



Econocom joins Lenovo elite

By Editorial Content on August 31, 2022

Econocom Group has become just one of six organisations in EMEA to be accredited as a Lenovo Platinum Plus International Channel partner.

The digital general contractor, which facilitates customers' digital transformation through project financing, technology and digital services, has already achieved great success with Lenovo in France and its intention is to replicate that success in other European markets including the UK, Germany, Italy and Spain.

In particular, it aims to leverage the Lenovo 360 framework to access PC and infrastructure products and services from across Lenovo's commercial product, solutions and services offering.

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Neil Berville, Executive Director, EMEA Channel Strategy & Programs at Lenovo, said: "Lenovo recently announced that it has reached \$70bn in revenue for the first time, largely driven through indirect partnerships. We rely on partners who have scale, an in-depth understanding of the market and the ambition to rapidly grow their businesses with Lenovo. The Lenovo 360 Framework helps partners to offer customers the entirety of our portfolio, across both our Intelligent Devices and our Infrastructure Services groups, something we know **Econocom** is keen to exploit."

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