

Smarter technology for all

# NA Channel GTM SSG Playbook

FY24 Q1

Lenovo

# Intelligent Device Group (IDG)



# IDG 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
- 77% of business leaders plan on long term IT changes, with COVID-19 as a catalyst for transformation
- 77% of IT staff time is dedicated to support and maintenance. Half of that is just for PCs
- 25% of IT budget resources are consumed by PC maintenance
- Services improve customer satisfaction and stickiness
- Services enable YOU to be a one stop shop
- Compared with Dell ProSupport and HP Premium Support, Lenovo Premier Support is ranked 1st in 20 out of 21 attributes including: resolving an issue in the first contact & delivering proactive support



## 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.
- Lenovo Premier Support understand that all workloads are not created equal, so 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

### Fast, Direct, Simple

- Hassle-free, advanced technical support available 24x7x365
- Simplified end-to-end case management with a single point of contact (Dedicated Premier phone number)
- Premier Support Consultant
  - Provide remote support from call receipt to call closure
  - Perform hardware and software triaging to isolate the issue
  - Collaborate with software vendors on your behalf to open and resolve cases Remain engaged from case creation until closure for consistent end-to-end support experience
- End-to-End Case Management
- 3<sup>rd</sup> Party Collaborative Software Support
- Comprehensive Hardware + Software Troubleshooting
- Response Time Options for Onsite Parts and Labor



## Discovery Questions/Door Openers

### What to listen for:

- Growing hardware complexity
- Increased maintenance costs
- Too much time spent waiting on parts and labor
- Aging equipment
- Increased workload/resource constraints, spending too much time on employee support calls
- Too many points of contact during issue diagnosis
- Increasing end-user demands
- Seeking VIP support- direct access & improved visibility, consistency, and commitment & accountability

### 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?

# IDG Premier Support Mini Campaign

1. [Why Lenovo Premier Support Video](#)
2. [Why Lenovo Services Pitch](#)
3. [Lenovo Premier Support Flyer.pdf](#)
4. [NA Asset Recovery Services Datasheet.pdf](#)
5. [NA Infographic Premier Support.pdf](#)
6. [NA Premier Support Customer Presentation.pptx](#)
7. [NA Premier Support Direct Access.pdf](#)

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## Case studies

1. [Link to Customer Stories: Lenovo Data Center Services](#)



# IDG Premier Support Plus Conversation Card



## Elevator Pitch

### Open the Door to Better Outcomes

Your IT teams are stretched with routine maintenance and support workloads and are left with little time for innovation. Recruitment is a challenge, in the face of IT skills shortages. Supporting the remote workforce at the same time as driving digital transformation is extremely challenging for CIOs and IT teams. Organizations need to adapt to new technologies and practices rapidly.

With Premier Support Plus, Lenovo will do the heavy lifting to relieve the squeeze on your IT teams giving you time to innovate by removing your teams' break/fix burden. Premier Support Plus removes friction from the user experience by enabling direct access to Lenovo support engineers and building resilience and capacity into your IT function. Users and teams return rapidly to productivity, thereby releasing creativity to drive the business.

## Fast Facts

### Factors at play in today's complex digital workplace:

- Rapid technology evolution and shortage of skilled IT support professionals
- Overwhelmed IT support teams with high volumes of day-to-day maintenance tasks
- Growing number of devices and platforms to support
- Office, remote and hybrid workplace support needs, as well as flexible hours
- Poor employee experience impacting morale, productivity, and increased employee churn

## Key Features

- Proactive & Predictive issue detection and notification
- Designated Services Engagement Manager (500unit)
- Proactive quarterly performance reporting (500unit)
- Accidental Damage Protection Service
- Keep Your Drive Service
- International Entitlement: + ADP & KYD
- Extended Battery Warranty
- Commercial Support on Consumer PCs



## 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.
- Lenovo Premier Support understand that all workloads are not created equal, so 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

### Key Benefits

- **Cost Savings:** Customers can save time and reallocate IT resources which result in cost savings.
- **Time Savings:** Faster time to resolution and simplified resolution paths result in time savings.
- **Insight:** Proactive/Predictive reporting and insights from a trusted adviser will help Customers manage their business
- **Simplification:** Simplify Customer's support processes with automation and direct access to designated IT resources
- **Security:** Help your Customer adhere to data retention policies with *Keep Your Drive Service. (Financial, Medical, Government)*

### Messaging Pillars

- **Profitable services that compliment your own capabilities:** world-class support solution complements partners' own capabilities while allowing them to increase their reach and become more competitive
- **Offer reliable solutions and become a trust advisor:** Lenovo empowers Business Partners to build a reputation as a trusted adviser to their customers, by supporting them on the journey to become SMEs on issues that matter to their customers and providing them with solutions that have an extensive track record of success
- **Expand the value of support services:** Lenovo helps partners to explore the full potential of advanced support solutions. Lenovo empowers BPs to switch the transactional approach to break/fix support towards broader conversations around safeguarding productivity and improving employee experience – all as part of a high-value, managed relationship.



