

Smarter technology for all

Lenovo 360 Engage Partner Programs

Lenovo

Q1 CY24

Tier Summaries



ISG Authorized – Sales & Marketing Benefits

The Authorized ISG partner program consists of extended finance terms, incentivized learning opportunities and contests, and comprehensive marketing assets and tools to bolster your success!

| | Authorized ISG |
|----------------------------------|----------------|
| Sales - Deal Based | |
| Deal Registration | Yes |
| Special Bid Pricing | 8% |
| Partner financing (60-day terms) | Yes |
| Sales Incentives | |
| LEAP | |
| Learning Module Incentives | Yes |
| Product Sales Incentives | Yes |
| Intel Premium Rewards | Yes |
| Marketing | |
| L360 Marketing Builder | Yes |
| Logos | Yes |
| eCommerce (syndicated content) | Yes |
| Lenovo Branded Merchandise | Yes |



ISG Silver

The ISG Silver partner program consists of predictable rebates, access to Elite, sales incentives, and comprehensive marketing assets and tools to bolster your success!

| Category | Base Rebates |
|---------------------------------------------------------------------------------------------------------------|--------------|
| ISG ⁴ | 0.75% |
| <small>4 ISG includes software (with the exception of ELA software). Includes post-warranty services.</small> | |

| Sales - Deal Based | |
|----------------------------------|--------|
| Deal Registration | Yes |
| Special Bid Pricing | 8.00% |
| Partner financing (60-day terms) | Yes |
| Truscale Incentive | 10.50% |
| Outcome Based Solutions | 2.00% |
| Premier Support Rebate | 1.00% |

| Focus Areas | |
|---------------------------------------------|-------|
| Elite | |
| Infrastructure Solutions Lifecycle Services | 2.50% |
| TruScale Infrastructure as a Service | 1.00% |
| Storage | 4.00% |
| Data Center | 0.50% |
| Advanced Data Center | 1.00% |
| Software Defined Infrastructure Sales | 2.00% |
| Software Defined Infrastructure Solutions | 4.00% |

| Sales Incentives | |
|----------------------------|-----|
| LEAP | |
| Learning Module Incentives | Yes |
| Product Sales Incentives | Yes |
| Intel Premium Rewards | Yes |

| Marketing | |
|--------------------------------|-----|
| L360 Marketing Builder | Yes |
| Partner Tier Emblems | Yes |
| eCommerce (syndicated content) | Yes |
| Lenovo Branded Merchandise | Yes |



ISG Gold

The ISG Gold partner program consists of predictable rebates, access to lucrative Elite programs, sales incentives for selling & learning, and comprehensive marketing assets and tools to bolster your success!

| Category | Base Rebates |
|---------------------------------------------------------------------------------------------------------------|--------------|
| ISG ⁴ | 1.00% |
| <small>4 ISG includes software (with the exception of ELA software). Includes post-warranty services.</small> | |

| Marketing | |
|--------------------------------|-----|
| L360 Marketing Builder | Yes |
| Partner Tier Emblems | Yes |
| eCommerce (syndicated content) | Yes |
| Lenovo Branded Merchandise | Yes |

| Sales - Deal Based | |
|----------------------------------|--------------|
| Deal Registration | Yes |
| Special Bid Pricing | 8.00% |
| Partner financing (60-day terms) | Yes |
| Global Acquire | +3% rebate |
| Mission Acquisition | +3% discount |
| Truscale Incentive | 11.00% |
| Outcome Based Solutions | 2.00% |
| Premier Support Rebate | 1.00% |

| Focus Areas | |
|---------------------------------------------|-------|
| Elite | |
| Infrastructure Solutions Lifecycle Services | 2.50% |
| TruScale Infrastructure as a Service | 1.00% |
| Storage | 4.00% |
| Data Center | 0.50% |
| Advanced Data Center | 1.00% |
| Software Defined Infrastructure Sales | 2.00% |
| Software Defined Infrastructure Solutions | 4.00% |

| Sales Incentives | |
|----------------------------|-----|
| LEAP | |
| Learning Module Incentives | Yes |
| Product Sales Incentives | Yes |
| Intel Premium Rewards | Yes |



ISG Platinum

The ISG Platinum partner program consists of predictable rebates, access to lucrative Elite programs, sales incentives for selling & learning, and comprehensive marketing assets and tools to bolster your success!

