

A better way to track the catch of the day

Grupo Pinsa

Propelled by Lenovo ThinkSystem SE350 edge servers, Latin America's biggest tuna fishing fleet can now track fish catches in near real time, supporting more efficient production and distribution planning.

Customer Problem

Wild fishing is a high-risk, highly uncertain enterprise. To reduce waste and optimize costs, Grupo Pinsa looked for a way to gain faster insights into the size of each day's catch.

Lenovo Solution

Grupo Pinsa outfitted its boats with rugged Lenovo ThinkSystem SE350 edge servers, enabling it to automatically relay information on supply levels to a central server at group headquarters.

Business Impact

Grupo Pinsa can plan downstream production, sales, and distribution processes with much greater precision—bringing a big boost to efficiency and the bottom line.



“We had a vision for making fleet and fishing production more effective, and Lenovo proved to be the perfect partner to bring it to life. Lenovo ThinkSystem SE350 servers have been a great enabler for our business.”

Sergio Alcaraz Pérez
IT Infrastructure Manager



Rugged design stands up to tough conditions out at sea



Provides near-real-time insight into fishing catches



Supports precise production and distribution planning