## Discovery Questions

### Discovery Questions:

- Can you ensure no IT impact on business continuity and avoid costly downtimes?
- Would you benefit from a trusted adviser who offers insights into asset performance?
- Would systems performance reporting help you manage your business?
- Do you have a mobile or remote workforce?
- Do you store personal or private data locally on your client devices?
- How do you ensure international coverage when a failure occurs?
- Would you like support if a battery fails?
- Are there any consumer devices in your environment?

# IDG Premier Support Plus Mini Campaign

[Premier Support Plus LPH Page](#)



# ThinkShield Conversation Card



## Elevator Pitch

### Cybersecurity is a must for the business growth

- Tech that serves hybrid workforces is growing more sophisticated, but so are the criminals seeking to exploit it. To support our Work-from-Anywhere future, organizations need to protect all assets from both external and internal threats from the factory floor to your employees' hands. Lenovo can help build a customizable cybersecurity solution that secures your business without slowing down your people.

## Fast Facts

- Cyber threats continue to be on the rise
  - Every 11 seconds a cyber-attack occurs.
  - 266 days is the average to detect and contain a breach.
  - 600% increase in ransomware attacks.
  - The reduced cost from a breach when AI and automation are implemented is 80%.
  - The global average cost of a data breach is \$4.35m.
- For 12 consecutive years the healthcare industry had the highest average cost of a breach.



## Customer Type

### Industries:

- **Healthcare:** industry focuses technology in patient care but is way behind on tech for non-medical needs like cybersecurity.
- **Financial Services:** data breaches are the biggest threat even with the level of visibility these organizations tend to focus on.
- **Education:** educators are looking for ways to employ modern digital solutions due to the high competition to provide the best education services.
- **Energy:** under increased Federal scrutiny for cybersecurity with a focus on terror threats.
- **Telco:** telecom companies are a big target for cyber-attacks because they build, control and operate critical infrastructure that is widely used to communicate and store large amounts of sensitive data.

### Decision Makers:

- **CIO / CISO:** key decision maker.
- **Business Leaders:** ultimate decision maker.



## Why Lenovo

- ThinkShield is customizable to your business needs and budget.
- We've partnered with industry's most trusted security providers for deeper and broader protection.
- Ability to attach solutions directly to Lenovo hardware or non- attached simplifying the buying process.
- Provides highly competitive pricing to replace current security solutions.
- Minimizes IT team workload of manually aligning with multiple vendors.
- ThinkShield provides 360 security:
  - **OS-to-Cloud:** offers endpoint security management that includes AI-powered EPP, work from anywhere protection, remote management, cloud backup, password-less authentication, data defense, patented solution to protect browser, email and file explorer and an automated BIOS patching solution.
  - **Below-OS:** ThinkShield built-in solutions cover hardware, firmware, operating system and cloud to defend against hardware attacks, ensure firmware integrity and provide real-time alerts for any attack attempts.
  - **Zero Trust Supply Chain:** Lenovo is positioned as the only OEM with the ThinkShield Zero Trust Supply Chain solution, enabling customers' ability to validate hardware components in devices against tampering from the factory floor straight to your employees' hands.



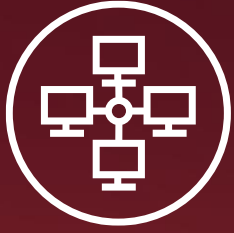
## Discovery Questions/Door Openers

### What to listen for:

- Automating help for remote workers struggling with authentication and access.
- Ensuring confidentiality and security of data collected by remote workers.
- Supply chain attacks.
- Deployments of too many security and management solutions.
- Malicious firmware modifications.
- Changes in defined BIOS policies.

### Discovery Questions:

- Have you conducted a cybersecurity risk analysis of your organization?
- Do you have an incident response plan, and have you practiced it?
- How long can you sustain business operations without access to certain systems due to cyber threats?
- Have you tested your ability to revert to backups during an incident?
- Do you have a designated information security expert on staff?
- Are your employees empowered with the right security tools to work remotely?
- What kind of data are you using and creating on daily basis?
- Is all your sensitive data encrypted?
- Do you backup all critical information?
- What security regulations and standards apply to you?



# ThinkShield Mini Campaign

1. [What is ThinkShield Presentation.pptx](#)
  2. [Intel Transparent Supply Chain](#)
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## Case studies

1. [Three Types of Employees Who Leave Your Business Vulnerable.](#)
2. [Is It Really a Solution If It Makes More Work for You?](#)





# Accidental Damage Protection Conversation Card

## Elevator Pitch



### Pennies-a-day Protection from Non-Warranty Damage

- Today's highly mobile workforce knows that accidents happen. Drops, bumps, and spills can damage even the most durable and well-engineered tablets, PCs, and Smart Displays. Lenovo's Accidental Damage Protection service covers accidents beyond the system warranty and protects your devices from non-warranty operational or structural failures incurred under normal operating conditions. This service helps IT departments avoid purchasing and managing extra inventory to replace damaged units

