

Power the Retail Experience of the Future

with Lenovo OEM Solutions and Intel®



Today's Technology. Tomorrow's Profits.

With the power, flexibility, and ultimate versatility of Lenovo OEM Solutions, retailers can customize the customer experience and create operating efficiencies never before possible. We've created this guide to show you some of the ways our customizable solutions can help you—and your customers—overcome challenges to benefit everyone involved.

Choose Your Challenge. Discover the Solution.



Customer Experience

- Enhancing the Point of Sale Experience
- Powering Service Visibility
- Improving Store Performance
- Speeding Up Checkout
- Boosting Store Productivity



Line Busting

- Accelerating Drive Thru Order
- Reducing Customer Wait Times
- Customizing POS Devices & Store Infrastructure



Cold Chain

- Reducing Food Waste & Energy Costs with Predictive Maintenance



Operating Efficiency

- Delivering Customized, Managed Mobile Devices
- Connecting FOH and BOH Teams
- Powering Robotics in the Kitchen
- Managing Inventory and Assets
- Reducing Shrink Across Stores





Drive Growth with Enhanced Customer Experiences

Today's customer expects instant satisfaction. And they actively seek to engage with businesses that don't slow them down. The most successful businesses in this instant gratification culture? Those that are able to provide services quickly without sacrificing quality. Customized solutions, like mobile point of sale (POS), not only improve your ability to deliver top-notch services but ultimately help to create top-tier customer experiences (CX) that keep your customer base clamoring for more. Explore the following case studies to discover how Lenovo OEM empowered organizations are using the latest technology to maximize their customer CX.

Customer Experience: Enhancing the Point of Sale Experience

Domino's® Goes Digital with Store Menus

In a time when customers are empowered to order pizza their way, Domino's® needed a reliable, modern in-store point of sale (POS) display designed to stand out. And, of course, the powerful tech to back it up.

With the modern customer in mind, Domino's® upgraded storewide to Instorescreen's™ **inTOUCH215, a 21.5" POS monitor powered by Lenovo**. Engineered for durability, versatility, and flexibility, this solution is one of the most appealing professional displays on the market, bringing the latest in antimicrobial technology, an aesthetic look for modern spaces, and durable enough to withstand a high-traffic retail environment.

Today, inTOUCH215 monitors are the Domino's Pizza® standard for digital signage. Lenovo OEM Solutions is proud to partner with Instorescreen™ as they work with Domino's® and others to improve the customer experience with crystal-clear digital menus and signage.

The Tech Behind the Solution:

Instorescreen's™ inTOUCH215

- Powered by Lenovo
- 22" screen
- Durable for high traffic retail applications
- Standard antimicrobial coating working 24x7 cleaning duty
- Amazing designer looks with thin bezels and profile
- Optional single USB-C power and touch screen
- One power supply drives many screens with inTRACK
- Built tough with steel casing & hardened protective glass
- Black or silver color



[Learn More](#)

Customer Experience: Powering Service Visibility

Tech Drives CX for Tire Centers

A flat tire is always an inconvenience. But Les Schwab Tire Centers wanted to make that experience a little less troublesome by increasing visibility into their customers' repairs. They needed a cost-effective, interactive solution that would allow customers to easily select services and view wait times.

Crystal-clear **inTOUCH430 displays**, combined with the powerful **Lenovo ThinkCentre M70q Tiny Desktop**, powered by up to 12th Gen Intel® Core™ processors, and innovative Les Schwab Tire Configurator Application provided customers with a clean interface to view and purchase tire products and services specific to their vehicle's needs.

As for how they're operating now? Engaging with Lenovo has empowered Les Schwab to enhance the customer experience, from the waiting room to the service bay. The tire center has also reduced their supplier list, lowered costs, and improved inventory management with a little help from this modern Lenovo tech.

