

Smarter technology for all

# ISG Software

FY23 Q4

Lenovo

# Red Hat Conversation Card

## Elevator Pitch

### Why sell Lenovo supported Red Hat Enterprise Linux subscriptions?

- Red Hat® Enterprise Linux® 9, Lenovo servers and workstations, and Lenovo XClarity form an agile, manageable, enterprise-grade platform that supports today's needs while adapting for the future.
- Lowest pricing (discounts starting at 30%)
- Best support (one call for OS/Server)\*
- Greatest convenience (one purchase order)
- Most flexibility (activate when servers arrive) Offers several storage options to help with data collection and data management. This includes data protection:
  - Data encryption - Protect your data on-premises, in flight, and in the cloud with both hardware and software-level encryption capabilities
  - Data replication - Synchronous replication for rapid, transparent application failover, and asynchronous replication for granular backup
  - Data restoration - Rapidly remediate ransomware/ malware threats utilizing integrated and partner real-time ransomware detection



## Fast Facts

- Founded in '93, Raleigh, NC is home to corporate HQ.
- Purchasing Red Hat from Lenovo offers:
  - Best Pricing
  - Pre-tested firmware and drivers
- Preferred OS for SAP Hana
- Key Contact:
  - Sandra Golding - sgolding@lenovo.com



## Customer Type

- Red Hat Enterprise Linux
- Red Hat Enterprise Linux Virtual Datacenter (for RHEL VMs)
- Red Hat Enterprise Linux for SAP
- Red Hat Enterprise Linux for HPC
- Red Hat Enterprise Linux for Edge



## Why Red Hat/Lenovo

- Red Hat and Lenovo have been partners for over 20 years. Together we ensure that the latest Red Hat technologies work perfectly with Lenovo ThinkSystem Infrastructure and ThinkAgile Solutions to provide:
  - The most reliable, secure and high-performing datacenters for our customers.
- Built with proven Lenovo Innovation, Lenovo ThinkSystem Servers and ThinkAgile Solutions extend Red Hat's operating systems, virtualization technologies, and Infrastructure platforms so you can build a highly productive IT environment that can help your business achieve true innovation.
- Lenovo has proven experience in developing and delivering Red Hat-based Solutions that help customers:
  - Modernize and simplify their IT Infrastructure
  - Dramatically drive down operating costs
  - Open the door to cutting-edge innovations.
- Built around the latest Lenovo ThinkSystem Servers and Networking Hardware, the Lenovo Solution with Red Hat provides businesses with an affordable, interoperable, and reliable industry-leading solution to manage their virtualized workloads.



## Discovery Questions/Door Openers

- What Operating System are you currently using today?
- Have you considered Red Hat Linux ?
- Are you running SAP workloads on Red Hat Linux?
- Are you running any HPC or AI Workloads currently?

# Red Hat Resources

## Solution Resources

1. [Application Modernization with Red Hat OpenShift and Lenovo](#)
  2. [Red Hat OpenShift Container Platform on Lenovo ThinkSystem and ThinkAgile HX Servers](#)
  3. [SAP HANA and Lenovo ThinkSystem SR950 – A Perfect Match](#)
  4. [The Perfect 4-Socket and 8-Socket Servers for SAP HANA](#)
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## Product Offering Information

1. [Red Hat Enterprise Linux](#)
2. [Red Hat Software Solution Product Guide](#)
3. [Red Hat Hyperconverged Infrastructure for Virtualization](#)
4. [Lenovo Open Cloud Automation for Red Hat OpenShift](#)



# VMWare vSAN Conversation Card

## Elevator Pitch

### Start your Datacenter Modernization with VMWare vSAN

VMware HCI, powered by VMware vSAN™, provides the simplest path from virtualization to hyperconverged infrastructure and the hybrid cloud.

VMware HCI helps organizations keep up with increased business demands on IT infrastructure by:

- Increasing flexibility to adapt to changing requirements at the core data center, the public cloud, and at the edge
- Accelerating IT operations
- Lowering IT costs

VMware vSAN is the only HCI solution natively integrated with the hypervisor for consistent application performance, using familiar tools admins know and trust while seamlessly integrating into a customer's VMware environment.