## Fast Facts

- 70% of accidental damage incidents require replacement of 2 or more parts
- Standard warranty terms and conditions don't cover accidental damage and experience shows that a significant portion of users' devices will be damaged and not covered under warranty in the first three years
- Compared to repair or replacement costs, Accidental Damage Protection saves up to 80% (depending on device type and repairs needed).
  - PC Repairs – save on average 28%
  - Tablet Repairs – save on average 75%



## Product Overview

- [Accidental Damage Protection Brochure.pdf](#)



## Why Lenovo

- ADP Process Overview
  - Lenovo uses comprehensive diagnostic tools to identify hidden damage that may be otherwise overlooked.
  - Skilled, qualified technicians conduct repairs using only Lenovo certified parts
  - Restored PCs are returned to users or, if repairs are not possible, Lenovo replaces at no additional cost
- ADP Options
  - **Standard Accidental Damage Protection:** offers multiple repairs for accidental damage or a single device replacement. With a predictable upfront investment, you can avoid unplanned costs, decrease downtime, and accurately budget device fleet service costs
  - **Accidental Damage Protection One (ADP ONE):** economical alternative for schools and organizations on a budget. While Lenovo's Standard Accidental Damage Protection coverage provides multiple repairs per year, Accidental Damage Protection One is perfect when unintentional damage isn't so common, permitting a single repair during the coverage period. . Includes an additional 6 months warranty coverage.
  - **Accidental Damage Protection Basic (ADP Basic):** offers one ADP repair every 12 months. Comparable to competitors standard ADP offering. Includes an additional 6 months warranty coverage.
  - **International Warranty Upgrade:** extend ADP coverage internationally during travel



## Discovery Questions/Door Openers

### Discovery Questions:

- Do you know what is covered under your standard product warranty?
- Are you aware of the cost of repair and replacement of products?
  - System Boards: \$700
  - Monitors and Display Hardware: \$600
  - Disk Drives: \$300
  - Tablet (Minor Repairs): \$250
  - Tablet (Multiple part replacement): \$800

# Infrastructure Solutions Group (ISG)



# ISG Premier Support Conversation Card



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## Customer Type

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- 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.
- Help Desk Technicians:** With less time wasted on standard support call queues, they can jump right into problem-solving mode and get employees back to work fast.
- Lenovo Premier Support understand that all workloads are not created equal, so we make the decision-making process simple, with services for every stage of your customers' journey and pre-defined scopes to meet requirements.
- ThinkAgile Advantage:** ThinkAgile VX, HX, MX, and SMX customers. Target large enterprise customers wishing to outsource maintenance and support to refocus on business priorities and innovation. Also target SMBs that do not have large IT teams to support complex systems



## Why Lenovo

### Fast, Direct, Simple

- Hassle-free, advanced technical support available 24x7x365
- Simplified end-to-end case management with a single point of contact (Dedicated Premier phone number)
- Premier Support Consultant
  - Provide remote support from call receipt to call closure
  - Perform hardware and software triaging to isolate the issue
  - Collaborate with software vendors on your behalf to open and resolve casesRemain engaged from case creation until closure for consistent end-to-end support experience
- 3<sup>rd</sup> Party Collaborative Software Support
- Comprehensive Hardware + Software Troubleshooting
- Response Time Options for Onsite Parts and Labor
- Technical Account Manager** → provides support for escalation of issues on a regional basis.
  - Key Features:** Premier Support escalation management. Quarterly reporting on demand. Regionally based
- ThinkAgile Advantage** → provides a first-class, white glove experience with end-to-end data center services to make the most of your ThinkAgile integrated solutions.
  - Direct:** Dedicated phone number answered by highly skilled Lenovo technicians
  - Fast:** Because you reach a technical expert on the first call, we can diagnose issues faster, helping to resolve problems more accurately, in less time.
  - Streamlined:** ThinkAgile solutions can be deployed by Lenovo Professionals, eliminating the need for customer's internal resources
- Warranty Upgrades and Extensions** → fixed-term, fixed-cost service coverage up to 5 years depending on the product. Upgrades to vary response time and level of service to match your critical support needs. Optional International Warranty Upgrade



## Discovery Questions/Door Openers

### What to listen for:

- Growing hardware complexity
- Increased maintenance costs/Aging equipment
- Too much time spent waiting on parts and labor
- Increased workload/resource constraints, spending too much time on employee support calls
- Too many points of contact during issue diagnosis
- Increasing end-user demands
- Seeking VIP support- direct access & improved visibility, consistency, and commitment & accountability

### 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.
- 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?

# ISG Premier Support Mini Campaign

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2. [Why Lenovo Services Pitch](#)
3. [Lenovo Premier Support Flyer.pdf](#)
4. [NA Asset Recovery Services Datasheet.pdf](#)
5. [NA Infographic Premier Support.pdf](#)
6. [NA Premier Support Customer Presentation.pptx](#)
7. [NA Premier Support Direct Access.pdf](#)
8. [Warranty Services Brochure](#)
9. [WW | Warranty Protection | Lenovo.com](#)

