

# Upfront New Customer Bonus

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THOSE™  
WHO DO.



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# Agenda

- ✓ New NCB Process Overview, Features & Key Differences
- ✓ NCB Nomination & Order Walkthrough
- ✓ Backend NCB Option
- ✓ Viewing Nomination Details
- ✓ Existing NCB Nominations
- ✓ Key Takeaways & Resources
- ✓ Q & A

# NCB Process Overview

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## 5 Simple Steps

1. Identify a new end user opportunity for either Client or Enterprise products
2. Submit your nomination on the NCB Tool [www.LenovoNCB.com](http://www.LenovoNCB.com)
3. The deal is validated based on a simple set of criteria
4. Eligible deals will receive a nomination ID code
5. Pass your nomination ID code onto your distributor for a 5% to 10%\* discount

*\*Lenovo will provide sufficient discount to the distributor to enable them to offer you the recommended discount as outlined above. Actual pricing will ultimately agreed between the distributor and reseller. Discount period 6 months from approved date.*

# Nomination Process Overview

## Login

Log in About you Opportunity

START NOMINATION

Partner Network Login

To submit and view nominations log in to Lenovo Partner Network

LOG IN

OR

Fast Track Nomination

To submit a fast track nomination please enter your email address for verification

Enter email

## About You

Log in About you Opportunity Status

NEW NOMINATION

Accusdandande ped qui dillum est quasipito enesclam etum adiorep udandae commo es anturertae

You

Your company name \* Insight

Your name \* John Doe

Your email address \* john.doe@insight.com

Your phone number \* 555 000 555

Your country \* United States

Your state/province \* Texas

Marketing activity code

BACK NEXT

## Opportunity

Log in About you Opportunity Status

NEW NOMINATION

Accusdandande ped qui dillum est quasipito enesclam etum adiorep udandae commo es anturertae

Please select a product category

Client

Enterprise

Distributor

Our records state you are a self-fulfilling partner.

Customer

Customer DUNS \*

OR

Customer company name \*

Customer company zip

Customer company country \* United States

Customer state \*

\* Fields are mandatory

BACK NEXT

## Status

Log in About you Opportunity Status

NOMINATION SUBMITTED

Nomination status: Submitted

SUBMIT NEW NOMINATION

What's next?

Magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcoerper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

About you

Your name	John Doe
Your email address	john.doe@hcl.com
Your phone number	01234 567890
Your company name	HCL Technologies Limited
Your state	New Hampshire
Your country	United States
Your company ID	12345678

About the customer

Customer company name	Test Valley Center
Customer company country	Unites States
Customer website	www.tvc.com
Marketing activity code	-
Customer company City	Greenville
Customer company unique ID	225442698
Customer company zip	GVD12M0
Customer ultimate parent	Test Valley Center
Product category	Client
Distributors	Avnet, Tech Data and Synnex
T&C version	LU14-2NCB-U0

- Approved Nominations will Receive NCB Nomination ID by Email (Prefix NC for Client, NE for Enterprise)
- Nomination ID is valid for 6 Months and must be provided to Distribution at time of quote to receive discount

# NCB Discount Process

NCB Partner



**NOMINATION**  
NE540932

Distribution



Request Lenovo Quote from Distribution & Provide the NCB Reference Number

Distribution Provides Quote with Approved NCB Discount

Lenovo

Lenovo NCB Nomination ID NE540932 for Bchannels, Inc. has been approved

Dear Ben,

Thank you for registering your nomination on the Lenovo NCB tool. We are pleased to inform you that your nomination has been approved.

The **Nomination ID** reference is:

**NE540932**

Nomination expiry date: 16 January 2015

**Nomination summary**

The screenshot shows a web interface with a navigation bar (Log in, About you, Opportunity, Status) and a main content area. The main content area displays 'NOMINATION APPROVED' with a nomination reference of NE540932 and a status of 'Approved'. Below this, there is a 'What's next?' section with a paragraph of placeholder text. Further down, there are sections for 'About you' and 'About the customer' with various fields filled in.

About you	
Your name	John Doe
Your email address	john.doe@hcl.com
Your phone number	01234 567890
Your company name	HCL Technologies Limited
Your state	New Hampshire
Your country	United States
Your company ID	12345678

About the customer	
Customer company name	Test Valley Center
Customer company country	United States
Customer website	www.tvc.com
Marketing activity code	-
Customer company City	Greenville
Customer company unique ID	225442698
Customer company zip	GVO12M0
Customer ultimate parent	Test Valley Center
Product category	Client
Distributors	Avnet, Tech Data and Synnex
T&C version	LU10-2NCB-US



# New Features

- ✓ Upfront Discount Provided through Distribution via NCB Nomination ID
  - ✓ No End User Reporting !!!
  - ✓ Backend option available - reporting required
- ✓ Customer Search
- ✓ Separate Client and Enterprise Nominations

Product Category	Products	Rebate
Client	Commercial NB   Commercial DT   Visuals   TopSeller Consumer NB	5%
	Workstations   Think Peripherals   Services	8%
Enterprise	ThinkServer   ThinkServer Options   ThinkServer Storage   NAS   NAS Accessories	9%*
	*For a limited time, all Topseller LenovoEMC Storage products	10%

- ✓ Max of \$30,000 Rebates per Product Category
- ✓ Valid for 6 Months from Approval Date

# Key Differences

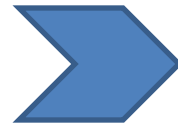
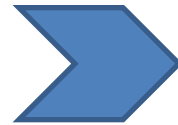
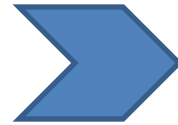
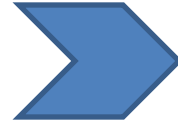
## OLD

90 Days to Make initial Sale to Activate Nomination  
6 Months of NCB Rebates from Activation Date

Backend Rebate Requiring Reporting w/ Exact Name Match

School Nominations at School Board/District Level

Commercial & Public Sector NCB



## NEW

NCB Discount Available for 6 month from Approval Date

Frontend Rebate via Distribution with valid NCB Reference #  
If partner chooses Backend – Reporting w/ Exact match required

### **Nominate at Level you are Selling to**

- If Selling to School Board/District, Nominate School Board /District
- If Selling to individual Schools, you need to nominate each school you intend to sell to

NOTE: If School Board/District is on Exclusion List, NCB Nominations of Schools in that District will also be excluded .

