Smarter technology for all

NA Go-To-Market VX Playbook

November 2022

Lenovo

ThinkAgile VX Conversation Card

Elevator Pitch

- Lenovo ThinkAgile VX is hyperconverged solution that allows you to quickly deploy VMware based environments from the core data center to the edge. This fully engineered solution in partnership with VMware, enables you to simplify your IT infrastructure, drive down costs by eliminating IT silos, and enables scalability through the combination of preloaded easy-to-use software on the most reliable hardware in the industry.
- ThinkAgile VX helps you implement your hybrid cloud strategy, support modern cloud-native applications with containers and Tanzu, and it is ideal for data center modernization. ThinkAgile VX, guarantees system compliance and leverages Lenovo XClarity to fully integrate with vSphere vCenter to easily handle lifecycle management of both firmware and software within your infrastructure.

Fast Facts

- HCI is gaining traction exponentially. Innovation drivers include edge computing, cloud-like consumption models, 5G, ML/AI Modeling, next-gen hardware
- The fastest way to build a private cloud is through HCI. ThinkAgile VX is the most streamlined, and best value for HCI
- HCI, and subsequently ThinkAgile VX is the fastest, easiest, most automated, and most budget friendly path to the Private Cloud.

Leading Use Cases & Customer Type

Leading Use Cases

- **Hybrid Cloud Customers**→ Hybrid Cloud has been adopted by a majority of organizations. ThinkAgile VX with vSAN provides the building blocks for implementing a hybrid cloud
- **Application Adoption**→ ThinkAgile VX supports a wide variety of traditional and cloud native workloads. ThinkAgile VX supports the use of various mission critical applications, AI/ML apps, highly demanding video streaming and surveillance apps as well as Big Data apps to meet various use cases from dev Ops, disaster recovery, client virtualization
- **Data Center Modernization**→ Eliminates infrastructure silos, easy deployment, reduced time during upgrades environment modernization

Customer/Buyer Profile

- Customers across all verticals
- **Midmarket**
  - Company Profile: Running 50+ vSphere VMs for Test-dev or production. Critical workloads e.g., DBs, Email, VDI, AI/ML, Big Data/Analytics, Collaboration, etc. Multiple ROBO sites
  - Decision Maker: IT Director, VP of Infrastructure, VP of IT
  - Entry Point: IT Manager, Virtualized Admin
  - Influencer: Ent. Architect, Virtualization Architect, Storage Admin
- **SMB**
  - Company Profile: Running < 50 vSphere VMs. Critical apps e.g., DBs, VDI, etc. 2-4 locations
  - Decision Maker: CTO, VP of IT
  - Entry Point & Influencer: IT Manager

See slide 6 for Additional Details on ThinkAgile VX Positioning

Why Lenovo ThinkAgile VX

- **VMware Partnership**: Collaboration with VMware means a proven and tested, **engineered** HCI solution that supports VMware software
  - Lenovo has the most flexible VMware licensing from any other company
- **Software Integration:** ThinkAgile Deployment Tool and Lenovo XClarity Integrator (LXCI) **fully** integrate into VMware for easy, fast deployment and system lifecycle management
  - LXCI integrates with vLCM to deliver non-disruptive updates while using a single pane of glass (Note: since vSphere 7.0 was released, Dell VxRail no longer provides additional infrastructure management over ThinkAgile VX. vLCM solves the problem of infrastructure management natively.)
- **Scalability**→ scaling up and scaling out, is all handled natively inside vSphere –This saves the customer **TIME.**
- **Reliability & Performance**: ThinkAgile VX built on #1 most reliable servers with >300 performance benchmark records
- **Flexible Choices**: Lenovo offers the broadest selection of options and delivery models to meet any business need while handling both HW and SW customer needs.
- **Price Stability**: Customer "owns" resources and infrastructure in Private cloud verses renting in public cloud.
- **Service and Support:** Global Reach and decades of experience. Unique solutions tailored for each business need. Premium support with a single POC and guaranteed service levels.
  - Reliable white glove service frees up customer to spend time on other business needs

See slide 9 for Competitive Summary Details

Discovery Questions/ Door Openers

What to Listen For

- New or expanding vSphere virtualized environments
- Desire to Implement Hybrid Cloud Strategy
- Desire to deploy cloud native apps on premise/data center core or at Edge, DevOps and TestDev with containers and K8S, Storage expansion/upgrade/renewal
- Technology refresh with HCI migration
- New or expand ROBO or Edge deployments
- Desire to modernize technology

