**Lenovo Sales Opportunity:**

# Lenovo Solutions Partner Playbook

December 2020

Dear Lenovo Channel Partner,

Lenovo is a trusted technology partner to The Data Centered – the driven professionals doing incredible things with smarter infrastructure solutions. Every day we work to earn the trust of the Data-Centered to empower their Intelligent Transformation so they can solve humanity's greatest challenges. And our commitment begins with the channel partners who empower them.

Our Channel First commitment always put channel partners first, so you can remain confident in our reliable, open choice solutions that are anchored in the future and designed to meet the needs of any organization, at any scale, anywhere in the world. Most importantly, we instill a disciplined approach to working together on sales opportunities and we won't ever compete with you for, we make our partnership easy and worthwhile. Our objective is a clear, consistent, fair, and predictable engagement model that fosters hyper growth while minimizing channel conflict. Together, we'll find new opportunities that are critical to our combined success.

Thank you for your continued support, trust, commitment, and partnership. Let's grow and win

Steve Biondi
North America Channel Chief
Lenovo Data Center Group

This comprehensive playbook is your tool for successfully navigating Lenovo data center solutions and maximizing your revenue as a Lenovo channel partner. Leverage this document to enrich your sales expertise with a complete sales overview of our story, products, and programs—all designed to create a concise and consistent guide for you to find the best, most profitable solutions for your customers.

# MAKE LENOVO YOUR MOST TRUSTED DATA CENTER PARTNER!

Lenovo is the trusted technology partner to The Data-Centered — the driven professionals doing incredible things with smarter infrastructure solutions. And our commitment begins with the channel partners who empower them.

**Because The Data-Centered are only successful when our partners are, too.**

What does channel-first mean?
- We care about our relationships with you, and about your success
- Always investing in and optimizing our channel tools and enablement resources
- Locally-focused programs and incentives
- Profitable services opportunities
- Simple Partner Incentive programs that maximize partner productivity and profits

Download our **channel-first commitment letter** to learn more.

# Lenovo Channel Resources

## Lenovo Partner Hub

The Lenovo Partner Hub (LPH) website is your go-to online resource to learn, grow, and excel. The LPH hosts sales enablement, marketing assets, and configuration tools that will help you find the right products and services for your customers. Beyond that, the site provides details on how you can boost your profits using Lenovo's lucrative partner programs.

**Lenovo Bid Platform** (LBPe) and **Deal Registration** are available once you are logged into the platform.  Any login issues, reach out to lenovopartnerassist@lenovo.com

www.lenovopartnerhub.com/us

## Configurator

The Data Center Solution Configurator (DCSC) is Lenovo's primary configuration tool. It is used to develop solutions targeted at the advanced workloads that customers need to succeed today. DCSC combines Lenovo's core infrastructure solutions (servers, storage, software defined) with ON DEMAND offerings, deployment ready (engineered) solutions, and software that is resold by Lenovo. It offers a simple user interface and is available in online and offline versions.

dcsc.lenovo.com

## Lenovo Press

Lenovo Press creates high quality technical publications on Lenovo data center products. Lenovo subject matter experts from around the world are engaged to produce books and papers on a wide range of planning and implementation topics. Examples include:

- Product guides on our servers, storage, switches and options

- Books and papers on positioning, planning and implementation topics

- Videos on a variety of topics in formats ranging from quick 1-minute intro videos to fully-fledged walk-through videos of up to 20 minutes

You can also subscribe to the weekly newsletter plus you can sign up to receive daily alerts about updates to specific documents that interest you.

www.lenovopress.com

## Compete Tool

The Compete tool spans Lenovo's offerings from servers to storage. You can use your smart phone, tablet or desktop to leverage content created by SMEs throughout Lenovo DCG. Pick Lenovo systems and compare their basic specs to that of their competitors or vice versa. The tool also offers basic guidance on positioning, strengths and weaknesses.

www.lenovopress.com/compete

## Lenovo Channel Resources

### Partner Calls:

Attend these calls for the latest information on new products, sales programs, and tools to make you successful.

DCG Download Monthly Call

**Joe Murphy Weekly Technical Call** - For solution architects.  To register, please contact Joe directly at jmurphy@lenovo.com

### Quick Reference Guide

The goal of the Quick Reference Guide (QRG) is to communicate what is in stock and on the shelf at Distribution. These Build-to-Order (BTO) systems and options allow you to quote quickly and confidently, knowing that the products can be configured and shipped from your Distribution partner. These systems are not confined solely to traditional infrastructure. The QRG also highlights new hyperconverged solutions, storage, networking, and software-defined infrastructure solutions. If you need to fill an order fast, BTO Focus models should be your first option for availability and price.

