Lenovo Partner Battlecard

Accelerate your Edge-AI journey with Lenovo

- Support customers' growing data demands
- Secure new revenue streams
- Earn rewards

Lenovo's expanded Edge-AI portfolio makes deploying Edge-AI more scalable and accessible than ever.

Smarter technology for all

Lenovo

Propel the Edge-AI revolution for your customers and power your sales by supplying industry-leading hardware, control, and unmatched ease of use from the 3rd largest global provider of AI infrastructure.

Target audience

- CTOs/CIOs
- Information Technology Decision Makers (ITDMs)
- All-sized business owners

Key messages

The global datasphere will exceed 181ZB by 2025—and 75% of that data will be created and processed at the Edge.[1] Supported by TruScale IaaS and the AI innovators program, you can help your customers scale, deploy, and manage Edge devices harnessing the full potential of their data.

75%
of data will be created and processed at the edge by 2025

(Source: Gartner[2])

400+
of data will be created and processed at the edge by 2025

(Source: IDC[3])

$208bn
of data will be created and processed at the edge by 2025

(Source: IDC[4])

Edge computing is expected to deliver double-digit growth over the next five years.[5]

69% of organizations rate AI/ML as a high priority. However, 67% say a "shortage of skilled talent" is a top challenge in their AI/ML journey.[6]

Lenovo TruScale for Edge and AI enables you to embark customers on an AI journey with accessible solutions that can be deployed with a trusted partner.

Lenovo TruScale for the Edge and AI makes the hardware to support AI workloads easier to deploy and more affordable. And the Lenovo AI Innovators program provides access to leading providers who collaborate with customers to deploy AI solutions faster, and with increased confidence.

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Propose Lenovo TruScale for the Edge and AI when customers need to:

- **Power the most demanding Edge-AI workloads:** The flagship ThinkEdge SE455 V3 delivers best-in-class performance, storage, and efficiency for retail, telco, manufacturing, and more.

- **Accelerate Edge-AI sustainability and cost-efficiency:** ThinkEdge SE455 V3 provides the most Power-Per-Watt (PPW) thanks to the hyper-efficient AMD EPYC 8004 processor.

- **Lower the bar to entry with easy, affordable Edge-AI:** New Lenovo TruScale for Edge and AI offers a rapid, scalable service on a pay-as-you-go model.

- **Reduce cost and complexity with AI Innovators:** Validated solutions from our extensive partner ecosystem spanning multiple use cases—all optimized for Lenovo's Edge-AI portfolio.

- **Enable high-value, high-demand use cases:** New Lenovo ThinkSystem and ThinkEdge servers with the ultra-efficient AIveo™ V70 accelerator are tuned for sought-after video analytics and natural language processing workloads.

- **Drive Edge-AI innovation with our global partner ecosystem:** Proven providers share expertise and collaborate to solve customer challenges.

Why would your customers need Edge-AI?

Edge overcomes key on-premises and cloud challenges

Edge devices process data locally, enabling customers to:

- Harness the full potential of their data

- Generate insights with ultra-low latency

- Make faster decisions and deliver better services

- Reduce demands on network infrastructure

- Operate reliably & securely in difficult environments

- Support data sovereignty compliance

- Reduce infrastructure and data transfer costs

- Scale seamlessly and manage easily with expert installation and ongoing support

Edge use cases

Edge devices support multiple use cases, many of which depend on real-time data processing, low latency, and AI, including:

- **Telcos** (e.g., Virtualised Radio Networks and 5G)

- **Industrial automation** (e.g., predictive maintenance, quality control)

- **IoT** (e.g., smart cities and homes, traffic management)

- **Autonomous vehicles** (e.g., real-time data analysis, rapid decision making)

- **Healthcare** (e.g., remote patient monitoring, real-time data analysis, predictive analytics)

- **Retail and hospitality** (e.g., inventory management, customer analytics, personalized marketing.

- **Video and media streaming** (e.g., streamlining content delivery, cloud gaming)

Start a conversation

Exploring the edge opportunity

- Do you want to harness the full potential of your data?
- Do you want to make faster decisions and deliver better services?
- Do you have plans to modernize your IT infrastructure?
- Do you want to reduce demand on your network infrastructure?
- Do you have data sovereignty requirements?
- Are your IT energy bills rising?
- Do you have sustainability targets?

Lowering the bar to entry

- Would you like to streamline your Edge deployments?
- Do you value flexibility and scalability?
- Would you prefer not to commit large sums upfront?
- Would you be interested in an opex/as-a-service model?