## Fast Facts

- Lenovo named VMWare Partner of the Year '20 & '21
- Lenovo OEM SKU's provide:
  - Great pricing
  - One stop shopping
  - Lenovo or VMWare support
- Transferable on HW refresh
- Eligible for Renewal
- Key Contacts:
  - Randy Brubaker - rbrubaker1@lenovo.com
  - Mat Remillard - mremillard@Lenovo.com



## Use Cases

### Mission Critical Application

- Database and Data Warehousing
- Data analytics/BI
- Security
- CRM
- Disaster Recovery
- ERP

### Modern Applications

- Kubernetes

### Edge / ROBO

- Central/Core Datacenter
- Regional Datacenter
- Colocation Datacenter
- Remote/Branch Office
- Edge

### Hybrid Cloud

### Disaster Recovery



## Why VMware runs best on Lenovo ThinkAgile VX

### Integrated Management

- Lenovo XClarity has tight integration with VMware vCenter –
  - Administrators never have to leave the vCenter console
- All lifecycle management updates (firmware and drivers) can be managed from vCenter vLCM
- Lenovo pre-optimized configurations:
  - Custom drivers with network/HBA vendors for better stability and performance
  - Lenovo uses a matched pair of firmware and driver specifically tuned for each release

### Better Together

- Lenovo is #1 in x86 Server Reliability (ITIC) for 7 years running
- Lenovo has the best x86 server performance, with over 250 current #1 benchmarks (as of May 1, 2021) across multiple Lenovo systems
- VMware 2021 and 2020 Partner of the Year
- Lenovo shares a Global Partner Alliance with VMware



## Probing Questions

- Tell me about your current infrastructure. Are you having issues with managing hybrid or multi-cloud environments?
- Are you frustrated having to support changing workload needs—such as AI, machine learning and analytics—with major infrastructure changes or forklift upgrades?
- Are you struggling with supporting both traditional and modern workloads on multiple platforms?
- Would a single platform for VMs and containers/Kubernetes accelerate development?
- Are highly manual processes slowing down workflow and increasing your OpEx?
- Are you struggling to bridge siloed technologies and processes across multiple operating models, business units or locations?
- Is inconsistent application performance a source of end-user complaints?
- Are you seeing resource usage and cost inefficiencies brought on by the need to procure, manage and maintain traditional infrastructure?
- What security, governance and compliance concerns are you facing?
- Has the complexity of managing infrastructure inside and outside your core data center resulted in increased levels of financial and security exposure and risk?
- Has service delivery been impacted by increasingly complex, inconsistent, and time-consuming infrastructure deployment?

# VMware Solutions Conversation Card

## Elevator Pitch



Lenovo and VMware give us limitless agility. Lenovo TruScale Services and VMware Software Define Infrastructure brings customers an unparalleled ability to reduce complexity, expand infrastructure on demand, control opex and capex costs and seamlessly add new value and insights into their existing business offerings.

## Fast Facts

- Lenovo is the only True End-to-End full infrastructure and solutions provider.
- 92% of IT leaders would consider adding new as-a-Service offerings in the next two years as a result of changing business models.
- 1 in 4 CIOs say they would replace most or all of their company's current technology, and they need the right model to do that with limited resources.



## Customer Type

**SMBs, mid-range to large enterprises**

**True Hybrid-Multicloud Capabilities**

- Global IaaS, PaaS, SaaS solutions
- Manage cross-cloud, AWS, Azure, Google
- Resilient, Secure, Efficient SDI Operations

**Industry-Leading Devices**

- Traditional form factors with Smart Technology
- High-performance workstation and Server solutions
- Industry leading, cutting-edge form factors

**End-User and Edge Experience**

- ThinkSmart Employee Collaboration Tools
- Industry-leading Endpoint security
- Services and DaaS for maximum productivity

**Intelligent Solutions**

- Solving Challenges through emerging technologies
- Vertical solutions offerings, AR/VR, ISV partnership
  - 5G, IoT and Edge
  - OEM embedded solutions



