

The image shows the word "Lenovo" in a large, white, sans-serif font. To the right of the word is a small "TM" trademark symbol. The text is centered horizontally against a background of a repeating pattern of red, circular, textured shapes that resemble the ventilation holes on a laptop's cooling grille.

# Lenovo™

## American University of Kuwait: Replacing relics with reliability

Crushing the competition, Lenovo delivers cost effective solutions to AUK

2017.07

Case Study

ThinkPad



“Even though there were budget cuts, we didn’t want to buy cheap products with poor quality. That would have gone completely against the standards we hold at AUK.”



—Hossam Omar

Assistant director, Information Technology  
American University of Kuwait

# Education in the age of technology

From researching term paper topics on tablets to presenting design models with interactive projectors, technology is transforming the state of education.

Gone are the days of passive learning as students now hold the tools to counter a teacher’s theory or check the framework of a complicated equation with just a click of a button.

“There’s no question whether or not technology has impacted education. The real issue is the approach we take when we handle the changes that it brings,” says Hossam Omar, assistant director of

information technology at the American University of Kuwait (AUK) — a postsecondary school in Kuwait City based on the American model of higher education.

Established in 2003, the private liberal arts institution has experienced firsthand the challenges that come with bringing the latest technology to a campus of 2,500 students and 350 faculty and staff members. Fortunately for the school, however, they have a strong relationship with Lenovo to help guide them along the way.



# Investing in the right IT partner

Holding a partnership for five years, AUK first turned to Lenovo when they were met with the daunting task of replacing all their old computers on campus. With the project aligning with the Global Economic Crisis of 2012, the school was also looking for a cost effective solution.

“AUK was looking for products with the best price-performance ratio. They wanted devices that offer uncompromising design and durability. And now they are sure that they are investing in the right products and manufacturer,” says Abdalrahem Almuzaini, Lenovo Relationship Manager for AUK.

Omar decided to test out a ThinkCenter M Series desktop and a Lenovo ThinkPad to see if they fit the bill for the school’s needs. “After one month of thoroughly testing the machines, we were really impressed with not only the price of the products but also their reliability, design and scalability. So, we placed our first order,” says Omar.





“Lenovo walks hand-in-hand with their customers. They always follow up and they really do feel like your partner. They’re always there when you need them.”



ThinkPad L420

# Innovative products for seamless learning experience

Since that initial purchase, AUK has deployed 570 Lenovo computers in stages, including the Lenovo ThinkCentre M Series — with models 72e, 73, 93 and 900 — and ThinkPad L420 and T530 devices.

Now found throughout the campus, the Lenovo devices are offering the high performance needed to host a number of learning applications, such as developing tools and programming software. Helping teachers and students do their work more effectively, the results of implementing Lenovo products can be seen through the decrease in help desk tickets.

“Since replacing the old computers, the help desk requests have reduced by over 80 percent,” says Omar. “Every now and again we’ll receive a call, but the Lenovo computers rarely face any issues.”





# Saving big on energy costs

Besides saving the time of both the learners, professors and the IT department, the Lenovo hardware has also reduced the school's energy consumption.

"After our first order with Lenovo, we placed 156 All-In-One desktops in four computer labs," says Omar. "With just this change, we saw an 85 percent decrease in energy costs." But even with these tangible benefits, the real selling point for Omar has been the support that the Lenovo team has provided, even after the sale is completed.

With this collaborative relationship, Lenovo is set to deliver the next order of devices to AUK in September. Excited about the upcoming implementation, Omar believes the school's connection with Lenovo will help them stay in the loop with the latest developments in technology.



ThinkCentre M72e



“Lenovo is always coming out with a new product or product line. They’re constantly striving to improve their models and they keep their customers up to speed with the latest technology.”



ThinkCentre M900

# The power of consistent customer service

For Omar, this consistent involvement is essential as the face of technology continues to rapidly change. And no matter whether the future of AUK will one day see virtual reality history classes or artificial intelligence teaching assistants, he hopes to carry the feeling of engagement that he experiences with Lenovo all the way to the school’s staff and students.

“Technology is a powerful tool that can support and transform education in many ways,” he says. “But it’s when learners and teachers feel like they’re part of the idea or the product that it has the opportunity to make a positive impact.”





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