

Data Management Talking Points: Lenovo Storage Solutions

Your Data, Your Way. Unleash Its Potential with Lenovo.



Objective

Position Lenovo's comprehensive data management solutions as a key enabler for customers seeking to modernize their data infrastructure, optimize hybrid cloud environments, accelerate AI and analytics initiatives, and enhance data security and availability.



Introduce

Lenovo's extensive portfolio of data management solutions, including ThinkSystem Storage, ThinkAgile Hyperconverged Infrastructure (HCI), Software Defined Storage (SDS), and TruScale Infrastructure as a Service, designed to unlock the full potential of data across the enterprise, from edge to core to cloud.



Position

The value proposition of Lenovo's data management solutions, emphasizing performance, efficiency, integrated data security, and simplified management to address key customer challenges such as data growth, disparate data locations, and data protection.

Key Beliefs

Data is a Critical Asset	Data is at the heart of digital transformation and essential for driving business value, profitability, and customer acquisition and retention.
Modernization is Essential	Legacy data infrastructure struggles to keep pace with exponential data growth and the demands of modern workloads like AI and real-time analytics.
Hybrid Cloud is the Future	Effective data management requires seamless integration across on-premises, co-location, and various cloud environments.
Security and Protection are Paramount	Protecting data from loss, cyber threats (like ransomware), and ensuring availability are top CIO priorities.
Simplicity and Efficiency Drive Success	Simplified data management, efficient storage solutions, and ease of deployment reduce operational complexity and TCO.

How Lenovo Delivers

Architected for Performance and Efficiency	<ul style="list-style-type: none"> Achieve up to 3x faster performance and 99% consolidation with new Lenovo Data Storage Solutions. ThinkSystem DM Series provides high-performance unified data systems for AI and mission-critical workloads with sub-millisecond latency. ThinkSystem DG Series offers flash performance at HDD economics, with 6x the density and 2x the maximum capacity compared to previous generations, improving TCO with QLC flash drives. ThinkSystem DE Series optimizes performance for mixed workloads and offers up to 2M IOPS. New models provide significant performance gains, including DM7200F up to 139% faster and DM5200F up to 91% faster than previous generations. QAT offload for compression and encryption in DM and DG series ensures maximum performance and data efficiency.
Integrated Data Security and Resiliency	<ul style="list-style-type: none"> Always-on encryption and AI-enhanced autonomous ransomware protection are included with DM and DG Series. Offers over 99% ransomware detection with zero false positives. Features immutable and indelible snapshots for data protection against destruction. Supports synchronous replication with transparent failover for zero downtime. Provides end-to-end data security throughout the solution lifecycle, including Trusted Platform Module (TPM) support.
Engineered for Virtualization Optimization and Enterprise AI	<ul style="list-style-type: none"> ThinkAgile VX Solutions are optimized for VMware environments, offering up to 35% TCO reduction with advanced memory tiering and up to 40% reduction in investments with ThinkAgile Converged Solution for VMware. Industry's first liquid-cooled HCI appliances accelerate enterprise LLM deployments with a 25% reduction in power consumption. AI Starter Kits for Lenovo Hybrid AI Platform combine ThinkSystem servers, NVIDIA GPUs, and ThinkSystem DM or DG series storage to speed enterprise AI deployments. ThinkAgile HX Solutions offer Nutanix Validated Designs for Edge AI and GPT-in-a-Box 2.0 solutions. Supports a wide range of workloads including video surveillance, virtualization, HPC, databases, and media workflows.
Simplified Management and Support	<ul style="list-style-type: none"> ThinkSystem Intelligent Monitoring (TIM) provides real-time, actionable insights for the full ThinkSystem Storage footprint, offering automated alerts and recommendations for upgrades and security enhancements. Lenovo TruScale offers an "as-a-service" approach for infrastructure, simplifying management, freeing up capital, and providing flexible scalability. All new products and solutions are available via TruScale. Proactive monitoring, and strategic guidance.

Probing Questions (Ask these questions to understand your customer's current challenges and needs)

- How are you currently managing your rapidly growing data across your organization, and what are your biggest challenges in this area?
- What tools do you currently use for backup and data protection, and when was the last time you tested your disaster recovery processes? How did that go?
- Are your current systems meeting the performance requirements of your business-critical applications, such as SAP HANA or SQL, and how old are your current systems?
- What initiatives do you have for data management and storage in the coming year, and how do you determine your budget for storage?
- Have you considered leveraging cloud storage for cold data to save on physical storage costs?
- What are your pain points related to data storage, such as array failures, downtime, ransomware attacks, or slow performance?
- How do you manage storage growth and costs in your organization?
- What would be an acceptable amount of downtime for your critical systems, if any?

Next Steps: (What next steps might you suggest to the customer at the end of your call?)

- Share the "Lenovo Data Storage Solutions Customer Presentation" for a detailed overview of the new portfolio and its benefits.
- Discuss specific Lenovo ThinkSystem DM, DG, or DE Series storage solutions that align with the customer's identified needs for performance, capacity, or cost efficiency.
- Explore how ThinkAgile HCI solutions can optimize their virtualization environment or accelerate AI initiatives with liquid-cooled appliances or AI Starter Kits.
- Introduce the benefits of Lenovo TruScale for a flexible, consumption-based IT infrastructure model.
- Offer a demonstration of ThinkSystem Intelligent Monitoring (TIM) to showcase simplified data management and proactive insights.
- Schedule a follow-up meeting with a Lenovo Data Management Specialist
- Provide information on Lenovo's Advanced Storage Support for comprehensive lifecycle support.

Competitive Differentiators: Why Lenovo?

Comprehensive Portfolio	Lenovo offers a broad range of data management solutions, including ThinkSystem Storage (DM, DG, DE, DB Series), ThinkAgile HCI (HX, VX, MX Series), Software Defined Storage, and Cloud Solutions, providing a solution for almost any workload.
AI-Powered Ransomware Protection	Lenovo stands out with its industry-leading, AI-enhanced autonomous ransomware detection built directly into its storage systems, offering over 99% recall and 100% precision in alerts. Many competitors offer only locked snapshots or vague guarantees.
Industry-First Liquid-Cooled HCI	Lenovo is the first and only vendor to offer liquid-cooled Hyper-Converged Infrastructure (HCI) appliances, providing significant power consumption reductions and enabling high-performance AI and LLM deployments.
Superior Performance Gains	New Lenovo storage models deliver substantial performance improvements generation-over-generation, with some models being up to 139% faster than previous versions.
Unified Data Management	Lenovo's DM and DG series offer unified data management across block, file, and object storage, reducing silos and simplifying operations, while many competitors like Dell PowerStore and HPE Alletra have limited file or no object support.
Investment Protection and Flexibility	Lenovo DE Series offers a 7-year support life and flexible configurations, protecting customer investments. Lenovo also supports NVMe over Fibre Channel (NVMe-oF) and NVMe over TCP (NVMe-TCP), providing advanced, low-latency connectivity options.
Proven Reliability and Trust	Lenovo has been recognized as #1 in server reliability for 8 consecutive years and is a leader in entry storage.
TruScale "As-a-Service" Model	All new products are available via TruScale, offering a flexible, consumption-based model that frees up capital and simplifies IT operations.
Global Reach and Support	Lenovo serves customers in over 180 global markets with comprehensive support and professional services available throughout the IT asset lifecycle.



Resources for Sales Team

- Lead Pass – [JSG: Data Management Reference Card](#)
- [Lenovo Data Storage Solutions Launch FAQ](#)
- [Lenovo Data Storage Solutions Customer Presentation](#)