Lenovo

Why Partner with Lenovo Infrastructure Solutions Group?

95%
of ISG sales are with our partners

Channel-first. Always.

Lenovo may be the #1 trusted supplier for smarter infrastructure in the world, but without you, our partners, we are nothing. In fact, 95% of our sales in EMEA are made through channel partners. Which is why we care deeply about your success. We are constantly investing in optimising our channel tools and resources, empowering you to better serve your customers.

As a trusted Lenovo Business Partner, you have access to Smarter Infrasctructure Solutions, powered by Intel® Xeon® Scalable processors, to meet your clients' infrastructure demands. You'll also be invited to participate in a range of Lenovo Partner Programs, earning rewards in recognition of your performance. At the same time, your team can grow their skills with our free learning platform to improve sales and profitability. All backed
by exclusive promotional offers that are only available to our Partners.

Everything we do is designed to maximise your productivity and profits.

Keep reading to learn more about what you can expect as a Lenovo Business Partner – or email us now on -EMEA_ISG_Inside_Sales_Team@lenovo.com to take the next step.

- ☑ **#1 in server reliability for 8 years in a row***
- ☑ **#1 provider of supercomputers worldwide**
- ☑ **#3 Gartner ranked high-tech supply chain****
- ☑ **Leading products and services with 196 world benchmarks and deep optimisation expertise**

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PLATINUM

powered by Intel® Xeon®
Scalable processors

Smart Infrastructure Solutions

Our ever-growing solution portfolio, powered by the Intel® Xeon® processor scalable family, spans the data centered from the edge to the cloud with open, modular technologies designed to adapt easily and scale quickly.

Everything your customers need in one place. Choose from:

Servers
Driving new levels of storage density and connectivity, Lenobo ThinkSystem servers are the ideal platform, to host private and public cloud, virtualisation, and more.

Storage
Lenovo offers a wide range of enterprise grade storage solutions that address the ever-growing need of businesses, fit into existing budget, and ensure data is ready.

Solutions
Accelerate cloud service delivery, extract insights from your data, and improve business outcomes with Lenovo Engineered Solutions.

Software Defined Infrastructure
From the simplest software-defined data center to more complex cloud solutions, Lenovo offers a variety of approaches tailored for any of your customers' needs.

Services
Lenovo offers a comprehensive portfolio of services that support the full lifecycle of IT assets with support at every stage: plan, fulfill, deploy, support, optimise, end of life.

Infrastructure as a Service
From the data venter to the pocket, Lenovo offers a complete portfolio of IT solutions under the new TruScale "as a service" umbrella, so customers only pay for what they use.

Software
We partner with leading software providers to bring the power of their infrastructure software together with our reliable, high-performance ThinkSystem and ThinkAgile servers.

Help us deliver smarter technology for all, powering clients of all sizes in retail, manufacturing, smart cities, healthcare, finance, and beyond to excel and accelerate into the future partner with Lenovo ISG today.

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Key benefits

Get more when you sell Lenovo Smarter Infrastructure Solutions, powered by Intel® Xeon® Scalable processors

You always come first, so you're always ready for what comes next – and your customers always win

Trusted Supplier Program. Documented, auditable supply chain programme ensures end-to-end security for your clients

Scalable solutions for any organisation

Partner with an award-winning HPC and infrastructure specialist, delivering value and performance with every deployment

Open-choice software solutions offer maximum flexibility for your customers

Sustainable business practices balance computing power with social responsibility

Software freedom

Vendor lock-in is a legitimate customer concern, which is why Lenovo is proudly open choice. All of our solutions are designed to integrate seamlessly with the rest of your customers' infrastructure – present and future. No implementation issues, no vendor lock-in, no strategic limitations, no worries.

Lenovo partners with leading software vendors to ensure that all of our solutions are engineered, tested and certificated for use with the systems your clients rely on. Every Lenovo solution you sell is proven to be high- performance, scalable and cost effective.

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Learn more

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#1

Lenovo has been rated #1 for server reliability for eight consecutive years. We're also the #1 provider of supercomputers. And all of our mainstream server hardware platforms offer 99.9999% uptime as standard.

