

The Lenovo logo is displayed in white text on a red rectangular background.

Lenovo

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**CUSTOMER
VALUE LEADER**

Maximizing the Price/Performance ROI for Customers

*RECOGNIZED FOR BEST PRACTICES IN THE
ASIA-PACIFIC AI SERVICES INDUSTRY*

F R O S T & S U L L I V A N

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Lenovo excels in many of the criteria in the AI services space.

RECOGNITION CRITERIA	
Business Impact	Customer Impact
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Pioneering Value-focused AI Services in APAC

Founded in 1984 and headquartered in Morrisville, North Carolina and Hong Kong, Lenovo redefines the boundaries of what a technology partner can achieve in the artificial intelligence (AI) services space. Across the Asia-Pacific (APAC) region, the company has evolved from a globally recognized hardware brand into a solutions-oriented powerhouse that delivers tailored AI-driven business outcomes. Lenovo builds its AI approach with a clear focus: solving real-world industry problems with measurable impact. It aligns AI deployment with industry-specific challenges and enables full-stack execution from edge to cloud, empowering enterprises to leap from experimentation to transformative production.

Lenovo leads the charge in APAC to overcome proof-of-concept (POC) fatigue, guiding organizations away from narrow, model-centric AI projects and toward value-centric outcomes. Its AI services begin with a critical question: What business problem are we solving? This shift in orientation allows Lenovo to engineer use-case-driven solutions that deliver tangible results. The company also shapes its client engagements around direct impact, providing results that improve operational resilience and profitability.

With its value-driven focus, Lenovo addresses a persistent barrier to AI adoption: the challenge of return on investment (ROI), which remains a primary concern despite a threefold increase in enterprise AI spending. Its Hybrid AI Advantage and current development of the agentic AI platform will enable rapid customization and deployment of AI agents across business environments. Features such as GenAIOps dashboards for performance monitoring and bias detection, along with modular Hybrid AI Factories, ensure technical scalability and trust.

Lenovo translates these scalable solutions into real-world impact across industries. This domain-driven strategy enables the company to develop tailored AI services that meet the specific operational requirements of various industries. In manufacturing, Lenovo deploys AI-powered visual inspection

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- Ain Sarah Aishah
Best Practices Research Analyst

systems. For example, the company partnered with Lotus Cars to implement a computer vision-based system that performs more than 200 types of inspections, increasing quality control efficiency and reducing reliance on manual checks.¹ These systems support scalable production and reduce delivery times for high-end automotive products.

In logistics, Lenovo partnered with ST Logistics in Singapore to transform warehouse operations. The introduction of automated guided vehicles, smart inventory systems, and lights-off capabilities reduces energy usage while improving operational efficiency and working conditions, demonstrating how AI and

robotics can modernize critical supply chain infrastructure.²

In customer service, Lenovo leverages AI to optimize contact center operations across 180 countries. In Malaysia and the Philippines, AI tools enhance voice analytics, language processing, and workflow automation, reducing dependency on live agents while maintaining service quality. These solutions support routing efficiency, boost self-service capabilities, and help businesses meet rising customer expectations.³ Lenovo remains unmatched among its peers in delivering a comprehensive AI portfolio that spans a broad range of industries.

Lenovo has also implemented a GenAI-powered omnichannel support system integrated with Copilot for Dynamics 365, enabling multilingual chat, real-time sentiment analysis, and automatic post-call summarization. These capabilities reduce average handling time by 20% and improve agent productivity by 15%, contributing to a 10% rise in customer satisfaction across Premier Support centers.⁴ The company’s customer support forums feature a GPT-4-powered Forum Assistant, which achieves 82% response accuracy and a 30% improvement in top satisfaction scores.⁵ The assistant provides agents with real-time translation, summarization, and intelligent response suggestions, supporting more than 2 million users in 9 languages. Lenovo’s flagship chatbots, Lena and Moli, now powered by GenAI, deliver more human-like interactions and handle multi-layered queries with greater accuracy. The company’s advanced and comprehensive GenAI deployment sets it apart from competitors in customer support delivery.

In the healthcare sector, Lenovo deploys AI models that analyze operational data in real time, helping hospitals manage resources more effectively, reduce bottlenecks, and improve patient throughput. For

¹ Frost & Sullivan’s interview with Lenovo (March 2025)

² Ibid

³ Ibid

⁴ <https://news.lenovo.com/lpl-unlocks-value-of-generative-ai-in-customer-support/>

⁵ <https://news.lenovo.com/customer-satisfaction-e-services-generative-ai/>

example, in collaboration with NVIDIA, Lenovo provides hybrid AI infrastructure that supports Artificial Intelligence System for Human Analysis (AISHA), a healthcare software development company, in training an AI model capable of analyzing full-body magnetic resonance imaging scans in just 30 minutes (more than 99% faster than traditional manual methods).⁶ This advancement accelerates preventive health check-ups by enabling quicker diagnoses and enhancing the overall patient care experience.