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## Case studies

1. [Link to Customer Stories: Lenovo Data Center Services](#)



# Professional Services Tokens Conversation

## Card



### Elevator Pitch

#### Redefine Success with Specialized Expertise When You Need It

- Businesses expand, rapidly adapting may not come easy. Lenovo Professional Service Tokens give you access to a specialized team to help you overcome business obstacles when **YOU** are ready

### Fast Facts

- [According to the 2023 State of IT \(SWZD's Annual Report on IT Budgets and Tech Trends\)...](#)
  - Roughly half (51%) of organizations plan to increase IT budget in 2023. Only 6% plan to cut back on tech spending
  - While other prominent factors are at play, many IT budget increases (40%) will be driven by inflation in 2023, up from 22% in 2022.
  - Managed services spending will account for 18% of IT budgets in 2023, up from 15% in 2020.
  - Most companies (58%) expect their revenues to increase year-over-year (YoY) in 2023. Only 10% expect revenues to decrease.
- There are more than 44 markets with Lenovo consultants



### Customer Type

Customers interested in:

- Workshops: Cloud, VDI, Data & Analytics, or HPC workshops
- IT Infrastructure consulting services
- Technology Accelerations: ThinkSystem DM Storage File Migration, XClarity Jump start Services (Remote), Hybrid Cloud Azure VM Migration
- Infrastructure Deployment Solutions: ThinkAgile VX/HX/MX/SXM, SAP HANA, ThinkSystem DE/DM, Hardware Installation services
- Lenovo Health Check services to maintain optimal performances: ThinkAgile VX/HX/MX/SXM, SAP HANA, ThinkSystem DE/DM, Data Center, HPC



### Why Lenovo

- As businesses expand, rapidly adapting may not come easy. Lenovo Professional Service Tokens give you access to a specialized team to help you overcome business obstacles when you are ready.
- Lenovo Professional Services Tokens includes...
  - **Business led workshops** → From simple to complex, we'll work with you find the right solution for your one-of-a-kind strategic and business needs
  - **Infrastructure consulting services** → Lenovo is a trusted advisor to help increase performance and efficiency in your data center
  - **Technology Accelerations** → Transformative technologies gives you the edge to generate competitive advantages for your business
  - **Infrastructure Deployment Solutions** → Streamlining your data center will enable you to embrace new technologies quickly and easily.
  - **Preventative Services** → Boost your data center performance with an optimal set Up that keeps your IT infrastructure up to date.



### Discovery Questions/Door Openers

#### Discovery Questions

- Is your company planning to increase your IT budget this coming year?
- Is your business expanding this year?

#### Common Objectives

- Why buy Professional Services Tokens upfront? [Buying up front removes the need to request budget for Professional Services later - Bundled Service Tokens can utilize budget when it's available and are ready to be utilized when project needs arise](#)
- Why are Professional Services Tokens only valuable for 12 months? [All services offered on the menu are one-off services that are designed to be utilized within the first year. Deployment, Installation and Health Check Services are all included as well as a custom option as a safety net to cover any project requirement](#)
- Won't buying Professional Services Tokens tie up capital for future use? [When budget is approved, typically it is lost if not utilized. Service Tokens allows customers to prepay and utilize Service Tokens when project needs arise](#)  
[How to Overcome Objections](#)

# Professional Services Tokens Mini Campaign

1. [Professional Services Tokens Infographic.pdf](#)
2. [Professional Services Tokens Flyer.pdf](#)
3. [Professional Services Tokens Brochure.pdf](#)
4. [Professional Services Tokens Customer Presentation.pptx](#)



# Health Checks Conversation Card



## Elevator Pitch

In today's ever-changing IT environment, many IT leaders are concerned their infrastructure develops in reaction to a series of business or project needs, rather than as part of a holistic strategy. Keeping an eye on the big picture helps organizations save time, resources, and avoid potential business risks.

Complex technology environments are always evolving and if changes are not addressed regularly, it can leave gaps within your infrastructure.

To optimally perform, your IT infrastructure needs a rigorous health check. Health Checks enables IT experts to assess and remediate the entire IT environment, from the technology to the operational processes, making sure your infrastructure is future-proof and ready to take your business to the next level.

## Fast Facts

### Current Business Challenges

- Most often, IT teams don't have enough time to conduct a thorough health check. A health check shouldn't just be a response to a crisis
- Technology is ever-changing and IT leaders have challenges in keeping their teams upskilled
- Health checks should be performed following an IT strategy. Most organizations, run health check reactively, leading to improper integration between systems
- Without an in-depth analysis of the storage environment, organizations run out of resources quite often. This leads to misspending additional IT budget



## Customer Type

### All Data Center Customers

- Having regular health checks of data center infrastructure is a must in today's challenging IT environment. A rigorous health check prevents potential downtime and exposures to security risks, avoids loss in user productivity, and provide critical updates to address vulnerabilities
- SAP HANA Customers



