

# Wesfarmers Insurance Division

Lenovo Case Study: Wesfarmers Insurance Division  
Country: Australia  
Industry: Financial Services



“Lenovo products provide us with a quality and longevity we have not experienced with past vendors. The reliability of the ThinkPad has resulted in greater adoption of laptops throughout our business, enabling our mobile workforce to maintain productivity while travelling.”

- Dwayne Lindner  
IT Strategic Delivery Manager  
Wesfarmers Insurance Division

## OBJECTIVE

Wesfarmers Insurance Division highly values environmental responsibility and sustainability. In order to support this vision Wesfarmers Insurance requires an IT partner that can provide environmentally friendly products without substituting reliability, flexibility or agility.

## CUSTOMER PROFILE

Wesfarmers opened its doors in 1919 as a rural insurer. In October 2003 the company acquired Lumley Group and formed Wesfarmers Insurance. Now based in Sydney, Wesfarmers is comprised of three general insurance underwriters, two insurance brokers and various other insurance and financial services businesses operating in Australia, New Zealand and the United Kingdom.

## CHALLENGES

With 100 locations across Australia and New Zealand, Wesfarmers Insurance demands an environmentally friendly PC solution, a standardised IT network and reliable IT products and services. Wesfarmers Insurance particularly requires its IT partner to excel in:

- Reliability of both products and services
- Ease of use
- Durability
- Portability
- System longevity

## WHY LENOVO?

Reliability and responsiveness from both its computing systems and its IT support services are essential to Wesfarmers Insurance Division. Through its partnership with Lenovo, Wesfarmers Insurance has successfully implemented a standardised PC system throughout its network of companies.

## BUSINESS BENEFITS

The stability and reliability of Lenovo hardware, along with Lenovo's integrated ThinkVantage® Technologies has also reduced Wesfarmers' total cost of ownership. As a result of the ongoing reliability of Lenovo's products Wesfarmers has also experienced:

- A more environmentally friendly PC network
- An increase in technology adoption throughout the company
- An increase in productivity through reduced maintenance time

## SOLUTION AT A GLANCE

Through its partnership with Lenovo, Wesfarmers Insurance Division has increased technology adoption throughout the company, increased general productivity through reduced maintenance time and deployed a more environmentally responsible PC network. These benefits have all contributed to a reduction in the total cost of ownership that Wesfarmers invests across its PC network.

## LENOVO HARDWARE

- ThinkCentre® M57
- ThinkPad® X Series
- ThinkPad® T Series

## THINKVANTAGE® TECHNOLOGIES

- **Rescue and Recovery®**  
Ensures one button recovery so students' projects and assignments are not lost or become corrupted.
- **Active Protection System™**  
Protects the hard drive in case of a fall or sudden movement.
- **System Migration Assistant™**  
Simplifies PC migration for staff and students.
- **Access Connections™**  
Effortlessly switches your connection to match your location, including authentication keys, proxy settings and more.

“

Wesfarmers is constantly working to minimise its impact on the environment. The environmental credentials of Lenovo's PCs are integral to Wesfarmers sustainable business practices. ”

- Terry Owen, Asset Manager, Serco Solutions

### Insuring Best Practice

Wesfarmers Insurance highly values the autonomy of each of its individual companies while still providing the benefits of being part of a larger group. With more than 3000 employees across Australia and New Zealand, Wesfarmers requires a diverse range of PC solutions to meet the individual computing needs of its dispersed workforce.

For more than eight years Lenovo (which acquired the IBM PC Division in May 2003) has provided Wesfarmers Insurance Division with a range of computing solutions tailored to the individual needs of its employees. From financial, clerical and back-office functions to mobile sales representatives who travel across Australia and New Zealand, Lenovo PCs are used in all facets of the Wesfarmers Insurance business.

According to Dwayne Lindner, IT Strategic Delivery Manager at Wesfarmers, Lenovo provides the company with both product and service consistency.

“The long-term partnership with Lenovo has helped position Wesfarmers at the head of the industry for best technology practice,” said Lindner. “The reliability of Lenovo's ThinkPad and ThinkCentre products has helped Wesfarmers minimise maintenance downtime, increasing productivity.”

### Green and Gold Computing with Lenovo

Wesfarmers current generation of Lenovo computers includes the ThinkCentre M57; the first desktop in the industry to receive a GREENGUARD® certification. The M57 has also achieved an EPEAT™ Gold rating and is one of Lenovo's most environmentally responsible desktops to date.

“The environmentally friendly credentials of Lenovo's hardware, not only the ThinkCentre M series, but also its ThinkPad X and T series' were a major element in Wesfarmers product choice,” said Lindner.

“Environmental responsibility is very important to Wesfarmers Insurance. Partnering with Lenovo, an industry leader, aligns with our commitment to build a more sustainable business.”



### An Industry Leading Partnership

Wesfarmers' partnership with Lenovo has proved to be a winning combination. With Lenovo's tailored PC solutions Wesfarmers has ensured that all its employees have a PC system which suits their individual needs. This has increased technology adoption throughout the company and helped increase staff productivity.

Lenovo's commitment to environmental responsibility in every aspect of its

business is closely aligned with Wesfarmers focus on sustainable business practices and has further cemented the partnership between these two companies.

In partnering with Lenovo, Wesfarmers is not only reducing the total cost of ownership of its PC systems; it is positioning the company as an industry leader and example of best practice technology adoption.

To learn more, visit: [www.lenovo.com.au](http://www.lenovo.com.au)

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