

Microsoft CY20Q4 Update

Lenovo

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Benefits of Lenovo branded Windows Server 2019

	Lenovo-branded Windows Server 2019	Unbranded COEM Windows Server 2019	Microsoft "Open" Volume License
PRICE	Often Best Price*	Varies, but typically 3-5% more	Varies, but typically 20-30% more
PRODUCT SUPPORT	Yes	No	No
DOWNGRADE MEDIA	Yes	No	Yes, from Microsoft
PORTABLE LICENSE	Yes, can be purchased within 90 days		Yes
SOFTWARE ASSURANCE	Yes, can be purchased within 90 days		Yes, with license purchase

*Pricing varies by market and channel partner, Lenovo makes no guarantees of pricing estimates shown.

- Attractive pricing via inclusion of best selling ROK part numbers in the NA TopSeller Program
- Lenovo DCG Distributors and Resellers are eligible for quarterly instant rebates ROK products
- Access to Microsoft MDF and JMA Marketing Dollars

NEW Microsoft Pricing!

Effective 8/11/20 in LBP

Price drops up to 20%!

CY20Q4 Lenovo & Microsoft GTM Plan

BP Incentives

\$30/10PK Rebate
Windows Server
2019 CAL



\$25/Core Rebate
Window Server
2019 Datacenter



\$100 Rebate
ThinkSystem w/
Window Server
2019 Pre-
Configured



3% Gold and
Silver Rebate



4P Programs

1% & 3% Rebate
On Unstacked
Windows Server,
CAL, and SQL



10% Rebate on
SDI for New
Customer



Demand Generation and Attach

BD Team
incentives



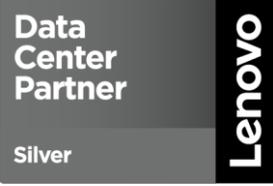
Call down on LBP
Pipeline



T2 Direct
communications
(tele, eblast, etc.)



T2 Program Stack & Cost Savings Examples

Data Center Partner Program				
Base Rebate on all DCG Revenue Back to \$1, Now includes COP Revenue		3% NEW	3% NEW	3% NEW
Authorized Program NEW Must hit min \$50k to receive payout, max payout = \$250K	1%	-	-	-
New Acquisition SDI Bonus Initial Minimum Sales in Qtr of \$25k to initiate payout (Q1-Q2)		10% NEW	10% NEW	10% NEW

Microsoft WS2019 Datacenter 16c Example

Part Number: 7S05001AWW



\$4,256 Starting Price
 -\$10 Partner Hub non-DR (-\$364 w/DR)
 -\$400 Microsoft Promo
 -\$125 DCG Revenue Base Rebate Back End

 \$3,715 Final Price!

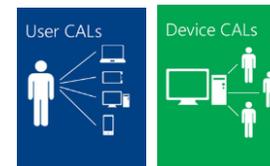
37% Savings

Compared to Microsoft Open Business

-\$125 Microsoft G&S Promo!
\$3,590 (discount for Gold & Silver only)

Microsoft WS2019 10PK CAL Example

Part Number: 7S050029WW



\$380 Starting Price
 -\$10 Partner Hub non-DR (-\$40 w/DR)
 -\$30 Microsoft Promo
 -\$11 DCG Revenue Base Rebate Back End

 \$329 Final Price!

25% Savings

Compared to Microsoft Open Business

-\$11 Microsoft Promo
\$318 (discount for Gold & Silver only)

*Pricing examples in USD, Some Partner restrictions apply

*Promos listed are valid 10/1/20 – 12/31/20

Synnex Quote Example

QUOTE ORDER INFORMATION As of 10/20/20

Reseller Account	PO/Quote#	Pricing
116105	WQ103269823	Vendor SPA(VS)

Bill-to
DERIVE TECHNOLOGIES
40 WALL STREET,20TH FLOOR
-
NEW YORK, NY 10005
Terms
WELLS FARGO CDF - NET 30(KD)
Quote Description

