

Technology

Elevating the IT service experience

Carden IT Services

To take the stress out of IT, Carden IT Services works with Lenovo Pro for Partners to ensure seamless delivery of best-in-class IT solutions—helping clients modernize technology while keeping costs down.

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Who is Carden IT?

Founded in 2009, Carden IT Services is a leading provider of IT services in New York City, and a part of Carden IT Group. The Manhattan-based company specializes in delivering managed IT services, IT support, cybersecurity, and cloud solutions to businesses of all sizes.

The mission at Carden IT is to provide the hardware, software, and technical support that clients need to maximize their business potential. The company knows how important reliable IT is to the success of a company. So, its highly skilled IT experts only recommend a solution if they truly believe it will help clients achieve their goals—and do it with utmost efficiency.



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The Challenge

As a trusted IT service provider, Carden IT guides all kinds of IT decisions for clients, often acting as their own in-house IT department.

The company does everything from procuring the right hardware for employees, to consulting on large-scale projects, to troubleshooting everyday IT problems. And they need the right partner working with them behind the scenes to get the jobs done right.

Carden IT begins each client engagement with a hands-on analysis of the business's IT environment, so they can tailor any recommendations to the client's unique requirements. Some clients might need to replace hundreds of business-class systems, while others might need more targeted upgrades. Fast access to reliable solutions is simply non-negotiable.

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In addition, Carden IT prides itself on delivering proactive service and support. The company only deploys IT solutions that meet the latest security standards, while also ensuring that high levels of support are available if any problems occur. “We basically require the three-year, next-business day warranty on all systems. Especially now that everyone works from home, having a technician go out and replace the parts the next day is a massive game changer,” says Huson.

Since each client has slightly different needs, Carden IT needs a partner that has both a comprehensive range of solutions—and the expertise to know what will provide the most value in each situation. According to Huson, some design departments use Apple workstations, but mostly PCs built on Intel vPro® are recommended for a professional-grade experience that’s reliable and seamless.



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One of our hardware vendors recently changed their processes so that we have to go through a distributor to buy systems. And it's the most annoying thing in the world. We used to be able to just email what we wanted. Now, everything takes longer. And you're dealing with a huge team of people, so you never get to build a relationship with them.”

— **Jeremy Huson**, Co-founder and Director, Carden IT Services



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End-to-end support for growing your business

To deliver personalized support to each client, Carden IT needs a high level of support for its *own* needs. Huson says the Lenovo Pro for Partners program has the right technology to meet a wide range of clients' business needs, while also going the extra mile to keep everything up and running efficiently.

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HARDWARE

- **Lenovo ThinkPad X1 Carbon laptops, powered by Intel vPro® processors for peak business performance**

SERVICES

- **Lenovo Pro for Partners**
- **Warranty Support Upgrades**



“In the last three or four years, we’ve really seen an uptick in our usage of Lenovo products,” says Huson. “Normally, we’ll make the recommendations for what clients need, depending on what types of users they have. So, we’ll consider if someone is just entering data, or if they’re the CEO, or if they’re using Photoshop. It’s nice that we can go to one place to meet all those needs, with the right pricing, availability, and warranty support.”

Lenovo Pro for Partners also makes it easy for Carden IT to purchase a large volume of Intel-based PCs, all with Windows Autopilot enabled for seamless remote deployment. This means clients can automatically download, install, and configure business applications on their new laptops as soon as they connect to the network. “We’re able to just ship devices directly to the customer,” explains Huson. “Employees can just turn them on, log in, and the right apps and security will be set up for them.”



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In addition, the Intel vPro® technology helps maximize user productivity, long after the initial deployment. End users can get the performance they need for any task, no matter the location, thanks to optimized wireless connections and intelligent allocation of workloads—tailored to applications and how people use them. Hardware-enhanced protection also helps keep PCs and data more secure, right out of the box.

Carden IT works with Lenovo Pro for Partners to support small and mid-sized businesses, some with locations spread around the world. The company used to purchase devices in the U.S. and then ship them overseas. But this would result in import fees, shipment delays, and other headaches, says Huson. “Now with Lenovo, we can set up an account for each country, and our orders can be shipped directly to the people overseas. It’s going to make our lives so much easier as well.”

What’s more, Carden IT has found that having a dedicated account manager for its own clients—as well as with Lenovo Pro for Partners—gives everyone more peace of mind. There’s a friendly face behind the everyday transactions. As Huson puts it, “we’re very happy with the brand, and the way that it all comes together.”

Lenovo technology is now the “bread and butter” of device purchases for Carden IT. From 2-in-1 devices to high-performance laptops, Huson says the quality in the Lenovo hardware designs helps simplify the ongoing IT management. “We can provide devices from Apple or another vendor, but it’s only if they have a very specific requirement. Normally we don’t really give them a choice because Lenovo already has everything they need.”

COMPETITIVE ADVANTAGES



Dedicated account support



Reliable hardware with low failure rates



Custom-built PCs at a partner price

Results

By supporting its clients with Lenovo hardware and services, Carden IT has increased efficiency across its operations—and discovered new ways to build its bottom line. In addition to the Lenovo Pro for Partners pricing, the managed services provider has found that Intel vPro®-powered laptops have more configuration options and accessories needed by today's remote workers. Systems like a MacBook Pro can't adapt to the changing needs of a growing business.

As Huson explains, “The warranty support is huge for us. Our service desk has always had great feedback about the speed of getting things turned around, whether it involves getting parts or an onsite visit from a Lenovo technician.”

The built-in security of Lenovo solutions also adds a layer of protection that's essential for Carden IT's clients. In addition to fingerprint readers for secure log-ins, Lenovo devices have customizable ThinkShield security features, including advanced data encryption, secure wipe technology, firmware security, and USB threat mitigation.



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Why **Lenovo?**

“The build quality is incredible, especially on the performance laptops like the X1 Carbon. They can be dropped or bashed or who knows what, and they always bounce back, which is really good,” says Huson.

“The ease of access is also really important to us. As you can imagine, customers love to order things at the last minute. We can count on Lenovo Pro for Partners to get ahold of stock—and get it to us as quickly as possible. It’s been a very positive partnership.”



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How do you grow your business with real efficiency?

Depend on Lenovo for the technology partnership, customization, and support you need to reach your goals faster.

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Intel vPro® is the business computing foundation that makes PCs professional-grade. It equips IT to secure and manage a hybrid workforce without having to touch the PC¹ while boosting user productivity—all in a single solution designed for business.

¹ Both Intel® Standard Manageability and Intel® Active Management Technology (AMT) support remote out-of-band capabilities on provisioned Windows PCs, but only Intel vPro® Enterprise for Windows with AMT supports remote Key board Video Mouse control.

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