

**Lenovo
360**

**Smarter
technology
for all**

Lenovo

Our Partners. Our Inspiration. Your Success.

How partnering with Lenovo enables your business to enhance agility, be more competitive, and meet shifting customer needs through smarter technology for all.

How are you helping your customers navigate a changing business world?

As hybrid work becomes the norm, legacy tools and processes fall by the wayside, and exciting new technologies emerge, flexibility and innovation are essential to your customers' sustained growth. Now, they are looking to you for support.

Today's organizations want to find new ways to overcome challenges, gain a competitive edge, and achieve their business goals. They want to have conversations about the best solutions for their specific needs and ways to prepare themselves for what's next. Bits, bytes, and bandwidth aren't as interesting to them as what technology can empower them to achieve. And they want a partner to guide them toward those transformational outcomes.

To meet the needs of today's customers, channel partners must build trust, be flexible, and stay informed.



But who can help you expand your offerings and your knowledge so you can deliver the best advice and the greatest value to new and existing clients? How do you empower your people and broaden your business so you can say 'yes' to client requests more often? Where do you turn for incentives and initiatives that not only help you increase your revenue and grow your business but reward you for your commitment?

Throughout this eBook, you'll learn why Lenovo is the perfect partner to answer all of these questions and more. From a world-leading technology portfolio that meets every modern business need to essential services, support, and incentives, you'll discover a partner every bit as invested in your organization's success as you are.



I hope you enjoy exploring what becoming a Lenovo partner can offer your business and look forward to welcoming you on board and supporting your organization's growth.

Best wishes,

Pascal Bourguet

COO & Channel Chief

International Sales Organization

Lenovo

Smarter Technology for All

With at least five Lenovo devices sold globally every second, unrivaled heritage, and innovative technology across every device category, our partners and their customers are our inspiration.

From integrated, secure mobile devices to powerful, scalable infrastructure and modern tools to harness the power of AI, Lenovo provides access to the products and solutions customers demand today while ensuring its partners are future-ready.

A pocket-to-cloud portfolio

Lenovo offers partners at any stage of their journey a wealth of opportunities to meet their customers' business and technology needs.



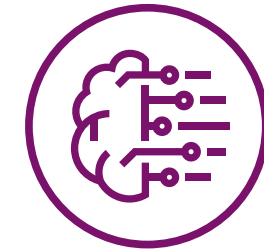
Digital Workplace

Lenovo's end-to-end portfolio of hardware, software, and services combines security, collaboration, and simple deployment and management to meet the needs of a modern, flexible workforce across organizations of all sizes.



Hybrid Cloud

Lenovo Hybrid Cloud solutions enable CIOs to take a smarter, more strategic approach to technology innovation. Empowering organizations to leverage traditional and as-a-service infrastructure, our robust, reliable, and secure solutions make meeting evolving business needs easier.



Edge AI

Through industry-leading hardware, control, and unmatched ease of use from the 3rd largest global provider of AI infrastructure*, you can help customers to scale, deploy, and manage edge devices and harness the full potential of their data.



*CRN, 2023



Sustainability

With Lenovo's tailored sustainability services, devices, and infrastructure solutions, your customers benefit from a more circular product lifecycle, more power-efficient technology, and new routes to accelerate their organization's ESG initiatives.



