

Premier Support Plus battle card

This document is an internal resource and summarizes selling points, value proposition, how to sell, and customer benefits/outcomes.

Target customer profile

SMB / Enterprise / Global accounts

Description

Premier Support Plus is an enhanced offering, based on the proven capabilities of Premier Support. The solution offers anywhere, anytime support alongside smarter proactive and preventative services listed below:

Incremental Premier Support Plus features	Premier Support	Premier Support Plus	Dell ProSupport Plus	HP Priority Access Plus
Proactive and predictive issue detection, case creation, and notification *	X	✓	✓	X
Services Engagement Manager (SEM) for proactive asset reporting & relationship management **	X	✓	✓	✓
Accidental Damage Protection (ADP) ***	X	✓	✓	X
Keep Your Drive (KYD) ***	X	✓	✓	X
Sealed Battery (SBTY) coverage for up to 3 years ***	X	✓	X	X
International Service Entitlement (ISE) extends ADP, KYD, and SBTY coverage internationally	X	✓	✓	X
Coverage for consumer products sold to commercial customers	X	✓	✓	✓

* Customer authorization and Win10 or Win11 OS required; Component replacements provided on amber alerts, even without diagnostics issue confirmation

** 500-unit minimum

*** Dependent on market, parts, and HW availability

Elevator pitch

Providing IT support for a hybrid workforce is increasingly challenging. Demand for round the clock support in a complex IT environment can impact digital transformation and other strategic initiatives. IT leaders are also under pressure to deliver a positive employee experience, and to do more with smaller IT teams and budgets.

Premier Support Plus offers an advanced 24/7/365 support experience, combining seamless support from anywhere with smarter proactive and preventative services. It covers hardware and software support – two factors most likely to disrupt productivity in the office or at remote locations.

As the number one PC vendor in the world, who better to entrust with your IT support than Lenovo? Premier Support Plus is the single partner you can rely on to keep your employees and their devices performing optimally.

Premier Support Plus provides the ultimate support experience for end users as well as the breathing room your IT teams need to foster innovation and achieve better business outcomes.

How to sell

- E-commerce
- Channel partners
- Tele sales
- Lenovo sales representatives

Value proposition

Premier Support Plus delivers speedy issue resolution for a frictionless support experience. We enable businesses by unlocking IT transformation and employee productivity with seamless support from expert engineers alongside proactive and smarter services.

Customer benefits and outcomes

Your customers may be experiencing one or more of these pain points. Address them with these key Premier Support Plus benefits and business outcomes:

- 1. Incremental IT support for growing remote / hybrid workforce:**
 IT support to cover device failure and accidental damage is complex. Ensuring comprehensive, scalable cover for a hybrid workforce can push in-house IT support teams to breaking point.
We provide 24/7 coverage, so your customers don't have to. Advanced features such as ADP and ISE protect their devices at home, in the office, and everywhere in between, including traveling internationally.
- 2. Reduce EX scope creep for IT Leaders:**
 We help your customers tackle the EX-challenge by providing a seamless and reliable IT support experience for their users, staffed by expert Lenovo engineers. NBD priority onsite parts and labor is the next layer of support if the issue cannot be resolved remotely. The end-users are recipients of a premium support experience – their employer recognizes their value to the organization and their desire to be productive, rather than frustrated. This recognition may lead to higher EX results and employee retention.
- 3. Alleviate IT staff shortages:**
 With Premier Support Plus, our highly qualified Lenovo support engineers are a seamless extension of your customer's internal IT team. That reduces the pressure to recruit and retain the IT personnel required to support a hybrid workforce. The SEM provides a focal point for escalation if required, making overall device fleet management more efficient.
- 4. Relieve the pressure on your internal IT team as they take on responsibility for more strategic IT projects:**
 With Premier Support Plus, we'll help you open the door to innovation in your organization by taking on the break/fix burden. AI insights, powered by Lenovo Device Intelligence deliver proactive and predictive alerts that enable pre-emptive issue remediation to avoid downtime and reduce pressure on IT.

IT support for the remote / hybrid workforce	Reduce EX scope creep for IT leaders	Alleviate IT staff shortages	Relieve pressure on internal IT teams
<p>In a Lenovo survey 55% of global CIOs considered the issue of remote workforce support extremely or very challenging.</p> 	<p>Forrester reported that 28% of IT leaders said that they were taking on more responsibility for EX.</p> 	<p>Gartner reported that 64% of IT leaders felt that talent availability was the largest challenge to emerging technology adoption.</p> 	<p>Forrester reported that 59% of IT leaders ranked 'Ensuring IT skills and responsibilities are aligned to digital transformation agenda' as one of their top 5 IT priorities in the post-pandemic world.</p> 
<p>Source: Lenovo Global Study of CIO's, March 2022</p>	<p>Source: The Changing Role of the CIO Leader, April 2021, Forrester Consulting</p>	<p>Source: Gartner 2021-2023 Emerging Technology Roadmap</p>	<p>Source: The Changing Role of the CIO Leader, April 2021, Forrester Consulting</p>

For more information

Visit the following links for further resources and information:

- Highspot for customer-facing and sales enablement assets: search "Premier Support Plus"
- Customer-facing Premier Support Plus landing page: <http://lenovo.com/premier-support-plus>