The Tech Behind the Solution:

Instorescreen's™ inTOUCH430

- Powered by Lenovo
- Durable for high traffic retail applications
- 43" screen
- Standard antimicrobial coating working 24x7 cleaning duty
- Amazing designer looks with thin bezels and profile
- Optional single USB-C power and touch screen
- One power supply drives many screens with inTRACK
- Built tough with steel casing & hardened protective glass
- Black or silver color



Lenovo ThinkCentre M70q Gen 3 Tiny Desktop

- Powered by up to 12th Generation Intel® Core™ i9 processor with optional Intel vPro® Essentials
- Up to 2 DDR4 SODIMM (3200MHz) memory
- Easy to deploy & maintain with tool-less SSD/memory access
- Connects to multiple displays
- Secure TPM 2.0 chip & Kensington slot
- EnergyStar 8.0 rating
- Wi-Fi 6 Bluetooth® 5.0
- UHD responsive graphics



[Learn More](#)



Customer Experience: Improving Store Performance

Retail Store Grows CX with Spatial AI

To maximize store efficiency, improve profits, and elevate customer experience, a large retailer needed to track customer and employee behavior in real-time. With this data, the store hoped to reduce shrink, provide fast assistance, and boost conversions.

The secure data capture capabilities of **Lenovo's ThinkEdge SE30 edge device**, the performance of **ThinkStation P360 Tiny Workstation** with up to 12th Gen Intel® Core™ vPro® processors, and the rugged **ThinkEdge SE450 Edge AI server** were chosen to power Pathr.ai spatial intelligence software and detect traffic throughout the store.

As a result, store performance was enhanced for this retailer. Behavioral insights helped store teams boost customer satisfaction with a consistent checkout experience, faster assistance across departments, and suspicious behavior monitoring, which also reduced shrink.

The Tech Behind the Solution:

Lenovo ThinkEdge SE30

- Powered by 11th Gen Intel® Core™ vPro® processors
- Up to 16GB (dual channel) DDR4 memory
- Up to 1TB M.2 PCIe SSD storage
- Powers up to 3 displays
- ThinkShield Security Platform
- MIL-SPEC tested for reliability
- Optional 4G LTE or 5G WWAN
- Perfect for retail/hospitality, manufacturing, & healthcare applications



ThinkStation P360 Tiny Workstation

- 12th Gen Intel® Core™ processors
- Choice of professional NVIDIA® discrete graphics
- Configurable with dual M.2 PCIe Gen 4 NVMe SSD storage & loads of memory
- Support for 6 independent displays to maximize your screen real estate
- Ideal for architecture, engineering, healthcare, finance, & education



ThinkEdge SE450 Edge AI server

- Up to 1x 3rd Gen Intel® Xeon® Platinum processor, up to 36 cores, up to 225W TDP
- Compact and rugged for small spaces and harsh environments
- 10x DDR4 memory slots; maximum 1TB using 8x 128GB 3DS RDIMMs; supports up to 2x Intel® Optane™ Persistent Memory 200 Series modules (PMem)
- Dual redundant power supplies AC (up to 1100W Platinum) or dual redundant power supplies -48V DC 1100W
- ThinkShield Security Platform
- Dedicated wired networking port and secure wireless capability



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Customer Experience: Speeding Up Checkout

Faster Checkout in Home Improvement

Home improvement stores needed a reliable point of sale (POS) solution. But, that solution needed to be robust enough to support multiple peripherals beneath the display, while being contained within a singular system to allow store staff to swap the unit out at a moment's notice.

The **inTOUCH240 AIO PC**, powered by 12th Gen Intel® i5 processors, was customized to offer all the necessary peripheral ports, including 6 USB-A ports, to connect essential checkout devices. This commercial-grade, all-in-one monitor is designed for standalone POS and kiosk applications, making it the perfect choice to tackle this challenge.

Lenovo OEM has shipped samples to home improvement stores to complete internal testing and qualification for an upcoming POS refresh. The anticipated result is a simpler, more efficient checkout experience for staff and customers alike.

The Tech Behind the Solution:

inTOUCH240 AIO PC

- Powered by 12th Gen Intel® i5 processors
- All in one monitor and PC
- 6 USB-A ports
- Commercial grade
- Standalone POS and kiosk

[Learn More](#)



Customer Experience: Boosting Store Productivity

VAULT Powers Retail Efficiency

Busting lines, simplifying checkout, and quickly checking inventory are common retail challenges. To enhance the customer experience, stores needed a versatile solution to tackle these challenges and more.

