

Technology

# Delivering remote expertise through assisted reality applications worldwide

## AMA

Lenovo's CrossWave OEM program is helping AMA provide XpertEye remote assistance to a global customer base. Running on Lenovo ThinkPhone by Motorola, Lenovo Tab P11 devices, and all Lenovo laptops, XpertEye enables remote employees to collaborate in rich and innovative ways.



Lenovo

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## Who is AMA?

AMA is a global provider of powerful productivity applications, designed for the connected frontline workforce. AMA uses cutting-edge technologies such as assisted Reality (aR) and Artificial Intelligence (AI) to enable remote support and digitized work instructions and inspections, transforming how organizations operate. AMA's XpertEye suite of secure applications empowers their customers to improve productivity, speed up resolution time, retain knowledge, and reduce their carbon footprint. AMA is committed to promoting sustainability, diversity, inclusion, and ethical business practices while driving innovation in AI-powered collaboration solutions.

XpertEye has been deployed by more than 300 medical institutions and industrial organizations, (including Alstom, MilliporeSigma, Boehringer Ingelheim, KPMG, Michelin, Air Liquide, AkzoNobel, Konica Minolta, Ceva, Sodexo, Stryker, Corcym) for use cases such as remote assistance, audit and inspection, customer service, training, and eHealth.



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## The Challenge

The world is in the grip of a skills crisis. Companies are competing for a smaller pool of talent, and both tools and education are failing to keep pace with the digitization of industry. So, how useful would it be to give your remote teams lightning-fast access to expertise and technical skills in any location?

Recognizing that conventional telepresence solutions are costly and fall short when it comes to enabling remote collaboration, AMA created XpertEye, which provides live audio and visual assistance from a remote specialist via any connected device. This OEM solution combines XpertEye software with Lenovo ThinkPhone to provide instant support, fix problems remotely, or mentor a team of less experienced staff. With the latest augmented reality (AR)-capable smartphones, companies can also use XpertEye to overlay information and guidance to help remote staff execute physical tasks.

To bring its solution to the next level, AMA sought a global hardware and distribution partner.

# Opening up to new opportunities

Having led the remote assistance market and matured its solution over nearly ten years, AMA wanted to ensure that XpertEye was ready for further rapid growth in demand. From its origins as a pioneer of software provider for smart glasses, AMA has grown into a multi-device, multi-platform company.

Thomas Waendendries, VP Sales and Marketing at AMA, says: “Our assisted reality application had reached the point where we needed to scale up and open up to new use cases beyond smart glasses. We wanted a partner capable of providing a target smartphone that we could bundle with our software, integrating it directly in the factory and selling as a solution in the same way and at the same price anywhere in the world.”



**Thomas Waendendries**  
VP Sales and Marketing, AMA



“With our existing team of 100 people, we have done a great job of winning major clients in more than 100 countries. But there are limits to scaling the business in this way. To take things to the next level, we needed to partner with a global player capable of helping us expand into new markets.”

# True turnkey solution

AMA chose to partner with Lenovo OEM, signing up for the CrossWave OEM program, with Lenovo ThinkPhone by Motorola as its reference smartphone. Within CrossWave, AMA has bundled its XpertEye solution with ThinkPhone to create a turnkey solution available through the global Lenovo ecosystem. Orders are fulfilled by Lenovo's global distribution partners, ensuring rapid delivery and practically unlimited scale.

“Our solution is listed under a single SKU, and our software is distributed as an APK for Android,” says Waendendries. “The applications are installed in the factory, so when the customer's end-users activate the ThinkPhone, they are ready to use.”

## Hardware

Lenovo ThinkPhone by Motorola  
Lenovo Tab P11  
Lenovo laptops  
RealWear Navigator 520  
RealWear Navigator Z1

## Software

XpertEye assisted reality

## Services

Lenovo CrossWave OEM program



## **Global scale, cross-device support**

Today, 90% of AMA's turnover is through direct sales, but the company anticipates that joining CrossWave will significantly increase its indirect sales. "We are now connected with the global ecosystem of Lenovo integrators and distributors in the 180 markets that Lenovo serves, and it's very easy for organizations to order large numbers of our turnkey XpertEye devices in all of their global locations," says Waendendries.

In addition to the turnkey package on ThinkPhone, AMA provides XpertEye as an Android app for Lenovo Tab P11 tablet devices, and through any standard web browser on Lenovo laptops. Customers can choose to run back-end server components on-premises or as a SaaS solution on Azure. This cloud presence also opens up opportunities to integrate XpertEye with third-party AI solutions.

"We're delighted to be able to bring our advanced assisted reality solution to customers through our new partnership with Lenovo OEM," says Waendendries. "User experience is a critical success factor, and the outstanding performance of ThinkPhone means that we can offer a smooth and responsive application."



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“With five years of vendor support, Lenovo ThinkPhone gives our customers the reassurance of ongoing security updates, as well as a guarantee of the durability and longevity of the solution. As a B Corporation, AMA also values this long-term support to extend the useful life of devices and minimize e-waste.”

**Thomas Waendendries**  
VP Sales and Marketing, AMA



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## Results

Through its Lenovo OEM partnership, AMA will be able to bring its XpertEye application in a consistent, reliable package to even more global customers. Running on high-performance, efficient, and user-friendly Lenovo devices, the application will help organizations worldwide to empower remote staff through innovative interaction and collaboration.

XpertEye offers features such as screen sharing, not available on Android as standard, and the ability to attach external cameras via WiFi or USB. In industrial and medical scenarios, this means that remote workers can use devices such as PTZ (pan-tilt-zoom) cameras, microscopes, and endoscopes to deliver live video to experts in a central location.



