challenge: Bidding for Multi-Million-Dollar Opportunities

Selling complex IT solutions to a global customer base is highly challenging. Sales cycles are typically long, customer challenges are unique and demand highly customized responses, and Lenovo must fully enable sellers across multiple locations and in multiple languages. The key to success is maintaining momentum, which means keeping buyers interested and engaged throughout the sales cycle. This in turn depends on understanding what each buyer needs to hear at each stage and providing that highly personalized response in a timely way.

To improve its ability to understand—and, ultimately, anticipate—customer objectives, Lenovo wanted to empower its sellers with technology to help at every stage, from hyperpersonalized sales training and capability development through to highly accurate automated RFP responses. Working in partnership with innovative startup Letter AI, we set out to build a platform to streamline key processes throughout the sales cycle, promoting faster and more accurate decision-making to deliver more revenue at higher speed. The aim was to supercharge sales efforts by equipping Lenovo sellers with everything they need to win at every stage, and to enhance the experience for our customers, for a true win:win solution.

**Complex portfolio
of Digital Workplace
Solutions and Services**

**Hundreds of sellers
worldwide**

**Need to accelerate and
scale sales motions**

Challenge: Streamlining Sales Processes with AI

Lenovo Digital Workplace Solutions (DWS) offers solutions that help businesses maximize productivity and optimize costs, including a gen-AI-powered Service Desk, Cyber Resiliency as a Service, Device as a Service, and more.

Aside from the size and complexity of Lenovo's solution portfolio, key challenges for DWS included the demand for highly customized training, the need to enable sellers in real time as new customer requirements emerge, the expectation of customers for dynamic responses to RFPs, and the need to maintain momentum through the delivery of highly personalized customer experiences.

Solution: Lenovo Powers Lenovo

To move quickly on the gen AI opportunity, Lenovo teamed up with Letter AI—a vendor which is part of the Lenovo AI Innovators platform.

Lenovo created the Lenovo Revenue Enablement Platform: a collection of purpose-built generative AI solutions designed to accelerate revenue generation and streamline workflows across the sales lifecycle. The solution combines DWS-specific knowledge bases with virtual assistant technology, enabling Lenovo sales teams to ask product- and contract-related questions in natural language.



Many enterprises are moving to managed services, making DWS an ideal testbed for AI. Lenovo aimed to speed up sales by equipping stakeholders with better tools.” Hakim notes that, “Generative AI can now automate tasks once done only by humans, boosting efficiency across the sales team.”

“We aimed to launch a minimum viable product in weeks, not months, using the Letter AI platform to quickly build business logic. With the Lenovo Revenue Enablement Platform, teams access real-time DWS portfolio info, enabling sellers to answer complex questions up to 90% faster—a game-changer in customer conversations.”

Abdul Hakim

Executive Director - Digital Workplace Solutions at Lenovo

Solution: **Four Pillars** of AI Readiness



Security

- Engaged Lenovo's security office to capture security and data governance requirements.
- Selected an ISO-certified solution that met all internal infosec criteria.
- Protected sensitive RFP data by running the gen AI solution in a secure, isolated cloud instance.



People

- Articulated the potential for generative AI to save time and effort for sellers.
- Demonstrated how the new solutions would reduce manual work and augment the capabilities of sellers, helping them close more deals, faster.
- Provided clear training to get sellers quickly up and running with the new tools.



Technology

- Gained certification by Lenovo IT & InfoSec team.
- Ensured Security Operations Center 2 Type II and General Data Protection Regulation compliance.
- Integrated world-class security controls, with data encryption both at rest and in motion.
- Designed solution to scale instantly to thousands of users with 99.9% uptime guarantee.



Processes

- Worked to adapt tools and processes to meet sellers' needs.
- Shipped 50+ new features as a direct result of Lenovo team feedback.
- Provided weekly delivery sprints to ensure enhancements delivered within days.

Solution: Using AI to Customize Compelling Responses in Real Time

For Lenovo sellers, one of the first stages of the RFP process is to build pitches and presentations to highlight the value of DWS services. Within the Lenovo Revenue Enablement Platform, Lenovo now offers its teams the DWS AI Co-Pilot to speed up these activities, delivering accurate, personalized responses instantly in 14 languages.



We've created a content management and personalization solution that enables our teams to quickly find, customize, and translate materials in real time. This allows us to pursue opportunities anywhere."

Abdul Hakim

Executive Director - Digital Workplace Solutions at Lenovo

Solution: Practicing Pitches with an **AI Coach**

To help ensure polished and effective presentations to prospective customers, many sales professionals at Lenovo practice their pitches in advance. The Lenovo project team saw a chance to enhance this activity using AI.

Lenovo



“

We built a hyper-realistic AI coach where our sales teams can test their pitches ten times faster than before. Sellers select the role they are presenting to, and generative AI simulates that persona, asks questions, and provides feedback.”

Abdul Hakim

Executive Director – Digital Workplace Solutions
at Lenovo

Solution: Delivering **Rapid** **AI-Powered** **Answers to** **Customers**

The Lenovo Revenue Enablement platform offers reliable automated responses to RFPs, backed by customized 'AI sales rooms': micro-sites for direct interaction with customers, including chatbots for supplementary information.

The RFP automation feature analyzes customer documents that can be hundreds of pages long and automatically generates intelligent responses for review by sellers. This feature saves enormous amounts of manual work, cutting the time to respond by more than 90%.

Lenovo



“

We have supported about \$1B in total contract value using AI sales rooms that provide tailored content to customers which accelerates review and approval processes between sales teams and potential buyers.” One seller noted: “The client was very impressed by the site, and it changed the energy of our conversation.”

Abdul Hakim

Executive Director – Digital Workplace Solutions
at Lenovo

Result: Releasing Time for Better Focus on Customers

Following a highly successful proof of concept, Lenovo is expanding the Lenovo Revenue Enablement Platform to the entire Lenovo Solutions & Services Group (SSG).

Delivers answers to customer questions >90% faster

Supports ~\$1B in sales to date

Saves >500 hours per year for sellers

To find out how you could benefit from
Lenovo's experience and **AI-powered
solutions** to enhance your sales
process, visit **Lenovo.com**
or speak to your Lenovo contact.

All offers subject to availability. Lenovo reserves the right to alter product offerings, prices, specifications or availability at any time without notice. Lenovo is not responsible for typographic or photographic errors. Information advertised has no contractual effect. All trademarks are the property of their respective owners. For full Lenovo product, service, and warranty specifications, visit www.lenovo.com. ©2025 Lenovo Group Limited.

**Smarter
technology
for all**

Lenovo