Retail Edge Talking Points: Lenovo ThinkEdge SE100 Edge Server

The Edge is Now: Unleashing the Power of Data at the Edge

Objectives

- Target customers struggling with distributed data, latency, security, and management complexity at the edge.
- Introduce the Lenovo ThinkEdge SE100 as an end-to-end Edge AI solution that simplifies deployment, accelerates AI workloads, and optimizes total cost of ownership.
- Position the ThinkEdge SE100's value proposition, emphasizing its compact design, quiet operation, energy efficiency, and powerful AI capabilities.

Key Beliefs

Edge computing is critical for unlocking real-time insights and competitive advantage by processing data closer to its source.

Organizations need agile, secure, and easily manageable edge infrastructure to scale AI adoption and drive innovation.

The right edge solution transforms how you deploy applications and process data, providing centralized control while enabling powerful, real-time AI.

How Lenovo Delivers : The Lenovo ThinkEdge SE100 offers a cutting-edge, cost-effective edge AI solution designed to meet the demands of modern distributed environments :

Simplified Deployment :
Its ultra-compact 2.1L/3.1L footprint and flexible mounting options (desktop, wall, ceiling, rack) make it ideal for tight spaces outside traditional data centers.

Silent Efficiency:
Operating at less than 35dBA with an Acoustic Mode, it ensures quiet operation, perfect for retail, industrial, and office settings where noise is a concern.

Optimized Power Consumption:
At under 140W (including GPU), the SE100 delivers powerful performance with minimal energy use, reducing operational costs and carbon footprint.

Enhanced Security:
Features like encrypted disks, system lockdown, tamper protection, and remote disable capabilities ensure data integrity and compliance in unsecured locations.

Remote Management:
Easy to deploy and manage remotely with Lenovo XClarity Controller and Lenovo Open Cloud Automation, minimizing the need for on-site IT expertise.

Accelerated AI:
Powered by the latest Intel Core Ultra processors (CPU+GPU+NPU), delivering up to 92 AI TOPS (and scalable with optional GPUs up to 307 AI TOPS) for demanding AI workloads like computer vision, machine learning, and real-time inferencing.

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

For IT Operations/Infrastructure Managers:

- Are you currently challenged by the complexity or cost of managing your distributed IT infrastructure at the edge?
- How critical is real-time data processing and AI inferencing for your business operations, especially outside the data center?
- Are space limitations or environmental factors (like noise or temperature) hindering your ability to deploy computing power closer to your data sources?
- How important is it for you to have robust security measures and remote management capabilities for your edge devices?
- Are you looking for ways to consolidate workloads at the edge to reduce the number of devices and simplify management?
- Is your current edge hardware capable of supporting future AI and machine learning initiatives without extensive upgrades?

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

- **Send the Lenovo ThinkEdge SE100 Datasheet** and for a detailed overview.
- **Offer an interactive 3D tour** or a virtual demo of the ThinkEdge SE100.
- **Schedule a follow-up discussion** to explore specific AI use cases and deployment scenarios relevant to their business (e.g., Smart Retail, Manufacturing, Smart Hospitality, Infrastructure).
- **Discuss how Lenovo TruScale** can provide edge-computing-as-a-service for predictable monthly payments.
- **Create an opportunity in SFDC** and link it to this ThinkEdge SE100 campaign.

Competitive Differentiators: Why Lenovo ThinkEdge SE100?

Unmatched Compactness & Versatility:	Up to 85% space saving compared to standard 1U rack servers, with diverse mounting options for any environment.
Whisper-Quiet Operation:	At less than 35dBA, it's significantly quieter than many competitors, making it ideal for occupied spaces.
Ultra-Efficient Power:	Lower power consumption (<140W with GPU) reduces operational costs and supports sustainability goals.
Cutting-Edge AI Performance:	Powered by Intel Core Ultra processors and supporting high-performance NVIDIA GPUs, offering superior AI processing at the edge.
Comprehensive Security from Edge to Cloud:	Features like ThinkShield Key Vault Portal, System Lockdown, encrypted drives, and tamper detection provide unparalleled data and system protection.
Simplified Management at Scale:	Leverage Lenovo XClarity Controller and Open Cloud Automation for easy remote deployment, monitoring, and management across a vast fleet of devices, reducing deployment time and resource usage by up to 60%.
Designed for Harsh Environments:	Rated for industrial temperatures (5°C to 45°C) and IP50 dust protection, ensuring reliability in non-data center settings.

Resources for Sales Team

- Lenovo ThinkEdge SE100 Product Page.
- Interactive 3D Tour of ThinkEdge SE100.
- ThinkEdge SE100 Battlecard (for quick reference on key selling points)
- ThinkEdge SE100 Infographic (visual summary of benefits)
- Lenovo XClarity Administrator and Open Cloud Automation documentation
- Lenovo AI Innovators Program and Validated Designs information
- Sales training courses on ThinkEdge SE100 (e.g., "Think AI Weekly: ThinkEdge SE100 - AI Anywhere, Affordable Everywhere")
- Lenovo Financial Services & TruScale offerings