Customer Pain Points

- **Midmarket**→ Management complexity, Siloed infrastructure, Complex firmware upgrades hinder vSAN support compliance , Unsustainable costs, IT not keeping pace with business, Difficulty implementing a Hybrid Cloud strategy
- **SMB** → Lack of skills to managed siloed infrastructure (note: ease of use, reliability, simplicity, and Lenovo Services and support are critical for these customers), Increasing infrastructure costs, Not large enough to get ELA licenses from VMware

ThinkAgile VX
Mini Campaign

Product Overview

1. ThinkAgile VX Product Page
2. Prowess - Measuring the Ease of Deployment of ThinkAgile VX

Case studies

1. Houston Methodist Hospital Case Study.pdf
2. GIGA Data Centers Case Study.pdf
3. Memjet Case Study.pdf

Positioning ThinkAgile VX Options

Integrated System:

Customers seeking:

- Reduce risk with a turnkey solution, complete with pre-bundled VMware software license and simplified lifecycle management capabilities
- Single point of contact for both software and Hardware
- Deployment services

Target customer:

- SMB customers interesting in refreshing both HW and SW
- Customers seeking to accelerate deployment with turnkey solution say in ROBO or Edge environments
- Existing VMware shops or customers looking to migrate to the world's leading software defined infrastructure

ThinkAgile VX Use case based Systems (Intel & AMD)

ThinkAgile Advantage Support and Services

2000 Series: 1U form factor. Use cases: VDI, Video surveillance, Edge/ROBO, co-lo use cases

3000 Series: 1U, 2U1-N & 2U4N. Use cases: Compute-heavy& GPU enabled apps that require high-performance virtualization

5000 Series: 2U 1N form factor. Use cases: High-Capacity storage needs such as big data / analytics, email, large databases

7000 Series: 2U & 4U form factor. Optimized for business-critical workloads requiring highest- performance, such as email, collaboration and databases like SAP HANA

Lenovo ThinkAgile Advantage services are included with your ThinkAgile solution purchase, and our team will be with you every step of the way to get your hybrid cloud, hyperconverged system, or scalable appliance off to a flying start.

ThinkAgile Advantage services include:
- Comprehensive software and/or hardware deployment
- End-to-end case management for your entire ThinkAgile solution stack
- A dedicated, direct-line Lenovo phone number to answer your calls 24x7
- A single point of support for managing all calls to conclusion
- Simplified warranty entitlement

VX Integrated System

ThinkAgile Advantage
Base Deployment (covers 4 nodes)
Additional Node Deployment

Mandatory Part of Solution

Basic Hardware Installation
Premier Support Services – 5Yr

Optional Warranty uplift and add-on Service

Premier Support Conversation Card

Elevator Pitch

Advanced Engineers. End-to-End Case Management. Faster, First-time Resolution

- As IT budgets contract, you need to reduce complexity and operational costs and find ways to increase efficiency from your in-house IT support teams, Lenovo Premier support can help by managing your routine support tasks, freeing up your IT staff to focus on strategic efforts that move the organization forward. We can boost your end users' productivity and limit their downtime with direct access to elite Lenovo engineers who provide unscripted, advanced hardware and software support. Lenovo Technical Account Management teams also provide end-to-end case management for faster, hassle-free case resolution.

Fast Facts

- 91% of premier support customers indicate they would purchase again

- 88% of customers indicate they would recommend premiere support to a peer

- 67% of businesses report they lack the time to address PC issues adequately

Customer Type

- **CIOs:** need reliability, protection, and support for their Lenovo PCs. If something goes wrong, they need to be back up and running fast. Lenovo Premier Support provides VIP treatment with faster first-time resolutions, parts prioritization, onsite delivery, and access to Technical Account Managers.

- **IT Directors:** don't want their valuable help desk team members tied up on support calls. They can free up time for more strategic tasks by offloading 1st- and/or 2nd-level IT support to the Lenovo Premier Support team.

- **Help Desk Technicians:** need the direct access to advanced engineers provided by Lenovo Premier Support. With less time wasted on standard support call queues, they can jump right into problem-solving mode and get employees back to work fast.