Ship-to
DERIVE TECHNOLOGIES
120 WALL STREET
-
NEW YORK, NY 10005

Reseller
DERIVE TECHNOLOGIES
40 WALL STREET, 20TH FLOOR
NEW YORK, NY 10005

SKU SYNEXP/N	Mfg. P/N	Description	MSRP/List Price	Availability	Reseller Price	Qty	Ext. Price
5426523	7S05001AWW	LENOVO DATA CENTER : Windows Svr 2019 Datacenter ROK 16C - ML	\$6,889.00	Vendor Drop Ship	\$3,677.00 includes (\$1,602.00) rebate expiring 12/31/2020	1	\$3,677.00
5426534	7S050029WW	LENOVO DATA CENTER : MS Windows Svr 2019 CAL (10 User)	\$549.00	21	\$315.00 includes (\$104.00) rebate expiring 12/31/2020	1	\$315.00

Fuel Surcharge: \$0.00





CY20Q4: LENOVO Pre-installed Servers with Windows Server 2019

\$100 OFF for Business Partners

NEW! ThinkSystems with Intel Xeon E processors and pre-loaded with Windows Server 2019 make selling and deploying servers the easiest it's ever been! Encourage customers to migrate now and take advantage of **\$100 BP incentive**



ST50



ST250



SR250

Model	SKU	OS	Processor	Storage	Optical	Memory	Power	Form Factor
GENERATION 2	7Y48A03HNA	Win 2019 Essentials	E-2224G	2x 1TB HDD	ODD	1x 8GB	250w fixed	OB RTSe
	7Y45A04FNA	Win 2019 Standard	E-2288G	2x 2TB HDD	ODD	1x 8GB	1x550W HS	OB RTSe
	7Y45A04GNA	Win 2019 Standard	E-2288G	2x 480GB SSD	ODD	1x 16GB	1x 550w HS	530-8i
	7Y51A054NA	Win 2019 Essentials	E-2224	2x 1TB HDD	N/A	1x 8GB	1x 450w HS	OB
	7Y51A051NA	Win 2019 Standard	E-2236	2x 2TB HDD	N/A	1x 8GB	1x 450w HS	OB
	7Y51A053NA	Win 2019 Standard	E-2288G	2x 480GB SSD	N/A	16GB	1x 450w HS	530-8i
GENERATION 1	7Y481000NA	Win 2019 Essentials	E-2124G	2x 1TB HDD	ODD	1x 8GB	250w fixed	OB
	7Y45A02RNA	Win 2019 STD	E-2136	2x 2TB HDD	ODD	1x 8GB	250w fixed	OB
	7Y45A02SNA	Win 2019 STD	E-2174G	2x 480GB SSD	ODD	1x 16GB	1x 550w HS	530-8i
	7Y51A04PNA	Win 2019 STD	E-2124	2x 1TB HDD	N/A	1x 8GB	300w fixed	OB
	7Y51A04KNA	Win 2019 STD	E-2136	2x 2TB HDD	N/A	1x 8GB	1x 450w HS	OB
	7Y51A04LNA	Win 2019 STD	E-2174G	2x 480GB SSD	N/A	1x 16GB	1x 450w HS	530-8i

\$100 off per Server

New Windows Server Licensing for Servers with AMD High Core Processors (48C & 64C): SAVE up to 50%



Lenovo servers with AMD EPYC 48C and 64C processors and Windows Server Standard / Datacenter only need to be licensed for 32 cores:



- For 1 CPU Eligible Customer Systems, Lenovo is not required to license more than 32 cores on the Eligible Customer System
- For 2 CPU Customer Systems, Lenovo is not required to license more than 64 cores on the Eligible Customer System

source: https://download.lenovo.com/servers_pdf/Additional_License_Terms_for_Microsoft_Products_on_AMD_High_Core_Processor_Servers.pdf

Eligible Customer Systems must include an AMD EPYC 7XX2 Processor (AMD Rome Processor):