## Why Lenovo

- **No more trial and error** –our Lenovo Professional Services Team has a vast expertise to perform Health Checks confidently and while following industry best practices and proven methodologies
- **Leveraging best practices and industry benchmarks**, our Professional Services experts follow a structural and logical approach when working on a Health Check project
- **Fast resolution turnaround** by having direct access to Lenovo development team which allow the Professional Services experts to notice and escalate quickly any issue, code-fault or security vulnerability
- **Improved, fine-tuned and tested systems** by taking advantage of the large number of Lenovo labs, allowing our experts to test and replicate your scenarios
- **Lenovo Professional Services** experts know Lenovo products better than anyone in the world
- **DM Health Check Benefits for Customer:**
  - Better plan by understanding the storage environment being able to anticipate when infrastructure changes are needed
  - Optimize Performance
  - Scope potential threats through assessment of current IT environment
  - Save costs and resources by revealing and remedying existing challenges instead of investing IT budget on additional storage
  - Ensure IT team develops the breadth of skills necessary to monitor and manage the storage continuously with ThinkSystem DM Health Check and Performance Tuning.

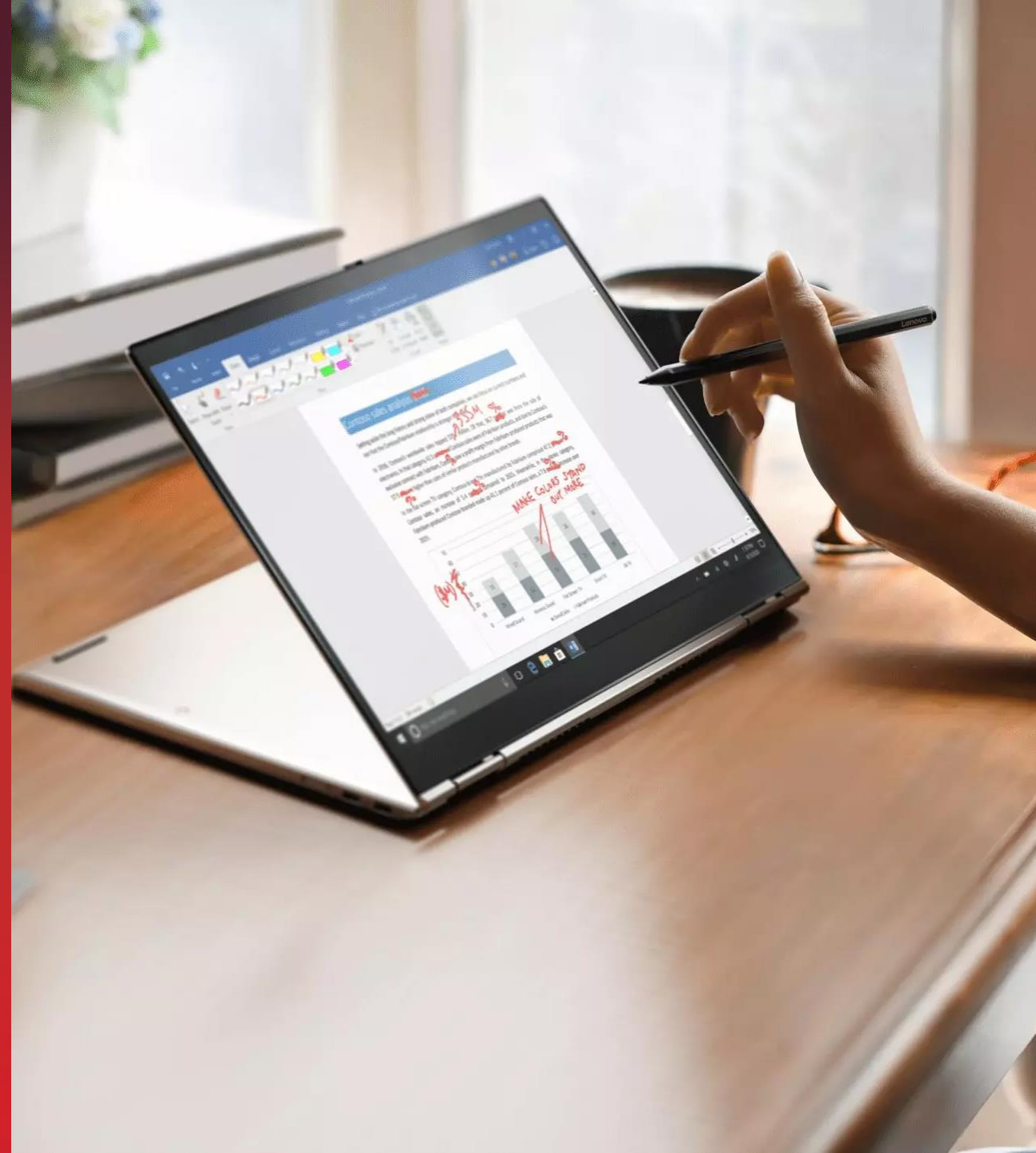


## Discovery Questions/Door Openers

- Do you currently have a Data Center Health Check process in place?
- Have you experienced issues with system downtime, loss in productivity, or security risks?
- Do you have complex IT infrastructures with multiples systems and solutions to monitor?
- Do you need to train and retain skilled staff members?
- Are you managing critical updates and addressing vulnerabilities?
- Does your IT staff have the technical depth and expertise to monitor and manage complex data center solutions?
- Do you want to ensure your equipment is running on its operational peak?
- Are you interested in managing costs in a predictable manner with a fixed scope/contract model?
- Do you want to avoid losing money and time due to unexpected downtime?
- Does your IT team need help with remediation of the systems?

