Helping millions of Mexican travelers reach their destination.

How **Soluciones Tecnológicas para la Gestión y Transformación** uses Lenovo TruScale Infrastructure Services to reduce monthly costs, increase profit margins, and offer a more compelling service proposition to clients.

Lenovo Infrastructure Solutions for The Data-Centered

Lenovo

1

Background

Many leading passenger transportation companies in Mexico rely on Soluciones Tecnológicas para la Gestión y Transformación (STGT) to help them connect people, families, and businesses. Based in Mexico City, the company provides IT infrastructure, application development, ERP solutions, and telephony services that ensure client operations run smoothly and on schedule.

STGT has broadened its client base in recent years. As well as serving the largest passenger transport company in Mexico, STGT also works with logistics, tourism, banking, and trading companies. To drive further growth, STGT looked to improve its value proposition to clients.

2

Challenge

Providing high-quality service has become increasingly challenging for STGT. First and foremost, clients demand exceptional performance and availability to support their core business, customer billing, and other key back-office systems. And at the same time, many organizations today want to develop and launch innovative web applications and IoT solutions to enhance the customer experience.

Previously, STGT purchased data center hardware outright to support client projects. This strategy carried drawbacks: it was time-consuming to provision and manage servers to ensure client systems were online 24/7/365 and the approach was also becoming unsustainable from a financial perspective.

Pedro Ramirez, CEO at STGT, explains: "Making regular CAPEX investments was having a negative impact on our profit margins. We saw the opportunity to offer more competitive pricing by increasing efficiency with a smarter technology procurement model."
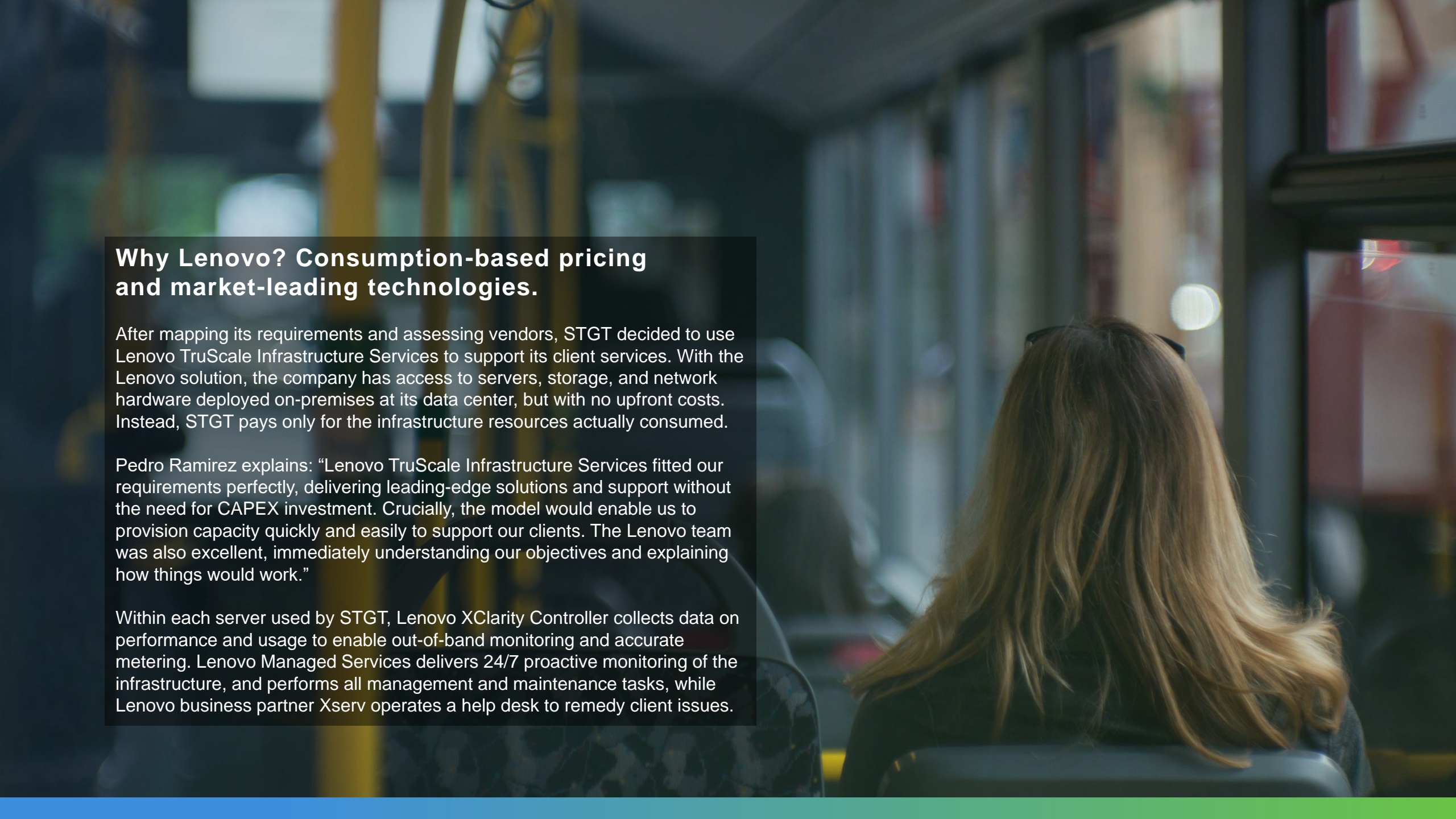
As a first step, STGT planned to overhaul the infrastructure supporting the operations of the largest passenger transport client in Mexico—with coverage in Mexico and the United States—before extending the new approach to the rest of its client base. Essentially, STGT looked for a high-performance infrastructure that would scale dynamically in line with changing client needs, and a flexible commercial model that would help to contain costs.

