

The Dow Chemical Company

Lenovo Case Study: The Dow Chemical Company
Country: Global
Industry: Chemical/Industrial



“We decreased each individual’s time spent migrating data by 75 percent. This reduced migration time for employees allowed us to complete this in six months using Lenovo’s innovative PCs and tools.”

- Mack Murrell, Vice President,
Information Systems,
Dow Chemical

OBJECTIVE

As a part of The Dow Chemical Company’s corporate strategy, the company needed to simplify the management of its large, complex and dispersed global PC environment for greater scalability as the company grows.

CUSTOMER PROFILE

Dow is a global leader in science and technology, providing innovative chemical, plastic and agricultural products and services to many consumer markets.

Dow chose Lenovo® to update its existing Think-branded PC solution with new notebook and desktop computers as the hardware approached the end of its lifecycle.

CHALLENGES

Dow requires a reliable and secure PC solution to allow employees to maintain productivity whether they are working onsite or remotely. The company needed to deploy its new Lenovo solution quickly and seamlessly to more than 44,000 employees working in 160 countries without disrupting customer service or day-to-day activities.

WHY LENOVO?

Dow selected Lenovo to provide PCs and help manage its refresh for several reasons:

- Lenovo’s reputation for delivering superior technologies and services, including the Think-branded line of PCs.
- The Lenovo Imaging Technology Center specializes in image management including creation, migration and deployment, and could work closely with Dow to ensure a seamless global migration within its parameters.
- Dow could customize its PC fleet with Lenovo’s ThinkVantage Technologies to minimize help-desk requests, maintain network security and a standard software image, and ensure employees have tools that are powerful, reliable and secure.

BUSINESS BENEFITS

- Using Lenovo’s System Migration Assistant tool, Dow reduced individual data migration time by 75 percent globally.¹
- Dow’s Information Systems organization remained in alignment with corporate strategy to enable the company’s success and growth through delivery of technology solutions.
- Dow decreased storage costs during the rollout through the timely delivery of PC units.

SOLUTION PROFILE:

LENOVO HARDWARE

Notebooks

ThinkPad® T60
ThinkPad® T60p

Desktops

ThinkCentre® M52
ThinkCentre® M55

THINKVANTAGE® TECHNOLOGIES

System Migration Assistant™

Simplifies user PC migration.

Integrated Fingerprint Reader with Password Manager

Offers easy and secure log-on to PC applications.

Productivity Center

Streamlines system updates and connects all Dow employees through a custom portal.

Active Protection System™

Protects the hard drive on all ThinkPad notebook PCs in case of a fall or sudden movement.

LENOVO SERVICES

The **Lenovo Imaging Technology Center**, a global team of experienced engineers, specializes in helping customers with the full breadth of image management from creation to consulting, migration and deployment worldwide.

“Lenovo has truly maintained the integrity of the Think brand.”

- Mack Murrell, Vice President, Information Systems, Dow Chemical

Dow and Lenovo Continue Think Tradition

For 10 years, Dow has provided its employees with ThinkPad notebooks and ThinkCentre desktops to support global operations, management and sales activities. In 2007, the company retired many of its aging PC assets and deployed 38,000 new Lenovo ThinkPad T60 and T60p notebooks to provide its mobile executive team, sales forces and greater employee base technology that balances performance and portability, and offers enhanced data security. Dow selected an additional 6,500 Lenovo ThinkCentre M52 and M55 desktops to enable other various in-office teams to manage large amounts of information supporting products and services, order fulfillment and other customer data.

Big Goals for a Big Deployment

Dow aimed to deploy 80 percent of the new fleet of PCs during the first three months of the project, and the remaining 20 percent over the following three months. To do so, Dow leveraged the Lenovo Imaging Technology Center to help create a customized image and conduct an enterprise-wide software pilot. This process would ensure a smooth transition and uninterrupted employee productivity when the systems were ready to ship.

ThinkVantage Technologies Simplify Fleet Migration and Manageability

Dow relied heavily on ThinkVantage Technologies to support its latest PC roll-out versus the homegrown tools it used previously. This suite of Lenovo productivity, security and self-help tools comes equipped on all ThinkPad notebooks and ThinkCentre desktops to provide users a worry-free computing experience. ThinkVantage Technologies would also enable Dow's employees to help manage their own PC migration quickly, easily and seamlessly.

Using Lenovo's System Migration Assistant, Dow employees quickly transferred their user settings and data via a simple PC-to-PC Ethernet connection. Dow and Lenovo also developed the Dow Workstation by customizing Lenovo's Productivity Center ThinkVantage Technology. Employees can access this internal Dow Web portal via a button on their PCs to connect with other Dow employees, ask questions and gather information. Employees also visit the portal to obtain new security patches and other downloads to maintain a standard corporate software image.

Achieving a Simplified Global PC Environment

For the first time, Dow used a near zero inventory-on-hand strategy to eliminate the need to store units before they shipped, as well as related warehouse costs. The company reduced the individual employee time spent migrating data during the Lenovo rollout by 75 percent. This streamlined roll-out and migration allowing Dow to meet its goal of equipping employees with new PCs within six months.¹

Lenovo PCs with ThinkVantage Technologies provide Dow's employees multiple wired and wireless connectivity options, high power and speed to multitask and layered security to prevent unauthorized access to proprietary information. These innovative technologies provide greater flexibility for employees to work productively wherever they are located.

Through its collaboration with Lenovo, Dow utilizes an advanced methodology to deploy technology to its global workforce that minimizes gaps in productivity and unnecessary costs, while increasing employee flexibility and access to information.

To learn more, visit www.Lenovo.com.

¹ Results were achieved based on several factors. Results for each company may vary.

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