ISG Business Partner Resources and Tools

Eugene Grandberry – Lenovo Channel Technical Strategist

Win More Deals – ISG Executive Briefing Center

lenovo.com/visitus (Public) Let the EBC team help you drive more customer revenue

- **Briefings** win business
  - ~80% win rate
  - NPS scores increase 50+ points
- **Customized** briefings
  - Customer session to match their requirements
  - Internal session to motivate your sales team
- **Virtual** briefings
  - Develop new leads by sponsoring your own
  - Close business with a custom virtual briefing

"The team was bug-eyed at the end … we didn't know you could do all this.   Lenovo has the best EBC of any OEM." – Internal Partner Session

"Absolutely the best briefing engagement in 24 years! Seriously." – Customized briefing

"This is the best XClarity demo I have seen … for them to agree for Proof of Concept is a big step forward." – Virtual Briefing

#1 Source for ISG Technical Information

lenovopress.com (Public)

- Product Guides
  - Every Server, Storage and Infrastructure offering
  - As well as most Options
- Planning & Implementation Guides
  - Memory, CPU, NVMe, XClarity, etc...
- Reference Architectures
  - Learn from Lenovo Solutions Team "recipes"
- Reference Guides
  - Operating System Interop Guide (OSIG)
  - Use Cases
- Technical videos
  - Lengths range from 3 to 20 minutes
- Benchmark results
  - Get the details on Lenovo's industry leading position

Lenovo Press Newsletter

lenovopress.com/newsletter – Weekly alerts to stay informed of important updates

Data Center Product Tours

https://lenovopress.lenovo.com/3dtours/ (Public)

3D Product Catalog: Data Center Products

ThinkSystem

Server

Storage

Integrated Switches

Infrastructure
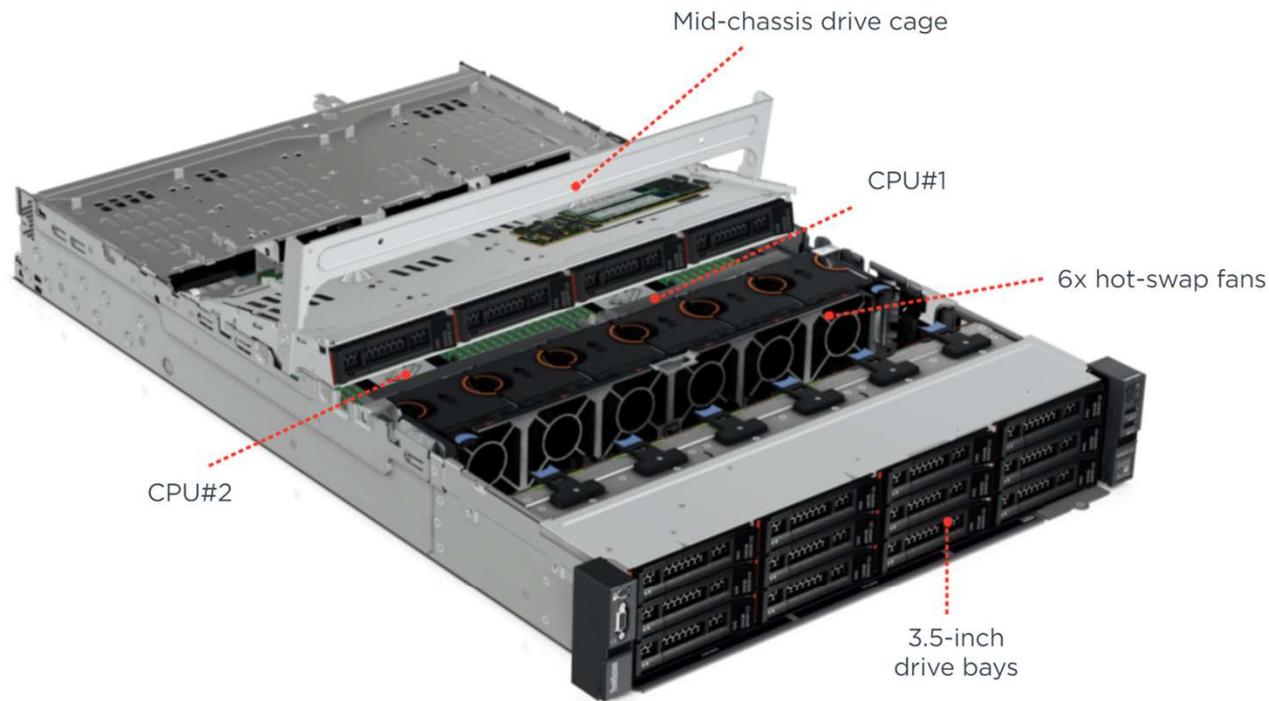
ThinkAgile

Hyperconverged

Cloud Solutions

3.5-inch Drive Configuration-Interior View

The unique design of this server accommodates a mid-chassis drive cage
for up to 4x 3.5-inch. hot-swap drives.