- We understand that all workloads are not created equal, and we make the decision-making process simple, with services for every stage of your customers' journey and pre-defined scopes to meet requirements.

Why Lenovo

- Hassle-free, advanced technical support available 24x7x365

- Comprehensive hardware and original equipment manufacturer software support

- Simplified end-to-end case management with a single point of contact

- Proactive relationship and escalation management with Technical Account Managers

- VIP service with labor and parts prioritization

- Comprehensive suite of reporting to help identify trends and proactively address issues

- Easy reference to Premier Support contact centers worldwide with optional asse tags

- Customized dashboards for your Lenovo assets and warranty and service delivery information with the Lenovo Service Connect portal

Discovery Questions/Door Openers

What to listen for:

Facing growing complexity, increased maintenance costs, increased workload/resource constraints, multiple vendors, and increasing end-usear demands. Seeking VIP support, direct access & improved visibility, consistency, and commitment & accountability, spending too much time on employee support calls, do not have time to wait on parts and labor
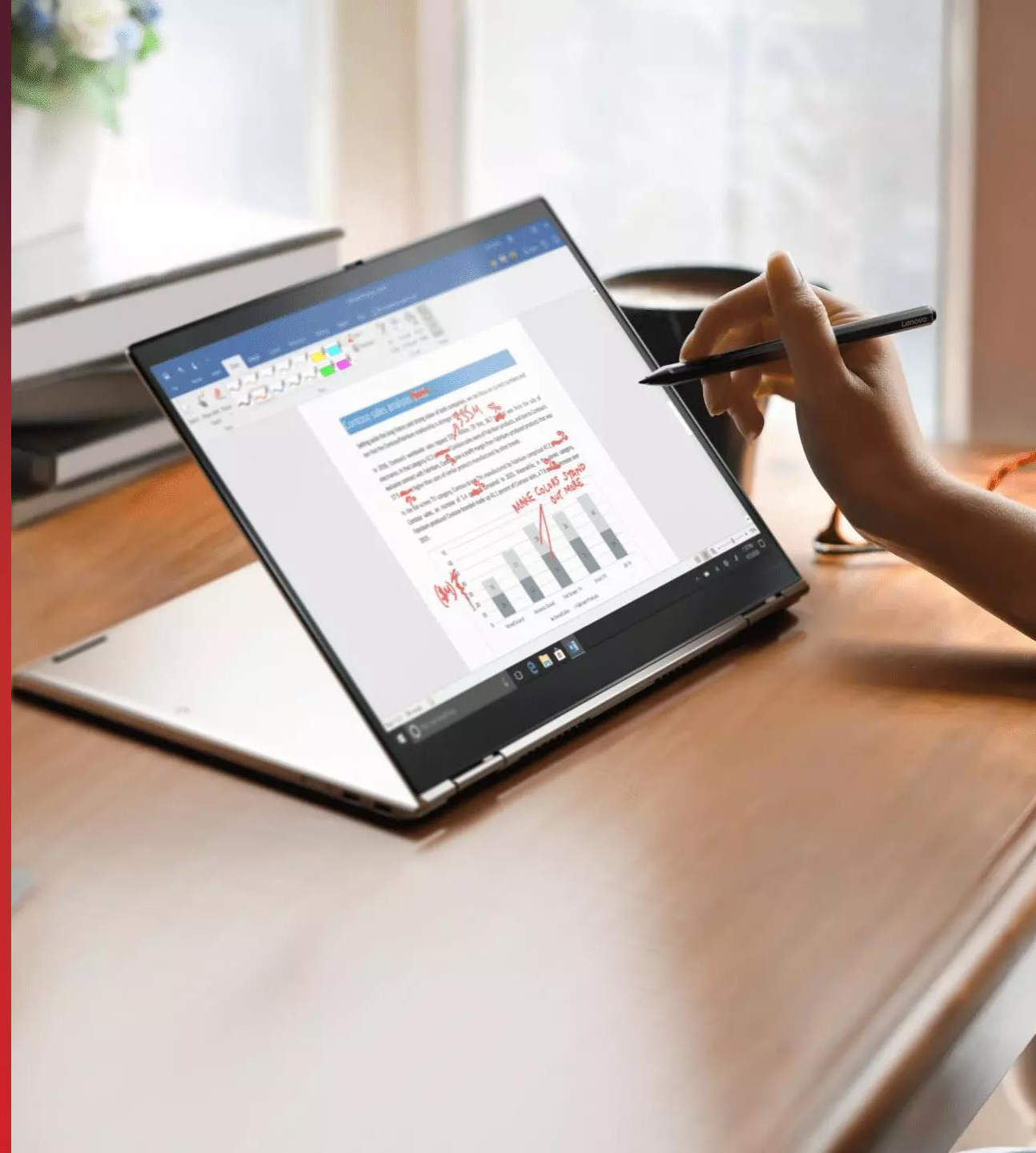
Discovery Questions:

