



*lenovo*



How to Increase Your Profits by 300%

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# How to Increase Your Profits by 300%

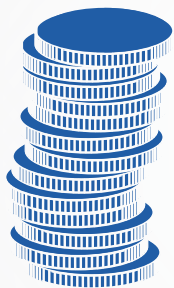
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Between 2006 and 2011, global IT and electronics giant **lenovo** increased its profits by 300%.

The company's revenue **increased from \$13 billion to \$30 billion** over that five year period and it achieved infrastructure cost savings of around \$200 million a year. At this year's FocusConnect event, representatives from Lenovo will be explaining how partnering with **JDA** helped to achieve these astonishing figures.

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2007



\$13  
BILLION

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2012

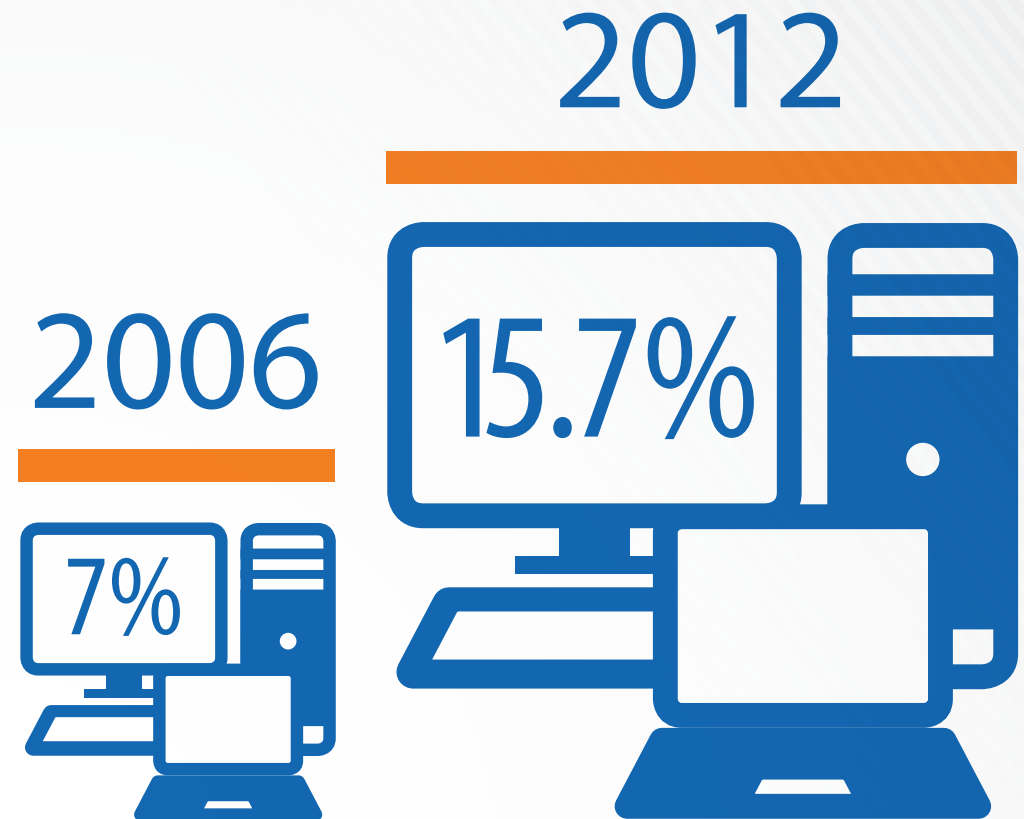


\$30  
BILLION

In 2005 **lenovo** acquired IBM's personal computing division, but it also inherited a legacy infrastructure with limited e-commerce capabilities. The company needed a solution that would enable it to scale globally.

**lenovo** turned to **JDA** for a number of solutions to help it overcome these challenges, including **JDA Agile Business Process Platform (ABPP)**, **JDA Private Cloud** and **JDA Web Commerce**. Today, JDA manages all of the hardware, software and technology infrastructure behind **lenovo**'s application of **JDA Web Commerce** and **JDA ABPP**.

In 2012, leading IT research and advisory company Gartner recognised **lenovo** as the largest PC provider in the world, commanding 15.7% of the market. In 2006 it was third, with just 7%.



The move to **JDA Cloud Services** also allows **lenovo** to achieve faster deployment, rapid time to value, investment protection and an improved cost structure. Its website is on the JDA platform in **70 countries**, while JDA manages selling to end-customers via **lenovo.com** in 13 countries.



Back in 2005/06, **lenovo**'s site availability was approximately 89 percent. For every 100 hours, there were 11 hours of downtime, resulting in lost sales and customer dissatisfaction. JDA has taken **lenovo**'s uptime to **99.5-plus percent**.

