

Smarter technology for all

# ISG Mission Acquisition Powered by NCB

April 01, 2025

Lenovo

# New Customer Bonus (NCB) (aka Mission Acquisition)

**Objective: To motivate our Channel Team and Lenovo Sellers to further collaborate on winning new Acquisition business**

**Eligible Partners  
All Channel Partners**

**Eligible Customers  
Less than \$3k in rev in the last  
1YR (IDG) 3YRS (ISG)**

**Available ONLY via LBP-E**

**Up Front Discount**  **5% for 6 mos (IDG)  
8% for 12 mos (ISG) *new!***

Discount "clock" starts upon discount code approval, not usage.  
ISG 8% discount for 12 mos. is effective October 1, 2025, excludes Global Accounts and standalone software. No impact to approvals prior to 10/1/25.

- Automation for customer qualification
- Partners able to search customers via LBP
- All Channel Partners eligible to participate

# ISG Mission Acquisition+

End customer account meets program eligibility conditions



**1<sup>st</sup> six months:** 10% discount using NCB discount code  
**2<sup>nd</sup> six months:** 5% discount using pre-discounted pricing grid

NCB discount code from original program (July 1, 2024 - March 31, 2025) has expired



EU IDs with expired discount codes will be moved to the 5% discount grid upon code expiration

EU account was granted exception access to 10% discounted pricing grid during original program



All exception EU IDs will be moved from the 10% discount grid to the 5% discount grid on April 1

# ISG Mission Acquisition+ Program Details

- Upon expiration of the 10% discount code (approved April 1, 2025, or later), the end customer ID will automatically be added to a 5% pre-discounted pricing grid to use for an additional 6 mos.
  - When creating a bid in LBPe, select **ISG <country> Mission Acquisition NCB** pricing grid to receive 5% discounted pricing
    - There will no longer be a discount code to select / apply (it expired)
  - Bid must include deal registration (just as it did with the discount code)
  - Access to the 5% discounted pricing grid will be disabled after 6 mos.
- End customers approved **prior** to April 1, 2025, will also be added to the 5% grid when the original 10% NCB discount code has expired
- Exceptions from the original program using the 10% discounted pricing grid will be moved to the 5% discount grid on April 1 regardless of when they were added
  - Grid access will be disabled after 6 mos.
- If no pricing contract activity was generated **AND** no ISG revenue over \$3K was transacted during the initial 6 mos. period, partner can resubmit the end customer in LBPe for a 10% discount code (“start over”)

Valid Deal Registration required to apply discount

End customer is NOT considered new/acquisition if pricing contract activity exists regardless of revenue

Questions? [isglbp@lenovo.com](mailto:isglbp@lenovo.com)