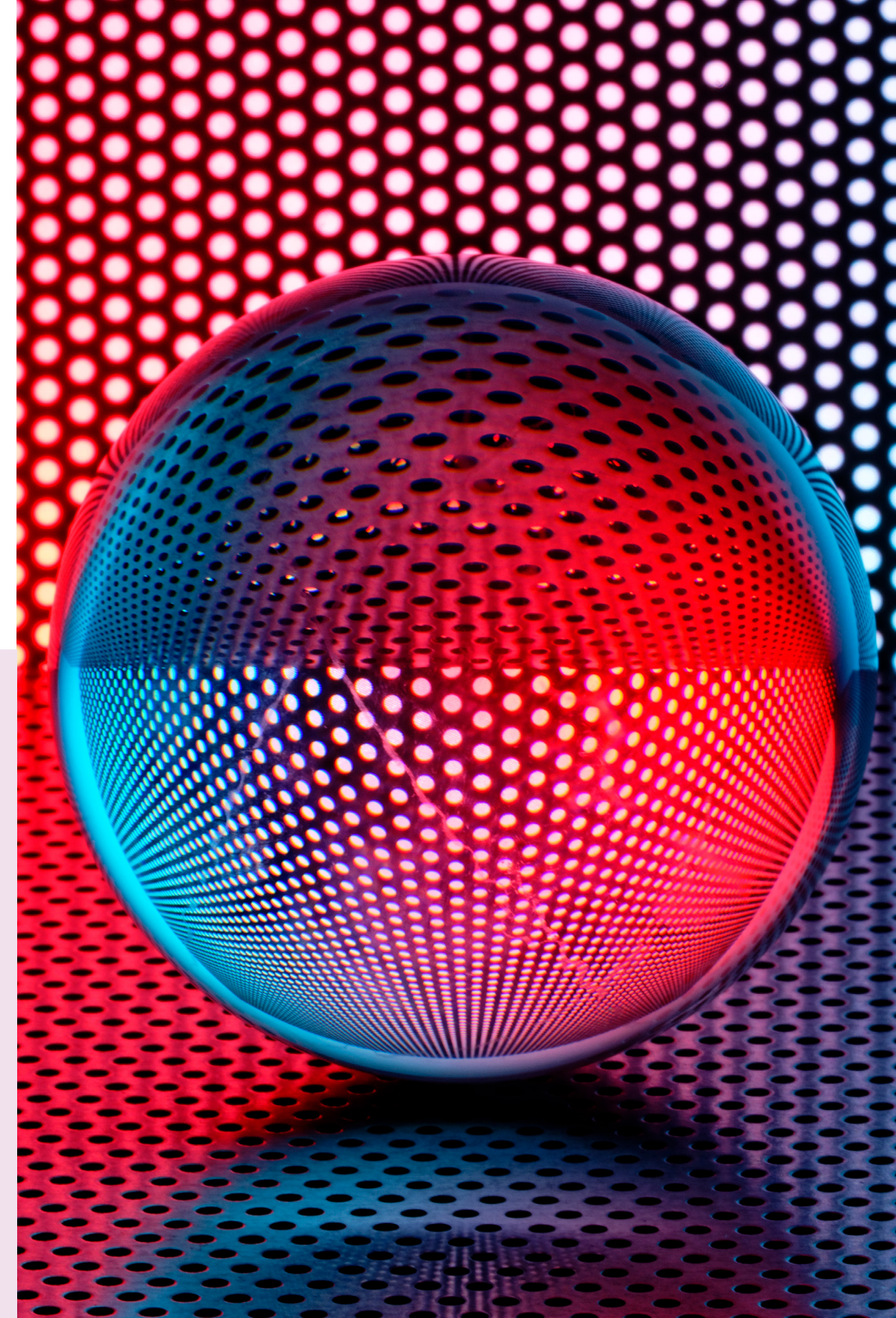
TruScale

Lenovo TruScale simplifies the procurement, deployment, and management of reliable IT innovation. Delivered as a service with a simple, scalable, pay-as-you-grow model, it gives access to integrated solutions that empower teams and ignite business strategy.

Technology and beyond

Doubling down on innovation, sustainability, and security to enable and elevate partner-customer conversations, we look beyond the application of technology to deliver true value. Lenovo follows a Security by Design ethos that spans supply chain, business processes, and product design, helping to reassure customers that their privacy and security requirements will be met.

Meanwhile, Lenovo's established sustainable technology practices and ESG initiatives ensure our partners are equipped to meet wider but no less important priorities of modern businesses. These extended ESG capabilities enable you to meet the growing demand for sustainable solutions through wrap-around sustainability services, as well as advance your own sustainability initiatives faster with support from Lenovo's action-driven channel partner community, Lenovo 360 Circle.



Committed to the Channel. Passionate About Partnership.

Did you know that more than 80% of Lenovo sales are delivered by our channel partners globally?

It's a striking statistic that illustrates not only the importance of the companies we work with but also our investment in their success. Lenovo has long been committed to the channel and is trusted by organizations worldwide to deliver innovative, robust, and secure technology. By providing our partners with a seamless, rewarding experience and dedicated support, together we ensure our mutual customers get the best from Lenovo technology.

Invested in your success

Through a dedicated channel team, powerful resources, and effortless onboarding, we invest in our partners and work hard to complement and enhance their businesses. By working locally and thinking globally, we make incorporating Lenovo into your services and offering stack easy. Whether it's transacting on devices, building solutions, or delivering managed services, Lenovo provides the flexibility to suit your needs. As a result, you can enjoy enhanced profitability and easier transactions alongside expert guidance, plus the option to simply wrap our solutions and co-sell more effectively.

A flexible experience

As a Lenovo partner, you choose how you collaborate with us. By incorporating product and service lines from a global technology leader with strong channel heritage and a reputation for reliable innovation, you can differentiate and explore new revenue opportunities with reduced risk and cost. You can build your reputation as a trusted advisor and stay ahead of shifting trends by developing specialist knowledge, and you can combine technologies and services to create perfect customer solutions.



Lenovo 360 Evolving Our World Together

How do we demonstrate and fulfill our commitment to partners?

Through Lenovo 360, our global channel framework that combines flexible solutions, sales enablement, incentives, and community initiatives. By engaging with Lenovo 360, we can work together to enhance your agility, strengthen your competitive position, and broaden your areas of expertise.



We do so across three key motions:



Enable

We take the complexity out of doing business in an ever-changing world with specialized, automated outcome-based solutions resources, marketing campaigns, and sales enablement tools that make transacting easier, faster, and more efficient. By simplifying everyday tasks, you can focus on what matters – serving your customers and growing your business.



Connect

Rather than simply provide technology, we create closer ties across our partner ecosystem through access to a range of specialist communities and events for sharing knowledge, expertise, and support. Working alongside a dedicated point of contact who understands your business needs, you can connect with subject matter experts across Lenovo and learn how to turn emerging needs into new business opportunities.



Grow

Through Lenovo 360 Engage, we invest in your growth through our commercial incentives, competencies, and accreditation programs that accelerate your learning and enhance your revenue. Our goal is to reward you for your commitment, however you partner with us, via an incentive path that is simple to navigate, plus easy to understand, track, and grow.

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Ready to get started?

See how partnering with Lenovo can help your organization adapt to an ever-changing market, respond to shifting customer needs, and strengthen its position through smarter technology for all.

Find out more and register today.

Register now

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