- How are you supporting your Lenovo Data Center products? Where are you leveraging an IT service provider to help maintain complex environments?
- Does your IT infrastructure support and enhance your core business strategy? How are you ensuring your IT staff has time to focus on innovation?
- Do you value direct technician-to-technician access when contacting your service provider with a problem?
- What percentage of your IT budget spend goes towards ongoing maintenance and support?
- Is your IT team feeling stretched thin in this do-more-with-less world?
- What applications/workloads will be residing on this equipment? What is the availability expectations of those applications/workloads?
- For this equipment, walk me through your expectations of resources you would want available to you during and incident.
- How might Lenovo's multiple technical support contact methods (phone, chat, online portals, and other channels) benefit your business, giving you a peace of mind?
- Walk me through how your maintenance window policy that allows you to apply patches, updates, and upgrades. What are your expectations from Lenovo to support you in that effort?

Services Mini Campaign

1. <u>Why Lenovo Premier Support Video</u>

2. <u>Why Lenovo Services Pitch</u>

3. <u>Lenovo Premier Support Flyer.pdf</u>

4. <u>NA Asset Recovery Services Datasheet.pdf</u>

5. <u>NA Infographic Premier Support.pdf</u>

6. <u>NA Premier Support Customer Presentation.pptx</u>

7. <u>NA Premier Support Direct Access.pdf</u>

Case studies

1. <u>Link to Customer Stories: Lenovo Data Center Services</u>

ThinkAgile VX Competitive Summary

	Lenovo	Dell EMC	HPE	Cisco
Strengths (Why do they win)	• Growing VMware partnership (announcement) • Continued investment and development in Lenovo Management SW that fully integrates into vCenter for lifecycle management and easy deployments • True Flexibility with the broadest choice of options for customer to select from • Only OEM vendor with inhouse manufacturing (end-to-end trust and security) • Transferrable SW licenses	• Brand recognition • Previous VMware ownership • Team / Investment (100+ test engineers, $60M test lab) • Leveraging live optics tool for presales • End-to-end solution - VxRail sold as a complete data mgt solution • Easily integrate switches in the offering (GreenLake)	• Growing VMware partnership • Focus on mainly ready nodes and as a Service offering	• Ability to offer networking solutions with their vSAN ready nodes • Have Express Order option for customers that need preconfigured systems immediately • HyperFlex supports 2 hypervisors – vSphere and Hyper-V
Weaknesses	• Lenovo HCI brand awareness • Lack networking offerings that are easy to order within configurator	• Multiple SW tools for customers to use brings complexity (HCI SW manager, SaaS Multi-cluster SW, etc.) • VMware SW licenses are nontransferable • Fixed FW upgrade process that might not be suitable for all customers	• No vSAN appliance / integrated solution • More focus on HPE Simplicity than vSAN ready node • Most of the configs do not use Boot device resulting in reduced redundancy/HA	• Lack of management integration directly within vCenter/vSphere • Complexity with so many forms and checklists required to ensure compatibility • Currently no appliance or integrated system for vSAN

Customer Story

Houston Methodist Hospital

Industry: Healthcare
Region: North America

Purchased: VX 7000 Series, VX 5000 Series, VX 2000 Series *(See full case study for non VX Hardware/software)*

Background: Houston Methodist comprises a leading academic medical center in the Texas Medical Center and six community hospitals serving the Greater Houston area. Houston Methodist Hospital, the system's flagship, is consistently listed among U.S. News & World Report's best hospitals.