# Health Checks Mini Campaign

1. [SAP HANA Customer Presentation.pptx](#)
2. [SAP HANA Brochure.pdf](#)
3. [ThinkAgile Brochure.pdf](#)
4. [DM Health Check Brochure.pdf](#)
5. [Health Check Customer Presentation.pdf](#)





# Sustainability



# Asset Recovery Services Conversation Card



## Elevator Pitch

### Maximizing value at the End of the Technology Lifecycle

Today's organizations are investing heavily on information technology infrastructure to enhance productivity, expand market reach, and reduce operational cost. Rapid technology advancements have resulted in aging data centers and have caused increased environmental concerns as equipment and devices have shorter life cycles. Lenovo Asset Recovery Services offers a single source solution for the secure and documented disposition of IT assets and data, and can be customized to address the unique needs of organizations

worldwide. Our experts will assist you in the development of a sustainable corporate disposition strategy for any technology hardware, with a range of asset disposition options, including certified and

## Fast Facts

- EPA reported that although e-waste represents only 2% of U.S. solid waste, it accounts for 70% of hazardous waste
- Only 20% of e-waste is formally recycled
- Proper e-waste management can help mitigate global warming and be good for the bottom line
- Recycling 1 million laptop computers can save enough energy to run 3,5K U.S. homes for a year
- In the United States and Canada, every person produces roughly 20kg of e-waste annually
- The e-waste produced annually is worth around \$60 Billion
- Lenovo has 15+ years of experience in asset recycling



## Customer Type

- Any customer with technology hardware - all technology brands and all hardware types are covered, including servers, storage, networking, PCs, cell phones, and more.



## Why Lenovo

- Lenovo Asset Recovery Service offers:
  - Certificates and validation of proper data destruction
  - Recycling services to ensure proper disposal
  - Data Destruction Services
  - Single Point of contact to manage all needs (Data Security, Environmental Risks, Disposal costs, optimizing recovery value)
  - Logistics and shipping services to pick up & securely transport assets from client location
  - Processing services to receive, test and prepare equipment for resale
  - Value recovery services to return value for re-marketable assets
  - Ease of Doing Business- Automation through Service Connect
- Lenovo is a globally trusted ARS partner...
  - Secure and transparent. Industry-leading relationships. Global Services footprint. Strong remarketing channels for maximum value returns. IT asset disposition industry standards and certifications. Comprehensive services portfolio
- Lenovo Asset Recovery Services can help offset some of the costs related to your technology refresh and simplify the transition from old to new with a convenient, single-source solution. You'll **recover value** from your decommissioned equipment, lowering the total cost of ownership for your latest IT investment
- Lenovo is committed to protecting the environment and pursuing environmental leadership in all of its business activities. As part of this commitment, it's Lenovo's desire to do business only with suppliers who are environmentally responsible and to encourage environmental awareness with these suppliers.
- Lenovo have and strongly encourages all recyclers, dismantlers, resellers, refurbishers, brokers, and disposal suppliers to achieve accredited third-party certifications to ISO 14001, ISO 9001, ISO 27001, and recycling standards, such as Responsible Recycling (R2) and e-Stewards, as well as, comply with all applicable data privacy laws regarding privacy, confidentiality, data security, security breach notices, and marketing communication methods. For Disk Overwrite, Lenovo ensures NIST SP 80088 standard or equal to better for Disk Overwrite, or if failure to erase we will degauss, shred and ultimately smelt the drive(s).



## Discovery Questions/Customer Questions

### Discovery Questions

- What do you plan to do with your leftover hardware at the end of its life cycle?
- Are you currently compliant with local regulations and industry standard privacy laws such as HIPAA, Sarbanes Oxley, Gramm-Leach-Bliley, and WEEE Directive?
- Are you planning to do a technology refresh in the near future?
- Do you have a large number of idle IT assets?