Mid-chassis drive cage

CPU#1

6x hot-swap fans

CPU#2

3.5-inch
drive bays

Lenovo

Operating System Interoperability Guide (OSIG)

- lenovopress.com/osig (Public)

- Includes following servers:
    - ThinkSystem
    - System x
    - ThinkServer
    - NeXtScale
    - Flex System
    - BladeCenter

- Learn More about OSIG capabilities by watching a video or checking out the article

Lenovo 360 Solutions Hub

https://www.lenovopartnerhub.com/ Discover, configure and position Lenovo solutions (Private)

Lenovo Solutions
- Digital Workplace
- Hybrid Cloud/ Infrastructure
- Edge/AI
- TruScale
- Sustainability

Lenovo Bid Platform

https://www.lenovopartnerhub.com/ Deal Registrations

Lenovo Bid Platform

https://www.lenovopartnerhub.com/ Bid Request

NOTE: Prices are estimated buy prices and are for guidance purposes only and do not include local value added tax. If you are reseller buying from distribution your distributor sets their own prices which are likely to differ from those mentioned here. Contact your distributor to check prices and availability and for their terms and conditions.

Lenovo Expert Achievers Program - LEAP

LEAP is an award-winning Channel Loyalty Program

Designed to drive Lenovo Business Partners to promote, sell and support eligible Lenovo ISG and IDG products.

Lenovo ISG Certification Program

https://www.lenovopartnerhub.com
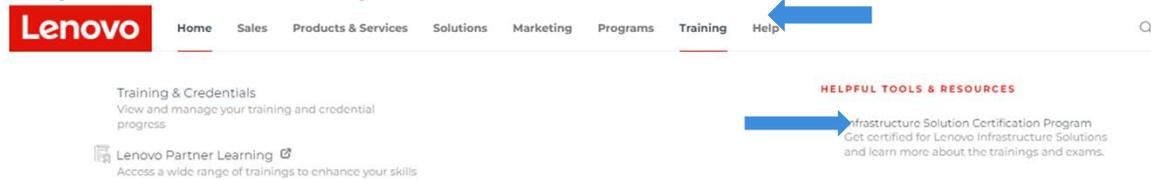
Get Lenovo Certified

Certifications provide independent validation of your skills that can contribute toward career growth and professional advancement. It also provides a level of trust and assurance in your ability to successfully support your customers.

- Lenovo Certified Data Center Sales Professional (LENU-122C)
- Lenovo Certified Storage Sales Professional (LENU-120C)
- Lenovo Certified Cloud Sales Professional (LENU-121C)
- Lenovo Certified Data Center Technical Sales Professional (LENU-322C)
- Lenovo Certified Client Virtualization Technical Sales Professional (LENP-330)
- Lenovo Certified Data and Analytics Technical Sales Professional (LENP-331)
- Lenovo Certified Cloud Technical Sales Professional (LENP-332)

Lenovo 360 Partner Hub

https://www.lenovopartnerhub.com/ ISG Tools and Resources
Products & Services > Additional Tools

Lenovo Expert Technical Support

https://www.lenovopartnerhub.com

- **Solution Expertise**
  - LETS specialists will help you size, understand & sell Software Defined solutions like Nutanix, ThinkAgile MX, ThinkAgile VX, VMware vSAN & ThinkAgile SXM, as well as Servers, and Storage.

- **Technical Validation**
  - Ask LETS your complex technical questions, engage with us to help design & configure Infrastructure Solutions Group server & storage solutions as well as offer advice on config tools.

- **Attach Consultation**
  - LETS will advise on attaching Services, Software, xClarity & networking to your sales opportunities and ensure you have the right options to compete.