Client & Enterprise NCBs. Increased base rebate % & Caps



# NCB Nomination Process

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# Login

[www.LenovoNCB.com](http://www.LenovoNCB.com)

## ➤ Partner Network Login

- Submit and View All Nominations
- RECOMMENDED

## ➤ Fast Track Nomination

- Requires Email Addresses Only
- Nominations Only

**\*Both Require a Lenovo Partner Network (LPN) Account\***

The screenshot shows the 'START NOMINATION' page on the Lenovo NCB website. At the top, there are navigation tabs for 'Log in', 'About you', and 'Opportunity'. The main content is divided into two sections:

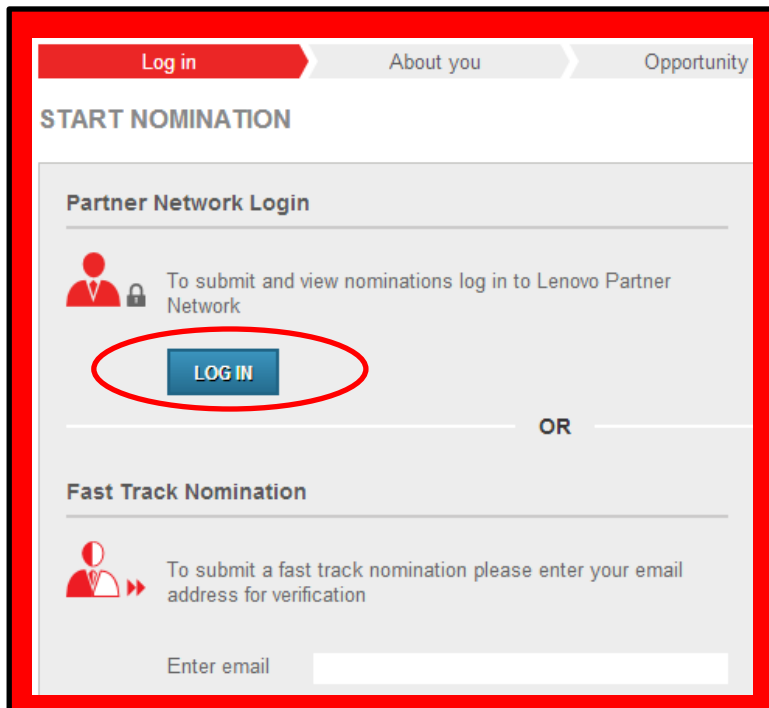
- Partner Network Login:** This section features a red icon of a person with a lock, indicating a secure login. The text reads: 'To submit and view nominations log in to Lenovo Partner Network'. Below this is a blue 'LOG IN' button.
- OR:** A separator line with the word 'OR' in the center.
- Fast Track Nomination:** This section features a red icon of a person with an arrow, indicating a fast-track process. The text reads: 'To submit a fast track nomination please enter your email address for verification'. Below this is a text input field labeled 'Enter email' and a blue 'VERIFY' button.

# Full Functionality – Partner Network Login

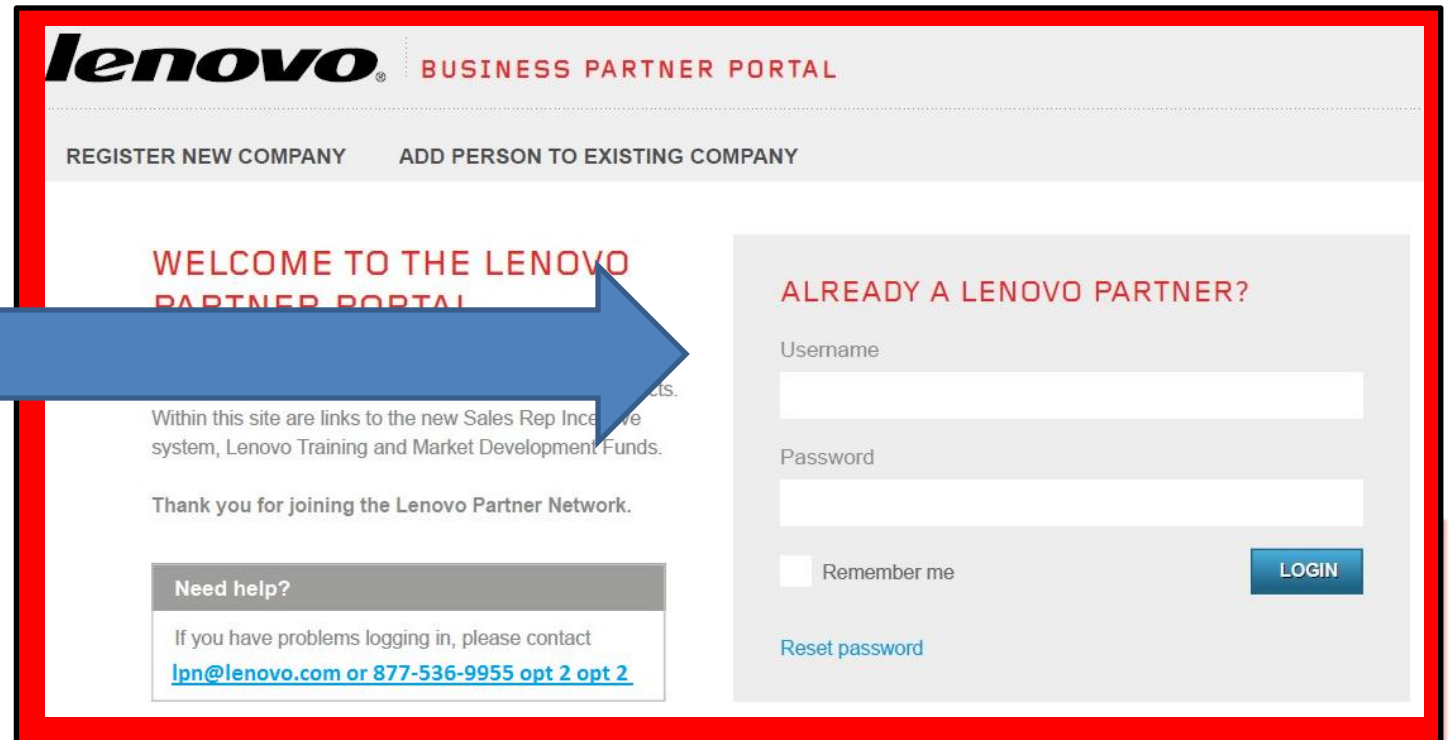
You will utilize your Authorized Partner Login (LPN Login) to Nominate and View your Company's NCB.