### Customer Questions

- **What is included in ARS?** Reverse logistics & securely transport assets from client location. Processing to receive, test and prepare equipment for resale. Return value for re-marketable assets. Recycling to ensure proper disposal for obsolete equipment. Certified data sanitization or disk destruction. Single point of contact for detailed reporting & tracking.
  - Additional Customized Options: Remote or on-site discovery to provide inventory and value assessment. Dismantle and move assets to on-site pickup area. Quarantine hold of assets for specified period to ensure data migration. Refurbishment & System upgrades. On-site data sanitization through compliant mobile data wiping processes. White-Glove service; picking, packing and palletizing

# Asset Recovery Services (ARS) Mini Campaign

1. [NA Infographic Asset Recovery Services.pdf](#)
2. [NA Customer Presentation Asset Recovery Services.pptx](#)
3. [NA Asset Recovery Services Brochure.pdf](#)
4. [NA Asset Recovery Services Datasheet.pdf](#)
5. [NA Asset Recovery Services White Paper.pdf](#)
6. [Asset Recovery Services Flyer.pdf](#)



# CO2 Offset Conversation Card



## Elevator Pitch

For many businesses, ensuring sustainability and reducing the global carbon footprint of operations is a top priority. Sustainability can impact many aspects of a business, ranging from its ability to recruit and retain talent to its ability to raise capital. Lenovo makes it easy and convenient for customers to offset CO2 emissions of the specific Lenovo devices they have purchased.

## Fast Facts

- Excess CO2 can trap heat and warm the planet
- Power contribution is the largest CO2 contributor Data Centers use 50X more power than an office
- Lenovo's CO2 Offset Services give a simple, transparent, and tangible way to offset carbon emissions and limit your carbon footprint.
- .Lenovo CO2 Offset Service supports several different initiatives which include new or extensions of existing projects, windmills, solar cells and biomass energy among others. Forestation and forest conservation are also areas we are looking into for the future
- Lenovo is a leader in sustainability, named as one of the Most Sustainable Corporations in the World Global100 Index by Corporate Knights, and rated AA on the 2019 Hang Seng Corporate Sustainability Index.



## Product Overview

- [NA Carbon Offset Flyer.pdf](#)
- [NA Carbon Offset Services Customer Presentation.pptx](#)



## Why Lenovo

### The Lenovo Difference

- **Specific:** a major differentiator is that Lenovo has a tailored, rather than generic approach to CO2 compensation by directly linking it to the device purchased.
- **Convenient:** convenience is a key feature of the service, as neither you nor your customers need to do any complex carbon emission calculations. We've done all the math for you and the customer, and projected carbon emissions for an average device lifecycle.
- **Transparent:** customers are able to track and confirm the offset information through the serial number of the device
- **Strong brand value:** it's a strong differentiator, showing that your brand is different from the rest
- **Sustainability prioritized:** the chance to demonstrate your affiliation to a brand that prioritizes sustainability and opens the door to kick start discussions with customers around additional ESG services such as Asset Recovery Services.

### Solution Overview

- Process
  - Customer chooses CO2 offset option when ordering eligible devices. Once products are shipped, Lenovo reports to official CO2 Offset partner. The offset partner finalizes the transaction and issues a unique certificate with specific HW serial numbers which are delivered to the customer from Lenovo
  - Process is seamless with no additional effort on the customer side
- Benefits
  - Easy to implement (included in HW transaction)
  - CO2 compensation is linked directly to products purchased (not generic CSR action)
  - Compensates for environmental impact of business operations
  - Proactively supports reduction of CO2 emitted in the atmosphere
- Partnership
  - Lenovo manages partnerships with industry leading providers of CO2 offset services
  - Lenovo currently partners with ClimeCO (largest producer of U.S. voluntary carbon credits under the Climate Action Reserve)
  - Project Developer of the year by the Climate Action Reserve



## Discovery Questions/Door Openers

### Discovery Questions

- Are you planning on doing a technology refresh soon?
- Would you like to reduced the environmental footprint of your IT Portfolio?

# TruScale



# DaaS Conversation Card



## Elevator Pitch

DaaS is an IT solution that includes hardware, software, product lifecycle services, and financing to create an all-inclusive service. This structure is a new way for customers to easily manage and pay for the devices, services and support through the IT lifecycle.

## Fast Facts

- 25% TCO reduction in deployment of DaaS
- >38% of companies say DaaS will reduce IT burden
- DaaS customers expect refresh cycles to shorten by 8.2 months
- 37% say they can procure better PCs by enrolling in DaaS



## Customer Type

### Verticals

- Mobile Workers
- Production & Logistics
- Creative & Technical
- Support & Enablement

### Personas

- IT & Procurement
- CFOs from finance angle, CEO, CIO

### What to listen for:

- Looking for easy ongoing refresh model while reducing cost
- Wanting to engage with one vendor/have one contract for IT needs
- Needing to manage their cash flow better and keep as much cash on hand as possible.
- Looking to outsource costly individual IT requirements
- No longer wanting to manage entire device support lifecycle



## Why Lenovo

- Lenovo DaaS solutions **simplify** your device of choice, **accelerate** deployment, and **transform** your org with IT automation and intelligence.
- Lenovo integrates award winning hardware with software and services to help deploy IT solutions more easily and streamline automated and remote management of customer systems. Examples include:
  - Advanced Deployment Services, Microsoft Autopilot, Lenovo Cloud Deploy, and Lenovo Cloud Recovery
- Lenovo Premier Support
- Maximum flexibility options
- Strong Lenovo factory service delivery capability
- Lenovo DaaS is a service rich, tailored engagement for our customers' needs.



