

Cross-Industry

# Transforming tech procurement to grow a more sustainable business

KALLA

With Lenovo TruScale Device as a Service, Indonesia's KALLA reduces the total cost of operation and environmental impact of its IT.

Lenovo  
**TruScale**



Lenovo

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## Who is KALLA?

Established in 1952 in the city of Makassar, KALLA is one of Indonesia's largest business groups. Its operations span more than 15 different sectors, including automotive, construction, energy, logistics, manufacturing, and real estate.

In everything it does, KALLA strives to lead with purpose. By the group's 100th anniversary in 2052, KALLA aims to be in the top of the Asia Pacific Fortune 1000, shaping a truly sustainable business along the way.

The logo for KALLA features the word "KALLA" in a bold, green, sans-serif font. The letter "K" is stylized with a yellow and orange gradient, while the remaining letters "ALLA" are a solid green color.

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# The Challenge

For a group with operations as diverse as KALLA, technology is the linchpin that keeps work flowing. No matter their sector or location, teams at KALLA count on reliable, responsive IT systems to support day-to-day tasks.

Previously, KALLA relied on a traditional procurement model to source hardware. But as the group set increasingly ambitious targets—to grow the business and reduce its environmental impact—KALLA recognized that its existing approach to IT procurement had fallen out of alignment with its broader business strategy.

When the time came to make a major IT refresh, KALLA seized the opportunity to find a more flexible and sustainable way of sourcing the technology it needed.

A large, stylized white quotation mark icon consisting of two facing single quotes.

“We could see how purchasing hardware outright was starting to hold our business back. Beyond being a big cost center, it was incredibly time-consuming to make sure we were sourcing the right equipment for each team—not to mention deploying, maintaining, and disposing of it all properly.”

**Disa R. Novianty**

People & Culture Director, KALLA

# Rewriting the procurement playbook

KALLA turned to trusted tech partner ELEXTRA KOMPUTER for help planning its next steps. A Lenovo Platinum Partner, ELEXTRA leverages the Lenovo 360 for TruScale go-to-market framework to provide customers with best-in-class solutions through a flexible delivery model, expanding its offering and growing revenues. Disa R. Novianty, People & Culture Director at KALLA, comments: “We have a long partnership with ELEXTRA, and the team has served our needs very well over the years.”

ELEXTRA connected KALLA with Lenovo, who mapped out a comprehensive plan for transforming IT procurement built around Lenovo TruScale Device as a Service (DaaS), part of Lenovo Digital Workplace Solutions (DWS). With TruScale DaaS, KALLA gains access to a wide range of hardware options, complemented by proven security, sustainability and support services. KALLA can now also make use of the many managed services that are a part of Lenovo DWS.

## Services


Lenovo TruScale Device as a Service  
Lenovo Premier Support Plus

## Hardware

Lenovo ThinkPad E14 Gen 4  
Lenovo ThinkPad E14 Gen 5  
Lenovo ThinkPad T14 Gen 3  
Lenovo ThinkPad T14 Gen 5  
Lenovo ThinkPad X1 Yoga Gen 8  
Lenovo ThinkCentre Neo 50a 24” Gen 5  
Lenovo ThinkCentre Neo 50t Gen 3 Tower  
Lenovo ThinkVision S22e-20 21.5” FHD Monitor

## Software

Blanco



As a Lenovo Platinum Partner, ELEXTRA designs Lenovo solutions tailored to the unique needs of its customers. The company used its expert knowledge of the Lenovo portfolio to determine the right TruScale DaaS offering for KALLA, which includes Lenovo ThinkPad E14, T14, and X1 laptops, ThinkCentre Neo desktops, and ThinkVision monitors.

Pak Wandy, Managing Director at ELEXTRA, says: “By taking advantage of the Lenovo 360 for TruScale go-to-market framework, we can offer our customers a wide range of devices and services in a flexible subscription model with a fixed monthly fee.”

For KALLA, the add-on services include Lenovo Premier Support Plus as well as ELEXTRA’s configuration and deployment services, Blancco data erasure software, maintenance services, and warranty services.

ELEXTRA worked with local leasing partner Rentalworks—part of the Lenovo Global Financial Services (LGFS) ecosystem—to put together an attractive financing plan for the TruScale DaaS solution. A flexible, usage-based payment structure not only removes traditional financial constraints but also gives KALLA the freedom to pay for the devices over time, giving the company greater control over its IT budget and lifecycle. “Everything from design to the financial discussions to deployment went very smoothly,” says Disa R. Novianty. “We felt in very safe hands with ELEXTRA and Rentalworks.”

# **Proven** **technology,** **security, and** **support**

KALLA has already rolled out hundreds of Lenovo laptops and desktops to its employees, and plans to keep deploying more across the business. Lenovo DWS are engineered with sustainability and innovation in mind throughout their lifecycle—from low CO<sub>2</sub> manufacturing and shipping, recycled packaging, and energy-efficient features.

As well as access to the latest hardware, KALLA also benefits from expert Lenovo support, along with comprehensive security and end-of-life data erasure services through a bundled Blancco software solution. The group can rest assured that devices and data remain secure, and that any issues are resolved quickly.



**“With TruScale DaaS, we can achieve efficiency savings of 5.4% compared to purchasing. We have also reduced device repair time to around 24 hours, whereas previously it could take several days.”**

**Disa R. Novianty**

People & Culture Director, KALLA

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## Results

With Lenovo TruScale DaaS, KALLA has broken out of costly refresh cycles. The new approach delivers total cost savings of 10-12%.

Shifting IT budget from capital expenditure to a consumption-based service model puts KALLA in a much stronger position financially, and the group considers the TruScale DaaS model to be a key driver of future growth.

- ✓ 10-12% lower costs
- ✓ 24 hours to repair devices, down from days
- ✓ Secure, sustainable device operation





“TruScale DaaS is the complete package. It gives our business a more predictable payment model, enhances the employee experience with the latest digital workplace solutions, and fulfills our need for more sustainable IT, which aligns perfectly with our ESG goals.”

**Disa R. Novianty**

People & Culture Director, KALLA

# Why **Lenovo**?

Close collaboration with teams across Lenovo, ELEXTA, and KALLA was the secret to success. Not only did Lenovo bring a services model that aligned with KALLA's business and sustainability goals, it brought together the right people to ensure the best fit for the group.

Disa R. Novianty says: "From the offset, Lenovo was committed to understanding our challenges and helping us shape a solution that met our needs. The team flew out to our headquarters for multiple presentations and face-to-face meetings. We've also had a great experience with Lenovo's deployment and support teams."





**Partner perspective:  
ELEXTRA KOMPUTER**



“The Lenovo 360 for TruScale go-to-market framework helps us to meet growing demand from customers for consumption-based IT.”

**Pak Wandy**

Managing Director, ELEXTRA KOMPUTER



# How do you make IT procurement more sustainable?

KALLA cuts the cost and environmental impact of sourcing hardware with Lenovo TruScale DaaS.

[Explore Lenovo TruScale DaaS](#)

Lenovo  
**TruScale**