Don't have an Authorized Partner Login?

Option 1: Contact your EBA | Option 2: [lpn@lenovo.com](mailto:lpn@lenovo.com) or 877-536-9955 opt 2 opt 2



The screenshot shows the top navigation bar with 'Log in', 'About you', and 'Opportunity' tabs. Below is the 'START NOMINATION' section. Under 'Partner Network Login', there is a 'LOG IN' button circled in red. Below that is an 'OR' separator and a 'Fast Track Nomination' section with an email input field.



The screenshot shows the 'lenovo BUSINESS PARTNER PORTAL' header. Below the header are links for 'REGISTER NEW COMPANY' and 'ADD PERSON TO EXISTING COMPANY'. The main content area says 'WELCOME TO THE LENOVO PARTNER PORTAL' and includes a 'Need help?' section with the contact information [lpn@lenovo.com](mailto:lpn@lenovo.com) or 877-536-9955 opt 2 opt 2. On the right, there is a login form titled 'ALREADY A LENOVO PARTNER?' with fields for 'Username' and 'Password', a 'Remember me' checkbox, and a 'LOGIN' button. A blue arrow points from the 'LOG IN' button in the previous screenshot to the 'LOGIN' button in this screenshot.



# Nominate Only Login

- Enter email address associated with your Lenovo Partner Network Account
- Allows Partner to Nominate NCBs, but cannot view Nomination History or Status

Log in | About you | Opportunity | Status

## START NOMINATION


**Partner Network Login**

  To submit and view nominations log in to Lenovo Partner Network

**LOG IN**

OR

**Fast Track Nomination**

 To submit a fast track nomination please enter your email address for verification

Enter email

**VERIFY**

**How does it work?**

For more information on the New Customer Bonus program visit [How it works](#)

**Fast track**

We can identify you with your email address but you won't be able to see previously submitted nominations

# About You

- Both Login Options Bring you Here
- Pre-populates based on your LPN Profile
- Validate / Update Your Contact Info for the Deal
- Ability to Change Name and Phone Number for Deal

**NOTE:** If Information is Incorrect, contact:  
[lpn@lenovo.com](mailto:lpn@lenovo.com) or 877-536-9955 opt 2 opt 2

Log in | **About you** | Opportunity | Status

### NEW NOMINATION

Please review the details below and click next to verify

You	
Your company name *	Lenovo Reseller
Your name *	Joe Sales Rep
Your email address *	Joe@LenovoReseller.com
Your phone number *	919-555-5555
Your country *	United States
Your state/province *	California

**Need Help?**

Please confirm the details are correct and press next to create a new nomination. Please contact the helpdesk if any of these details are incorrect

# Opportunity

## Nomination Details

- Product Category
- Distributor(s) Selection
- Customer Information

Log in About you **Opportunity** Status

### NEW NOMINATION

Please complete all categories below relating to your new nomination

**Please select a product category**

Client  Enterprise

**Client**

Client products refer to Commercial Desktop, Commercial Notebook, Workstations, Think Peripherals, Services, Visuals and Top Seller Consumer Notebooks

**Distributor**

ASI Computer Technologies  Ingram Micro  D&H  Synnex  Tech Data

**Distributor**

Please select your chosen distributor(s)

**Customer**

Customer DUNS \*

OR

Customer company name \*

Customer company zip

Customer company country United States

Customer company state \*

\* Fields are mandatory

**Customer search**

Insert customer DUNS number or name, then click 'Search'

**BACK** **SEARCH**

# Select Product Category

## Client

Commercial Notebook   Commercial Desktop Visuals   TopSeller Consumer NB	5%
Workstations   Think Peripherals   Services	8%

## Enterprise

ThinkServer   ThinkServer Options	9%
ThinkServer Storage   NAS   NAS Accessories	
*For a limited time, all Topseller LenovoEMC Storage products	10%

Log in | About you | **Opportunity** | Status

### NEW NOMINATION

Please complete all categories below relating to your new nomination

Please select a product category

Client

Enterprise

Distributor

**Client**

Client products refer to Commercial Desktop, Commercial Notebook, Workstations, Think Peripherals, Services, Visuals and Top Seller Consumer Notebooks