Quick Reference Guide

### Financing Solutions

Lenovo authorized business partners have easy access to channel-friendly financing solutions. You can secure credit, manage cash flow, and acquire the inventory you need. We also offer financing for your customers to help you close more sales.

**For You: Lenovo Partner Credit**

To assist in conserving cash and increasing working capital for partners, Lenovo has teamed up with DLL to bring you Lenovo Partner Credit. Lenovo Partner Credit offers 60-day interest-free terms for credit lines up to $500,000 on purchases of Lenovo products.

**For Your Customers: Lenovo Financial Services**

Lenovo is dedicated to delivering a positive financing experience to your customers. Lenovo Financial Services (LFS) provides a leasing option allowing your customers to bundle and finance the entire solution (hardware, software, and LFS-approved services). These programs allow you to close more sales—quicker.

https://www.lenovo.com/us/en/landingpage/lenovo-financial-services/

## Lenovo Expert Achievers Program (LEAP)

The evolving world of the data center is complicated. We want to help make it easier for you and your customers to find the optimal solution for their infrastructure. LEAP helps you broaden your DCG technical skill set while earning points for learning.

LEAP is an award-winning comprehensive enablement and incentive program focusing on rewarding sellers for both skills development and sales. We want to help you become more familiar with our portfolio. Lenovo LEAP has training modules for you to learn the value proposition of Lenovo ThinkAgile, Lenovo+Nutanix, ThinkSystem, and the new ThinkSystem DE, DM portfolio. As you learn, you earn points that can be redeemed for cash or merchandise. LEAP allows you to become proficient and earn more.

LEAP is also the home of the Lenovo Expert Technical Sales (LETS) Repository. The repository is a technical presales resource created by the LETS team to give you the information needed to answer customer questions and create customer solutions—and win in the marketplace.

**FIND OUT** more about LEAP...

From the Lenovo Partner Hub site, select the **Programs and Training** tab and then select **LEAP**

By constantly collaborating with industry leaders that are fluent in new technologies, Lenovo is able to combine the best of our portfolio with the best of theirs to deliver a complete, optimal, integrative solution.

Through these carefully selected alliances and an open approach to solution integration, Lenovo has resisted the legacy thinking of its competitors. Instead, we've innovated past them to provide a truly consultative approach. We've given customers the choice to transform their data centers with scalability, flexibility, and cost-effectiveness without being confined—all while we remain #1 in the market for reliability.
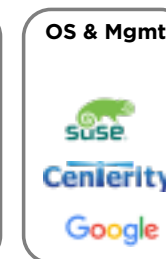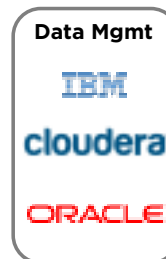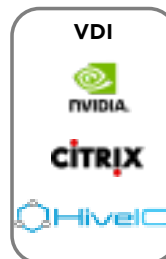
**Strategic Technology Partners**

intel.  AMD

**Strategic Software Partners**

Microsoft  Red Hat

vmware

SAP  NUTANIX

**On-Demand Partners**

SCALE  Pivot3  cobalt IRON  Diamanti

**Ecosystem Partners**

| VDI | Data Mgmt | SDS | Data Protection | OS & Mgmt | Networking & DevOps |
|---|---|---|---|---|---|
| NVIDIA | IBM | nexenta | veeAM | SUSE | CUMULUS |
| CITRIX | cloudera | DATACORE | HYCU | Centerity | CYBRIC |
| HiveIO | ORACLE | Excelero | COMMVAULT | Google | PLUTORA |
| | | StorMagic | actifio | | |
| | | CLOUDIAN | | | |

## Software

Increase your margin and profitability with Software. Lenovo offers a broad range of software offerings and solutions in different levels of integration to meet different customer requirements and business needs.

