

Putting sales and service teams in the driving seat with high-performance systems.

How **Dongguan Aoli** is helping employees focus on customer service by providing responsive business applications powered by Lenovo ThinkSystem solutions.

Lenovo Infrastructure Solutions
for The Data-Centered

Lenovo

1

Background

Over the past six years, Dongguan Aoli Automobile Sales Services has rapidly established itself as one of Dongguan's leading Audi dealerships, ranking third in the province in 2020. As a licensed "4S store", the company operates a vertically integrated business model, with teams providing sales, service, spare parts, and surveys (customer feedback) all under one roof.

The 4S model means that the company plays a significant role in managing customer satisfaction at every stage of the customer lifecycle. The quality of the services it provides reflects not only on the company itself, but also on the Audi brand—so it's vital to ensure every customer enjoys the best possible experience, whether they are buying a new car, getting a repair, or providing feedback.

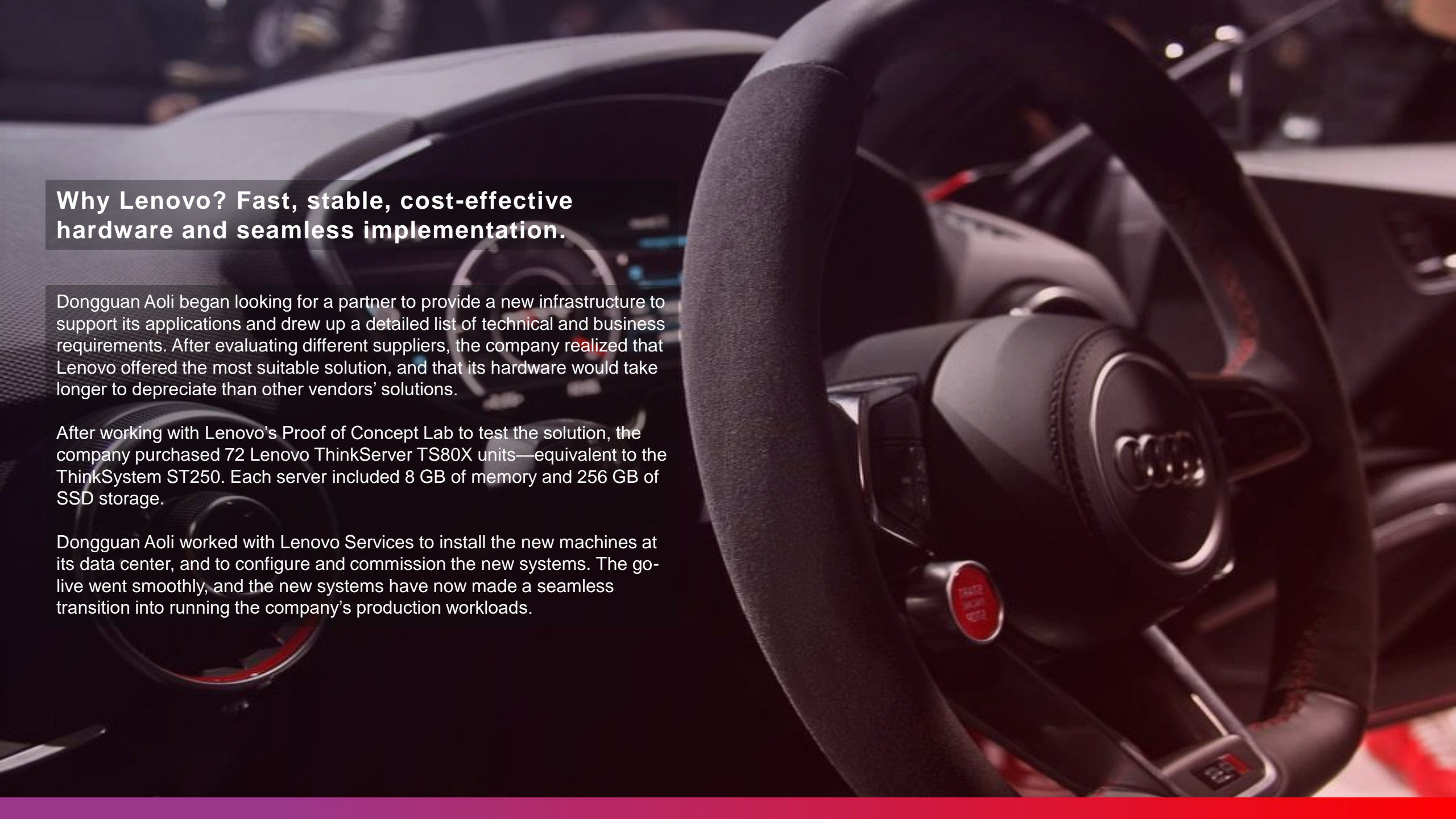
From an IT perspective, the 4S model means that the company requires more sophisticated business applications than a typical car dealership. When Dongguan Aoli's existing hardware began to struggle to support its applications, the company looked for a new systems platform.

2

Challenge

The core business processes of Dongguan Aoli's sales, service, spare parts, and survey teams are supported by a centralized enterprise resource planning (ERP) application, which employees access via an enterprise portal.

As the business grew, the systems supporting these applications began running out of capacity, and performance suffered. Employees often found that the enterprise portal webpage would not open or that the interface became unresponsive, and the server began crashing unpredictably as its workload increased. The company knew it had to upgrade its infrastructure in order to enable employees to do their jobs efficiently and focus on serving their customers, instead of worrying about IT issues.



Why Lenovo? Fast, stable, cost-effective hardware and seamless implementation.

Dongguan Aoli began looking for a partner to provide a new infrastructure to support its applications and drew up a detailed list of technical and business requirements. After evaluating different suppliers, the company realized that Lenovo offered the most suitable solution, and that its hardware would take longer to depreciate than other vendors' solutions.

After working with Lenovo's Proof of Concept Lab to test the solution, the company purchased 72 Lenovo ThinkServer TS80X units—equivalent to the ThinkSystem ST250. Each server included 8 GB of memory and 256 GB of SSD storage.

Dongguan Aoli worked with Lenovo Services to install the new machines at its data center, and to configure and commission the new systems. The go-live went smoothly, and the new systems have now made a seamless transition into running the company's production workloads.

3

Results

With the new infrastructure in place, Dongguan Aoli's users now have instant access to the information and workflows they need to handle all the day-to-day business of running a successful 4S store. The ERP application has all the processor, memory, and storage capacity it needs to handle large numbers of transactions and to capture all the data that the company needs as a data-driven organization.

Moreover, the enterprise portal now runs smoothly and responsively, which means that when an employee is serving a customer, they can be confident that they won't be embarrassed by a system failure.



Enables seamless customer service with a highly responsive enterprise portal



Supports data-driven operations by unlocking the power of the company's ERP platform



Dramatically improves system stability, giving users greater confidence in their systems



“The Lenovo ThinkServer TS80Xs have transformed our infrastructure, giving our employees the support they need to provide excellent customer service and uphold our position as one of Dongguan’s top Audi dealerships.”

Wen Jinlei,
Purchasing Manager, Dongguan
Aoli Automobile Sales Services

What will you do with Lenovo Server solutions?

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