# Distributor Selection

- Select Distributor(s) you intend to fulfill the opportunity from
- Chosen Distributors will be notified of Approved Nominations
- Only Selected Distributors will be able to provide the NCB Discount for the Opportunity

Distributor

<input type="checkbox"/>	Distributor A	<input checked="" type="checkbox"/>	Distrubutor D
<input checked="" type="checkbox"/>	Distributor B	<input checked="" type="checkbox"/>	Distributor E
<input checked="" type="checkbox"/>	Distributor C		

Distributor

Please select your chosen distributor(s)



# Customer Identification

## DUNS (D&B) Integration for Customer Search and Identification

Three Options to Identify the Customer:

- Search by DUNS
- Search by Customer Name, State, & Zip
- If not found using search, manual entry

### Customer

Customer DUNS \*

OR

Customer company name \*

Customer company zip

Customer company country

Customer company state \*

\* Fields are mandatory

#### Customer search

Insert customer DUNS number or name, then click 'Search'

# Search by DUNS

- If you have the DUNS # (D&B #) for the Customer you are nominating, simply enter the number and hit “Search”
- The system will return the detail of this business for you to validate this is the Customer you intend to Nominate

**Customer**

Customer DUNS \*

OR

Customer company name \*

Customer company zip

Customer company country

Customer company state \*

\* Fields are mandatory

**Customer**

**Company**

**The Brunch Box**  
10970 Chapel Hill Rd #120, Morrisville, North Carolina,  
27560, United States

D&B ID: 16925510

I accept the terms and conditions

# Search by Name

- Customer can also be searched by Name and State. Zip Code is optional
- Companies that meet the Search Requirements are displayed
- Click “Select” To choose a Company from the Search Results

**Customer**

Customer DUNS \*

OR

Customer company name \*

Customer company zip

Customer company country

Customer company state \*

\* Fields are mandatory



Customer DUNS \*

OR

Customer company name \*

Customer company zip

Customer company country

Customer company state \*

\* Fields are mandatory

**Customer search**  
Insert customer DUNS number or name, then click 'Search'

**The Brunch Box**  
10970 Chapel Hill Rd #120, Morrisville, North Carolina, United States

**Brunch & Braun Tile**  
514 S Stratford Rd Ste 240, Winston Salem, North Carolina, United States

# Search by Name (Continued)

➤ The system will return the detail of this business for you to validate this is the Customer you intend to Nominate

Customer

---

**Company**

**The Brunch Box**  
10970 Chapel Hill Rd #120, Morrisville, North Carolina,  
27560, United States

D&B ID: 16925510

[SEARCH AGAIN](#)

I accept the [terms and conditions](#)

[BACK](#) [SUBMIT](#)

# Manual Entry

- If you are unable to find the Customer via Search, click “Manual Entry”
- Simply fill out the required Customer information.

**Customer**

Customer DUNS \*

OR

Customer company name \*

Customer company zip

Customer company country

Customer company state \*

\* Fields are mandatory

**Customer search**

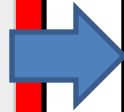
Insert customer DUNS number or name, then click 'Search'

The Brunch Box  
10970 Chapel Hill Rd #120, Morrisville, North Carolina, United States [Select](#)

Brunch & Braun Tilc  
514 S Stratford Rd Ste 240, Winston Salem, North Carolina, United States [Select](#)

**MANUAL ENTRY**

**BACK** **SEARCH**



**Customer**

Customer company name \*

Customer company zip \*

Customer company country

Customer company state \*

Customer company city \*

Customer website \*

\* Fields are mandatory

**Customer search**

Insert customer DUNS number or name, then click 'Search'

**SEARCH AGAIN**

**BACK**  I accept the [terms and conditions](#) **SUBMIT**

# Submitting Nomination

- Once Customer is Identified, Partner must Accept T's & C's and Click "SUBMIT" button
- Partner will be notified if the nomination is Approved, Pending (Submitted) or Rejected (and reason for rejection)
- If Pending (Submitted), you will receive notification within 24 – 48 hrs or Approval or Rejection
- If Approved, a NCB Reference Number will be provided.
  - NC Prefix – Client. Example: **NC123456**
  - NE Prefix – Enterprise. Example: **NE345678**
- This number must be provided to distribution at time of quote to receive discount

Log in > About you > Opportunity > Status

NOMINATION SUBMITTED

NOMINATION

Nomination status: Submitted

SUBMIT NEW NOMINATION

**What's next?**

Magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

**About you**

Your name	John Doe
Your email address	John.doe@hcl.com
Your phone number	01234 567890
Your company name	HCL Technologies Limited
Your state	New Hampshire
Your country	United States
Your company ID	12345678

**About the customer**

Customer company name	Test Valley Center
Customer company country	Unites States
Customer website	www.tvc.com
Marketing activity code	-
Customer company City	Greenville
Customer company unique ID	225442698
Customer company zip	GV012MB
Customer ultimate parent	Test Valley Center
Product category	Client
Distributors	Distributor A, Distributor B, Distributor C
T&C version	LU14-2NCB-U0

# Placing Orders With NCB

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# Placing Orders with NCB Nomination ID

NCB Partner



**NOMINATION**  
NE540932

Distribution



Request Lenovo Quote from  
Distribution & Provide the NCB  
Reference Number

Distribution Provides Quote with  
Approved NCB Discount

Lenovo

Lenovo NCB Nomination ID NE540932 for Bchannels, Inc. has been approved

Dear Ben,

Thank you for registering your nomination on the Lenovo NCB tool. We are pleased to inform you that your nomination has been approved.