Why purchase software from Lenovo?
- Competitive pricing
- Lenovo certified/supported pre-built image
- Single point of support for Lenovo hardware and Lenovo OEM software
- Easy ordering and delivery with Single SKU for license and Subscription and Support

Available software can be found at dcsc.lenovo.com under the Software tab. Each vendor has different licensing schemes so please take a look at the software product guides on www.lenovopress.com for more information.
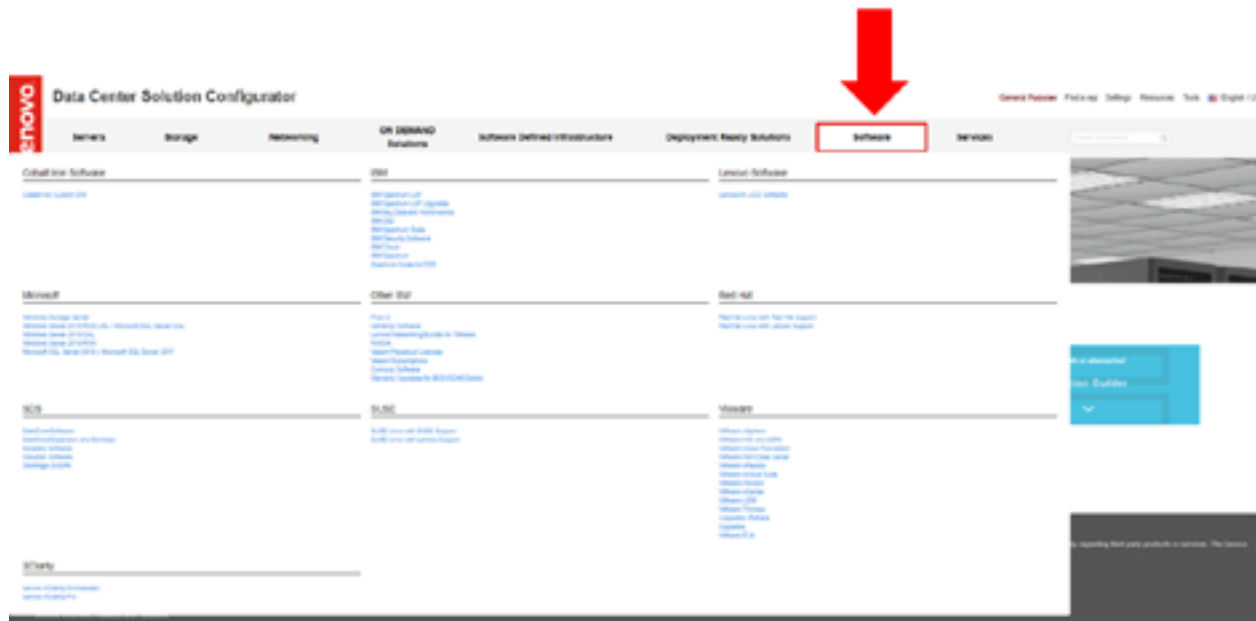
## Lenovo Services

If you need help with a customer situation or would like to augment your services capability, Lenovo is here to help. Lenovo Professional Services provides solution implementation services for any stage of the implementation process. Lenovo Professional Services have conducted over 3,000 solution implementations over the past two years.

To engage Lenovo Professional Services, please send a note to dcg_ps_na@lenovo.com

### Workshop

Our workshops provide a great introduction into the Lenovo solution portfolio and deliver clear next steps to kick-start your business and digital transformation.

### Assessment

Lenovo subject matter experts adopt a data-dependent tools-based analytical approach to analyze, assess and develop high-level architectures, execution strategies and timelines for delivering the solutions.

### Design

High level architectures are turned into low level designs and wiring diagrams, which are reviewed and approved prior to Deployment.

### Implementation

Design documents are used to enable a structured, consistent, and efficient deployment; accelerating your time to productivity & maximizing ROI.

### Support

Around the world and around the clock, our experts are standing by 24x7 to safeguard your IT investment.

# Lenovo Client Virtualization Solutions

Lenovo client virtualization solutions help organizations support remote work with a range of end-to-end virtual desktop and virtual application offerings to best suit their needs.

## Target Customers

+ Customers needing to support remote workers
+ Companies that need to comply with data privacy and retention regulations
+ Companies with high employee turnover (need to quickly and easily create/delete user profiles/desktops)
+ Companies wanting to implement a BYOD policy

## Target Verticals / Use Cases

+ Healthcare: doctors, nurses
+ Banking: tellers, contact center
+ Manufacturing
+ Retail: store workers, contact center representatives, back-office users
+ Education: K-12/university students, teachers, staff, administrators
+ Government agencies: local/state/federal, defense, security, intelligence

## Start the Conversation

+ Are you able to support remote workers and contractors leveraging corporate and personal devices with secure access to corporate resources?
+ Do you have a way to address the security and compliance risks associated with lost or stolen devices and image drift in your environment?
+ Do you struggle to deliver and manage applications for your end users?