| Category | Base Rebates |
|------------------------------------------------------------------------------------------------|--------------|
| ISG ⁴ | 1.50% |
| 4 ISG includes software (with the exception of ELA software). Includes post-warranty services. | |

| | Platinum |
|--------------------------------|----------|
| Marketing | ISG |
| L360 Marketing Builder | Yes |
| Logos | Yes |
| eCommerce (syndicated content) | Yes |
| Lenovo Branded Merchandise | Yes |

| Sales - Deal Based | |
|---------------------------------------------|--------------|
| Deal Registration | Yes |
| Special Bid Pricing | 8.00% |
| Partner financing (60-day terms) | Yes |
| Global Acquire | +3% rebate |
| Mission Acquisition | +3% discount |
| Truscale Incentive | 11.50% |
| Outcome Based Solutions | 2.00% |
| Premier Support Rebate | 1.00% |
| Focus Areas | |
| Elite | |
| Infrastructure Solutions Lifecycle Services | 2.50% |
| TruScale Infrastructure as a Service | 1.00% |
| Storage | 4.00% |
| Data Center | 0.50% |
| Advanced Data Center | 1.00% |
| Software Defined Infrastructure Sales | 2.00% |
| Software Defined Infrastructure Solutions | 4.00% |
| Sales Incentives | |
| LEAP | |
| Learning Module Incentives | Yes |
| Product Sales Incentives | Yes |
| Intel Premium Rewards | Yes |



Gold Lenovo 360

As a Gold Lenovo 360 partner, you have access to the broadest range of partner

| Base rebates: | Standard Rebates | | |
|----------------------------------------|------------------|-------|-------|
| | Base | MDF | Total |
| Workstation | 1.25% | 1.00% | 2.25% |
| Services ² + Software (IDG) | 1.25% | 1.00% | 2.25% |
| All Other Think Products ¹ | 1.25% | 0.50% | 1.75% |
| TopSeller Idea ³ | 1.25% | 0.50% | 1.75% |
| ISG ⁴ | 1.50% | | 1.50% |

1 All other Think Products includes: Desktop, Premium, Velocity, Options, ThinkVisual, Smart Collaboration, ThinkEdge, ARVR, ThinkPhone and select Moto phones

2 Services (Base & MDF) includes embedded services (which also receive product benefits)

3 TopSeller Idea = TopSeller Chrome, Legion and V Series

4 ISG includes software (with the exception of ELA software). Includes post-warranty services. Standard Benefits are paid from dollar one. Base and MDF are paid monthly

| Sales - Deal Based | |
|----------------------------------|---------------------------|
| Deal Registration | Yes |
| Special Bid Pricing | 5% - 10% |
| Partner financing (60-day terms) | Yes |
| Global Acquire | +3% rebate |
| Mission Acquisition | +3% discount |
| Truscale Incentive | IDG: 3.00% ISG: 11.75% |
| Outcome Based Solutions | 2.00% |
| Premier Support Rebate | 1.00% |

| Elite | |
|---------------------------------------------|----------------|
| Workstation | 2.50% |
| Smart Collaboration | 2.50% |
| Intelligent Devices Lifecycle Services | 2.50% |
| Infrastructure Solutions Lifecycle Services | 2.50% |
| TruScale Device as a Service | 1.00% |
| TruScale Infrastructure as a Service | 1.00% |
| Storage | 4.00% |
| Data Center | 0.50% |
| Advanced Data Center | 1.00% |
| Software Defined Infrastructure Sales | 2.00% |
| Software Defined Infrastructure Solutions | 4.00% |
| IDG Communities | |
| SMB Community | Yes |
| K-12 | Yes |
| Hi-Ed | Yes |
| Healthcare | Yes |
| SLG | Yes |
| Sales Incentives | |
| LEAP | |
| Learning Module Incentives | Yes |
| Product Sales Incentives | Yes |
| Intel Premium Rewards | Yes |
| Marketing | |
| L360 Marketing Builder | Yes |
| Eclipse (custom campaigns) | varies |
| Partner Tier Emblems | Yes |
| Featured in "Find a Reseller Tool" | Yes - Priority |
| eCommerce (syndicated content) | Yes |
| Lenovo Branded Merchandise | Yes |



Platinum Lenovo 360

As a Platinum Lenovo 360 partner, you have access to the broadest range of partner benefits!

| Base rebates: | Standard Rebates | | |
|----------------------------------------|------------------|-------|-------|
| | Base | MDF | Total |
| Workstation | 1.50% | 1.00% | 2.50% |
| Services ² + Software (IDG) | 1.50% | 1.00% | 2.50% |
| All Other Think Products ¹ | 1.50% | 0.50% | 2.00% |
| TopSeller Idea ³ | 1.50% | 0.50% | 2.00% |
| ISG ⁴ | 1.75% | | 1.75% |

