

Lenovo Indonesia: A Journey of Innovation and Growth

Lenovo Indonesia has leveraged a strategic partnership with NielsenIQ GfK to enhance its market understanding and decision-making in the competitive technology sector. This collaboration supports Lenovo's vision of delivering Smarter Technology for all by enabling data-driven growth and stronger business relationships.



About Lenovo Indonesia

Lenovo

NIQ

***Lenovo Indonesia** is part of the global technology giant, **Lenovo**—ranked #196 on the Fortune Global 500 list, with a revenue of US\$69 billion. Lenovo has built on its success as the world's largest PC company with a full-stack portfolio of AI-enabled, AI-ready, and AI-optimized devices (PCs, workstations, smartphones, tablets), infrastructure (server, storage, edge, high performance computing and software defined infrastructure), software, solutions, and services. Visit <https://www.lenovo.com> and news.lenovo.com to find out more.*

Lenovo Indonesia's key milestone:

2007:

Opening of Lenovo
Reps Office (SG Reps)

2011:

Established PT.
Lenovo Indonesia

2018:

Opening of Smart Office
and Workplace

Lenovo views customer needs as fundamental. In this continuously evolving digital era, Lenovo invests in transformative innovation to help the younger generation achieve their dreams, seize opportunities, and build a smarter future through easily accessible technology, in line with its vision of **Smarter Technology for All**.

Product lines such as IdeaPad, Yoga, Legion, ThinkPad, ThinkBook, and ThinkStation, are high-performance devices with the latest AI processors. In collaboration with Intel, AMD, Qualcomm, and Microsoft, they deliver features like Copilot+ and NPUs up to 50 TOPS.

This commitment is supported by a complete ecosystem, including the Lenovo Legion series, which covers gaming PCs, desktops, monitors, and handhelds. To support maximum performance on the gaming laptop series, they use a special AI chip called the **Lenovo AI Engine+**.

Lenovo also develops software solutions, including **Lenovo AI Now**. This AI assistant is designed to increase users' productivity on Lenovo PCs, helping them to be more efficient and effective.

Challenges before partnership

Lenovo Indonesia sought deeper insights into the local market and consumer behavior to enhance competitiveness against rivals with more complex data capabilities.

Benefits from NielsenIQ GfK partnership

Access to detailed regional sales and market share data allows Lenovo to identify trends, optimize investments, and understand consumer motivations, aiding in refining marketing, product development, and pricing strategies.



Deep Market Data Access: Detailed sales and market share data in each region means Lenovo Indonesia can understand its product position, identify emerging trends, and see growth opportunities. This fact-based decision-making, minimizes risk and increases investment efficiency.



Consumer Behavior Insights: GfK is known for its strong data in consumer tech and buyer behavior. Through this partnership, Lenovo Indonesia knows *what* consumers buy, and *why* they buy it—a crucial insight for refining marketing strategies, product development, and pricing.



Growing Together with Partners: Insights from GfK's data enable Lenovo Indonesia to predict demand more accurately and share this with business partners to manage stock efficiently, optimize logistics costs, and ensure products are available when consumers need them.

Collaborative growth and strategic use of data

Lenovo uses GfK's insights to predict demand accurately, manage stock efficiently with partners, and develop effective strategies, fostering mutual growth and stronger distributor and retailer relationships.

*"For Lenovo Indonesia, our partnership with GfK is more than just data access; it's the foundation for building stronger relationships with our customers and business partners. By sharing detailed market insights, GfK not only supports Lenovo Indonesia but also helps our distributors and retailers optimize their strategies and grow together. This is a genuine, data-driven collaboration that enables more accurate strategic decisions and drives significant growth to realize our vision of **Smarter Technology for All**, where Lenovo's smart technology is accessible and beneficial to everyone, everywhere."*

Budi Janto,

President Director of Lenovo Indonesia