## Call to Action

+ Reach out to customers to understand their remote work environment and any ways that Lenovo can help them address current needs.
+ Offer interested customers a VDI workshop. A good understanding of their enviornment. is important to ensure the solution implemented will meet customer needs and deliver high customer satisfaction.
+ Many VDI opportunities are initiated at the desktop.  If not a Lenovo PC BP, get to know one to become aware of potential data center opportunities at their accounts.
+ Increase your value to the customer by including services, resale software (where applicable), and Lenovo thin client/desktop devices

## Resources

**Lenovo Client Virtualization Solutions:**

+ Full Lenovo VDI Overview and Market Opportunity
+ Lenovo Client Virtualization Solutions Landing Page:
  www.lenovo.com/businesscontinuity
+ Lenovo Solutions for VMware Horizon:
  Solution Brief | Configs
+ Lenovo Solutions for Citrix Virtual Apps and Desktops
  Solution Brief | Configs
+ Scale Computing with LeoStream
  Solution Brief
+ Enabling VDI for Engineers and Designers - White Paper
+ Distance Learning Blog
+ Security Infographic

**Case Studies:**

+ PGS
+ Leonteq
+ GOAL Academy High School
+ Langs Building Supplies
+ Maxima
+ Endeavor Foundation

# Lenovo Backup and Recovery Solutions

Lenovo offers efficient and reliable data backup and recovery solutions to protect data and reduce unplanned downtime.

## Target Customers

+ Customers experiencing exponential data growth, straining legacy backup & recovery infrastructure
+ Companies concerned about the rising prominence of sophisticated cyber-security threats
+ Customers with increasing compliance and regulatory requirements
+ Companies desiring to utilize data in archives and repositories to drive business initiatives

## Target Verticals / Use Cases

+ SMB to Large Enterprise
+ Financial services: regulatory compliance
+ Government: security threats, ransomware
+ Healthcare: regulatory compliance
+ Education: security threats, ransomware
+ Horizontal use case: companies with huge VM farms desiring a simple and scalable backup solution

## Start the Conversation

+ How much time are you spending managing data protection and application availability?
+ Do you have a single way to ensure that business workloads and data is protected both on-premise and in the public cloud?
+ When was your last restore, how long did it take, and what was the business impact?

## Call to Action

+ Seek out and integrate data backup & recovery solutions into broader IT infrastructure sales engagements.
+ Win customer engagements by presenting Lenovo's open technology partner strategy to orchestrate the ideal data backup & recovery solution for their workload environments.
+ Leverage our services and support teams to help qualify and quantify data backup & recovery solutions beyond just the hardware and software aspects.
+ Utilize the expertise from our software partners to architect comprehensive backup & recovery solutions.

## Resources

**Sales Playbook:**

+ Full Lenovo Backup and Recovery Overview and Market Opportunity

**Solution Briefs**

+ Workload consolidation with ThinkAgile HX + DE + Veeam
+ Orchestrated Backup & Recovery with ThinkSystem DM + Veeam
+ Enhanced Backup & Recovery with ThinkSystem DE + Veeam
+ SAP HANA Advanced Data Protection with Veeam
+ Countering Ransomware with Veeam
+ Veeam + Lenovo ThinkAgile VX

**White papers:**

+ Frost & Sullivan: Is Your Data Center Protection Strategy Putting Your Business At Risk?
+ TechTarget: HyperConverged Data Management

# Lenovo Database Solutions

Lenovo Database Solutions optimize a wide range of data warehouse and transactional database use cases leveraging the capabilities of Microsoft SQL Server, SAP HANA, and Oracle Database

## Target Customers

+ SMBs, divisions of large enterprises - Microsoft SQL Server
+ Mid-range to large enterprises - SAP HANA and Oracle Database

## Target Verticals / Use Cases

+ Retail: Analytics for better customer insights and inventory control
+ Healthcare: Provision of accurate, up-to-date patient information
+ Finance: Access to real-time data for competitive edge
+ Data Warehouse:
    • Production strategies: Compare quarterly/yearly trends
    • Customer analysis: Buying preferences, budget cycles
    • Operations analysis: Customer relationships, business operations
+ Online Transaction Processing (OLTP):
    • Order entry
    • Retail sales
    • Financial transaction systems

## Start the Conversation

+ Is real-time data analysis crucial to your organization in maintaining competitive advantage?
+ Are you happy with the performance of your current database systems?
+ What database is currently supporting your order entry (or CRM, online financial systems, retail sales systems)?