Expanding and modernizing at the Edge

- Are you increasing your presence at the Edge?
- Do you have demanding Edge or Edge-AI workloads—or hope to?
- Are you developing AI capabilities beyond the data center? (video analytics, natural language processing, computer vision, etc.)
- Would you like to optimize performance and minimize power-consumption?
- Do you want to develop Edge-AI solutions with best-in-class vendors?

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Overcome objections

> **We don't have the resources to expand/modernize our Edge deployments**

Older (4+ years) infrastructure costs more to maintain and may not meet modern demands, e.g., AI/ML. The Lenovo ThinkEdge SE455 V3 offers the most Performance-Per-Watt (PPW) lowest TCO of any Edge server.[8] And Lenovo TruScale provides a pay-as-you-go model as a fully managed service—freeing up your IT team and enabling you to scale seamlessly and cost-effectively.

> **Our current infrastructure is working fine**

The latest Edge-AI use cases are incredibly powerful—and incredibly demanding. You need high-performance, highly efficient infrastructure to harness the full potential of your data and achieve and maintain competitive advantage. Lenovo ThinkEdge SE455 V3 is Edge-optimized, including best-in-class performance and built-in sustainability.

> **Sustainability is important to my business, employees, and customers. Is Lenovo able to help me reach my responsibilities?**

Lenovo ThinkEdge SE455 V3 is highly power efficient, and Lenovo TruScale can reduce data center CO_2 emissions and power consumption by up to 20%. Lenovo CO_2 Offset Services support UN projects including reforestation, renewable energy, and solar and can be easily integrated into your bespoke package. Plus, Lenovo Asset Recovery Services help customers responsibly dispose of devices and generate maximum value for any hardware.

> **Sustainability isn't a key goal at the moment**

80+% of leading companies worldwide report on sustainability[9] and this will   include your customers. Lenovo can provide easy, measurable, certified reduction in emissions and waste, and align you with two recognized leaders on climate change.

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**NEW:
Lenovo ThinkEdge
SE455 V3**

- New flagship Edge-optimized server, ideal for large and demanding Edge-AI and Telco workloads
- Featuring new capabilities including best-in-class performance and built-in sustainability
- Most Performance per Watt (PPW) of any Edge Server with AMD EPYC 8004 processor on the SE455 V3[10]
- More product information? Visit Lenovo Press to see the SE455 V3 Product Guide and SE455 V3 Data Sheet for more product specs

**NEW:
Lenovo ThinkSystem and ThinkEdge servers with Alveo™ V70 accelerator**

- Most energy-efficient AI Inference card in the AMD portfolio
- Tuned for video analytics and natural language processing workloads

**ENHANCED:
Lenovo TruScale for the Edge and AI**

- Cost-effective pay-as-you-go IaaS solution—supports entire Edge-AI portfolio
- End-to-end service; rapid deployment, transparency scalability
- Reduces data center CO_2 emissions and power consumption by up to 20%

**NEW: Lenovo ThinkEdge
SE350 V2**

- The latest storage-optimized workhorse for the Edge that supports modern HCI/hybrid cloud deployments

**NEW: Lenovo ThinkEdge
SE360 V2**

- Purpose-built to perform across various Edge/AI workloads

NEW: Lenovo SE10, SE10-I

- The latest entry-level Edge client, purpose-built for SMBs

“

Lenovo didn't just deliver an edge computing appliance for us in record time, they gave us a solution that is second to none.

”

Regi Flanagan
CTO, Sonny's Enterprises

If you need further support, please reach out to your **Lenovo Channel Account Manager** or visit **Lenovo Partner Hub** for more information.

Lenovo Partner Hub

[1] https://www.gartner.com/smarterwithgartner/what-edge-computing-means-for-infrastructure-and-operations-leaders
[2] https://www.gartner.com/smarterwithgartner/what-edge-computing-means-for-infrastructure-and-operations-leaders
[3] https://www.idc.com/getdoc.jsp?containerId=IDC_P39947
[4] https://www.idc.com/getdoc.jsp?containerId=IDC_P39947
[5] https://www.idc.com/getdoc.jsp?containerId=IDC_P39947
[6] https://www.rackspace.com/en-gb/solve/ai-machine-learning-research-2023
[7] https://lenovopress.lenovo.com/servers/benchmarks/specpower
[8] https://lenovopress.lenovo.com/servers/benchmarks/specpower
[9] https://assets.kpmg.com/content/dam/kpmg/be/pdf/2020/12/The_Time_Has_Come_KPMG_Survey_of_Sustainability_Reporting_2020.pdf
[10] https://lenovopress.lenovo.com/servers/benchmarks/specpower

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