ISG Compete Tool

www.lenovopartnerhub.com
https://lenovopress.com/compete

- Access via Lenovo Partner Hub
  - Sign into Lenovo Partner Hub and access via:
    "Products&Services →
    Infrastructure Solutions Compete Tool"

- Tool Features: (Servers, Hyperconverged, Storage, Networking)
  - Critical Top Specifications and Positioning
  - Strengths and Weaknesses
  - Competitor Strategy
  - Selling Against (Cisco, Dell/EMC, HPE, NetApp)
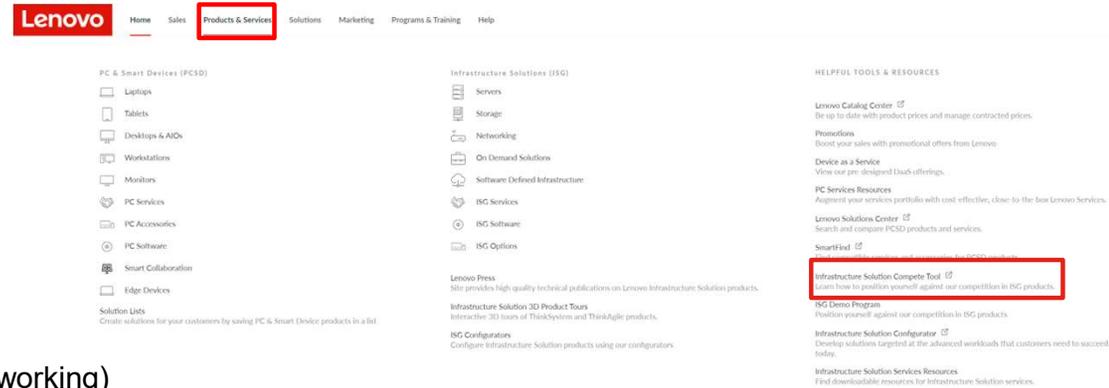
If you have questions or concerns, please contact
DCGcompete@Lenovo.com

Data Center Solution Configurator (DCSC)

dcsc.lenovo.com (Public) – Lenovo's Strategic Configuration Tool

New Express Mode Being Rebranded As Top Choice

- Express Mode becoming major WW ISG initiative and rebranded as Top Choice Mode
- Selecting Top Choice configuration will provide **faster 2 week delivery** and **lower price**
- Good for all Segments and pricing routes (LBP-E or LBP-I)
- Focused on Higher Volume common configurations (SR630/SR650)

- **Questions?** isg4p@lenovo.com

Start a Configuration

Choose how you'd like to get started building a Configuration.

Start with a **Preconfigured Model** Includes Top Choice Stock model	Start with a **Configure to Order** Includes Top Choice CTO products	Pick-up where you left off **Import a Configuration**	Pick-up where you left off **Retrieve from Config ID**	Download or launch a **Deployment Ready Solution**	Start with an advanced tool **Solution Builder**

Available On

SR250 V3	SR635 V3	DE2000
SR630 V3	SR645 V3	DE4000
SR650 V3	SR655 V3	
ST650 V3	SR665 V3	

No Change In Functionality in Top Choice Mode

Find Top Choice within Configure to Order mode in the DCSC configurator

- All eligible Top Choice models (select mainstream servers & DE storage) will automatically start in Top Choice mode
- If needed, seamlessly switch to full CTO mode
- Top Choice inventory is updated 3 times a day based on real time orders/inventory
- Top Choice configs average 2 weeks from order to ship!
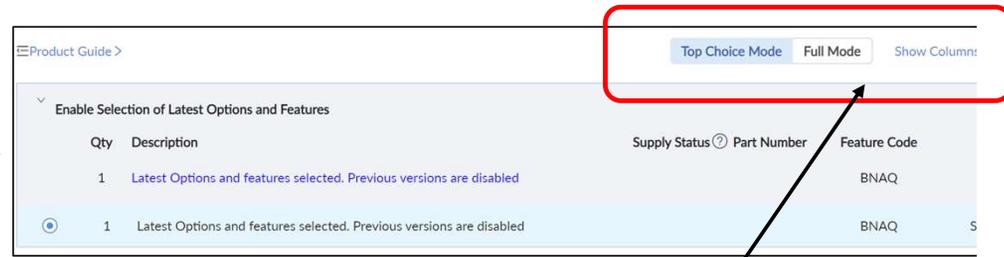
			Top Choice Mode	Full Mode	Show Columns

Product Guide

Enable Selection of Latest Options and Features

Qty	Description	Supply Status ⓘ	Part Number	Feature Code
1	Latest Options and features selected. Previous versions are disabled			BNAQ
1	Latest Options and features selected. Previous versions are disabled			BNAQ

DCSC will recognize a Top Choice model and automatically default to Top Choice Mode. If required, easily toggle to Full Mode while keeping current selections.