# 2006

## 89% visible



## 11% down

# 2011

## 99.5% visible

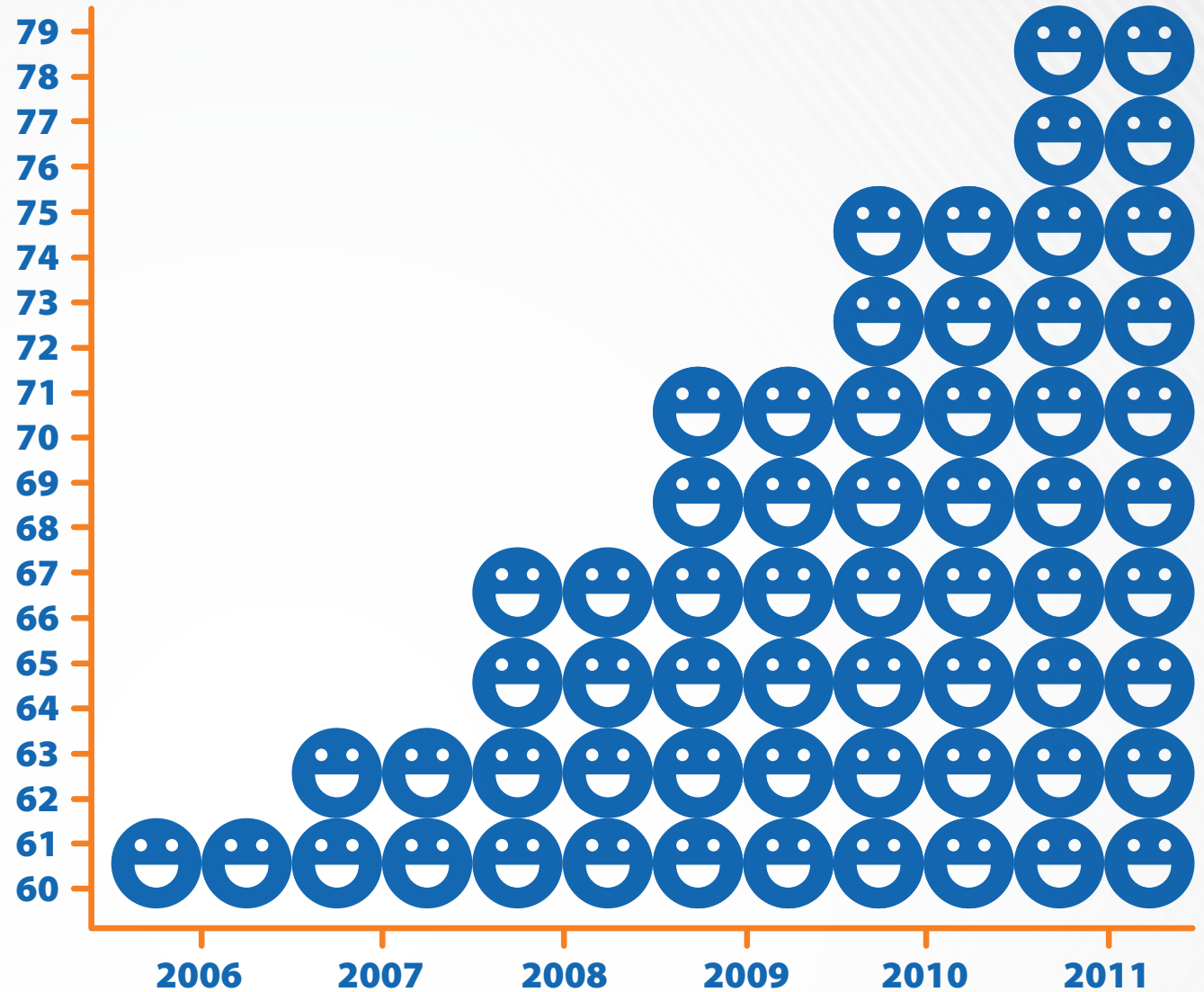


## 0.5% down





The customer experience has changed dramatically, with shopping experiences at *lenovo.com* becoming easier and more intuitive. Customer sentiment has risen from the low 60s to the **high 70s** according to The Customer Satisfaction index numbers.



Do you want to learn more about how **lenovo** is **steadily conquering its market**? Do you want to find out how it raised its revenue by **\$8 billion over a five year period**, while still saving **\$200 million a year**?

Do you want to know how JDA has helped other companies and how it can help you? **Head over to [www.jda.com/focusconnect](http://www.jda.com/focusconnect) and register now.**



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