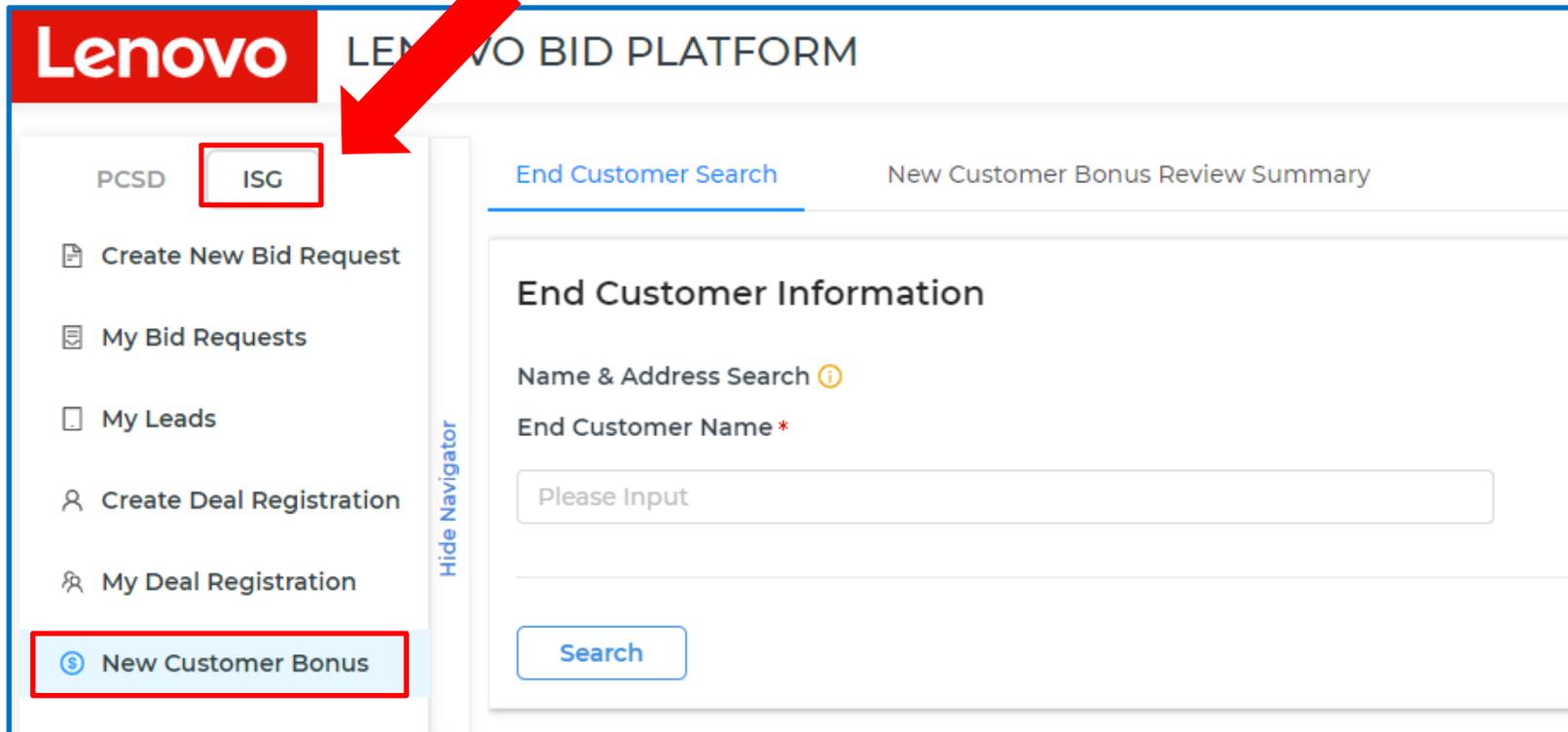
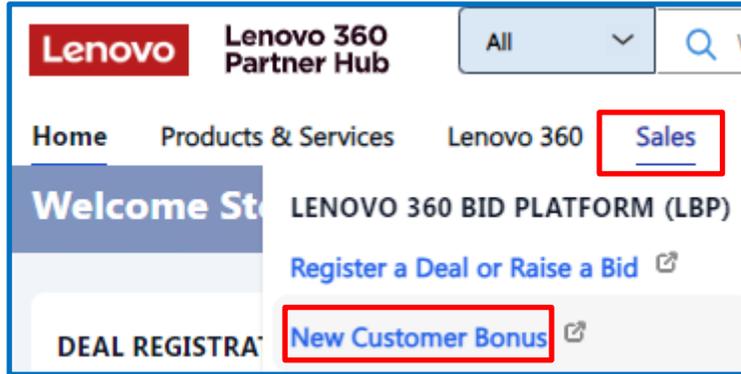
# **LBP<sub>e</sub> Process Walkthrough**

Mission Acquisition Powered by NCB – ISG NA

# ISG Mission Acquisition Powered by NCB Guidance

- When working with a new account, **DO NOT start by creating a bid / price quote**
  - An active/unexpired contract (in LBP-E and / or LBP-I) will prevent an account from being eligible for New Customer Bonus (NCB)
- **START with the NCB submission then Deal Registration**
  - If the account does not exist (or you can't find it) in the search, **create the New Account Creation request from the NCB search page (not the DR page)**
    - Once you complete that, you will be prompted to create a deal reg and the account info you entered in the NCB form will populate
    - The NCB and the Deal Reg will be Pending until the Data Steward team reviews the account creation request
    - If the account already exists in Lenovo's system, the DS Team will reject the ticket which rejects the NCB
    - **If your NCB is rejected, request the NCB again with the provided end user account ID (if eligible)**
  - If you already have an approved DR, you do not need to submit a new one, just submit the NCB request
- **IF YOUR ENTITY DOES NOT CREATE BIDS / PRICE QUOTES, HAVE YOUR DISTRIBUTOR OF CHOICE REQUEST THE NCB**
  - **The partner entity who requests the NCB must be the partner entity to create the bid(s)** as they are the only entity who will have access to apply the NCB discount code

# Accessing New Customer Bonus in LBPe



Log into the [Lenovo Partner Hub](#)