The **Nomination ID** reference is:

**NE540932**

Nomination expiry date: 16 January 2015

**Nomination summary**

Log in > About you > Opportunity > Status

**NOMINATION APPROVED**

Your nomination reference **NE540932**  
Nomination status: **Approved**

**SUBMIT NEW NOMINATION**

**What's next?**  
Magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse consequat, vel illum doore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

**About you**

Your name	John Doe
Your email address	john.doe@hcl.com
Your phone number	01234 567890
Your company name	HCL Technologies Limited
Your state	New Hampshire
Your country	United States
Your company ID	12345678

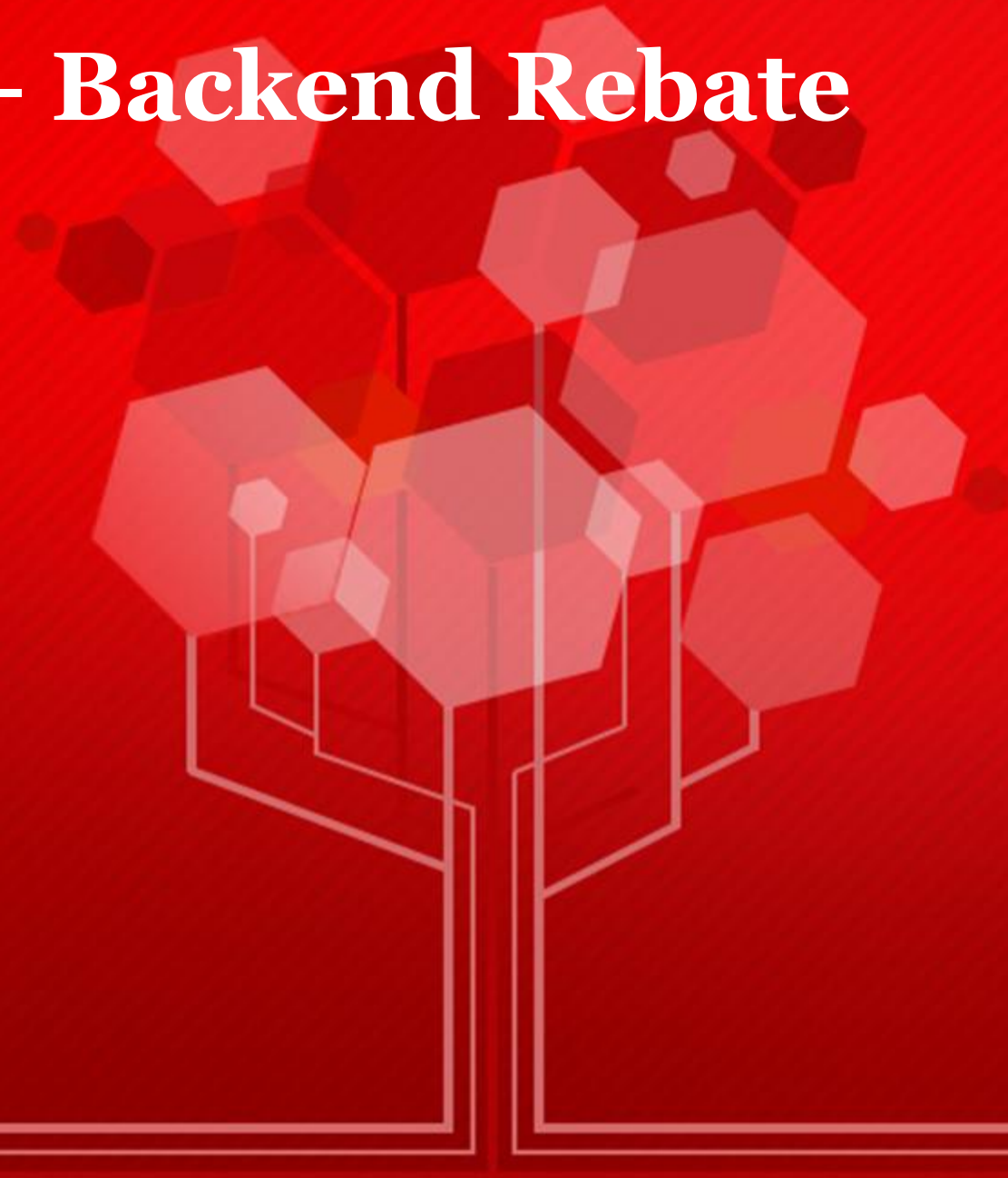
**About the customer**

Customer company name	Test Valley Center
Customer company country	United States
Customer website	www.tvc.com
Marketing activity code	-
Customer company City	Greenville
Customer company unique ID	225442698
Customer company zip	GVD12M0
Customer ultimate parent	Test Valley Center
Product category	Client
Distributors	Avnet, Tech Data and Synnex
T&C version	LU10-2NCB-UG



# NCB Process – Backend Rebate

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# Selecting Backend Rebate

## Opportunity

### Rebate options

By default your company will receive its reward for deals relating to this customer in the form of a discount from the distributor. In special cases you may want your company to receive the reward as a rebate directly from Lenovo instead.

I want my company to receive discounts from distributors

Please select a product category

Client  
**Enterprise**

Lorem Ipsum

Lorem ipsum consequat int ut quamus disquis doliuptam ex et vendi od qui am sust et fugia dolum hanciens ut in et et, si tenimin nus mo inis accidunt

Distributor

Avnet Technology Solutions  
 Ingram Micro  
 Carahsoft Technology Corporation  
 Synnex  
 Douglas Stewart Company  
 Tech Data

Lorem Ipsum

Our records state you are not a self-fulfilling partner.

