



Lenovo  
**TruScale**

Financial Markets

# Empowering employees to deliver **customer service excellence**

Wesleyan

With Lenovo TruScale Device as a Service (DaaS), Wesleyan can equip every employee with the digital tools they need to deliver outstanding customer experiences, while slashing the time, effort, and cost of managing its IT estate.

**Lenovo**

1

## Who is Wesleyan?

Founded in 1841 and headquartered in Birmingham, England, Wesleyan has been helping people to secure their financial futures for more than 180 years. Today, the company specializes in supporting professionals such as doctors, dentists, and teachers to achieve their financial goals: from graduation to retirement and beyond.

**WESLEYAN**

2

## The Challenge

Wesleyan's mission is to offer tailored financial advice to some of society's most trusted professions. To ensure it can provide timely advice to each customer, Wesleyan employs hundreds of dedicated financial advisors across the UK. The customer journey typically begins with a meeting with an advisor—either face-to-face or via video call—to help understand the customer's specific financial situation and long-term goals.

With financial advisors working both in the Birmingham head office and in external locations, technology plays a key role in delivering outstanding customer service. To streamline the customer experience, Wesleyan aims to ensure that financial advisors can always access the digital tools they need to serve customers effectively—especially during the all-important first meeting.

However, Wesleyan's legacy device situation was difficult to manage. There were approximately 1,400 laptops and desktops of different makes and models in use across the business, running different versions of Microsoft Windows. Many devices were approaching end-of-support and end-of-life, causing lifecycle management and information security headaches for the IT team.

Nik Thompson, Technology Service Operations Manager at Wesleyan, says: “We often made technology procurement decisions in a reactive way. That led to issues with storage, with costs, and trying to maintain aged and out-of-support equipment. Employees began struggling with sluggish application performance, and many of our financial advisors reported that it was starting to impact their work.”

Wesleyan decided to refresh and transform the entire IT estate, enabling it to standardize on the Microsoft Windows 10 operating system and eliminate the information security risks of being on an unsupported platform. At the same time, switching to modern devices promised a significant boost in productivity, compute performance, and storage capacity, making it easier for employees to access key tools such as video conferencing and financial planning software. Wesleyan looked for a partner to help it realize its vision.

“Our financial advisors work closely with customers and members to deliver positive outcomes. As a business, we want to provide our experts with the tools and technology to provide outstanding customer service.”

**Nik Thompson**

Technology Service Operations Manager, Wesleyan

# Transforming procurement with **TruScale DaaS**

After evaluating services from several vendors, the company selected Lenovo TruScale Device as a Service—a component of Lenovo Digital Workplace Solutions (DWS). By taking a fully managed, subscription-based approach, Wesleyan rapidly replaced its aging IT estate with modern, future-ready devices—all pre-configured, delivered, and managed by Lenovo.

Through a series of deep-dive workshops, Lenovo identified Wesleyan's key objectives and architected a transformation plan. Despite the severe business disruption of the pandemic, Lenovo helped the company to achieve a smooth transition to the TruScale DaaS model, which will cover devices for all 1,400 employees across the company.

## Services

- Lenovo TruScale Device as a Service
- Lenovo Asset Recovery Services
- Lenovo Sustainability Services
- Lenovo Premier Support

## Hardware

- Lenovo ThinkPad X13 Gen 2
- Lenovo ThinkPad X13 Gen 4
- Lenovo ThinkPad X390 Yoga

## Software

- Microsoft Windows 10

## **Streamlining the entire lifecycle**

Initially, Wesleyan planned to implement a mixture of Lenovo ThinkStations and ThinkPads. Pre-pandemic, most employees worked from the Birmingham head office, so the company planned to roll out desktop solutions to contact center and helpdesk staff, along with laptops for financial advisors. Like many businesses, Wesleyan was forced to make a sudden shift to remote working in response to COVID-19. The flexibility of TruScale DaaS enabled the company to change direction very quickly. With Lenovo's support, Wesleyan switched to a device mix that favored laptops over desktops and completed the amended rollout on schedule.

Today, Lenovo distributes Lenovo ThinkPads directly to Wesleyan employees. If an employee encounters a technical issue, they can contact Lenovo Premier Support directly 24x7x365, benefitting from a single point of contact for end-to-end case and escalation management.

A truly end-to-end solution, TruScale DaaS manages each device throughout its lifecycle, including professional data-erasure services by Lenovo Asset Recovery Services to protect sensitive data. This includes the collection of each device at the end of the contract lifecycle, dramatically reducing administrative requirements for the Wesleyan IT team. Where appropriate, devices are rebuilt and reimaged for use by Wesleyan staff, while the rest are securely and responsibly disposed of, resold, or recycled. "Working with Lenovo with its comprehensive suite of sustainability services has ensured our objectives have been meticulously addressed," says Thompson. "The Lenovo team have helped us take a more joined up approach to our sustainability goals so that sustainability is embedded at every stage of the IT lifecycle."

“

“With the flexibility and support of Lenovo, we were able to adapt very quickly to changing circumstances during the pandemic. It was particularly impressive at a time when Lenovo was receiving similar demands from many other organizations.”

**Nik Thompson**

Technology Service Operations Manager, Wesleyan

3

## Results

With TruScale DaaS, Wesleyan successfully refreshed its IT estate on time and within budget. The new devices help to ensure that employees—from financial advisors to contact center and helpdesk staff—can rapidly access the tools and information they need to deliver high-quality customer experiences.

TruScale DaaS and DWS makes life easier for Wesleyan's IT team, too. By partnering with Lenovo, Wesleyan gains a single vendor and single point of support, enabling more effective management of its IT estate. With the new approach, the company gets far greater flexibility, efficiency, and cost-effectiveness.



Empowers employees to maximize productivity



Frees up IT resources with Lenovo services and support



Cuts capital costs with flexible payment options



“

“Lenovo TruScale DaaS has given us breathing space to plan our future IT strategy, safe in the knowledge we are working with a trusted partner.”

**Nik Thompson**

Technology Service Operations Manager, Wesleyan

# Why **Lenovo**?

For Wesleyan, TruScale DaaS and DWS presented the most compelling business case. By moving its IT spending to a subscription model, Wesleyan is reaping the benefits of highly predictable months costs. The new approach is contributing to more accurate budgeting and forecasting, helping the company's IT team to plan more effectively for future requirements.

Looking ahead, Wesleyan is exploring ways to further enhance its IT and support its ongoing transformation. For example, the company is planning to move all devices to Windows 11 in the coming months to take advantage of the latest security features. And Wesleyan is working closely with Lenovo Sustainability Services to extend the life of its assets and reduce waste. "The Lenovo team has helped us take a more joined-up approach, with sustainability embedded at every stage of the IT lifecycle," confirms Thompson.



# How can businesses eliminate the cost and risk of outdated tech?

Wesleyan equips every employee with modern, secure desktops and notebooks with TruScale DaaS.

[Explore Lenovo TruScale Device as a Service](#)

Lenovo  
**TruScale**