“Without the power of the Lenovo and NVIDIA solution, the model would simply not be able to exist. Lenovo and NVIDIA are unmatched in the field of AI.”⁷

- Dr. Juan Pablo Reyes Gonzalez, Head of AISHA

This industry-centric AI approach accelerates time-to-value by integrating domain-specific insights with agile solution delivery. Enterprises deploy Lenovo’s AI solutions faster with less complexity, embedding ROI early in the deployment life cycle rather than treating it as a deferred outcome. This focus on measurable business value, combined with the company’s comprehensive execution capabilities, positions the company as a results-driven partner and not merely a technology provider.

Frost & Sullivan recognizes Lenovo for transforming advanced AI into scalable industry-specific solutions that deliver measurable impact. With a steadfast focus on domain-driven innovation, Lenovo ensures enterprises fully leverage AI’s potential from day one, solidifying its leadership in the future of enterprise AI services.

Delivering Scalable AI Through Full-stack Execution and Strategic Ecosystems

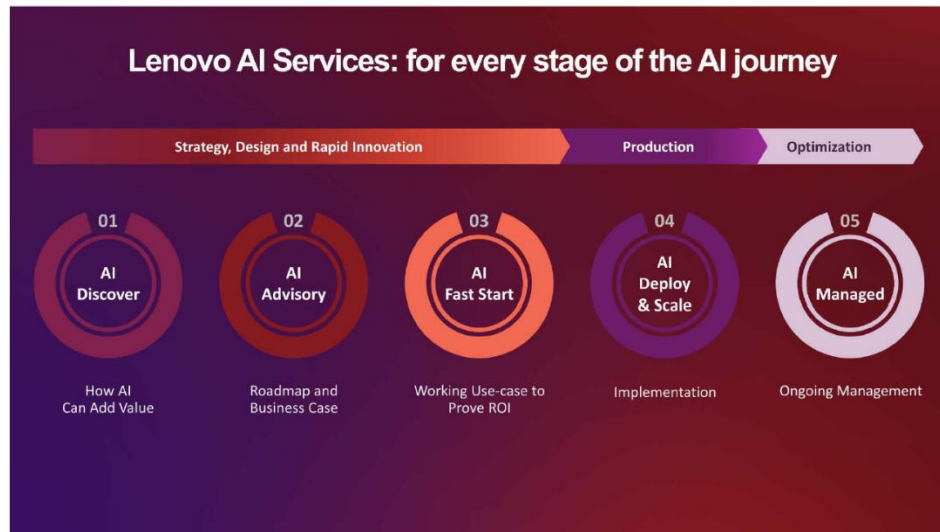
Lenovo delivers AI at scale through comprehensive full-stack capabilities. While many competitors focus on niche offerings or hardware-only solutions, the company provides seamless integration across the entire AI value chain, from edge AI for real-time decision-making to optimized cloud workloads for enterprise-wide inference. Its AI services support clients at every stage of their AI journeys through a 5-stage framework:

- **AI Discover:** Identifies high-impact areas of business value
- **AI Advisory:** Shapes strategic roadmaps and builds strong business cases
- **AI Fast Start:** Accelerates POC validation and delivers a working use case that demonstrates ROI
- **AI Deploy & Scale:** Enables full-scale deployment and scaling of AI solutions
- **AI Managed:** Ensures long-term optimization, performance tuning, and continuous improvement

This structured yet flexible model positions Lenovo as a long-term transformation partner, from initial engagement through sustained evolution.

⁶ <https://news.lenovo.com/pressroom/press-releases/lenovo-hybrid-ai-advantage-with-nvidia-boosts-business-productivity-and-efficiency-with-new-scalable-agentic-ai-solutions/>

⁷ <https://www.lenovo.com/us/en/case-studies-customer-success-stories/aisha>



Source: Lenovo

To support its edge AI strategy, Lenovo introduced the ThinkEdge SE100 in March 2025, marking a first-to-market milestone for entry-level AI inferencing servers.⁸ This compact and power-efficient platform delivers enterprise-grade AI capabilities in space-constrained and remote environments, addressing deployment challenges across the retail, healthcare, and manufacturing sectors. The SE100 reduces deployment costs by up to 47% and cuts carbon emissions by as much as 84%, aligning with sustainability goals while enabling real-time decision-making at the edge.⁹

The SE100 features a compact design, is 85% smaller than comparable models, and supports GPU-based inferencing. It also includes enhanced security measures, such as USB port disabling and disk encryption, while consuming less than 140 watts of power.¹⁰ Its integration with Lenovo's Open Cloud Automation and XClarity software simplifies deployment and management, reinforcing the company's commitment to scalable, secure, and sustainable AI infrastructure for various operational environments.