Customer

Customer DUNS \*  
OR  
Customer company name \*  
Customer company zip  
Customer company country \* United States  
Customer state \*

Lorem Ipsum

Mil maiore venimincia que nlaecta florare porum fugia cor modi qui dolore nesto occum volorecto quisli uliam quodipide erit ea doliupta nescime sim rependent arum que

\* Fields are mandatory

BACK

NEXT

### Rebate options

By default, resellers will receive any and all applicable NCB discounts from Authorized Lenovo Distributors. By deselecting the box below, resellers will forfeit any potential upfront NCB discounts on this opportunity and agree to follow the terms and conditions associated with the back-end NCB processes; which includes reporting to Lenovo end user sales information. Please see terms and conditions for more information.

Receive upfront NCB discounts from Distribution. (Unselect for Back-end rebate option).

By Default, this box is CHECKED for Upfront Discount

Unselecting this box changes makes NCB Backend

Backend Nominations do not select Distributor(s)

Complete Customer Information and Submit

Approved Backend Nominations are valid for 6 Months from Approval Date

Partner Must Report EUS Exactly as Nominated & w/in 30 Days of Sale

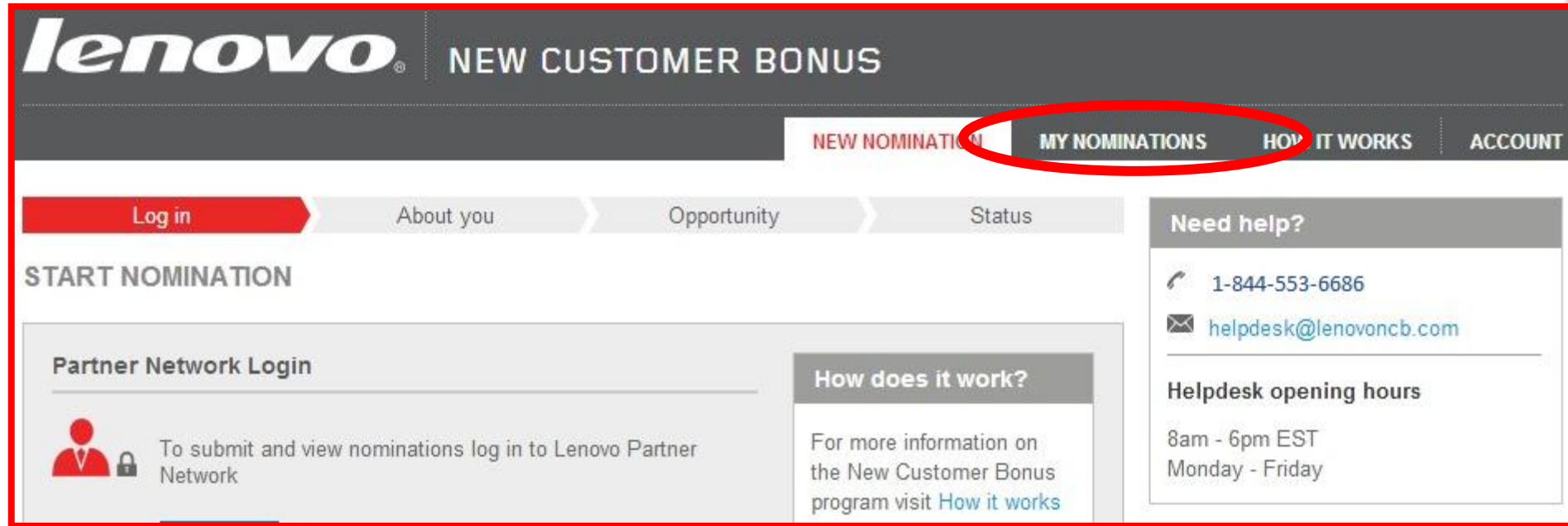
# Viewing Nomination Details

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# Nominations



The screenshot shows the Lenovo New Customer Bonus website interface. At the top, the Lenovo logo is on the left, and 'NEW CUSTOMER BONUS' is on the right. Below this is a navigation bar with four items: 'NEW NOMINATION', 'MY NOMINATIONS', 'HOW IT WORKS', and 'ACCOUNT'. The 'MY NOMINATIONS' item is circled in red. Below the navigation bar is a progress bar with four steps: 'Log in', 'About you', 'Opportunity', and 'Status'. The 'Log in' step is highlighted in red. Below the progress bar is a 'START NOMINATION' section. On the left, there is a 'Partner Network Login' section with a red icon of a person and a lock, and the text 'To submit and view nominations log in to Lenovo Partner Network'. On the right, there is a 'How does it work?' section with the text 'For more information on the New Customer Bonus program visit [How it works](#)'. On the far right, there is a 'Need help?' section with a phone icon and the number '1-844-553-6686', an email icon and the address 'helpdesk@lenovoncb.com', and a section for 'Helpdesk opening hours' listing '8am - 6pm EST Monday - Friday'.

- ✓ Click “My Nominations” to see all of your Nominations
- ✓ Robust Search and Filtering Capabilities
- ✓ View Nomination Details
- ✓ Export to Excel

# View Nominations

Search your Nominations by customer name, contact, or NCB Ref #

Filter by Product Category, Status and Dates

High Level Details for each NCB.

