



Outcome-Based Solution Selling: Hybrid Cloud Enablement

A guide to starting conversations

Managing, accessing, and protecting key information is vital to businesses success. Lenovo's Hybrid Cloud Enablement allows customers to retain on-site infrastructure while giving them access to a public cloud, a perfect mix of security and accessibility.

Hybrid Cloud Enablement Solution Target Audience



A Solution for Everyone

Hybrid Cloud Enablement is a solution applicable for most, if not all, industries. Therefore, there are no true "target verticals". It is most important to engage with members of organizations that have an interest in improving and enhancing their IT capabilities.

Target Decision Makers

- IT Directors
- CIO
- CTO



Core Benefits to Keep Top of Mind

The Lenovo Hybrid Cloud Enablement Solution provides:



Easy Implementation

- Skilled Lenovo experts will ensure integration is fast, painless, and optimized
- Keep all on-site infrastructure, experience little interruption in workflow



Accessibility and Security

- Hybrid Cloud leverages the benefits of both public and private clouds
- State of the art security for private clouds, and unrivaled speed and ease of use for public clouds
- Data Processing made easy, protect what's most important and utilize scalable public clouds for data management



Cost Savings

- Leverage data to ensure business is operating as efficiently as possible
- Future-proofed infrastructure saves on costly updates



Starting the Conversation

To help you find a natural way into the sales conversation, try listing common industry pain points and seeing how the client has overcome them in the past. Then try to explain how Lenovo can help them overcome the challenges they face on an individual basis.

What is your current level of experience with the cloud?


Our Hybrid Cloud Enablement makes life easy, allowing you to integrate the Hybrid Cloud technology with your existing IT infrastructure. This reduces the amount of interference you experience while the Hybrid Cloud is being set up, and keeps your information secure and readily accessible, should you need it.

What are some major obstacles you experience when attempting to interface with your current cloud technology?

Lenovo Hybrid Cloud Enablement isn't just an installation process, it comes with the backing of the full Lenovo team, including optimization and ongoing support. If there comes a time that you need help with your Hybrid Cloud, Lenovo experts are close at hand with detailed experience to help you back on track.

Do you plan on expanding or growing your business substantially over the coming years? Is your IT network and cloud technology capable of supporting this growth?

Lenovo Hybrid Cloud Enablement is built to support businesses of every size and is tailored to suit your needs now and in the future. With scalable tech built in, you can rest assured that no matter how big you get, the Hybrid Cloud will meet your data management needs.



Objection Handling

Common Issues

If you've already had initial conversations, but are being met with some resistance, here are a few common objections, and ways you can address concern.

Proposing Alternate Solutions

Through your conversations, you might discover that an alternate solution might be a better fit for your customer. The following notes a few situations where this might apply.

● **We work with sensitive data. How can Hybrid Cloud Enablement address this?**

Organizations can maintain data sovereignty with their private, on-premises infrastructure. Connecting with Hybrid Cloud Enablement maintains this level of security while providing the speed and accessibility of the public cloud.

● **Moving to the cloud can be expensive.**

Transferring the responsibility of the project's success to Lenovo guarantees that your design, assessment, solution implementation and optimization are all done perfectly.

● **We don't have the resources or time to implement Hybrid Cloud Enablement solutions.**

Hybrid Cloud Enablement Solutions are designed to help organizations transition to cloud technology and grow their business without worrying about the process itself. Our team of experts have the capability to seamlessly transition customers to cloud experience without losing the benefits of on-site infrastructure.

● **We want to manage our IT infrastructure ourselves.**

This is easily done. Lenovo can combine your current on-site IT infrastructure with the cloud, allowing you to manage your own IT solutions flawlessly.

● **Customer POV: They are interested in revamping their IT structure, but do not have an immediate need for cloud hosting.**

Your Opportunity: Recommend that the customer think about Lenovo's VDI solutions, geared towards providing security and accessibility to changing workplaces. VDI can be implemented using existing infrastructure, and can be adjusted later to fit with a cloud structure, should they wish to follow through with the Hybrid Cloud.

● **Customer POV: They are searching for ways to enable their remote work force, but have no immediate need for cloud hosting.**

Your Opportunity: Recommend the Complete Conference Room or Remote Work Enablement solution to businesses experiencing difficulty keeping remote employees in the loop. Lenovo's technology can help them keep remote workers productive, engaged, and collaborative from the comfort of their homes.

● **Have questions? Reach out to your Lenovo Channel Account Manager for additional assistance.**