Under the **Sales** menu, select **New Customer Bonus (NCB)**

You will enter the **New Customer Bonus** section of LBPe

The system will default to PCSD, be sure to toggle to **ISG**

# Requesting NCB for an End Customer

**Lenovo** LENOVO BID PLATFORM

PCSD ISG

Create New Bid Request  
My Bid Requests  
My Leads  
Create Deal Registration  
My Deal Registration  
**New Customer Bonus**  
Login PAQ

Hide Navigator

End Customer Search New Customer Bonus Review Summary

End Customer Information

Name & Address Search ⓘ

End Customer Name \*

HMA Systems or

Search Create New End Customer **Create New Customer Bonus Request** Show More

Matches with a status of "Pending" in the ID column are new acc

End Customer Name	Also Known As	ID	Address	National ID	VA
● [REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]		

The web browser supported for

**Search** for an End Customer by Name or CRM ID

If end customer is eligible, **select the name**

Select **Create New Customer Bonus Request**

Select **OK**

Are you sure you want to create this New Customer Bonus Request?

Cancel **OK**

# NCB Auto Approval and Deal Registration

End Customer Search [New Customer Bonus Review Summary](#)

Customer Name  
"True House, Inc."

Bonus Apply	Customer Name	Address	VAT Number	Status	Discount	Start Date	End Date
<input type="radio"/>	BA0000052252	[REDACTED]	59-2812122,P97000 029448	Approved	NCBec5b386ee15 94f36bab663034 2b7da20	2024	22-Mar-2025 13:16:28

End Customer Information

Name & Address Search ⓘ

End Customer Name \*

HMA Systems or

Matches with a status of "Pending" in the ID column are ne

Action	End Customer Name	Also Known As	ID	Address
<input type="button" value="Register Deal"/>	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

**NCB will auto-approve and assign an NCB Number**

**Note:** If you search on an end user account after it is approved, it will show Not Available

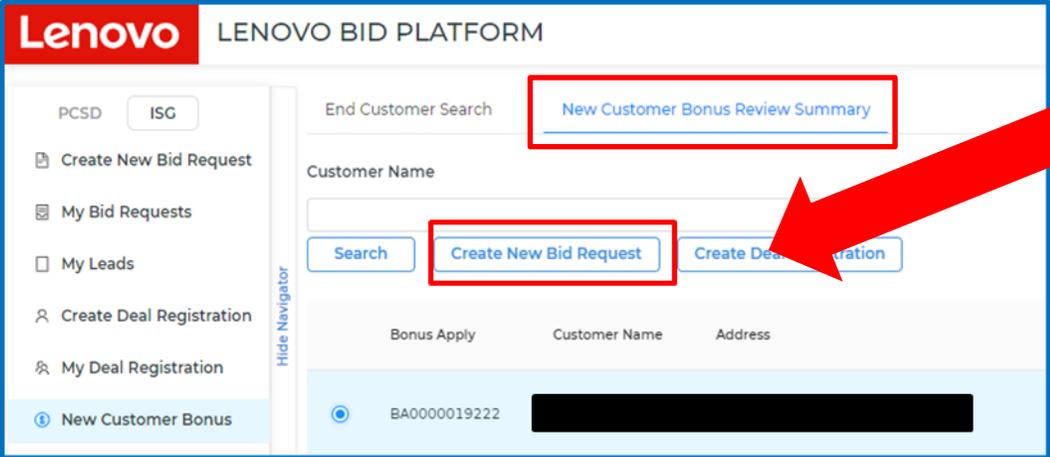
If a Deal Registration does **not** exist (either in Submitted or Approved status), the system will prompt for Deal Registration

If prompted, select **OK**

Select **Register Deal** next to the customer name and complete the Deal Registration form