Start a Configuration

Choose how you'd like to get started building a Configuration.

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Major New Function ... Edit and Keep it As Top Choice

90% of Configs Are Forwarded, Reviewed and Changed. A SMB Top Choice Configuration Will Load and Stay in Top Choice Mode

Why Top Choice?   Best Delivery Time!

- Top Choice Orders Drop Immediately to the Factory for Delivery
- Non-Top Choice Orders Are Analyzed, Procured, Prioritized then Shipped (Average 5 weeks)
- Current Top Choice Orders are shipping in two weeks (Order to Ship)
- 10% of all orders currently use Top Choice Mode
- 60% of all orders were configurations that could have used Top Choice Mode

Current Top Choice Order to Ship	Current Utilization	Estimated % Orders Eligible
2 Weeks	10%	60%

New Order → Top Choice? → Factory

Full Mode? → Analysis → Procurement (Non-Express Parts) → Capacity → Factory
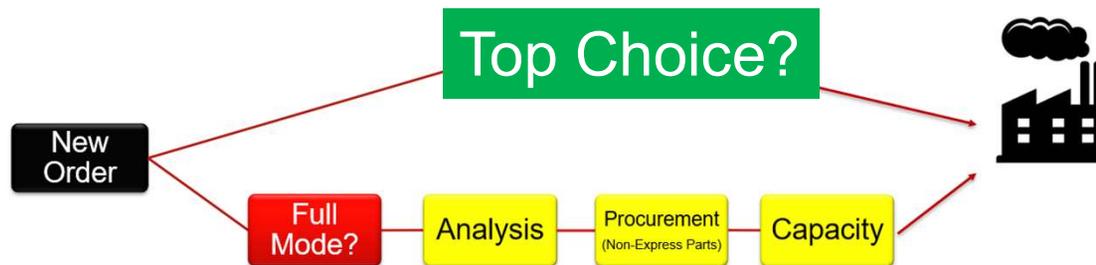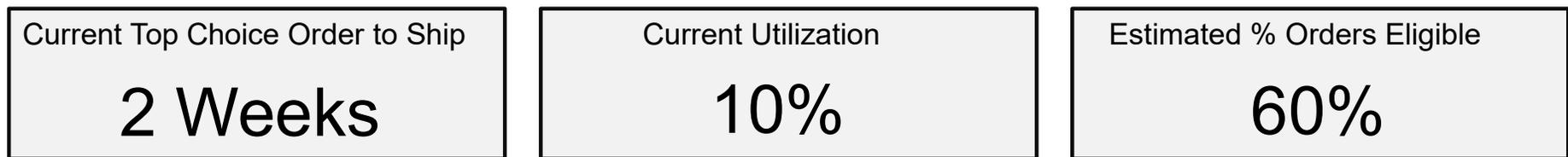
Top Choice Mode Focuses on The Options Ready to Sell

- Starting In Top Choice mode increases your chance your order will ship fast!
- See what (if any) tradeoffs are needed to keep your configuration as Top Choice
- Seamlessly transition from Top Choice to Regular CTO Model keeping your current choices

Top Choice Mode Shows Readily Available Parts Only. Longer Lead Time parts are only shown in Full Mode

Top Choice Mode Shows Only High Volume Options Used By Many Customers

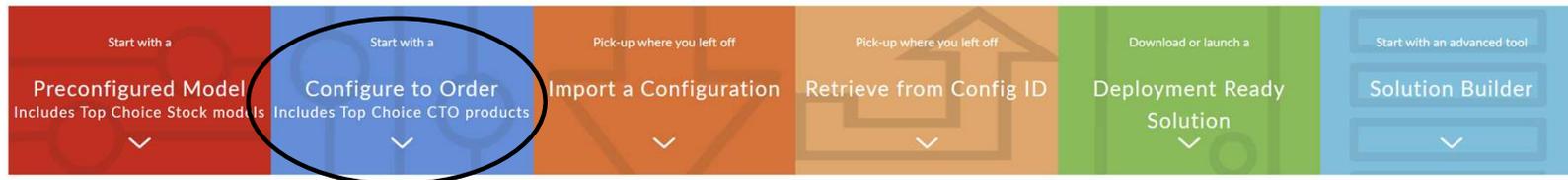# New Top Choice Mode Distribution Bonus!