## Call to Action

+ Learn about your customer's database environment and their upcoming plans.
+ If your customers are on database versions that are nearing end of support, discover their upgrade plans
+ Learn what your customers' plans are regarding SAP's mandate to only support SAP HANA with their business applications starting in 2027
+ The Professional Services team has extensive database expertise. Leverage them to set Lenovo apart from competitors by offering problem-solving solution services.
+ Upsell opportunities: Expand "data" conversation beyond database to Big Data, AI and Machine Learning

## Resources

**Lenovo Client Virtualization Solutions:**

+ Full Lenovo Database Overview and Market Opportunity

+ Lenovo Database Solutions Landing Page:
    https://www.lenovo.com/us/en/datacenter/solutions/database

+ Lenovo Solutions for Microsoft SQL Server:
    Solution Brief | Configs

+ Microsoft SQL Server 2019 on Lenovo ThinkAgile MX
    Solution Brief

+ Lenovo Solutions for SAP HANA
    Solution Brief

+ Lenovo Solutions for Oracle Database
    Solution Brief

**Case Studies:**

+ IRSAP
+ Aquaservice
+ Cheney Brothers

# Lenovo Big Data Solutions

**Unlock the value of your data and deliver insights faster with Lenovo ThinkSystem servers, providing the high-performance and scalability to handle the largest big data environments with no single point of failure.**

## Target Customers

+ Mid to Large Enterprises
+ Companies that have a large amount of unstructured data from sensors, video, social media feeds, etc.

## Target Verticals / Use Cases

+ Telecom. CDR analysis, network capacity planning, churn reduction
+ Utilities. Power planning, customer consumption analysis, asset management
+ Manufacturing. Supply chain optimization, defect tracking, root cause analysis, RFID correlation
+ Healthcare and pharma. EHR/EMR analysis, scientific research, personalized treatment planning
+ Finance. Fraud detection and prevention, anti-money laundering, risk management
+ Horizontal use cases include: sentiment analysis, logistics optimization, social CRM/network analysis, loyalty and promotion analysis, marketing campaign optimization, IT infrastructure analysis, brand management, customer behavior analysis

## Start the Conversation

+ How is your organization handling the increase in volume, variety and velocity of data?
+ What type of data are you collecting?
+ Are you able to gain meaningful insights from all of your data?

## Call to Action

+ Reach out to customers to understand their data environment and any ways that Lenovo can help them address current needs.
+ Win against the competition by bringing in the Big Data Center of Competency (CoC) early in your customer conversations
+ Increase your value to the customer by including resale software (where applicable) and services

## Resources

**Lenovo Big Data Solutions:**

+ Full Lenovo Big Data Overview and Market Opportunity
+ Lenovo Big Data Solutions Landing Page:

  https://www.lenovo.com/us/en/data-center/solutions/big-data/
+ Lenovo Solutions for Microsoft SQL Server Big Data Clusters

  Solution Brief
+ Lenovo Solutions for Cloudera
  Solution Brief
+ Lenovo Solutions for Splunk
  Solution Brief
+ Lenovo Insights Platform for SAP Data Intelligence (and Manufacturing Inventory Optimization use case)
  Solution Brief | Video | Article

# Lenovo Executive Briefing Center

The Lenovo Executive Briefing Center lets you, our partners, and your customers collaborate with key industry alliance partners and Lenovo's experienced subject-matter experts, developers, and executives virtually, allowing you and your customers to:

- Share Strategies
- Explore Products
- Create Solutions

The Lenovo Innovation Center provides partners and customers with remote testing of Lenovo Data Center Solutions. Leverage the Innovation Center to provide your customers:

- Proof of Technology
- Proof of Concept
- Dynamic Demos

*All remotely accessible via a secure VPN connection.*

## Bring your customers to a Lenovo virtual briefing!

Check upcoming virtual briefings or reach out to your Lenovo channel sales representative to schedule a custom briefing.

*"Customers have shown improvement in Net Promoter Score from 15 before their briefing to 71 after their briefing."*

Steve Loeschorn, EBC Executive Consultant