VAULT, a Lenovo partner, offers a durable, lightweight solution that empowers retail stores to **transform Lenovo tablets into tools**. Available stationary or mobile, this line-busting tech from VAULT is designed to pair with Lenovo Tab M8 or Lenovo Tab K10 tablets for ultimate flexibility and scalability.

With this complete solution, retail teams can easily integrate third-party payment devices to reduce lines, accelerate checkout, monitor inventory, check prices, and more. When speed and efficiency run the store, an elevated customer experience will be the result.

The Tech Behind the Solution:

VAULT Enclosures

- Lightweight design
- Payment acceptance
- Power to-go battery pack
- Unified charging port system

[Learn More](#)

Use Cases

- Tableside ordering
- Curbside pickup & delivery
- Mobile point of sale
- Inventory management
- Price checking
- Line busting





Customized Solutions to Meet Sustainability Goals

Lenovo is committed to corporate social responsibility and sustainability across our end-to-end supply chain process—and it's our mission to help your business meet your sustainability goals with OEM Solutions. Check out this example of how we helped a national retailer lessen their energy costs while applying greener, cleaner technology. We'd be happy to brainstorm custom solutions that work for your unique situation.

Cold Chain: Reducing Food Waste & Energy Costs with Predictive Maintenance

IoT Keeps Giant Eagle® Produce Fresh for Less

A legacy Internet of Things (IoT) infrastructure at Giant Eagle® grocery stores created poor refrigeration control, high energy costs, reactive maintenance inefficiencies, poor visibility of their supply chain, and more. Without a reliable, integrated control and monitoring platform, waste from the cold section and thin profit margins threatened to freeze profitability.

IMS Evolve and Lenovo delivered a solution combining the industry-leading IMS Evolve IoT platform with **Lenovo's ThinkCentre M90n Nano IoT**. Engineered on the **Lenovo ThinkEdge SE30 edge** solution and powered by 11th Gen Intel® Core™ i5 vPro® processors, this solution delivers auto-adjusting, predictive maintenance power to reduce food waste and energy costs. Plus, it offers the ability to connect legacy and future infrastructure, collect real-time operating data, and distribute the right information to the right place.

With this innovative solution in place, Giant Eagle® is seeing positive change across the board, from improved temperature monitoring to advanced automatic adjustments to reduce power when possible. Now, produce and cold foods stay fresher, longer. Energy costs are down, while efficiency is up and maintenance, operating, and total asset ownership costs have been reduced.

The Tech Behind the Solution:

ThinkCentre M90n Nano IoT

- Up to 8th Gen Intel® Core™ i3
- Up to 16GB onboard memory
- TPM 2.0
- 1 x 1802.11 a/c WLAN + Bluetooth® 4.0
- 2 x 2 802.11 a/c WLAN + Bluetooth® 4.0
- Microsoft Azure IoT Edge certified



Lenovo ThinkEdge SE30

- Powered by 11th Gen Intel® Core™ vPro® processors
- Up to 16GB (dual channel) DDR4 memory
- Up to 1TB M.2 PCIe SSD storage
- Powers up to 3 displays
- ThinkShield Security Platform
- MIL-SPEC tested for reliability
- Optional 4G LTE or 5G WWAN
- Perfect for retail/hospitality, manufacturing, & healthcare applications





From Stuck in Queue to On-the-Move

Let's explore a tale of two systems. It's 7:30 in the morning and you're scheduled for an 8:00 am meeting. You're trying to decide between Bob's Bagels and Jim's Bakery. Bob's Bagels' line is out the door. But Jim's Bakery just upgraded to a new POS system that helps him bust lines and capture more revenue, even during peak times. Naturally, if you want to make your morning meeting, it's looking like Jim's Bakery is getting your hard-earned coin. Speed and efficiency are paramount to QSRs and other retail operations. Lenovo OEM Solutions can help you reduce your lines, free up your staff's time, and enhance the customer experience with a custom POS system that is easy to use and more profitable.

Line Busting: Accelerating Drive Thru Orders

Rugged Tech Busts Lines at Burger Chain

A regional fast-food chain specializing in hamburgers was facing customer churn in the post-pandemic drive-thru age. They needed a solution to reduce checkout times and efficiently accelerate operations to serve happier customers, every time.

