



STUDENT BRIEF

DESIGN LENOVO'S UK STRATEGY FOR THE PC+ ERA

Lenovo

Summary

Lenovo makes PCs and Thinkbranded devices, and now a big part of our work is packaging devices with cloud, security and services. I'm asking you to help shape a UK "PC+" strategy that goes beyond selling laptops on their own. You'll look at what UK customers actually want in devicepluscloud bundles, what rivals are offering, what rules apply here, and where Lenovo can stand out. You'll finish with a short strategy deck and a twopage summary we could test with customers over the next year.

KEY WORDS

PCs, device-as-a-service, PCaaS, cloud infrastructure, Microsoft 365, Azure, AWS, AI PCs, Copilot+, managed services, subscription pricing, UK procurement, PEST, SWOT, competitor analysis, benchmarking, market research, roadmap, KPIs, sustainability, EPEAT, TCO, ISO 27001, Cyber Essentials, data residency

INDUSTRY

Digital, IT and Computing, Cloud Services, Managed Services

FOCUS

- UK buyer needs for device + cloud bundles
- Competitor offers and pricing patterns
- Partnerships and vertical routes to market
- UK rules: security, data, sustainability
- A simple business model and rollout plan

Brief

I work in Lenovo's UK Solutions & Services team. Week to week I'm asked one thing: how do we sell more than "a laptop", and package devices with cloud, security and support in a way UK firms actually want to buy?

Two things set the scene. Ofcom's 2023 cloud market study says AWS and Microsoft together hold roughly 60–70% of UK cloud infrastructure services, so customers expect offers that work cleanly with those platforms. And Gartner has forecast strong growth in public cloud spending in 2024, which pushes buyers toward subscription models with clear pricing, security and lifecycle services. At





the same time, everyone is talking about AI PCs. You'll see Microsoft promoting Copilot+ PCs, and Lenovo has launched models like the Yoga Slim 7x and ThinkPad T14s Gen 6 with ondevice NPUs.

I need a concise, UKfocused PC+ strategy we can sanitycheck with SMB and midmarket customers, and with public sector buyers who buy through Crown Commercial Service frameworks.

Your tasks

1) Market scan and PEST (UK): From public sources (e.g., Ofcom/CMA cloud study, Gartner/IDC/Canalys summaries, UK government procurement guidance), outline what UK SMBs and midmarket firms value in devicepluscloud bundles: total cost, finance terms, security (e.g., Cyber Essentials, ISO 27001 expectations), data residency under UK GDPR, sustainability (EPEAT/TCO, CO2 reporting), accessibility. Produce a onepage PEST tailored to Lenovo UK.

2) Competitor benchmark: Review HP (HP DaaS, Wolf Security), Dell (APEX PCasaService, ProSupport), Apple (Business Essentials, financing), Microsoft (Surface via partners, Microsoft 365/Intune, Copilot), plus one servicesled peer in the UK (e.g., Softcat or Computacenter). Capture visible pricing/bundling from public pages and channel partners. Build a table with 6–8 rows (device range, service tiers/SLAs, refresh cycle, security features, AIPC pitch, sustainability addons, finance terms, UK availability).

3) Lenovo UK SWOT: Using only public information (ThinkShield, TruScale, DaaS, CO2 Offset Service, UK channel/reseller footprint, Copilot+ PCs), set out strengths, weaknesses, opportunities and threats in the UK context.

4) Recommendations and one business model: Give 3–5 prioritised moves for the next 12–18 months (e.g., sector bundles for education or local government; Azure/AWS aligned packages; Alenabled fleet management; securityhardened builds with certified claims). For one, draft a simple business model: target segment, value proposition, core assumptions, a pricing approach (per device per month with tiers), success metrics (adoption, NPS, attach rate, refresh cycle), a 12–18 month roadmap and key risks with mitigations.

5) Evidence and output: Create a 10–12 slide deck plus a twopage executive summary (PDF). Cite at least 2–3 public sources in the slides and add a references slide or footnotes. If you use AI to summarise or cluster reviews, note where and how you checked results against the original sources.

A strong piece is concise, UKspecific, and backs claims with sources or transparent assumptions. Thanks — I'll be reading this with a couple of colleagues in our UK team.

