



LenovoTM

REACHING NEW HEIGHTS OF GROWTH

EastWest Bank Philippines fortifies its growth strategy with Lenovo Windows 10 Pro end-user computing solutions



COMPANY PROFILE

Established in 1994, EastWest Bank is one of the fastest-growing consumer-focused banks in the Philippines. It operates over 445 branches nationwide, providing a wide range of banking products and services, as well as allied financial services such as non-life insurance brokerage, bancassurance and leasing. It is a subsidiary of the Filinvest Development Corporation (FDC), one of the country's leading conglomerates, with diversified interests in banking, real estate, hospitality, tourism and power generation.



GROWTH WITH TRUST

As the Philippines' fastest-growing consumer-focused bank, EastWest Bank planned to reengineer and upgrade its end-user computing infrastructure. It required a reliable brand to provide a one-stop supply of enterprise-wide end-user computing solutions, from on-premises desktops to mobile laptops and multi-functional tablets. In view of its stringent requirements for diversity, security, performance and budget, EastWest Bank conducted an in-depth evaluation and testing of different renowned brands. Lenovo

devices with Windows 10 Pro proved to be the best fit for the company's specific needs.

BUSINESS CHALLENGE

Thanks to its strong business foundation, EastWest Bank is set to maintain its rapid growth, continual product and service advancement, and tireless commitment to customer service excellence. Digitalization and mobility are key to that success, enabling the business to become more agile and adaptable to market changes while also empowering new

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Antonio C. Moncupa Jr.
Vice Chairman and CEO of
EastWest Bank

innovations and improving corporate image. However, digital transformation and mobility can also increase vulnerability to cyber threats and security risks. When EastWest was planning the reengineering of its end-user computing infrastructure deployment, it identified security and risk management as crucial criteria for selecting the right end-user computing platform.

In addition, the management of its desktop lifecycle, mobility ecosystem and ROI were important concerns for EastWest. The selected computing tools had to be durable, powerful and priced affordably so that the bank could always ensure high workforce efficiency with minimum downtime, while also simplifying management and maintenance to keep costs low.

LENOVO SOLUTION

After extensive evaluation, EastWest Bank selected Lenovo with Windows 10 Pro as the major computing vendor for its fast-growing business plan. The bank has since acquired various product lines including Lenovo ThinkPad and Yogabook to support different users in its front and back office, help desk, branch customers, salespeople and even mobile workers.

According to Antonio C. Moncupa Jr., Vice Chairman and CEO of EastWest Bank, security was the main reason the bank chose Lenovo. “We need to be mobile. We need reliable tools. We need secure computing tools. We found all that in Lenovo ThinkPads.”

Lenovo with Windows 10 Pro enables the bank’s desktop users and mobile workforce to perform important tasks with built-in security and multi-layered protection that includes:

- Lenovo military-grade durability for excellent hardware protection
- Anti-virus, firewall, and anti-phishing technologies that enable lifetime security support
- BitLocker and BitLocker to Go, which encrypts data whether it’s in the laptop or a USB
- Windows Hello and Lenovo fingerprint reader, which provide the fastest and most secure way to unlock a ThinkPad laptop

In addition to mobile security, Lenovo computing devices with Windows 10 Pro help EastWest take workforce productivity to a new level with exciting features such as Windows Ink and digital assistant Cortana.

BUSINESS IMPACT

The deployment of new Lenovo devices with Windows 10 Pro project a professional and trustful image to the bank’s customers. The legendary Lenovo brand image also enhances customer confidence in the bank’s data security practices, which greatly increases customers’ brand loyalty.

By implementing ThinkPad T-series and X-series with Windows 10 Pro, EastWest Bank can now enable mobile employees to work anytime and anywhere with powerful, reliable

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and secure computing devices. They can pitch proposals at customers’ offices with fast and compelling PowerPoint presentations, facilitate customer services on the go, and collaborate with peers at remote sites. As Antonio says, “ThinkPad with Windows 10 Pro gives our people a reliable, advanced and yet affordable tool to make them more productive.”

While giving employees the freedom to work anywhere, ThinkPad also offers uncompromising performance, connectivity, reliability and durability. It is tested against more than 200 quality and durability criteria, and features built-in specialized features like a strong carbon fiber cover, spill-resistant keyboard, and shatter-resistant glass. Lenovo devices have also passed a series of comprehensive tests and evaluations by EastWest Bank and are now the standard platform for the entire group of companies.

This new deployment has likewise minimized the IT workload involved in lifecycle management, and saved money on hardware replenishment as ThinkPad devices are extremely secure, easy to maintain, and built to last.

CONCLUSION

For EastWest, digital transformation is a competitive advantage to drive growth and optimize operational efficiency. In today’s ever-changing and hyper-connected environment, Lenovo computing device with Windows 10 Pro offers the most secure computing performance with agile, cost-effective features. As leading financial services providers like EastWest have discovered, it is a powerful tool for managing and protecting mission-critical systems and data, providing an unbeatable platform for future business success.

5 reasons why Lenovo is a difference maker



Trusted around the world



Expertise across categories



Choose Lenovo with confidence



Business-boosting technology



Flexible support network

 Windows 10 Pro



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