## Discovery Questions/Door Openers

### • Procurement

- *Selection Order:*
  - How do you order today, and do you understand the process?
  - Do you buy outright or lease your technology today?
- *Configuration:*
  - How do you configure your devices for deployment and what tools are utilized?
  - Are configurations performed internally?
  - Is there a clear process for configuration?
- *Deployment:*
  - How do you deploy the device to the end user?
  - How long does that process take?
  - Do you have a handle on the cost to configure and deploy?

### • Asset Management

- How many devices do you currently manage and how old are they?
- Who is responsible for those devices?
- **Software Compliance**
  - Licensing:
    - Is there a standard and defined set of software products being utilized?
  - Software Management:
    - Do you understand the scope of software across devices?
    - Is it actively managed and is software included as part of the asset register?
  - Compliance:
    - How are you managing software licensing compliance?
    - Are you confident in being able to comply with an audit
- **Asset Disposition**
  - Do you have a standard well-defined process on asset disposition?
  - Do you have an effective, secure means of data destruction?
  - Do you have a process for device returns, redeployment, and refresh? Does it include IT, Business and Finance?
  - Do you dispose of assets in a green and efficient manner?

# DaaS Mini Campaign

1. [DaaS Value Calculator](#)
2. [DaaS ThinkShield Core Flyer](#)
3. [Lenovo DaaS Solutions Guide](#)
4. [WW TruScale Sustainability Messaging.pdf](#)



# IaaS Conversation Card



## Elevator Pitch

Providing flexible IT infrastructure that helps you innovate without limits. IaaS is a pay-as-you-go structure that allows customers to control data and security while having an on-prem or hybrid cloud infrastructure. This creates a no-risk, no-surprise solution while having a secure consumption model allowing customers to focus on their business instead of their technology.

## Fast Facts

- 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 their company's current technology and need the right model to do that with limited resources.
- \$90 billion- IDC forecast for cloud infrastructure spend in 2022.
- 50.6% is forecast to be on-premise by 2026
- Annual growth rate of 14.5% to \$145 billion in 2026
- Gartner 2022 CEO Survey: 1) Investor priorities include sustainability 2) Sustainability is an enduring change and source of differentiation 3) CEOs plan to invest in sustainable products



## Target Verticals & Personas

### Verticals:

- Financial Services
- Manufacturing & Healthcare
- Retail
- Any vertical looking to take cost, risk or time out of their on-premise IT.

### Personas:

- Senior IT
- Senior Finance & Procurement
- Business Users



## Why Lenovo

### Versatile

- Customers can design and structure their infrastructure or the financial agreement any way they like. Supports entire Lenovo enterprise infrastructure including ThinkSystem and ThinkAgile portfolio solutions with integrated systems. These include software, servers, storage, and data center networking. Portfolio has solutions of any size with flexible commitments and the possibility to scale as needed.

### Flexible

- Pay only for what they are using instead of what they own. Convenience of a monthly fee instead of large up-front costs.

### Simple

- Lenovo managed services team handles full life cycle. Ensures seamless customer experience.

### TruScale Portal

- Gives customers great visibility on what is happening in their environment. Portal gives insights into metrics, performance data, and cost information and predictions through several dashboards collected by Xclarity systems management chip
  - Detailed cost breakdown allows customer to stay in control of their budget and identify potential performance issues

### Sustainability

- IaaS brings a genuine pay-as-you-go model that reduces energy impact: the smarter approach to adopting IT with an alternative to refresh cycles that results in sustainable end-to-end services with minimum environmental impact – from acquisition to disposal.



## Discovery Questions/Objections

### Discovery Questions:

- What insights would you like to be able to gain from your data?
- How would you like to see technology enabling your business?
- What plans do you have to develop the business and what is the timeline?
- Are you planning to integrate new apps, functions, etc.?
- Do you align the cost of IT with revenue?
- How do you build in costs to your products / services?
- How are IT costs management holding back your business?
- What kind of performance flexibility do you need?
- Do your competitors launch new products / services quicker than you?

### Objections:

- **“It’s too good to be true, it sounds expensive when compared to traditional purchase.”**  
This is the wrong comparison. Steer towards the correct value-based analysis, use the Core Team and resources to help.
- **“It’s not right for us here, we provide the service to our customers.”**  
Discuss what would be the optimum level of service.
- **“We don’t want to commit to that.”**  
Pull back to the overall value gained, and highlight that buying is also a commitment.
- **“We are on a ‘Cloud First Strategy’.”**  
This is perfect for us, explore the key drivers and pain points as typically these play well for TruScale, support them with development of hybrid cloud strategy
- **“Other people need to be involved...”**  
Understand who and try to match them to Lenovo peers.



# IaaS Mini Campaign

1. [TruScale Portal Customer Presentation ppt](#)
2. [TruScale Metering Brochure pdf](#)
3. [TruScale CFO Optimize Budget Flexibility.pdf](#)
4. [TruScale IaaS Brochure](#)
5. [WW TruScale Sustainability Messaging.pdf](#)