## Why Lenovo

- **Lenovo Supply Chain** – Industry leading, secure supply chain. Dedicated to quality, innovation, and purposeful design.
- **One Provider** – Full portfolio from end-user, to edge, to cloud, bringing complete, end-to-end solutions.
- **Complete Solutions** – Solutions-based approach to sales that's centered on customer needs that drive business outcomes
- **ROI** – offer devices, servers, and advance services to expand and increase ROI by reducing complexity.
  - Controlling costs: Use the same management tools and operational model across entire infrastructure

**Business Agility** – Keep pace with customers' needs by easily scaling up or down service provision with VMware Hybrid-Multicloud and Lenovo TruScale Services. Meet the accelerating demand for new containerized apps and cloud capabilities for faster business service delivery.



## Discovery Questions/Door Openers

**What to listen for:**

- Need to modernize due to exponential data growth, straining operational capabilities of current staff and infrastructure
- Cyber-security concerns and complications in a ever changing environment
- Increasing compliance and regulatory requirements necessitate sharpened data retention policies
- Business Continuity, Disaster Recovery and Remote Work needs

**Discovery Questions:**

- How do you predict how much IT resources you'll need over the next quarter, year, and the three years?
- How do you handle unexpected resource demands or constraints?
- How much budget could you save by right-sizing your provisioning?
- What's your vision for transforming your IT landscape? Do you have a clear picture of the resource you'll need to achieve this?

# VMware Case Studies and Customer Testimonials

## Product Overview

1. [VMware vSphere Product Video](#)
2. [VMware Hands On Lab – vSphere+](#)
3. [VMware Cross-Cloud Services](#)
4. [Lenovo TruScale Video – Everything as a Service](#)

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## Specs

1. [ThinkAgile VX Series](#)
2. [Lenovo XClarity Integrator for VMware](#)
3. [TruScale offering PowerPoint](#)

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## Case studies

1. [Lenovo VMware Joint Development](#)
2. [Prowess Consulting – Lenovo HCI](#)
3. [Servimed Story – SAP, VMware, Lenovo](#)



# Scale Computing Conversation Card

## Elevator Pitch



Scale Computing Platform appliances bring simplicity, high availability and scalability together, replacing aging existing infrastructure and providing high availability for running VMs in a single, easy-to-manage platform. Regardless of your performance requirements, the same innovative software and simple user interface give you the power to run infrastructure efficiently whether you're a small business or larger enterprise with ROBO or edge needs.

## Fast Facts

- Scale Computing was one of the earliest innovators in hyperconverged infrastructure and edge computing. Scale launched HC3 hyperconverged infrastructure in 2012, and HC3 quickly grew as a popular choice for small and midmarket organizations as well as distributed enterprises.
- Scale Computing is part of Lenovo's On Demand portfolio, bringing the power and reach of Lenovo's channel partners to our OEM customers.



## Customer Type

Small to medium businesses or enterprise customers with remote office/back office (ROBO) locations or edge use cases

Customers looking to replace aging servers with cost-effective hyper-converged infrastructure that can grow with their business

Retail customers looking to deploy "smart" technologies in stores and needing a solid, easy-to-deploy platform

Customers with limited IT staff that need an easy-to-deploy, easy-to-use infrastructure foundation



## Why Lenovo

- **Lenovo Supply Chain** – Industry leading, secure supply chain. Dedicated to quality, innovation, and purposeful design.
- **One Provider** – Full portfolio from end-user, to edge, to cloud, bringing complete, end-to-end solutions that meet our customer's toughest business challenges.
- **Rock Solid Reliability** - The most reliable x86 server hardware in the industry for 8 years running (ITIC).



## Why Scale Computing

- **Simplicity**– The simplicity of SC//Platform directly impacts IT with higher productivity and lower costs.
- **Scalability**– Plan the perfect future by not predicting it. Simply mix and match old and new hardware and applications on the same infrastructure for a future-proof environment that can scale up or down as needed.
- **Manageability** - Combining centralized management with cloud and local automation allows infrastructure and applications to achieve and maintain the desired state throughout the entire life of the environment.



