LENOVO Android Tablet Solutions for Rideshare Vehicles - Accelerate Timeline, Cut Costs 15%

CUSTOMER

A Miami-based platform provider for interactive digital out-of-home (DOOH) advertising experience, ALFI was founded in 2018 to deliver personalized content through AI and computer vision technologies. Its mission is to bring a new level of intelligent sensing to the digital out-of-home market while building trust, transparency and accountability with customers.

INDUSTRY

Media & Entertainment

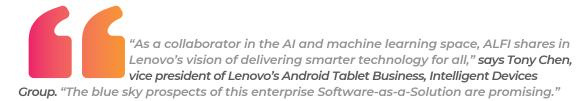## SCHEDULE

2020 onwards

CHALLENGE

Originally, ALFI had planned to design and manufacture their own fit-to-purpose screens and their own MDM (mobile device management) platform, but quickly decided to re-allocate resources towards optimizing its own proprietary SaaS solution. The challenge was therefore in finding an established OEM partner that could scale up alongside their aggressive growth plans while managing costs. In addition to hardware, ALFI's goal was to deliver 200,000 tablets over the next two years, with plans for exponential growth beyond that. In short, ALFI wanted to do two years' worth of work in six months. They therefore needed a partner who could move quickly and help accelerate their timelines.

SOLUTION

ALFI chose Lenovo for its white-glove service, competitive pricing and best-in-class Tab K10 tablets, which met requirements for powerful octa-core processors, immersive entertainment capabilities, 12 hours of battery life and reliability.Lenovo also brought on a third party partner in Esper to provide MDM support, enabling ALFI's platform to seamlessly integrate with its rideshare vehicles all over the world.

- The Tab K10's best-in-class 3-year usable life cycle.

- Esper's platform allowed AFLI to manage their devices and load their own apps and settings remotely.

- With a single QR code, Lenovo's Commercial Customization System (CCS) tool allowed ALFI to save time loading a host of settings and parameters to their devices at once.

Lenovo

- Esper's custom OS adjustments meant ALFI could rely on legacy tablets to meet its unique use cases, such as loading on boot, while transitioning to the updated Tab K10s.

"*As a collaborator in the AI and machine learning space, ALFI shares in Lenovo's vision of delivering smarter technology for all,*" **says Tony Chen, vice president of Lenovo's Android Tablet Business, Intelligent Devices Group.** "*The blue sky prospects of this enterprise Software-as-a-Solution are promising.*"

BUSINESS SAVINGS

- With the support of Lenovo and Esper, ALFI managed to fast-track its roll-out by **two years**

- Lenovo's solution reduced cost by **15%** due to competitive pricing, product quality and reduced upkeep

- The CCS tool reduced the initial setup time by **15 to 20 minutes per device**.

- Overall, ALFI reduced **time for deployment by an estimated 20%**

CLIENT TESTIMONIAL

"*As we continue to grow, Lenovo plays a critical role in ALFI's continuing success,*" **said ALFI Co-Founder**. "*Coupled with the excellence of their products and white glove service is the knowledge that Lenovo will be there no matter where we are in the world. As we sit on the leading edge of the IoT revolution, we believe that teaming up our groundbreaking AI SaaS platform with Lenovo's hardware will lead to a powerful global partnership.*"

Lenovo Tab K10 LTE

- Android 11 (upgradeable to Android 12)
- Android Enterprise Recommended
- Octa-core processors with 3GB RAM
- Three years continued customer support
- 12 hours of battery life
- 10.3" IPS LCD display
- 1,920-by-1,200 pixel resolution (16:10) and 82.4% screen-to-body ratio
- 400 nits peak brightness

Smarter technology for all

Lenovo