

LENOVO'S RENEWALS LED GROWTH (RLG) STRATEGY

15X subscription revenue growth in the first 18 months

Largest Sale: 99,357 units

New Markets: 22 Countries

Partners: 20,000+

Lenovo™

OBJECTIVES

With approx. 55 million client system serial numbers nearing expiry in FY23, Lenovo seized a prime opportunity to engage these customers to provide them with options. With manual methods off the table due to the sheer volume, automation was essential. Their goal: to offer a seamless digital buying experience, catering to evolving customer needs and unlocking fresh revenue avenues.

SOLUTION

Lenovo leveraged the Renewtrak platform to transform its approach:

- Moved from a complex renewal path in FY21 to an intuitive and seamless renewal system in FY22.
- Automated the buying process, enabling customers to easily renew or update their hardware based on its expiration.
- Collaborated with partners and harnessed AI for data-driven insights, personalizing the renewal process, and enhancing customer experience.
- Utilized the renewal opportunity to provide expansion opportunities based on customer needs.

BENEFITS

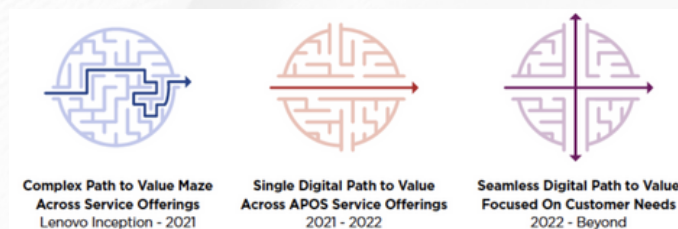
- Expansion from a pilot to 22 countries within a year.
- 15X subscription revenue growth in the first 18 months
- Conversion rates boosted by 42% since the program's initiation.

AT A GLANCE CHALLENGES

- Original digital renewal experience required customer-sales rep interaction required on every upsell/cross sell option presented to customers.
- Balancing the alignment of business units and prioritizing appropriately

BENEFITS

- **15X subscription revenue growth** in the first 18 months
- Rapid expansion across countries.
- Exceeded revenue goals and boosted conversion rates.
- Simplified, automated, and personalized customer renewal experience.
- Strengthened partnerships and data-driven customer insights.



GLEN EDINGTON

Director of after point of sales services

"We set out to provide end to end solution partners about opportunities 90 days prior to expiry including upsell or cross-sell quotes. We couldn't have done it alone and worked collaboratively with our partners to address their specific requirements.

Our goal is to make it as simple as possible for our end users and partners because smarter renewals is a win for Lenovo, our partners and our customers. I would like to thank Renewtrak for helping us solve our renewals opportunity"