True global reach through Lenovo's worldwide sales structures



Rapid, high-quality delivery of ready-to-use assisted reality applications thanks to Lenovo OEM

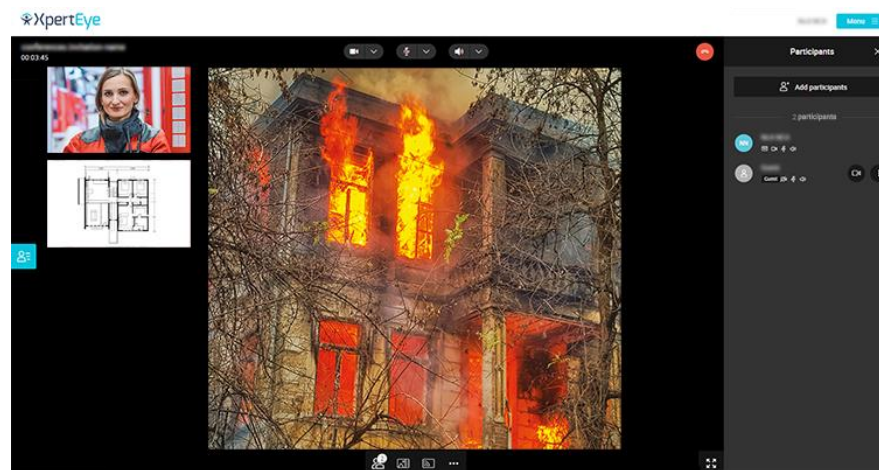


Enables field employees to benefit from central expertise and assistance

# Growth without limitations

From the commercial perspective, AMA's choice of Lenovo as its global go-to-market partner for XpertEye offers many benefits. These include a formal program for integrating applications within the ecosystem and a dynamic OEM approach that is well suited to B2B sales.

“With Lenovo OEM as our partner, we are ready to scale up our business and create new opportunities for our customers in areas such as AI,” says Waendendries. “This partnership has taken the brakes off our distribution, giving us the power to act at the scale of Lenovo's global ecosystem and the ability to benefit from Lenovo's brand strength.”

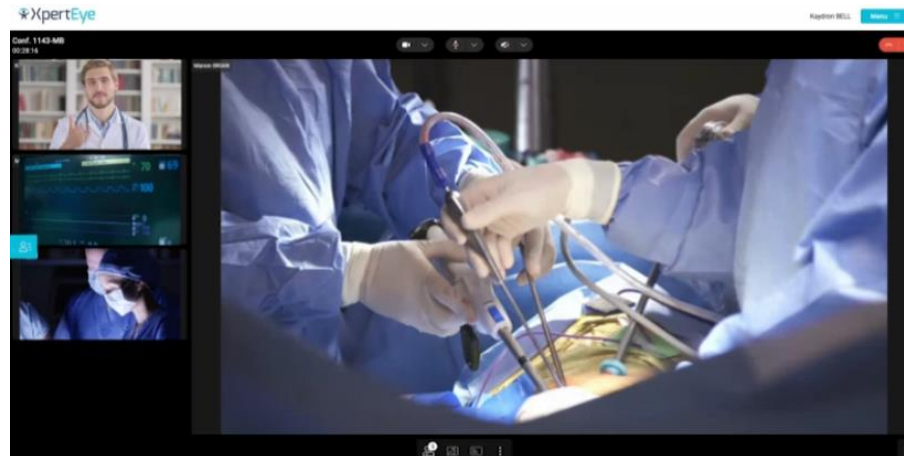


Use case: XpertEye can help in search and rescue operations

## Bringing XpertEye to global markets

The use cases for AMA's assisted reality applications are virtually unlimited. In the eHealth domain, XpertEye enables the timely and flexible delivery of care to patients wherever they may be. In addition to improving the efficiency of healthcare delivery, while reducing costs and carbon footprint, the solution enables field workers to get a second opinion or to tap into the expertise of other employees.

In industrial settings, companies use XpertEye to accelerate on-site fieldwork in audits. Instead of dispatching staff to factories and warehouses, audit partners can provide XpertEye applications that empower local staff to work with the remote auditor in real-time. This cuts travel costs, enhances productivity, and improves the accuracy of audits. XpertEye is also being used by manufacturers, utilities, and oil and gas companies to bridge skills gaps, accelerate training and help ensure best safety practices.



Use case: XpertEye can help share surgical expertise



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“Our applications often involve proof-of-concept exercises and pilot phases. Once those are complete, our customers expect us to respond quickly with mass deployments of hundreds or thousands of devices. The advantage of working as an OEM partner with Lenovo is that we can now say: if you want this in all your factories globally, we have a single channel and a single price.”

**Thomas Waendendries**

VP Sales and Marketing, AMA



# Why **Lenovo**?

AMA has big ambitions and a truly global strategy—making it vital to partner with a company with a similar outlook.

“Working with Lenovo OEM gives us access to larger clients and sectors where we currently have only a limited presence,” says Waendendries. “We are now visible in the global Lenovo ecosystem, and we have a truly standardized global offer running seamlessly across best-in-class Lenovo smartphones, tablets, and laptops. We wanted this single brand and single tariff concept because this is what our international clients expect.”



# How can technology companies rapidly scale up their offer?

By joining the Lenovo CrossWave OEM program, and deploying to Lenovo ThinkPhone by Motorola, AMA is bringing its XpertEye assisted reality solution to a bigger marketplace.

[Explore Lenovo ThinkPhone](#)