



Outcome-Based Solution Selling Guide

The Workplace of the Future is "Anywhere"

VDI Hosted Desktops from Lenovo is a new solution for a new era, where work is not defined by time or place, but by productivity and effectiveness. Don't just support your remote workers—give them the tools they need to excel.



**Smarter
technology
for all**

Lenovo



Investigation Phase: The Audience

Target Verticals

Industries that need to provide employees with secure remote access, including:

- Healthcare
- Banking
- Manufacturing
- Retail
- Education
- Government
- Call Centers
- IT Providers



Target Personas



Sell to Gatekeepers:

IT Directors, Virt. / Cloud Admin, Storage Lead



Appeal to Decision Makers:

CIO / CTO, Infrastructure VP



Call on Influencers:

CMO, Sales / Marketing VP, Desktop Manager



Investigation Phase: Understanding the Customer

1

Align Solution with Strategy

2

**Avoid Security, Compliance,
and Regulatory Threats**

3

**Empower an Increasingly Mobile
Workforce**

Understanding the issues that customers face is crucial to establishing Lenovo as a trustworthy partner, and allows you to communicate our solutions as a means of elevating business.



Highlight increased accessibility, security, and cost savings enabled with Lenovo VDI.



Explain how aging infrastructure can be hazardous to the long-term health of a business.



Help your customer understand that providing remote workers with the correct tools can give them a significant competitive edge.



Investigate the Challenge & Help Create Need

Conversation Starters to Identify & Map the Challenge

- Allowing employees to access their work-related desktops and apps across their company and personal devices for simpler collaboration and communication
- Business needs to roll out new hardware and applications for many users across multiple work environments
- Providing the same level of security regardless of location or device
- Delivering and supporting applications for end users is a costly endeavor
- Mitigate the risk of lost or stolen devices
- Remote workers require access to sensitive information, but cannot operate with company hardware





Solutions Mapping Based on Benefits

Mapping Benefits to Challenges

- Release software, firmware, and security updates to all users through centralized management.
- Ensure reliable, secure access regardless of location and device
- Operate on multiple devices to stay competitive and drive top line.
- Ensure workers remain productive no matter their location
- Protect sensitive information and intellectual property through centralized system





Case Studies to Help You Sell

Case Studies & Testimonials



How JVCKENWOOD used Lenovo ThinkSystem SR650 and SN550 servers to improve performance of its extensive VMware Horizon® virtual desktop infrastructure, helping thousands of employees work effectively from anywhere.

[Click to Learn More](#)



How Istituto di Istruzione Superiore C. E. Gadda created a virtual desktop infrastructure based on VMware Horizon® and high-performance Lenovo ThinkAgile VX Series appliances, allowing it to train its students in cutting-edge computer assisted design techniques whether they are working on campus or at home.

[Click to Learn More](#)

Alternative Solutions Based on Objection Handling

Objection Handling

Objection: VDI is complex to get up and running.

Response: Lenovo's breadth of available converged appliances and cloud-based automation allow VDI to be implemented in just a few hours, as opposed to the weeks-long implementation typically offered.

Objection: This tech is only suitable for task workers.

Response: Even demanding end users benefit from the advanced capabilities of today's leading VDI providers, including 3D graphic designers, mobile and remote workers, and knowledge workers.

Objection: VPN's can provide the remote work access we need.

Response: VPN's do not provide many of the benefits of VDI. They are vulnerable to security breaches, lack control of user data, and require updates and patches to be implemented individually at the end point, rather than offering a centralized system.

Objection: Aren't most VDI solutions the same? What makes Lenovo's special?

Response: While the software for most VDI solutions is similar, what separates Lenovo from the rest of the pack is the hardware. Lenovo is #1 in x86 server reliability 8 years in a row now, and Lenovo servers hold 309 world-record performance benchmarks as of April 1st, 2022. Lenovo's xClarity systems management is tightly integrated with VMware vCenter, enabling single pane of glass management.



Could a different outcome-based solution be a better fit?

If a customer says no to VDI but is interested in IT development: Recommend the Hybrid Cloud Enablement solution and show the customer how operating via a Hybrid Cloud can solve the data management and security issues they may face.

If a customer says no to VDI but is interested in enhancing their hybrid work capabilities: Recommend the Complete Conference Room solution to revitalize their online meetings, or the Remote Work Enablement solution to equip their remote and hybrid workers properly.



Solving Outcomes



Building a collaborative and flexible work environment, without sacrificing your efficiency and security, is paramount to ensuring your businesses' continued success.

Lenovo's VDI solutions allow you to manage hardware, software, and applications across multiple devices and locations, giving you and your employees the power to work freely.

Key Differentiators



#1 In Reliability for eight straight years



Seamless, speedy installation with Lenovo ThinkAgile VX



300 World Record Performance benchmarks



Scalable VDI solutions for companies of all sizes



Windows 11

AMD

Composition

Included Hardware:

- ThinkAgile VX
- ThinkSystem SR650

Included Software:

- VMware Horizon

Included Services:

- Premier Essentials (Non-HA) or Foundation (HA)
- XClarity Deployment & Skills Transfer
- Hardware Installation for SR650
- ThinkAgile Advantage Support for ThinkAgile VX including:
 - On-site Deployment
 - Remote Healthcheck (EMEA)

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thanks.