Partnerships also strengthen the company's full-stack execution. Collaborations with NVIDIA and other ecosystem partners power Lenovo's high-performance infrastructure tailored for AI workloads. The Hybrid AI Advantage, co-developed with NVIDIA, integrates Lenovo's infrastructure and AI Library with NVIDIA's software stack and accelerated computing. These enterprise-ready solutions simplify the process of turning data into actionable insights, reducing complexity, accelerating time-to-value, and realizing ROI faster. For example, manufacturers can use the Hybrid AI Advantage to deploy edge AI for quality control while running inference workloads in the cloud for predictive analytics.

Lenovo further drives co-innovation through its AI Innovators Program in APAC and globally, fostering the collaborative development of AI solutions tailored to industry and regional needs. With more than 50 leading software partners, the program gives organizations access to enterprise AI capabilities through the company's AI Discover Labs (spaces where partners validate solutions, execute proofs of concept, and

⁸ <https://news.lenovo.com/pressroom/press-releases/lenovo-unveils-first-ai-inferencing-server-compact-enough-to-bring-enterprise-level-ai-anywhere/>

⁹ Ibid

¹⁰ Ibid

accelerate deployments). The program also offers business-ready GenAI solutions that enable organizations to train models on their own data while preserving confidentiality.

“Lenovo responds to evolving enterprise demands through its AI architecture designed for hybrid environments, enabling deployment across cloud, edge, and on-premises systems based on enterprise needs. This flexibility proves important in the APAC region, where infrastructure maturity, digital readiness, and regulatory conditions vary widely across countries.”

- Kiran Kumar Vijaya Kumar
Research Director

Joint go-to-market strategies with ecosystem partners accelerate the delivery of industry-specific use cases across various sectors. Lenovo’s scalable agentic AI solutions deliver up to 8 times faster content automation and a 50% improvement in customer service efficiency.¹¹ These platforms support AI reasoning and planning, enabling rapid deployment of next-generation models across high-impact use cases. Early outcomes include a 20% reduction in response handling times, an 80% productivity gain in legal workflows, and a 45% improvement in document analysis accuracy.¹²

Powered by platforms such as NVIDIA’s Blackwell Ultra, Lenovo manages complex AI workloads across hybrid environments with real-time precision, ensuring performance and scalability.

Lenovo also invests in a proprietary AI orchestration platform that acts as a middleware layer, simplifying GenAI adoption. The system enables side-by-side comparison of large language models, supports prompt engineering experimentation, and enhances inferencing efficiency. This accelerates real-world deployment by allowing customers to tailor AI performance to their specific business scenarios.

The AI Fast Start service helps organizations rapidly implement these enterprise-tested solutions, deploying proven solutions within weeks. Integrated with NVIDIA AI Enterprise software, the agentic AI platform includes pretrained models, domain accelerators from Lenovo’s AI Library, and expert support to deliver tailored solutions, ranging from intelligent document processing to supply chain optimization. This approach closes the gap between experimentation and execution, allowing customers to realize measurable outcomes faster.

Moreover, Lenovo responds to evolving enterprise demands through its AI architecture designed for hybrid environments, enabling deployment across cloud, edge, and on-premises systems based on enterprise needs. This flexibility proves important in the APAC region, where infrastructure maturity, digital readiness, and regulatory conditions vary widely across countries. The company’s Hybrid AI Advantage framework supports diverse deployment models to ensure performance, compliance, and sustainability. Whether enabling edge-based visual inspection in manufacturing or hybrid cloud inference in healthcare, Lenovo delivers AI solutions that adapt seamlessly to local enterprise environments.

This innovation model strengthens Lenovo’s position as a transformation partner instead of a transactional vendor. Clients recognize the value of a partner that delivers immediate impact while

¹¹ <https://news.lenovo.com/pressroom/press-releases/lenovo-hybrid-ai-advantage-with-nvidia-boosts-business-productivity-and-efficiency-with-new-scalable-agentic-ai-solutions/>

¹² Ibid

supporting long-term evolution. The company's relationship-based approach encourages loyalty, re-engagement, and continuous transformation across various functions and industries.

Frost & Sullivan commends Lenovo's full-stack AI capabilities, architectural agility, and partnerships, acknowledging the company as a leader in the APAC region. Through outcome-driven execution and continuous innovation, Lenovo delivers AI services that drive immediate impact and future readiness. Whether powering edge AI in smart factories or hybrid cloud intelligence in healthcare systems, the company enables enterprises to turn AI into a scalable and sustainable competitive advantage.