## Discovery Questions/Door Openers

### What to listen for:

- Simple, easy-to-manage infrastructure to support running VMs and containers
- Need for built-in resiliency and easy to deploy disaster recovery
- Desire for hyper-converged infrastructure benefits (resiliency, scalability, ease-of use) across multiple ROBO or edge sites
- Aging servers supporting small/medium businesses that are out of support and struggling to keep up with demands

### Discovery Questions:

- How is your current infrastructure keeping up with your small business as it continues to grow?
- Are you enabling IoT/Smart Devices/Smart Retail at your locations/stores?
- Is your IT staff struggling to keep up with your current infrastructure?
- How is your small business infrastructure protected in case of a disaster?

# Scale Computing Resources

## Product Offering Information

1. [Scale Computing on Lenovo ThinkSystem Servers](#)
2. [ThinkSystem Server Portfolio Guide](#)





# Lenovo Data Center Backup and Recovery

ThinkSystem + Veeam Offers Superior Ransomware Solutions

<b>\$23,090*</b> List \$54,218 57% Discount	<b>\$27,160*</b> List \$64,357 57% Discount	<b>\$48,203*</b> List \$113,194 57% Discount
<b>* Promotion: 5% Off All Hardware 15% Off Veeam Software</b>		
<b>ThinkServer SR630</b> <ul style="list-style-type: none"> <li>Intel Xeon Silver 4316 20C</li> <li>64Gb RAM</li> <li>4x 10/25GbE SFP Ports</li> <li>Windows Server 2019 Standard</li> <li>3YR Premier Support</li> </ul> <b>DE2000H</b> <ul style="list-style-type: none"> <li>12 x 8TB = <b>96TB RAW</b></li> <li>8x 10/25GbE iSCSI</li> <li>Grow to 1.47PB</li> </ul> <b>Veeam Solution</b> <ul style="list-style-type: none"> <li>Veeam 3 Year Universal Backup and Replication Enterprise Edition</li> <li>1x License (10x Hosts)</li> </ul>	<b>ThinkServer SR630</b> <ul style="list-style-type: none"> <li>Intel Xeon Silver 4316 20C</li> <li>64Gb RAM</li> <li>4x 10/25GbE SFP Ports</li> <li>Windows Server 2019 Standard</li> <li>3YR Premier Support</li> </ul> <b>DE4000H</b> <ul style="list-style-type: none"> <li>12 x 18TB = <b>216TB RAW</b></li> <li>8x 10/25GbE iSCSI</li> <li>Grow to 3PB</li> </ul> <b>Veeam Solution</b> <ul style="list-style-type: none"> <li>Veeam 3 Year Universal Backup and Replication Enterprise Edition</li> <li>1x License (10x Hosts)</li> </ul>	<b>ThinkServer SR630</b> <ul style="list-style-type: none"> <li>Intel Xeon Silver 4316 20C</li> <li>64Gb RAM</li> <li>4x 10/25GbE SFP Ports</li> <li>Windows Server 2019 Standard</li> <li>3YR Premier Support</li> </ul> <b>DE4000F</b> <ul style="list-style-type: none"> <li>24 x 3.84TB SSD = <b>92TB RAW</b></li> <li>8x 10/25GbE iSCSI</li> <li>Grow to 1.44PB</li> </ul> <b>Veeam Solution</b> <ul style="list-style-type: none"> <li>Veeam 3 Year Universal Backup and Replication Enterprise Edition</li> <li>1x License (10x Hosts)</li> </ul>
<b>\$100 LEAP Rewards</b>	<b>\$100 LEAP Rewards</b>	<b>\$100 LEAP Rewards</b>
Any CTO Configuration of DE and SR630/SR650 is Eligible for this Promo		

## Lenovo SR600 Series Rack Server + DE Storage System

- Multiple #1 World Record Benchmarks
- Field-proven architecture that delivers 99.999 Reliability
- Veeam Backup from Storage Snapshot (for Lenovo)

## Veeam Backup and Replication Software

- 2021 Gartner Magic Quadrant leader for the 5th consecutive year
- Veeam protects over 400,000 customers

# Veeam Conversation Card



## Elevator Pitch

Lenovo offers a full suite of backup and disaster recovery solutions from industry leader, Veeam Software. Together with Lenovo's portfolio of top-quality servers and storage products, customers can feel secure in their data recovery solution in the unfortunate case that a data integrity event occurs such as a ransomware attack. It is critical for both small and large companies to have reliable and secure data backup solutions.