**An NCB discount code cannot be applied to a bid without Deal Registration**

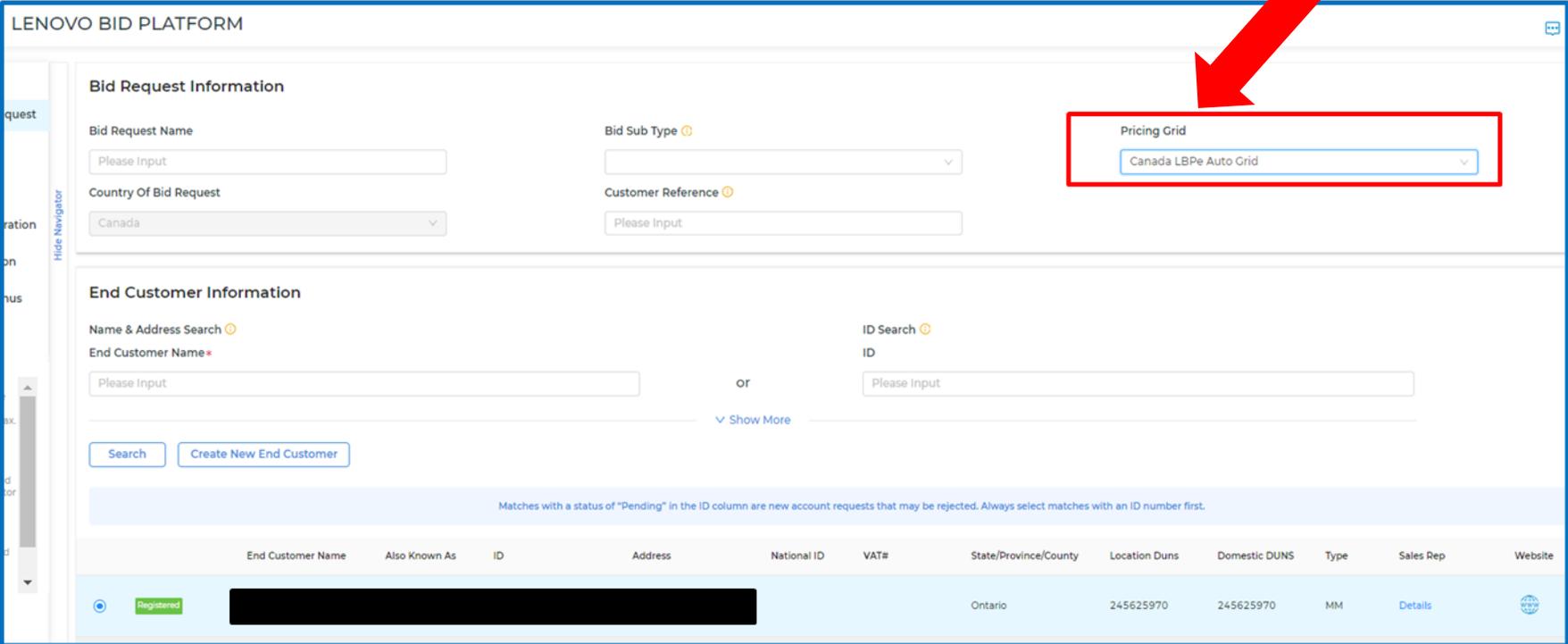
# Create New Bid Request from an Approved NCB



From the **New Customer Bonus Review Summary**, select the customer and then select **Create New Bid Request**

Create the Bid Request as normal

Ensure that you **select the US or Canada LBPe Auto Grid** as that is the only grid that will allow the application of the NCB discount code



# Progressing the Bid to Price Approved

**Bid Request Line Items**

Quickly search and add products...

Disclaimer: It is your responsibility to ensure...

<input type="checkbox"/>	PN	Category	Description
<input type="checkbox"/>	Config 1		
<input type="checkbox"/>	<input type="checkbox"/> 7D8FA00WNA	Servers / Rack and Tower Servers / ThinkSystem ST250 V2	Server ThinkSystem ST250 V2, 1xIntel Xeon E-2334 4C 3.4GHz 65W, 1x16GB 2Rx8, SW RD, 1x300W, XCC Enterprise
<input type="checkbox"/>	7XB7A00049	Options / Storage - Servers / Server HDDs	ThinkSystem 3.5" 1TB 7.2K SATA 6Gb Hot Swap 512n HDD
<input type="checkbox"/>	7S05005PWW	Software / Microsoft ROK / Windows Server 2022	Windows Server 2022 Standard ROK (16 core) - MultiLang

**Request Price**

Add the products you wish to price and select **Request Price**

This moves the bid from DRAFT to **Price Approved**

The bid must be in **Price Approved** to apply the NCB discount code

The option to add the discount code will not be viewable in Draft or Contract Available status

# Applying the NCB Discount Code to a Bid

**Bid Request Line Items**

Disclaimer: It is your responsibility to ensure that any product is available in your region.