Trusted inside, and out.

vmware
Partner Innovation Award
2021 Global Winner

vmware
Partner of the Year Award Value
2020 Global Winner

SAP Pinnacle Awards 2019 Winner
Best Infrastructure Partner
2019 Winner

NUTANIX™   **vmware**   **Microsoft**

veeAM   **SUSE**   **Red Hat**

...and many more.

When your customers succeed, we all win

From small-business data flow to cutting-edge HPC applications, Smart Infrastructure Solutions from Lenovo offer proven reliability and performance for your customers. We offer a complete range of hardware and software solutions backed by a suite of services to complement your deals.

Our partnerships with leading software vendors enable you to offer clients and prospects industry-validated solutions. Our platforms are open, reliable and secure, seamlessly integrating with existing systems and infrastructure for maximum ROI.

Powered by the Intel® Xeon® Scalable processor family, our premium portfolio includes:

- **Engineered solutions:** For the most demanding workloads – HPC, AI and Analytics, IoT/Edge (5G), cloud, big data analytics, ERP, client virtualisation and mission-critical applications

- **Servers:** Rack, blade, tower – a choice of form factors and specifications to maximise computing density

- **Storage:** SAN, DAS and archiving options to suit every data purpose and operational priority

- **Software-Defined Infrastructure:** A complete suite of solutions for composable architecture and cloud operations including: ThinkAgile CP Series, ThinkAgile SX for Microsoft Azure Stack, ThinkAgile MX Certified Node, ThinkAgile HX Series, ThinkAgile HX Solution for SAP HANA, ThinkAgile HX Certified Nodes, ThinkAgile VX Series and ThinkAgile VX Certified Nodes

- **Services:** A portfolio of specialist services to support the full lifecycle of your customers' IT investments

Simple and adaptable, the ThinkSystem and ThinkAgile product ranges offer end-to-end data center solutions for every customer requirement.

ThinkSystem

Lenovo's foundational range for server, storage and networking.

ThinkAgile

Extend the ThinkSystem range with ThinkAgile, software-defined composable infrastructure solutions.

ThinkSystem and ThinkAgile offer validated, proven solutions for every workload. And having just been awarded top x86 vendor for customer satisfaction for the eighth consecutive year, you know that your clients will be satisfied with Lenovo solutions.

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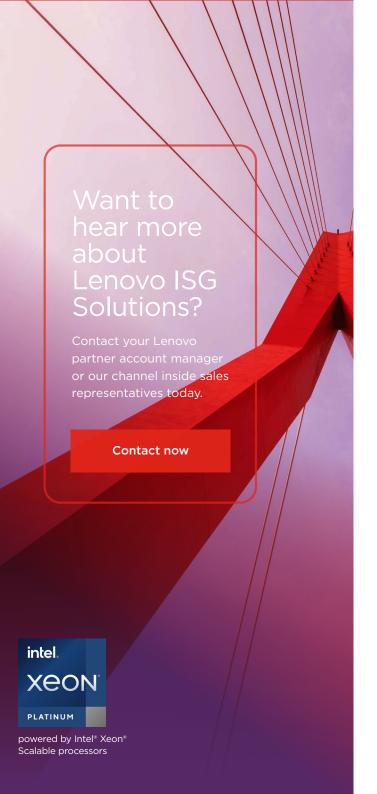**intel. XEON PLATINUM**

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A partnership that works for you

Lenovo 360 Tiers & Programs

Maximise your productivity when selling our premium portfolio powered by Intel® Xeon® Scalable processors and create more profit pools. Our agile, real-time, data-driven Sales Tools and Partner Incentive Programs allow you to work smarter and faster. You'll begin acquiring new leads and earning healthy margins and bonuses from day one.

Complete certifications to boost your skills, improve your tier position – and increase earning potential. The Learn, Earn & Profit (LEAP) rewards system offers further incentives to upskill through our webinars, online training and events.

Cüneyt Aydogmus
Head of Vendor Integrated Product Management Infrastructure, Bechtle Logistik & Service GmbH

" We at Bechtle have a long-standing, trusting and successful relationship with the Lenovo DCG's Channel organization.