- AMD EPYC 7742 64C
- AMD EPYC 7702 64C
- AMD EPYC 7702P 64C
- AMD EPYC 7552 48C
- AMD EPYC 7642 48C

# of Sockets / CPUs	# of VMs	AMD Processor	Windows Server Standard (1-2 VMs included)	Windows Server Datacenter (unlimited VMs)
1	2	48 cores	32 cores to be licensed	
2	2	64 cores	64 cores to be licensed (2x 32 cores)	
2	2	32 cores	64 cores to be licensed – not eligible / no reduction	
1	3-4	64 cores	64 cores (2x 32 cores)	32 cores
2	3-4	64 cores	128 cores (2x 64 cores)	64 cores (2x 32 cores)

Each server requires a 16 core base license + the respective number of 2 core Additional licenses

Example: 128 cores =

- 1x Windows Server 2019 Standard (16 core) +
- 56x Windows Server 2019 Standard Additional License (2 core) (No Media/Key) (POS Only)

Pilot Program Duration: June 30th 2021

Backup

Lenovo

What is ROK?

Reseller Option Kit is a software distribution model that is a cost effective, install-ready kit to help you sell and deploy Windows Server and Microsoft SQL Server on OEM server hardware.

The ROK kit includes Windows Server software that is:

Install-ready and sold as another server option using **one price list**, like RAM, hard drives, or processors.

Tested, tuned, and certified with OEM-branded hardware, and is packaged with the latest drivers and customized installation tools for fast and easy deployment.



Editions Summary

What can you sell?

	Entry Level or First Server Environment	SMBs That Need Some Virtualization	Unlimited Virtualization & Advanced Features
	ESSENTIALS SMB, Cloud-Enabled	STANDARD 2 Virtual Machines	DATA CENTER Unlimited Virtual Machines
USER / DEVICE LIMIT	25 Users / 50 Devices	Unlimited with CAL Purchase	Unlimited with CAL Purchase
OSEs / HYPER-V CONTAINERS	1 ¹	2 OSEs / Hyper-V Containers ²	Unlimited
WINDOWS SERVER CONTAINERS	No	Unlimited	Unlimited
STORAGE REPLICA	No	Yes ³	Yes
HOST GUARDIAN SERVICE	No	Yes	Yes
SOFTWARE-DEFINED NETWORKING	No	No	Yes
SHIELDED VIRTUAL MACHINES	No	No	Yes
STORAGE SPACES DIRECT	No	No	Yes

¹ One physical or one virtual machine + Hyper-V.

² Windows Server 2019 Standard Edition entitles up to 2 OSEs or 2 Hyper-V containers.

³ Limited to single volume up to 2TB

ROK Licensing – The Value to Resellers

Remember, Licensing ROK brings more value to a Reseller because it's:



Easy



Tested &
Supported



Flexible

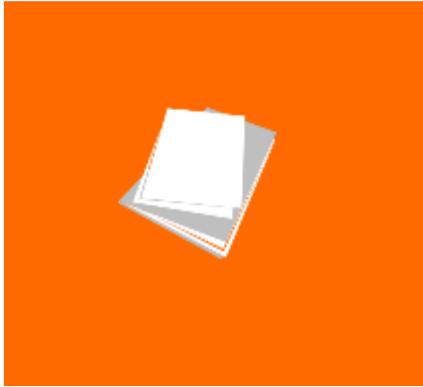


Fast

... BUT ROK also lets Resellers to meet their customers' needs for *genuine* Microsoft software and proof of license distributed with OEM branded hardware.

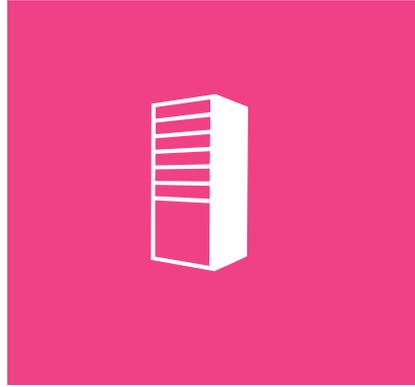
So... what do Resellers need to know about licensing ROK?