Business Need:

- Build out 30K VDI Users w/ 12K by end of 2022
- Move into Remote Platforms for Clinical and IT Users
- Save Money on IT
- Doing More with Less
- Cloud Functionality & Streamlined Management
- Disaster Recovery is inconsistent
- Make EPIC more resilient and improve performance

Solution Summary: Houston Methodist Hospital moved from 3 Tier to HCI - Looked at Citrix for VDI and Virtualized on Nutanix and VSAN. Customer Chose VSAN and Horizon VDI. Built out Lenovo ThinkAgile VX using Optane PMEM and Optane SSD. Partnered with VMware for VSAN SW and Horizon Universal Licensing. Have deployed about 60 Nodes of VX at Production and 60 Nodes at DR to host 12000 VDI Sessions so far. Also have built in RDSH environment to move Citrix to Horizon along with iGel. Running Management Nodes at Each Site for the VDI solution also.

Business Benefits: Consolidated Rackspace and lowered cost on Server Infrastructure with less people. They were able to move into CoLo and move from 12 racks to 4. Reduce Management and Infrastructure Annual Cost by 20%

Customer Story
GIGA Data Centers

Industry: Computer Services
Region: North America
Company Size : Less then 500 Employees (SMB)

Purchased: ThinkAgile VX Series *(See full case study for non VX Hardware/software)*

Background: Customer Background GIGA was founded in 2017 by a team of data center professionals, designers and engineers who recognized a mismatch between the modern approach of hyperscale cloud hosting companies such as Amazon, Microsoft and Google, and the current best practices among colocation facilities and managed service providers (MSPs).

Business Need: To manage its new data centers effectively, GIGA needs to provide infrastructure monitoring and security capabilities. Moreover, the company aims to provide infrastructure as a service (IaaS) offerings for MSPs that need a variety of private cloud and desktop-as-a-service products for local businesses, but don't want to own the hardware—which means it needs a powerful server landscape of its own.

Solution Summary: The company plans to use Lenovo ThinkAgile VX Series servers, using VMware vSAN and VMware Horizon to build out the virtual desktop infrastructure. There is also potential to use the ThinkAgile servers as the platform for a Pivot3 video surveillance solution, when GIGA's data center infrastructure grows to a point where it has enough cameras to justify the investment. To manage these servers, the team plans to use Lenovo XClarity Administrator, which will make maintenance and firmware upgrades easier.
Finally, GIGA plans to build its private cloud environment for MSP clients on Lenovo ThinkAgile CP Series servers, which will provide the automation required to build a massively scalable private cloud hosting platform that can manage both single-tenant and multi-tenanted environments from a single point of control. Just one of GIGA's 52U racks could easily support the network blocks and 12 each of the 2U compute and storage blocks with a total 30kW potential load to support tens of thousands of virtual machines in multiple separate zones dedicated to each MSP client.

Business Benefits: Lenovo offered a much more compelling proposition for GIGA's internal IT platform than the competition. The GIGA team was keen to adopt Nutanix software and build a hyperconverged infrastructure, but the cost of buying servers directly from Nutanix was high. Lenovo offered its ThinkAgile HX Series servers, which bundles Nutanix hyperconverged software, at a lower price and with significantly better specifications. Equipped with next-generation Intel® Xeon® Scalable processors, the HX servers deliver the high level of performance required to support IaaS, Application-as-a-Service and Disaster Recovery-as-a-Service offerings for the GIGA Data Centers MSP Marketplace.

Customer Story
Memjet

Industry: Manufacturing
Region: Asia Pacific
Company Size : SMB

Purchased: ThinkAgile VX 5000 Series *(See full case study for non VX Hardware/software)*

Background: Memjet is a printing technology and components company. It maintains its corporate office in San Diego, California, and has offices in Dublin, Sydney, Taipei, Singapore and Boise, Idaho.

Business Need: Memjet had ageing silo's of server and storage supporting several business units. Due to inter - dependecies of supported firmware on the server, storage and switch it was difficult to keep up to date. Large databases were suffering performance issues , storage arrays were at capacity. Memjet also wanted investment protection should the business move towards public cloud

Solution Summary: Following a tender process VMware and Nutanix were selected to perform an evaulation exercise. Customer opted for VMware's vSAN on the Thinkagile VX platform

Business Benefits: The seperate IT business services now share a consolidated infastructure, resulting in better business collaboration. The Lenovo VX was installed with the latest VMware and VX firmware, updates are now managed by VMware's life cycle manager and Xclarity. The legacy databases have seen significant performance improvments

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