Our collaboration has materialized in a strategic partnership. This is documented in a contractually defined long-term growth plan. Hereby we focus on IT architects to successfully place the Lenovo Data Center ThinkSystem and Think Agile solutions at our significant number of medium and large customers. The high growth rates over the last few years confirm the success of this strategy. "

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Learn how to earn more with Elevate

360

Platinum Plus³⁶⁰

Platinum³⁶⁰

Intelligent Devices

Platinum

Gold

Authorized

Better Together

Elevate

Infrastructure Solutions

Platinum

Gold

Authorized

Elevate rewards Lenovo Authorised Business Partner companies with cash rebates.

Lenovo

Tools to get ahead, and stay ahead

Lenovo Partner Hub:

All the knowledge, expertise and resources you need to guide your customers to the right solutions for their IT projects.

- Understand how to sell Lenovo products and solutions powered by Intel® Xeon® Scalable processors
- Track your program status and claim rebates you've earned
- Track your sales performance in real time
- Use data-driven insights to sharpen and improve your sales techniques
- Find the exact solution required with access to the complete Lenovo product catalogue

lenovopartnerhub.com

Lenovo Bid Platform:

Work smarter and faster with our new real-time, data-driven pricing engine. Generate quotes tailored to customer requirements instantly.

- Access assigned leads; qualified prospects suited to your specific capabilities
- Complete product catalogue with simpler, sales-friendly descriptions, upselling recommendations and configuration tools
- Deal Registration and Deal Protection offer more flexibility and transparency while ensuring your earning opportunities are protected

lbp.lenovo.com

Data Center Solution Configurator:

Design and validate Pre-Configured or Configure to Order hardware systems with the easy-to-use, web-based DCSC Hardware Configurator.

- Quickly search and browse every product in the Lenovo Data Center portfolio
- Customise and configure standard models or use advanced infrastructure tools like the Rack Builder
- Identify compatible services and part numbers
- Find system parts and get real-time supply chain data

dcsc.lenovo.com

Want to hear more about Lenovo ISG Solutions?

Contact your Lenovo partner account manager or our channel inside sales representatives today.

Contact now

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Partner today. Profit tomorrow.

As a trusted partner you have access to a variety of reward and incentive program including:

1 Lenovo's Top Choice product portfolio provides top-selling, out-of-the-box data center solutions selected for SMBs.

The simplest, fastest way to drive sales and reduce costs, Top Choice solutions offer best-in-class data center solutions, powered by Intel® Xeon® Scalable processors and selected for SMBs, x86 server reliability and customer satisfaction – at a competitive price point.

Learn more: www.lenovotopchoice.com

2 LEAP. Earn rewards for selling and learning. The Lenovo Expert Achievers Program offers your sales and technical staff a wide range of financial benefits, training, resources and support to grow their skills, turnover and business.

Learn more: www.lenovoleap.com

3 Demonstration, Development and Evaluation. The Lenovo DDE program offers several ways to enhance your sales and marketing efforts with hands-on customer demonstrations and more. Save on the latest server and storage products. 50% minimum discount on ThinkSystem Servers, Storage or ThinkAgile Solutions and associated options. Resell after 6 months to boost your sales and reduce total costs.

Learn more here   Contact: partner@lenovo.com

4 Asset Recovery Services. Help your customers to reduce e-waste, simplify asset renewal and recover value. ARS is a certified, green, cash-back solution for multi-vendor hardware and data disposal. Create new revenue opportunities when you provide Lenovo ARS services to your customers.

Learn more here

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scalable processors

24/7
FREE access to sales learning opportunities

Boost your selling skills

Partner Learning Platform

Become an expert on the latest solutions and services using our free Lenovo Partner Learning Platform. You'll find all the learning and sales enablement tools you need to boost product knowledge – and sell more. Available 24/7, you can learn anytime, anywhere.

- Classroom training
- Instructor-led online classes
- Self-guided learning
- Digital badges and certifications to prove your expertise and build trust