ROK Reseller Licensing Easily Understood



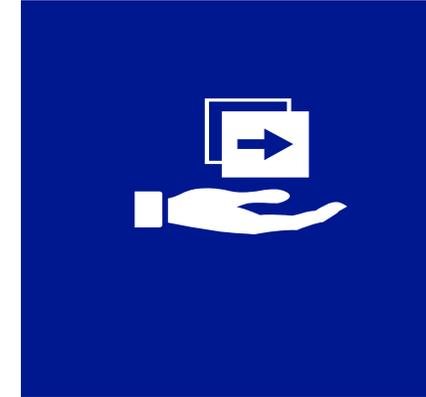
Open the Package

- Resellers Comply with Reseller License
- It is on the outside of the package



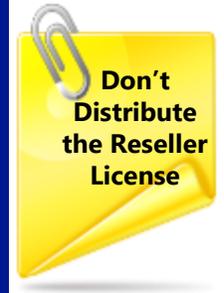
Stick the COA

- COA = Proof of License
- **Affix the ROK COA on server chassis prior to distribution**



Deliver the Server

- Deliver media & package contents to customer **with the server**
- Preinstall is Optional!



- **Don't forget:** Customers need to have the right number of CALs and Additional Licenses.
- Add CALs and Additional Licenses for Server ROK Products.
- CALs and Additional Licenses for an OEMs ROK offerings are available from Lenovo

Lenovo Servers Certified for Windows Server

Lenovo OS Interoperability Guide (OSIG): <https://lenovopress.com/osig>

The screenshot shows the Lenovo OS Interoperability Guide (OSIG) website. The page features a navigation bar with categories: SERVERS, STORAGE, NETWORKING, SOLUTIONS & SOFTWARE, and MORE. A search bar is located in the top right corner. The main heading is "OS Interoperability Guide" in large red text. Below the heading, there is a brief description of the OSIG and a "To begin" section with a search input field. A filter section includes dropdown menus for "Select Families", "Select Servers", "Select OS Versions", "Select Form Factors", and "Select Availability". A search button and an "Export" button are also visible. Two red arrows point to the "Microsoft Windows Server" dropdown menu and the "Select OS Versions" dropdown menu.

The screenshot shows the Microsoft Windows Server Catalog website. The page features a search bar with the text "Search: 0/100" and a "Go" button. Below the search bar, there are tabs for "Home", "Software", "Hardware", and "SVP". The search results section shows "Search results: 41650" and "7 items found". There is a "Narrow your selection" section and a "Product category" dropdown menu. The main content area displays a grid of server products with their respective logos and specifications.

Official Windows Server Catalog from Microsoft:

→ <https://www.windowsservercatalog.com>

Myth Busters

Because OEM licenses are tied to the hardware, VMs can't be moved between servers	OEM licenses never come with reassignment rights	OEM licenses don't come with downgrade rights	Software Assurance (SA) is not available with OEM licenses	A CAL is CAL, and they are backward compatible
<p>While OS licenses are generally tied to the server hardware, VMs can be moved freely to other properly licensed servers</p>	<p>Windows Server 2016 Standard Additional Licenses can be reassigned to another server with a Standard Base license.</p> <p>Windows Datacenter has dedicated SKUs which include Reassignment Rights - customers can transfer their licenses once every 90 days</p>	<p>An end-user can downgrade an OEM license to previous Windows Server versions;</p> <p>Lenovo provides downgrade kits (Media + activation code= to the 2 previous Windows Server versions - often referred to as n-2 (WS 2019 → WS 2016 → WS 2012 R2)</p>	<p>A reseller or customer can attach SA to an OEM license within 90 days of purchase as long as it is the most current version.</p> <p>(→ SA attach is not possible for Windows Sever 2016 licenses anymore).</p>	<p>OEM CALs work with VL licenses and are also OEM/distribution model agnostic.</p> <p>Windows Server CALs are backward compatible but not upward.</p>