"We targeted significant operational efficiencies with our new infrastructure. Rather than spending so much time managing hardware, we wanted to focus on digital innovation and better client services."

Pedro Ramirez
CEO, Soluciones Tecnológicas para la Gestión y Transformación

Why Lenovo? Consumption-based pricing and market-leading technologies.

After mapping its requirements and assessing vendors, STGT decided to use Lenovo TruScale Infrastructure Services to support its client services. With the Lenovo solution, the company has access to servers, storage, and network hardware deployed on-premises at its data center, but with no upfront costs. Instead, STGT pays only for the infrastructure resources actually consumed.

Pedro Ramirez explains: "Lenovo TruScale Infrastructure Services fitted our requirements perfectly, delivering leading-edge solutions and support without the need for CAPEX investment. Crucially, the model would enable us to provision capacity quickly and easily to support our clients. The Lenovo team was also excellent, immediately understanding our objectives and explaining how things would work."

Within each server used by STGT, Lenovo XClarity Controller collects data on performance and usage to enable out-of-band monitoring and accurate metering. Lenovo Managed Services delivers 24/7 proactive monitoring of the infrastructure, and performs all management and maintenance tasks, while Lenovo business partner Xserv operates a help desk to remedy client issues.

"We wanted to standardize on Intel Xeon Scalable processors across our server landscape to unlock efficiencies and as many of our clients regard them as the best available. When we learned about the well-established partnership between Lenovo and Intel, we knew we were making the right choice."

Pedro Ramirez
CEO, Soluciones Tecnológicas para la Gestión y Transformación

A rapid implementation that exceeded expectations.

Working with Lenovo, STGT deployed the infrastructure, including Lenovo ThinkSystem SR850, SR650, and SR530 servers, Lenovo ThinkSystem DE6000F and DE2000H storage arrays, and Lenovo ThinkSystem DB620S switches. The company uses the VMware vSphere hypervisor, and runs many client workloads on the set-up, including IBM Db2, SAP, ticketing, and vehicle maintenance systems.

Pedro Ramirez continues: "Lenovo delivered a rapid, seamless implementation that exceeded our expectations. Normally, companies experience some disruption when undertaking a complex, large-scale migration from one set-up to a new infrastructure. Lenovo provided clear communications, delivered the hardware ahead of schedule, and coordinated the process very effectively."

"Lenovo TruScale Infrastructure Services forms an essential part of our operations, providing a reliable foundation to run critical systems for clients—from sales and billing to web applications."

Pedro Ramirez
CEO, Soluciones Tecnológicas para la Gestión y Transformación

3

Results

With Lenovo TruScale Infrastructure Services, STGT has developed a much more cost-effective financial model. Rather than purchasing costly new hardware, the company can scale server and storage capacity in line with client workloads. This nimble, OPEX-based approach has helped STGT to significantly reduce monthly costs, contributing to higher profit margins.

The Lenovo TruScale Infrastructure Services solution also enables STGT to present a more attractive value proposition to clients. The company no longer proposes contracts with upfront fees, instead offering flexible monthly billing that allows clients to manage their finances more efficiently. The performance and resilience of the Lenovo hardware also have a positive impact on client services. For example, STGT has reduced database transaction times by 30%, and achieved the highest levels of availability.

Pedro Ramirez comments: "Companies hardly believe us when we tell them we can support 99.95% data availability for their critical customer-facing systems. But when we explain we have 24/7 monitoring from Lenovo and a responsive help desk on hand to tackle their problems quickly, they soon understand that we can deliver the most robust protection against downtime."

(3)

Results

These enhanced offerings are helping STGT to win new business, as clients that hesitated about upfront charges are keen to take advantage of flexible fees. One major logistics company recently migrated their SAP systems to STGT's infrastructure to harness the exceptional stability of the Lenovo hardware.

Pedro Ramirez concludes: "As Lenovo handles infrastructure management, we now devote more resources to building new digital services for clients. With Lenovo TruScale Infrastructure Services, we are becoming a more agile company, delivering higher-quality services to clients while significantly reducing our costs. In the years ahead, the Lenovo solution will help us to achieve sustainable growth."

STGT
Soluciones Tecnológicas

✓ **Significantly lower monthly costs with flexible consumption-based OPEX model**

✓ **99.95% data availability supports a more compelling service proposition for prospective clients**

✓ **30% reduction in database transaction times thanks to improved server performance**

✓ **Fully managed service frees employees to focus on innovation and client services**
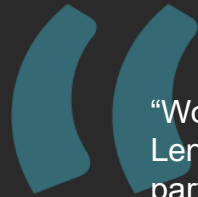
"Working with Lenovo has been excellent. We see such close alignment between Lenovo and STGT that we are exploring the potential of becoming a Lenovo business partner, providing everything from infrastructure to Lenovo PCs and laptops to our clients."

Pedro Ramirez
CEO, Soluciones Tecnológicas para la Gestión y Transformación

What will you do with
Lenovo TruScale Infrastructure Services?

Learn more about how Lenovo TruScale Infrastructure Services can meet your growing infrastructure needs with a pay-for-what-you-use data center.

Explore Lenovo TruScale Infrastructure Services

Lenovo