Driving Enterprise AI Through Ethics, Collaboration, and Regional Expertise

As AI adoption accelerates, Lenovo proactively integrates ethical considerations into every stage of solution development. It regards responsible AI as a fundamental rather than an afterthought. The company emphasizes responsible AI through a principles-based framework built on 6 foundational pillars: Diversity & Inclusion, Privacy & Security, Accountability & Reliability, Explainability, Transparency, and Environmental & Social Impact. These pillars are defined by the Lenovo Responsible AI Committee, a 20-member internal governance body comprising individuals from various backgrounds. All internal and external AI projects undergo validation by the committee before being operationalized or brought to the market. In addition, the company's AI Executive Committee (comprising senior leaders across business groups) meets regularly to assess AI use cases, review ethical considerations, and define risk mitigation strategies. This dual-governance structure reinforces Lenovo's commitment to responsible innovation at scale.

The responsible AI framework guides the full life cycle of Lenovo's AI solutions, from development and deployment to auditing and stakeholder transparency. It includes practical mechanisms, such as bias mitigation across demographic groups, cybersecurity auditing, stress testing for reliability, model explainability, and environmental sustainability assessments. For interactive AI applications, the company ensures users understand they are interacting with a digital agent and enables traceability of model decisions and data lineage.

Furthermore, Lenovo's AI services demonstrate a strong commitment to localized execution. The company leverages R&D, partnerships, and proven methodologies to deploy AI in ways that respect regional complexity. Across APAC, the company customizes deployments based on regional AI maturity, infrastructure readiness, and sector-specific demand—from manufacturing in Japan to customer service in Malaysia. On-the-ground teams conduct hands-on workshops and co-creation sessions with clients to define use cases, ensure governance alignment, and streamline adoption within complex regulatory environments. While most competitors often rely on centralized partnerships or model customization to localize AI, Lenovo differentiates itself by combining these strengths with direct engagement through dedicated teams. This capability allows the company to deliver AI that remains effective while aligning with the business, legal, and cultural contexts of each market.

The company powers this strategy through an AI-trained workforce of more than 600 engineers, bringing expertise across more than 1,400 skill sets, including AI application, AI development and AI governance.

With 400+ certifications with partners such as Microsoft, AWS and Skillsoft, Lenovo ensures its teams deliver enterprise-grade AI with consistent quality and rapid onboarding.¹³

Lenovo also collaborates with enterprises to co-develop AI roadmaps, improve in-house capabilities, and build sustainable deployment strategies. With these engagements, the company helps APAC clients transition from vendor dependency to self-sufficient AI maturity. This model creates a growing ecosystem of empowered enterprises capable of sustaining AI innovation past initial deployments.

With its strong focus on scaling AI-driven services, Lenovo's AI strategy drives consistent business performance. In fiscal year 2024/25, the company reported a 21% year-over-year revenue increase to \$69.1 billion, recording the Group's second-highest annual revenue in its history.¹⁴ Its sharpened focus on hybrid AI accelerated gains across its service portfolio. Looking ahead, Lenovo's continued investment in agentic AI, foundational AI platforms, and hybrid infrastructure (along with its global partnerships and resilient supply chain) positions the company to sustain leadership in AI innovation and value creation across the APAC region.

Frost & Sullivan applauds Lenovo's integration of responsible AI principles with localized execution and collaborative engagement models. The company builds trust, accelerates adoption, and enables sustained enterprise transformation through its alignment with stakeholder values, delivery of measurable outcomes, and commitment to scaling innovation responsibly. This approach cements Lenovo's position as a trusted and forward-looking AI leader in the APAC region.

Conclusion

Lenovo's AI services strategy showcases a bold, forward-looking vision rooted in real-world impact and measurable value. The company integrates full-stack AI capabilities with industry-specific use cases and a commitment to responsible innovation to help enterprises across APAC drive confident transformation. Its ability to deliver rapid ROI while scaling innovation positions it as a results-driven partner. Lenovo demonstrates execution strength through measurable improvements in customer experience, operational efficiency, and productivity. With continued investments in GenAI, hybrid infrastructure, and ecosystem co-innovation, the company strengthens its readiness to shape the next era of enterprise AI. Its ethical, localized, and human-centric approach enhances brand trust and adoption across diverse markets. Whether enabling smarter support, powering edge inferencing, or advancing sustainable AI, Lenovo delivers outcomes that align with business priorities. In a market defined by performance and purpose, the company represents the future of intelligent, responsible, and scalable AI services.

With its strong overall performance, Lenovo earns Frost & Sullivan's 2025 Asia-Pacific Customer Value Leadership Recognition in the AI services industry.

¹³ Frost & Sullivan's interview with Lenovo (March 2025)

¹⁴ <https://news.lenovo.com/pressroom/press-releases/fy-2024-25/>

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Customer Value Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