The Windows-based **Durabook U11i Rugged Tablet**, built with Intel® 10th Gen CPUs, brought this burger chain ultimate line-busting power. Complete with charging docks, hand straps, and four touch modes, Durabook offers the latest Intel generation processors, packed with great performance and visuals in a compact, durable form that allows workers to maximize efficiency even in extreme conditions from freezing cold to extreme heat. Durabook is even certified by independent third-parties for MIL-STD-810H and IP ratings, as well as ANSI/ISA 12.12.01 and MIL-STD-416G/416F.

Now, with Lenovo and Intel on their side, this restaurant expects their line busting solution to present business advantages by decreasing drive thru order completion times. In turn, this is expected to increase drive thru sales, boost customer satisfaction, and reduce customer complaints.

The Tech Behind the Solution:

Durabook U11i Rugged Tablet

- Up to Intel® Core™ i7-10510Y vPro™ (10th Gen) 1.2GHz processor
- DynaVue sunlight readable technology
- 10-point multi-touch panel
- Long-life, hot-swap batteries (up to 24 hours)
- Fanless for quiet operation
- MIL-spec tested for shock & temperature
- Endless expansion options
- Two form factors



[Learn More](#)

Line Busting: Reducing Customer Wait Times

Kiosks Bust Lines to Boost Satisfaction

In the quick service food industry, business needs to move fast. Restaurants can't afford to leave customers waiting, making order completion times a key challenge to overcome both in the lobby and at the drive thru.

Esper, Lenovo, and Verifone partnered to accept line-busting contactless orders via self-serve kiosks. Driven by **Lenovo's ThinkCentre M70q Gen 3 Tiny (Intel) Desktop** solution with up to 12th Gen Intel® Core™ processors, the kiosks are packed with power, speed, and potential, allowing customers to shortcut long lines.

Restaurants can now seamlessly deploy self-service kiosks with full lifecycle management and leverage an innovative solution to grow their customer base. In turn, customers are experiencing shorter lines, more loyalty incentives, and a more efficient, enjoyable ordering experience.

The Tech Behind the Solution:

Lenovo ThinkCentre M70q Gen 3 Tiny Desktop

- Powered by up to 12th Generation Intel® Core™ i9 processor with optional Intel vPro® Essentials
- Up to 2 DDR4 SODIMM (3200MHz) memory
- Easy to deploy & maintain with tool-less SSD/memory access
- Connects to multiple displays
- Secure TPM 2.0 chip & Kensington slot
- EnergyStar 8.0 rating
- Wi-Fi 6 Bluetooth® 5.0
- UHD responsive graphics



[Learn More](#)

Line Busting: Customizing POS Devices & Store Infrastructure

Custom Tech for O'Reilly® Auto Parts

O'Reilly® Auto Parts needed a point of sale (POS) solution with a small footprint to house their custom POS software and server infrastructure. However, they also needed a solution with no storage and minimal memory, to protect sensitive customer data.

The **Lenovo ThinkCentre M70q Tiny Desktop**, powered by up to 12th Gen Intel® Core™ processors and secured with **ThinkEdge technology**, was the perfect solution for O'Reilly®. Lenovo was even able to customize the solution with no storage for customer protection.

Since deploying this solution across over 6,000 stores, O'Reilly® has gained the power to fully manage their POS program on-site. The result? Minimized server management costs and increased scalability of their custom solution.

The Tech Behind the Solution:

Lenovo ThinkCentre M70q Gen 3 Tiny Desktop

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ThinkEdge Portfolio

- ThinkEdge SE30 with optional I/O Box
- ThinkEdge SE50
- ThinkEdge SE70

With 11th Gen Intel® Core™ Processors for industrial computing, up to 1T SSD storage and superfast DDR4 memory, our Edge PCs are ideal for many applications. Your data can be kept at the edge of your business, ready for action, making everyday tasks faster and smoother, even in the most challenging environments.