New 3% Backend Rebate Will Be Paid on All Top Choice Orders Shipped

- All Top Choice orders will count for a 3% Rebate Paid Quarterly after shipment
- LBP-E or LBP-I … does not matter
- Intent: Reward Disty Built Configurations for using/checking on Top Choice Eligibility
- Not Intended for all demand. Some configurations will not qualify. Some Lenovo built configs will not utilize.

Questions? isg4p@lenovo.com

Start a Configuration

Choose how you'd like to get started building a Configuration.

Start with a	Start with a	Pick-up where you left off	Pick-up where you left off	Download or launch a	Start with an advanced tool
Preconfigured Model Includes Top Choice Stock models	**Configure to Order** Includes Top Choice CTO products	**Import a Configuration**	**Retrieve from Config ID**	**Deployment Ready Solution**	**Solution Builder**

Lenovo

Lenovo Server Proven

- https://serverproven.lenovo.com/ (Public)

Lenovo End of Service (withdrawals)

https://pcsupport.lenovo.com/us/en/solutions/endofservice (Public)

Customer Reference Database

lenovosuccess.com (Public & Private)

- Search on public case studies and videos

- Content:
  - 32 Public Videos (18 NA)
  - 325 Public Case Studies (45 NA)
  - 600+ (Internal) Customer References
- Note: Lenovo rep can search internal references
- Searchable by geo, solution, and more…

Customer Reference Detail

| CUSTOMER INFORMATION | SOLUTION COMPONENTS | SOLUTION DETAILS | ADDITIONAL INFORMATION | CONTACT INFORMATION |

Customer Name
Done Services
Published
March 23, 2021

Geography
NA - North America

Industry
Construction / Architecture / Engineering

Customer Background Info
Family-Owned, People-Focus
From the moment our compa void of reputable and reliable
The kind of business that alw the sun is down.
A team that stands behind th

Agreement Signed Date
March 2020

Installation/Deployment Date

Business Need
Done Service Group was rea costs were outpacing service
VMWare refresh cost was to (ThinkAgile MX) was propsec

Solution Summary
ThinkAgile MX (AzureStack
Acuutech MESH Solution - a

Business Benefit
Will be deploying on 3/12/2
Antificpated results:
Hit customer budget require 5x the VDI users, using Micr

Hardware
ThinkAgile   MX Certified Node   Hypervisor - Hyper-V

Focus Areas
Virtualization - VDI - D
Converged and Hyperc

ISV Solutions
Microsoft Exchange
Microsoft Active Direct
Microsoft Azure Stack
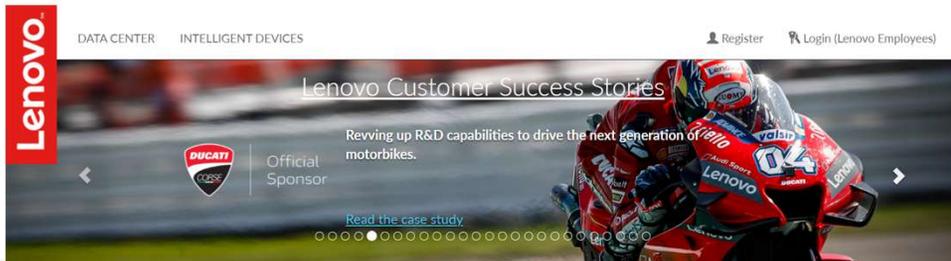
Services
Premier Support

Workloads
Virtual Desktop

Includes Intel Products
Xeon 6226R

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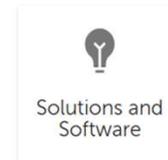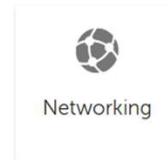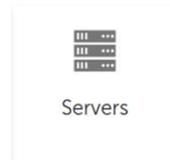Lenovo Secondary Contact Email   btownsend@lenovo.com

Partner Company Name   Atom Creek
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Partner Contact Email   kmiles@atomcreek.com

DATA CENTER   INTELLIGENT DEVICES   👤 Register   🗝 Login (Lenovo Employees)

Lenovo Customer Success Stories

DUCATI Official Sponsor

Revving up R&D capabilities to drive the next generation of motorbikes.

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datacentersupport.lenovo.com

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thanks

Different is better

Lenovo