PN	Category	Description	Estimated Reseller Unit Price
Config 1			
7D8FA00WNA <span style="color: green;">DR</span>	Servers / Rack and Tower Servers / ThinkSystem ST250 V2	Server ThinkSystem ST250 V2, 1xIntel Xeon E-2334 4C 3.4GHz 65W, 1x16GB 2Rx8, SW RD, 1x300W, XCC Enterprise	Subtotal: 8,608.97 4,786.43
7XB7A00049 <span style="color: green;">DR</span>	Options / Storage - Servers / Server HDDs	ThinkSystem 3.5" 1TB 7.2K SATA 6Gb Hot Swap 512n HDD	533.93
7505005PWW <span style="color: green;">DR</span>	Software / Microsoft ROK / Windows Server 2022	Windows Server 2022 Standard ROK (16 core) - 5Y Lang	2,754.68

[Share With Distributors](#) [Add Discount Code](#) [Export](#) [Confirm Bid Request](#)

**Select Discount Code**

  
 ISG NCB Test 4 NCB7e5a68186a614fdea5ee0bbfed4a0f16

While the bid is in **Price Approved**, select **Add Discount Code**

Select the **NCB Discount Code** with a **green** check mark next to it

Select **Yes** to submit the discount code

Are you sure you want to submit the discount code?

**Select Discount Code**

ISG NCB Test 4 NCB7e5a68186a614fdea5ee0bbfed4a0f16

# Confirming NCB Discount is Applied and Moving Bid to Contract

Bid reflects NCB discount is applied and its value  
If needed, Code can be removed while still in Price Approved  
**Confirm Bid Request** will progress to **Contract Available**  
(do this when ready)

Share With Distributors   Add Discount Code   Export   **Confirm Bid Request**

Used Discount Code

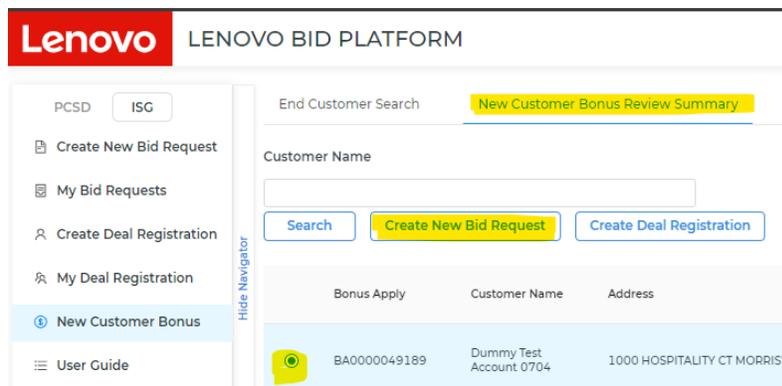
Discount Code Number	Template Name	Used Value
NCB7e5a68186a614fdea5ee0bbfed4a0f16	ISG NCB Test 4	308.81

The Following Specific Terms Apply

**Remove**

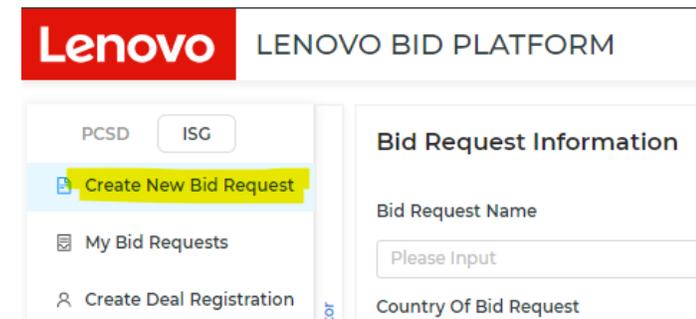
# New Customer Bonus Review Summary

- The individual who requested NCB for an end user account will see their records in their personalized **NCB Review Summary**
  - That individual can create bids from the summary page by selecting the approved account and then selecting **Create New Bid Request**



Ensure you are on the Summary tab and not the Search tab when looking for an approved account to create a bid

- While others in your organization will not see your individual NCB records in their summary view, they can still create bids for those approved accounts and apply the NCB discount code **IF** Discount Codes are shared across your organization (see next page).
  - They will need to create bids the traditional way -> **Create New Bid Request**



# Sharing Discount Codes across your organization

- An LPH Admin persona must check **Share All ISG and / or IDG discount codes** in the **Discount Code Sharing** Tab in the Admin Tool menu and then select **Save**

Lenovo PARTNER ADMIN TOOL

Generic Email Bid Request Sharing Deal Registration Sharing **Discount Code Sharing** Lead Branch Management Contact Management Mus >

### Discount Code Sharing for your company

Share all ISG discount codes  Share all IDG discount codes

When this option is selected, all registered employees in your company can see and use all Discount Codes that are eligible for your organisation. When it is not selected, employees can only see and use their own Discount Codes, unless they are listed below with the Discount Code option selected. Please note that anyone set up as administrator will always be able to see all discount codes.