1 All other Think Products includes: Desktop, Premium, Velocity, Options, ThinkVisual, Smart Collaboration, ThinkEdge, ARVR, ThinkPhone and select Moto phones

2 Services (Base & MDF) includes embedded services (which also receive product benefits)

3 TopSeller Idea = TopSeller Chrome, Legion and V Series

4 ISG includes software (with the exception of ELA software). Includes post-warranty

Standard Benefits are paid from dollar one. Base and MDF are paid monthly

| Marketing | Platinum ³⁶⁰ |
|--------------------------------|-------------------------|
| L360 Marketing Builder | Yes |
| Eclipse (custom campaigns) | varies |
| Partner Tier Emblems | Yes |
| eCommerce (syndicated content) | Yes |
| Lenovo Branded Merchandise | Yes |

Sales - Deal Based

| | |
|----------------------------------|---------------------------|
| Deal Registration | Yes |
| Special Bid Pricing | 5% - 10% |
| Partner financing (60-day terms) | Yes |
| Global Acquire | +3% rebate |
| Mission Acquisition | +3% discount |
| Truscale Incentive | IDG: 3.00% ISG: 11.75% |
| Outcome Based Solutions | 2.00% |
| Premier Support Rebate | 1.00% |

Focus Areas

| Elite | |
|---------------------------------------------|-------|
| Workstation | 2.50% |
| Smart Collaboration | 2.50% |
| Intelligent Devices Lifecycle Services | 2.50% |
| Infrastructure Solutions Lifecycle Services | 2.50% |
| TruScale Device as a Service | 1.00% |
| TruScale Infrastructure as a Service | 1.00% |
| Storage | 4.00% |
| Data Center | 0.50% |
| Advanced Data Center | 1.00% |
| Software Defined Infrastructure Sales | 2.00% |
| Software Defined Infrastructure Solutions | 4.00% |

IDG Communities

| | |
|---------------|-----|
| SMB Community | Yes |
| K-12 | Yes |
| Hi-Ed | Yes |
| Healthcare | Yes |
| SLG | Yes |

Sales Incentives

| LEAP | |
|----------------------------|-----|
| Learning Module Incentives | Yes |
| Product Sales Incentives | Yes |
| Intel Premium Rewards | Yes |



Marketing

Emblems: Showcase Your Achievement

LPH

> Lenovo 360

>> Lenovo 360 Engage

(My Status)

Step 1

The screenshot shows the Lenovo 360 Engage website interface. At the top, the navigation bar includes 'Lenovo', 'Home', 'Sales', 'Products & Services', 'Solutions', 'Marketing', 'Programs', 'Training', and 'Help'. The 'Programs' menu item is highlighted with a red box, and a red arrow labeled 'Step 1' points to it. Below the navigation bar, the main content area displays 'Lenovo 360 Engage' and 'Lenovo 360 Engage: view your benefits'. A sidebar on the left contains various navigation options like 'Performance', 'Campaigns from Lenovo', 'User Guides', 'Feedback & Suggestions', and 'My Quick Links'. The 'My Status' section is visible, showing 'My Tiering & Accreditation programs' with tabs for 'Intelligent Devices' and 'Infrastructure Solutions'. Under 'Intelligent Devices', there is a 'Silver program' emblem with a download icon, which is highlighted with a red box and labeled 'Step 2' with a red arrow.



