

Lenovo/Supermicro Battlecard

Why Lenovo?



Commitment to Channel First

- 85% of Lenovo products are sold via partners
- Lenovo is committed to the channel. Our dedicated channel team and partner program are here to support sales and marketing activities.
- Lenovo is always investing in and optimizing channel tools and enablement resources (Lenovo Partner Hub, Lenovo Bid Platform, Lenovo Partner Learning Platform)
- Simple Partner Incentive programs that maximize partner productivity and profits

Product Quality & Reliability

- **Lenovo is #1 provider of supercomputers in the world**
- Lenovo ThinkSystem servers consistently achieve the lowest downtime (According to ITIC studies)
- Lenovo ThinkSystem servers dominate the benchmarks for data center performance with a total of **296** current world record benchmark results (as of November 2022)
 - **135** #1 results set on systems equipped with third-generation Intel Xeon Scalable processors
 - **37** utilizing second-generation Intel Xeon Scalable processors
 - **98** operating the newly launched third-generation AMD EPYC processors
 - **1** using second-generation AMD EPYC processors
 - **25** using first-generation Xeon Scalable processors

One Lenovo

- **One Provider** – IDG (Intelligent Device Group), ISG (Infrastructure Solutions Group), and SSG (Services Solutions Group) unite for customers’ benefit. Full portfolio to bring complete, end-to-end solutions.
- **Complete Solutions** – Solutions- based approach to sales that’s centered on customer needs that drive business outcomes

Infrastructure Solutions

- Lenovo partners with leading software vendors to deliver flexible, open-choice solutions that work seamlessly within your existing infrastructures —and with future solutions. No implementation issues, no vendor lock-in, no worries.
- Provide engineered, tested, and certified IT Solutions that are high performance, scalable, and cost-effective
- Lenovo offers the highest number of certified solutions amongst T1 OEMs
- Xclarity Systems Management software allows customer to deploy infrastructure and services faster

Service and Support

- Premier Support
 - Hassle-free, advanced technical support available 24x7x365
 - Simplified end-to-end case management with a single point of contact (Dedicated Premier phone number)
 - Boosts customer productivity and limits downtime
- Fast Facts...
 - 91% of premier support customers indicate they would purchase again
 - 25% of IT budget resources are consumed by PC maintenance
 - 77% of IT staff time is dedicated to support and maintenance.

Top Ranked Supply Chain

- Supply Chain is ranked #3 across all high-tech supply chains (Gartner 2022)
- Supply Chain is ranked #9 worldwide (Gartner 2022)
- Present in 180 markets globally
- 35 global manufacturing sites
- Trusted Supplier Program: Documented, auditable supply chain program ensures end-to-end security
- Lenovo’s **ODM+ business model** is a proven successful advantage
 - Customer-centric model allows for an end-to-end customer experience
 - Complete in-house capabilities (In-house engineering, In-house supply chain, & In-house services)
 - Investments in full vertical integration allows Lenovo to reduce cost and control outcomes
 - Lenovo is an easy to work with partner that provides customers a one-stop-shop



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Engaging with the Customer



Starting the Conversation

- Have you calculated the financial impact to your business of IT systems downtime?
- Who is your primary contact for issues concerning your IT infrastructure?
- Do you operate in multiple countries or have a plan to?
- How concerned are you about security?

Objection Handling

- Objection 1: We want to be on the latest technology and Supermicro is often first to market
 - Response: Sometimes being first to market means cutting corners. Lenovo has a well-defined process for introducing new firmware, hardware, or software to market. The process takes some time but our customers appreciate our efforts to ensure compatibility and smooth sailing when introducing new items to their environment
- Objection 2: We haven't had any trouble with our Supermicro systems. Why should we look at Lenovo?
 - Response: Do you know Supermicro's policies regarding critical situations, the escalation process, and the support process in general should you need such assistance? If a hard drive or memory module fails where do you go for support?
- Objection 3: Our budget is tight. We need to go with the lowest cost provider.
 - Response: Supermicro's pricing is often lower. They use common components – memory, drives, etc. with no customizations. They do not have the costs associated with add-ons like the extensive compatibility testing Lenovo performs to ensure the hardware, firmware, and software work together in a wide variety of scenarios. Typically, they don't incur warranty costs for components letting their resellers or component vendors deal with it. We'd like the opportunity to work with you on an overall solution and see what the costs might be and where they reside.