## Fast Facts

- Cost of Ransomware doubled from 2020 to 2021
- Even if ransom is paid only 65% of victims see their data recovered.
- Extortion has risen from 3% in 2020 to 7% in 2021
- Spam is still the #1 attack vector



## Customer Type

- **Not Vertical Specific-**
- **Target Audience**
  - Backup Admin
  - Storage Admin
  - Virtualization Admin
  - Business Stakeholders
  - Business Line Executive
  - CFO
  - Purchasing Manager
  - Application Developers



## Why Lenovo & Veeam

- **Simplified IT.** Less time spent on IT operations and more time spent helping the business transform.
- **Lower costs.** Improved data center efficiencies combined with the flexibility to leverage the economies of scale of public cloud infrastructure without compromising performance or availability.
- **Increased ROI.** Accelerated business innovation through Intelligent Data Management by leveraging Veeam DataLabs with secondary Lenovo storage for DevTest, data analytics and DR compliance testing.
- Availability and IT simplicity combined with high performance and robust data management optimized for shared general IT.
- 24/7 Office 365 Availability.
- Full protection and control of Microsoft 365 data that helps ensure security, recoverability and compliance.



## Discovery Questions/Door Openers

### What to listen for:

- Daily production operations negatively impacted by need to execute backups
- Recovering from nightly backups can't recover data created during business hours
- Difficult and slow to find exactly what is needed during recover; potentially harming the business
- Rolling out new software updates risks disrupting the production environment and business-critical tasks

### Discovery Questions:

- What is your current process for backing up data?
- How do you currently manage sending data off site to the cloud?
- How are you able to verify your backups are recoverable and how are you testing for data integrity?
- Do you worry your current protection strategy may struggle to adapt as your business moves forward with a "cloud-first" strategy?
- What is the impact to your business if your backups fail and are unable to be recovered in a disaster?
- What is the cost of monitoring and managing your data as your workforce becomes more distributed?
- Do you have a plan in place for a ransomware attack?
- How fast would you be able to restore your business if you are unable to use any digital systems and the underlying data?

# Veeam Resources

## Solution Briefs

1. Veeam + Lenovo V11 [Solution Brief](#)
2. DM Series Backup and Recovery [One Pager](#)
3. Veeam + Lenovo ThinkAgile HX Series [One Pager](#)
4. Veeam + Lenovo ThinkAgile VX [One Pager](#)
5. Veeam + Lenovo: Countering Ransomware [One Pager](#)

## Solution Specific Resources

1. Data Protection [Overview](#)
2. Backup and Recovery [Infographic](#)
3. Kasten [Overview](#)
4. Kasten [Datasheet](#)



# Save up to 34% with Lenovo VMware SKU's!

Lenovo can offer a wide breadth of VMware solutions at price points that cannot be touched by the competition!

VMware sku	Lenovo OEM LBP Price	VMware Distribution with VMware Deal Reg	Lenovo VMware costs LESS by
vSphere Enterprise Plus per processor with 1 year Support & Subscription			
VS7-EPL-C	\$2,238	\$3,398	34%
VS7-EPL-P-SSS-C			
vSAN Advanced per processor with 1 year Support & Subscription			
ST7-AD-C	\$2,588	\$3,066	16%
ST7-AD-P-SSS-C			

## Example: 4 node cluster

Procs	Lower Cost
x 8	\$9,280.00
x 8	\$3,824.00
<b>\$13,104.00</b>	

Did you know? Lenovo VMware Licenses are...



**Perpetual**

Does not die with server



**Transferable**

To any brand server



**Renewable**

Just like any other VMware license

# Lenovo ISG Software Team



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