Next Level Operating Efficiency at Your Fingertips

When accuracy, precision, and streamlined processes are top priorities, trust Lenovo OEM Solutions to help you create ways to automate and optimize your operation. You want innovative technology to set you apart from the competition, improved efficiencies, and faster time to market with minimized lifecycle costs. That's why we offer services to optimize, deploy, and support your integrated solution for the long haul. See how we've put this to work for leading retailers and restaurants. Then let's talk about how we can meet your businesses challenges and make your dreams reality.

Operating Efficiency: Delivering Customized, Managed Mobile Devices

Grubhub® Drives Efficiency with Tablets

As its food delivery services rapidly gained popularity, Grubhub® lacked visibility into the status of tablet devices deployed with their restaurant partners. They were unable to provide updates, troubleshoot issues, or administer repairs without manual intervention.

Luckily, **Lenovo's M8 Tablets with Esper software** were designed to solve these operational inefficiencies. With this solution, Grubhub® was able to manage all devices remotely, lock down tablets when needed, and push software updates to streamline operations and keep customer data secure.

Now, Grubhub® can analyze data to customize device functionality and scale faster. By automatically bringing the latest software, promotions, and pricing to restaurant partners in real-time, they anticipate additional revenue per device, along with time and shipment-based cost savings.

The Tech Behind the Solution:

Lenovo M8 Tablets

- Android 9 Pie™ operating system
- Memory: 2GB RAM, 32GB ROM
- Up to 2TB exFAT or 128GB FAT32 MicroSD card support
- Expandable storage up to 1TB via MicroSD card
- 8.0" HD (1280 x 800) IPS, glossy, touchscreen, 350 nits

[Learn More](#)



Operating Efficiency: Creating a Connected Restaurant

Tech Connects Restaurant FOH and BOH

Successful restaurant service? It hinges on a connected operation. However, effective communication between front-of-house and back-of-house teams has long been a common restaurant struggle, leading to frustrated employees and disappointed customers.

With smart, automated Internet of Things (IoT) applications like **Lenovo's ThinkEdge SE50** edge computing infrastructure, powered by Intel® Core™ i5 or i7 vPro® processors, restaurants can streamline operations to ensure order accuracy, from the dining room to the kitchen.

What happens when restaurants implement a solution like this to tackle operational challenges head-on? Room for error shrinks, teams work better together, and customers leave feeling satisfied and hungry for more.

The Tech Behind the Solution:

ThinkEdge SE50

- Intel® WHL-UE i5 and i7 for industrial computing
- Up to 32GB DDR4 memory
- ThinkShield Security Platform
- Diverse I/O port support: 4 COM (standard), 6 COM (optional), 6 GbE (optional), or CAN bus (optional)
- DIN rail, wall mount support
- Great for factory floor, warehousing/vending, & smart facilities applications

[Learn More](#)



Operating Efficiency: Powering Robotics in the Kitchen

White Castle® Passes Basket to Flippy 2

White Castle® wanted to help team members focus on other tasks by automating the frying process with a robotic arm. But first, they needed a tablet to command that arm, while being tough enough to withstand heat and grease.

The **Lenovo Tab K10 tablet** offers everything White Castle® and other food service robotics testers need to power their AI solutions. With battery-powered or battery-less options, this customizable tablet is designed to handle the heat and level-up operations. Plus, with available **Lenovo Commercial Software Development Kit (CSDK)** and **Commercial Customization System (CCS)**, software restaurants and retailers can control and update their devices remotely, and more. And, with the ioXt certification meeting international standardized security for internet of things products, establishments can trust that their technology is secure.

Now, quick service chains like White Castle® and Chipotle® are now testing their robotic arm solutions—Flippy 2 and Chippy, respectively. By leveraging robotics to fry orders, these restaurants anticipate empowering teams to spend more time creating memorable customer experiences.

The Tech Behind the Solution:

Lenovo Tab K10 Tablet

- Display: 10.3" FHD (1920 x 1200) 330 nits, 220 ppi, 70.3% NTSC, 10-point multitouch
- Intel® WHL-UE i5 for industrial computing
- Up to 4GB + 128GB eMCP LPDDR4x memory
- Face unlock, ioXt-certified security
- Up to 15 hours*
- 802.11 a/b/g/n/ac (2.4GHz & 5GHz)
- Bluetooth® 5.0

*Battery life is an estimated maximum.
Actual battery life may vary based on many factors.