**My Organisation's Discount Codes**

Save

- An Admin persona can also search and export a list of all Discount Codes approved for their organization by selecting **My Organization's Discount Codes**

Lenovo PARTNER ADMIN TOOL

### My Organisation's Discount Codes

Bid Request Number:

Discount Code Name:

Discount Code Use Status: Please choose

Discount Code Type: New Customer Bonus

Discount Code Number:

Business Group: ISG

Valid From:  To:

Back Search Export

# Partner FAQ

Mission Acquisition Powered by NCB – ISG NA

# ISG NCB FAQ

- What is the difference between Mission Acquisition and New Customer Bonus (NCB)?
  - Mission Acquisition is the Program and NCB is the process within LBPe used to execute the Program. LBPe will reflect NCB terminology (i.e., a Partner will request **NCB** approval; if awarded, an **NCB** discount code can be applied to bids, etc.)
- How is an “Acquisition / New” Customer defined?
  - The end customer must not have any active pricing contracts and must not have generated ISG revenue >\$3K in the last three years
- Is Deal Registration required to receive NCB approval?
  - No, HOWEVER, **Deal Reg IS required to apply the NCB discount code to a bid**
  - **Best practice is to request NCB and immediately submit a deal registration**
- What end customer segments are eligible for NCB?
  - All ISG customer segments are eligible
- Who approves NCB submissions?
  - NCB submissions are will auto-approve based on built-in inclusion and exclusion logic
- When the NCB is approved, it generates a long discount voucher number, do I need to remember that?
  - No, the code will be available in a dropdown list in the bid (see step by step guide on how to apply it)
- Can NCB be applied to LBPI bids?
  - No, the NCB discount code is only available for use in LBPe

# ISG NCB FAQ continued

- Can an NCB be withdrawn after it is approved?
  - Yes. Lenovo reserves the right to withdraw an approved NCB if requested by the Partner or if deemed necessary
- What is the NCB discount code percentage?
  - 10% off the final bid price
- How long is the NCB discount code valid for?
  - The NCB code is valid for six months from the date of NCB approval
  - **NEW:** When the code expires, you will have access to a 5% discount pricing grid to use for an additional six months
- Can the NCB discount code be reused?
  - Yes, the NCB code is reusable for six months on LBPe created bids for the approved end customer
- Are all ISG products eligible?
  - All ISG products that can be bid in LBPe are eligible for the NCB discount for an approved end user
- Can the NCB discount code be stacked with other discounts?
  - No, the NCB discount code cannot be stacked with other discount codes or certain promotions
- Can a bid that has an NCB discount applied be further discounted under the Lenovo Review process?
  - No, bids with NCB discounts are not eligible for further discounting

# ISG NCB FAQ continued

- Is there a specific pricing grid that needs to be used when creating bids for NCB approved end customers?
  - Yes, please use the **US** or **Canada LBPe Auto Grid**
  - You will **not** be able to apply the discount code if another grid is selected
- What if there is a **red X** next to the NCB discount code but the end customer is approved for NCB?
  - This means that you either did not use an approved deal reg in the bid and / or you have not selected the correct pricing grid.
  - You must create a bid in LBPe with a valid deal registration AND use the LBPe Auto Grid to be able to apply the NCB discount code
- What if a Distributor submitted the NCB request and it was approved, but a National or Solution Provider wants to create the bid(s), or vice versa?
  - The partner company who requested and received the NCB approval is who needs to create the bid(s) and apply the discount code.
- If I have an approved deal reg for an end customer, can another reseller get approved for NCB for that same end customer?
  - No. If you own the deal reg, that end customer will show as ineligible for NCB to all other reseller companies
- If I have NCB approved for an end customer, can another reseller submit a deal reg for that same end customer?
  - Yes, but they will not be able to get NCB approved.
- What if I need help or have other questions?
  - Please send an email to [supporthub@lenovo.com](mailto:supporthub@lenovo.com)

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**thanks.**