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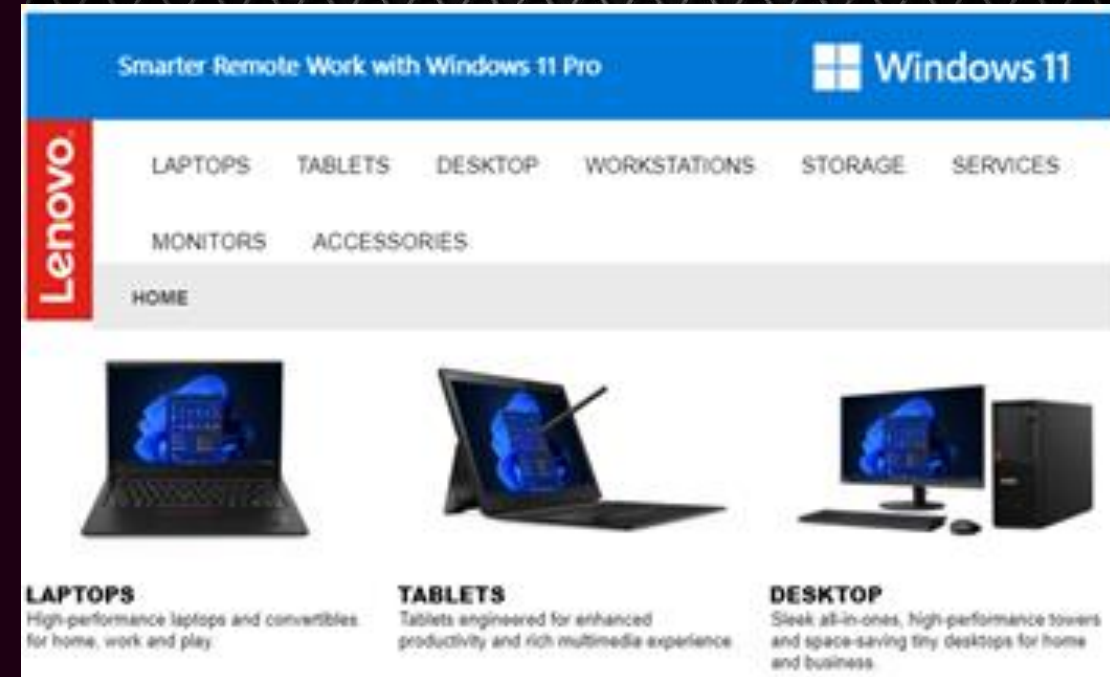


Content Syndication

Content syndication, powered by 1WorldSync, allows you to deploy a Lenovo Product Showcase or Inline product content directly to your website for free.

For more details:


- LPH
 - Marketing
 - Lenovo Content Syndication



Lenovo Branded Merchandise

<https://lenovo.brandfuel.com/>

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Lenovo Brand Store

[View All](#) [Drinkware](#) [Office](#) [Wearables](#)



L360 Marketing Builder

Create and automate campaigns across email and social media, analyze performance, track lead quality and leverage Lenovo assets

Marketing Builder is designed to help our partners:



Increase brand awareness



Uncover new opportunities



Save resources and time (both for Partner and Channel team)



Sell & position channel-ready solutions



Make it easier to co-market with Lenovo

Contact supporthub@lenovo.com for more information



Communications

Smarter
technology
for all

Lenovo

Channel Chatter

ChannelChatter



Trending Topics



Priority Products & Solutions



Programs & Offers



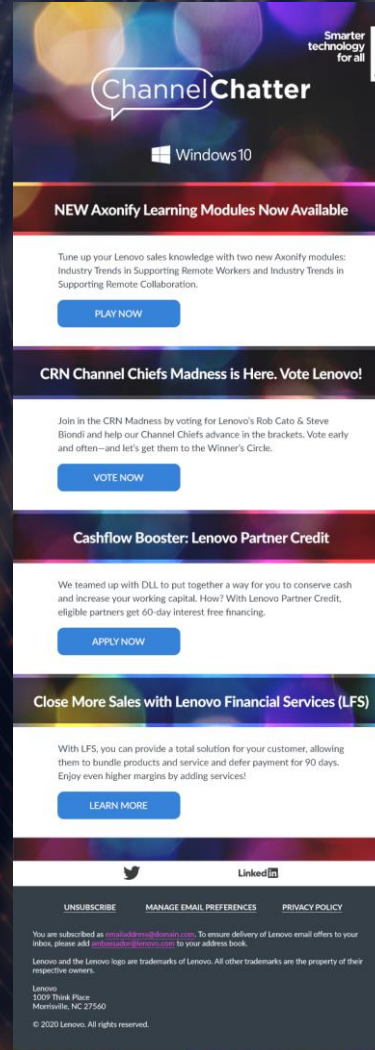
Business Updates



Current Campaigns



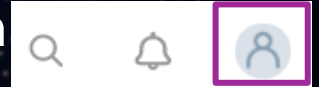
Resources & Tools



To opt in for Channel Chatter email communications:

>Login to LPH

>> My Profile (upper right corner of screen)



>>>Preference

>>>>Email subscription





CHANNEL CHATTER

Smarter technology for all



LPH - Your One Stop Shop For Everything You Need To Know

<https://www.lenovopartnerhub.com/>





Sales and Support

Need help? Reach out to
varsupport@lenovo.com

or

supporthub@lenovo.com

(877) 536-9955

8 am – 6 pm EST



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thanks.