[Learn More](#)



Operating Efficiency: Managing Inventory and Assets

Data & Analytics Improve Auto Operations

Gerber Collision and Glass provides essential services to automobile owners. But during a busy season, teams were struggling to locate parts and assets across their facilities, triggering time waste, duplicate parts orders, and decreased customer satisfaction.

Lenovo K10 Tablets with Esper software provided the advanced IoT data and analytics power Gerber needed to boost operational efficiency. With this ioXt-certified solution driving inventory management, they could improve processes, enhance customer experience, and increase profitability while meeting international standardized security for IoT products.

Gerber Collision and Glass expects to see a reduction in duplicate parts orders, thanks to the combination of Lenovo hardware and Esper software. And with more accurate wait time data available, they anticipate a steady climb in customer satisfaction.

The Tech Behind the Solution:

Lenovo Tab K10 Tablet

- Display: 10.3" FHD (1920 x 1200) 330 nits, 220 ppi, 70.3% NTSC, 10-point multitouch
- Intel® WHL-UE i5 for industrial computing
- Up to 4GB + 128GB eMCP LPDDR4x memory
- Face unlock, ioXt-certified security
- Up to 15 hours*
- 802.11 a/b/g/n/ac (2.4GHz & 5GHz)
- Bluetooth® 5.0

*Battery life is an estimated maximum.
Actual battery life may vary based on many factors.

[Learn More](#)



Operating Efficiency: Reducing Shrink Across Stores

Retail Security & Surveillance

In the retail space, preventing shoplifting and reducing merchandise shrink are key challenges. To protect customers, employees, and profit margins, large retailers needed a solution to power general surveillance and track suspicious behavior across stores.

Combined with Pathar.ai software, **Lenovo's ThinkEdge SE30 edge device**, **ThinkStation P360 Tiny Workstation** with up to 12th Gen Intel® Core™ vPro® processors, and **ThinkEdge SE450 Edge AI server** offered premium security and surveillance power to detect suspicious behavior in real time.

Store teams can now track activity across departments to quickly identify suspicious behaviors or customers needing assistance. This intelligent security solution is designed to help the retailer improve profitability by reducing loss and growing conversion rates.

The Tech Behind the Solution:

Lenovo ThinkEdge SE30

- Powered by 11th Gen Intel® Core™ vPro® processors
- Up to 16GB (dual channel) DDR4 memory
- Up to 1TB M.2 PCIe SSD storage
- Powers up to 3 displays
- ThinkShield Security Platform
- MIL-SPEC tested for reliability
- Optional 4G LTE or 5G WWAN
- Perfect for retail/hospitality, manufacturing, & healthcare applications



ThinkStation P360 Tiny Workstation

- 12th Gen Intel® Core™ processors
- Choice of professional NVIDIA® discrete graphics
- Configurable with dual M.2 PCIe Gen 4 NVMe SSD storage & loads of memory
- Support for 6 independent displays to maximize your screen real estate
- Ideal for architecture, engineering, healthcare, finance, & education



ThinkEdge SE450 Edge AI server

- Up to 1x 3rd Gen Intel® Xeon® Platinum processor, up to 36 cores, up to 225W TDP
- Compact and rugged for small spaces and harsh environments
- 10x DDR4 memory slots; Maximum 1TB using 8x 128GB 3DS RDIMMs; Supports up to 2x Intel® Optane™ Persistent Memory 200 Series modules (PMem)
- Dual redundant power supplies AC (up to 1100W Platinum) or dual redundant power supplies -48V DC 1100W
- ThinkShield Security Platform
- Dedicated wired networking port and secure wireless capability



[Learn More](#)



Lenovo
OEM Solutions

Lenovo OEM Solutions

Powered by up to 12th Gen
Intel® Core™ processors.

intel®

Lenovo

With Lenovo, retailers can power end-to-end touchpoints, connecting, optimizing, and empowering a smarter, more efficient, experience for all.
Ready to get started with your custom OEM solution? Let's get started.

[DISCOVER MY SOLUTION](#)