Download Your Nominations

The screenshot shows a web interface for viewing nominations. At the top right, there are tabs for 'NEW NOMINATION' and 'MY NOMINATIONS'. Below the 'MY NOMINATIONS' tab is a search bar with a magnifying glass icon and the text 'Search for a nomination, contact or customer', followed by a blue 'SEARCH' button. Below the search bar are filter options: 'Product category' and 'Status' are dropdown menus, and 'Date from' and 'Date to' are date pickers. A 'CLEAR FILTERS' button is located to the right of the date pickers. Below the filters is a table with the following columns: 'Customer', 'NCB', 'Status', 'Contact', and 'Expiry'. The table contains one row of data: 'Brunch Time Product: Client', 'NC749653', 'Approved', 'Joe Sales Rep', and 'Created: 06/23/14, Approved: 1 day ago, Expires: in 182 days'. At the bottom of the interface is a blue button with a download icon and the text 'DOWNLOAD CSV'. On the right side of the interface, there is a sidebar with a 'Need' section containing '+1' and 'help' icons, and a 'Helpde' section with '8am - 6 Monday' text.

Customer	NCB	Status	Contact	Expiry
Brunch Time Product: Client	NC749653	Approved	Joe Sales Rep	Created: 06/23/14 Approved: 1 day ago Expires: in 182 days

# Nomination Details

NEW NOMINATION | MY NOMINATIONS

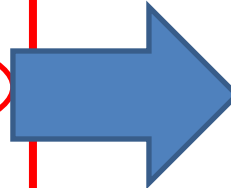
### MY NOMINATIONS

Search for a nomination, contact or customer SEARCH

Product category  Date from   
Status  Date to  CLEAR FILTERS

Customer	NCB	Status	Contact	Expires
Brunch Time Product: Client	NC749653	Approved	Joe Sales Rep	Created: 06/23/14 Approved: 1 day ago Expires: in 182 days

DOWNLOAD CSV



Click on the Record of Interest

NEW NOMINATION | MY NOMINATIONS

## NOMINATION DETAILS

Your nomination reference is **NC749653**  
Nomination status: **Approved**

**?** Lorem ipsum dolor?  
Quis nostrud exerci tation ullamcorper amit suscipit lobortis nisl ut aliquip ex ea commodo consequat. amit suscipit lobortis nisl ut aliquip ex ea commodo consequat. amit suscipit lobortis nisl ut aliquip.

### About you

Your company name	Lenovo Reseller
Your company ID	18132
Your name	Joe Sales Rep
Your email address	Joe@LenovoReseller.com
Your phone number	915-555-5555
Your country	United States
Your state	California

### About the customer

Product category	<b>Distributor A, Distributor B, Distributor C</b>
Distributors	D&H, Ingram Micro, Synnex, Tech Data
Customer company name	Brunch Time
Customer company country	United States
Customer company state	North Carolina
Customer company city	Charlotte
Customer company zip	?28078
Customer website	www.brunchtime.org
T&C version	<a href="#">Lenovo NC</a>

# Existing Nominations

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# Nominations on TradeOne / Brand Muscle

- ✓ What is being Transitioned?
- ✓ How will I know my NCB Nomination ID for the Transitioned NCBs?
- ✓ NCB Sales Before Launch Date



# What is being Transitioned

- All NCBs that are not Expired at the Time of Launch Date
  - All ACTIVE NCBs that have an expiration date after Launch Date
  - All APPROVED NOMINATIONS (not activated) with an approval date within 120 days of Launch
- All Transitioned NCBs will be valid for 6 months after Launch, regardless of when they were activated/nominated in the old system.
- Will receive NCB for both Client & Enterprise
  - NC Prefix = Client
  - NE Prefix = Enterprise
- US Public Sector Client NCBs will have a PS Prefix to alert Distribution of higher rebate
  - US PS Enterprise and Canada PS NCBs Not Impacted b/c Receiving better terms under new NCB Platform (Higher Rebates & Caps)

# NCB Nomination IDs for Transitioned NCBs

- Partners will receive email with all transitioned NCBs with Nomination IDs
- Transitioned NCBs will also be viewable in the “My Nominations” section
- All Distributors will receive the transitioned NCB Reference Numbers
  - Therefore, any distributor is able to fulfill the NCB discount

## NCB Sales Prior to Transition

**All NCB Sales prior to Launch of new tool Must be Reported and will be paid via Legacy process!!!**

# Key Takeaways & Resources

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# Key Takeaways

1. August 7, Thurs: Final day to submit NCB prior to transition
2. All NCB Sales prior to Launch of new tool Must be Reported and will be paid via Legacy process
3. August 13: [www.LenovoNCB.com](http://www.LenovoNCB.com) Go Live
4. Upfront discount via Distribution with approved NCB Nomination ID
5. Separate Client and Enterprise NCB with improved discounts & increased max payouts
6. New Help Desk: [helpdesk@lenovoncb.com](mailto:helpdesk@lenovoncb.com) / 1-844-553-6686

# Where to Get More Information & Help

➤ [www.LenovoNCB.com](http://www.LenovoNCB.com)

➤ “How It Works”

➤ [helpdesk@lenovoncb.com](mailto:helpdesk@lenovoncb.com)

➤ 1-844-553-6686

**lenovo** NEW CUSTOMER BONUS

NEW NOMINATION MY NOMINATIONS HOW IT WORKS LOG OUT

Lenovo 'New Customer Bonus' (NCB) program offers partners the potential to earn an additional upfront (or back end – TBC) margin on qualifying end customer deals. Lenovo NCB is available to all partners registered on the Lenovo Partner Network.

**Q Step 1 – Identify a new customer opportunity**

When you identify a new end customer opportunity, follow the simple steps on the Lenovo NCB tool to submit a nomination.

The end customer must be new to Lenovo and must not have purchased the products you are registering in the nomination from you, Lenovo or any other partner in the past.

**Need help?**

☎ 1-844-553-6686

✉ [helpdesk@lenovoncb.com](mailto:helpdesk@lenovoncb.com)

**Helpdesk opening hours**

8am - 6pm EST  
Monday - Friday

➤ Lenovo Account Executive or Lenovo Partner Assist (877-536-9955)

➤ **Available NOW: Download Overview from LPN**

[lenovopartnernetwork.com](http://lenovopartnernetwork.com) -> Programs -> Partner Programs

**LENOVO PARTNER PROGRAMS**

Make more money with Lenovo. We offer the best partner programs in the industry and they are e information, please refer to the corresponding announcement letter or contact your Lenovo Sales f

Click the headers below to access the dropdowns for the particular programs. Click any header a

**Downloads and Program Updates Summary**

**PROGRAM UPDATES FOR AUGUST 1, 2014**

- Updated New Customer Bonus Process (Download the Overview below)

**DOWNLOADS**

- Updated New Customer Bonus Program Overview
- Channel Programs Guide

# Introducing Lenovo's Updated New Customer Bonus Program

## Overview

- Authorized Lenovo Business Partners can earn rebates on sales made to approved new customers for 6 months
- A new nomination tool makes nominating easy and decisions faster [www.LenovoNCB.com](http://www.LenovoNCB.com)
- Increased Rebates & Maximum Payouts
- Increased Nomination Caps
- Separate Client & Enterprise Categories
- Upfront Discount provided by Distribution on approved NCBs

## Who is Eligible?

Authorized Lenovo Business Partners in US & Canada.  
Partners must have a Lenovo Partner Network Account.

## How Do I Register?

Partners can nominate up to 30 customers per week at [www.LenovoNCB.com](http://www.LenovoNCB.com)

## Do I Need to Report?

By default partners will receive any and all applicable NCB discounts from Authorized Lenovo Distributors and reporting is not necessary.

During the nomination process partners can elect to receive the NCB as a back-end rebate instead of an upfront discount. Selected back-end rebate will forfeit any potential upfront NCB discounts and requires end-user sales reporting with the customer name reported exactly as nominated.

## Eligible Products & Rebates

NCB CATEGORY	PRODUCTS	REBATE
Client	Commercial NB   Commercial DT   Visuals   TopSeller Consumer NB	5%
	Workstations   Think Peripherals   Services	8%
Enterprise	ThinkServer   ThinkServer Options   ThinkServer Storage   NAS   NAS Accessories	9%
	*For a limited time, all TopSeller LenovoEMC Storage products	10%

## Maximum Payouts

Partners are eligible for the below maximum payout per customer

NCB Category	Max Payout Per Customer
Client	\$30,000
Enterprise	\$30,000

## New NCB Help Desk

- [helpdesk@lenovoncb.com](mailto:helpdesk@lenovoncb.com)
- 1-844-553-6686
- [www.LenovoNCB.com](http://www.LenovoNCB.com) -> "How it Works" Tab

**lenovo** NEW CUSTOMER BONUS

NEW NOMINATION MY NOMINATIONS **HOW IT WORKS** LOG OUT

Lenovo's 'New Customer Bonus' (NCB) program offers partners the potential to earn rebates on approved new customers for 6 months. The program is available to all US and Canada Authorized Lenovo business Partners registered on with Lenovo Partner Network.

**Step 1 – Identify a new customer opportunity**

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**Need help?**

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✉ [helpdesk@lenovoncb.com](mailto:helpdesk@lenovoncb.com)

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## Nomination Process

[www.LenovoNCB.com](http://www.LenovoNCB.com)

- 1 Login w/ Lenovo Partner Network account user/pw
- 2 Validate/update sales rep details
- 3 Provide opportunity info: Client or Enterprise NCB, Distributors, and Customer Details
- 4 Submitted opportunities are reviewed and those meeting the NCB criteria will be approved
- 5 Approved Nominations receive Nomination ID valid for 6 months

The screenshots show the following steps:

- Step 1: Login** - Partner Network Login page with 'LOG IN' button.
- Step 2: About You** - Profile completion page with fields for name, email, phone, address, and company details.
- Step 3: Opportunity** - Selection of product category (Client or Enterprise) and distributor/customer information.
- Step 4: Status** - 'NOMINATION SUBMITTED' confirmation page showing 'Submitted' status and a 'SUBMIT NEW NOMINATION' button.

- 5
  - **Approved Nominations will Receive NCB Nomination ID by Email (Prefix NC for Client, NE for Enterprise)**
  - **Nomination ID is valid for 6 Months and must be provided to Distribution at time of quote to receive discount**

## Upfront Discount Process

- 1 Receive NCB Nomination ID for Approved Nominations via email
- 2 Provide NCB Nomination ID when requesting quote from distribution
- 3 Distribution validates NCB Nomination ID is applicable to requested quote
- 4 Distribution provides quote with Approved NCB discount

The diagram illustrates the flow between a **NCB Partner** and **Distribution**:

- Step 1:** NCB Partner receives a **NOMINATION ID: NE540932**.
- Step 2:** NCB Partner provides the ID to Distribution: **Request Lenovo Quote from Distribution & Provide the NCB Reference Number**.
- Step 3:** Distribution provides a quote back to the NCB Partner: **Distribution Provides Quote with Approved NCB Discount**.

Supporting elements include:

- An email screenshot from **Lenovo** with the subject 'Lenovo NCB Nomination ID NE540932 for Bchanrwa, Inc. has been approved'. The body text includes: 'Dear Ben, Thank you for registering your nomination on the Lenovo NCB tool. We are pleased to inform you that your nomination has been approved. The Nomination ID reference is: **NE540932**. Nomination expiry date: 16 January 2015. Nomination summary|'
- A screenshot of the 'NOMINATION APPROVED' status page showing 'Your nomination reference: NE540932' and 'Nomination status: Approved'.
- A checkmark icon indicating successful completion.



Q & A

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