Tech Refresh Talking Points: Lenovo Infrastructure Modernization Solutions
Modernize Your Infrastructure for the Radical Future with Lenovo

Objective
Position Lenovo as the trusted partner for modernizing IT infrastructure, empowering customers to achieve significant performance gains, cost optimization, enhanced security, and AI readiness across their server, data management, edge, and hybrid cloud environments. The ultimate goal is to provide the three precursors for AI adoption: Time, Money, and Data.

Introduce
AI adoption is a competitive imperative, but many organizations—the "Clueless" (51% not started)—face significant hurdles like limited AI skills, lack of budget, and no data strategy. Lenovo's comprehensive approach to Tech Refresh is designed to help these customers overcome these challenges by modernizing their IT infrastructure, which is the essential first step to accelerating digital transformation, reducing operating costs, and improving application performance.

Position
The value proposition of Lenovo's integrated solutions, highlighting our leadership in server reliability and security, advanced data management capabilities, robust edge solutions, and seamless hybrid cloud optimization, all designed to future-proof IT for emerging workloads like AI. By decluttering their environment and optimizing costs, we help customers build the foundation of trust for a long-term partnership.

Key Beliefs

Modernization is a Competitive Imperative	AI adoption is no longer optional; it's a competitive requirement for companies of all sizes and industries
Performance and Efficiency are Intertwined	Achieving higher performance must go hand-in-hand with optimizing energy consumption and reducing TCO.
Security is Foundational	Robust security, from design to decommissioning, is critical to protect data and ensure business continuity.
Data is the New Oil	Robust security, from design to decommissioning, is critical to protect data and ensure business continuity.
Hybrid IT is the Reality	Optimizing application workload placement and price-for-performance across edge and cloud environments is essential for agility and cost control..

How Lenovo Delivers

Server Differentiation: Lenovo ThinkSystem V4 Servers and Intel® Xeon® 6 Processors offer significant advancements:	• **Increased Performance**: Up to 6.1x higher compute performance for complex workloads. • **Server Consolidation**: Achieve up to 4:1 server consolidation, leading to reduced energy consumption, data center footprint, and TCO. • **Energy Efficiency**: Innovative Neptune™ Liquid-cooling options can reduce power consumption by up to 40% and improve thermal efficiency by 3.5x. • **Leading Reliability & Security**: #1 in x86 server reliability for 11 consecutive years and rated "Most Secure" for 6 consecutive years by ITIC. Lenovo's secure supply chain and Secure Development Lifecycle ensure built-in security from design to decommission. • **Next-Gen Memory**: 2X faster DDR5 memory with MRDIMM technology for improved bandwidth to support faster time to insight. • **Advanced Security Features**: Enhanced Platform Firmware Resiliency (PFR) with NIST SP800-193 compliant hardware root of trust, and Lenovo System Guard to protect against supply chain attacks. Emulex Secure Fibre Channel host bus adapters (FC HBAs) integrate quantum-resistant algorithms for encrypted data.
Data Management: Lenovo helps customers manage data effectively across its lifecycle	• **Optimize Data**: Collect, filter, structure, make available, and secure data for smarter IT decisions. • **Flexible Storage Solutions**: ThinkSystem DE, DG, and DM series storage offers performance, capacity, and flexibility with options for all-flash and hybrid models, unified file/block/object storage, and integrated ransomware protection. • **Data Sovereignty and Compliance**: On-premises infrastructure ensures complete control over data, crucial for industries with strict regulations. • **AI-Ready Data**: Modernizing IT infrastructure and organizing data speeds up the transition to AI when customers are ready. TruScale can also provide cloud economics with no egress fees for data.
Edge Products: Lenovo offers robust solutions for the edge:	• **ThinkAgile SDI Solutions**: AI-optimized, pre-engineered, and validated designs for confident deployment, including ThinkAgile HX V3 Series, ThinkAgile MX & SXM V3 Series, and ThinkAgile VX V3 Series. These simplify hybrid cloud and multi-cloud environments, accelerate AI initiatives, and are powered by industry-leading software like Nutanix, Microsoft Azure, and VMware.
Hybrid Cloud: Lenovo provides solutions for optimizing hybrid IT environments	• **Cost Optimization**: Optimize application workload placement and price-for-performance at the edge or in the cloud. • **Seamless Integration**: End-to-end open solutions tailored and easy to integrate into any environment. • **Simplified Management**: XClarity Systems Management simplifies and automates deployment and management of Lenovo infrastructure, providing centralized resource management and saving administrators time. • **TruScale Infrastructure** as a Service (IaaS): Offers a pay-as-you-go model for the latest datacenter hardware, providing flexibility and freeing up capital with minimal up-front costs. • **Workload Repatriation**: TruScale helps repatriate workloads without re-staffing.

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

Tech Refresh:
Is there hardware in your environment that is more than 4 years old?
How many different hardware platforms or infrastructure software vendors do you have in your environment?
What are you using to manage your gear and firmware updates today?
Would using an IaaS like TruScale allow you to repurpose internal resources?

Hybrid Cloud Optimization:
Do you monitor your deployed hardware to ensure the right provisioning?
Have you found the cost of cloud to be more expensive than anticipated?
Has your VMware or other software costs gone up significantly?
Do you have a strategy to store sensitive data on-premises?
Would an IaaS (TruScale) help you repatriate workloads without re-staffing?

Data Management:
Where are you currently generating the most data?
What is your strategy for demands that data will be useful in the future?
How much of your data is structured in a database?
Are you processing your data where it is being stored?
Do you have a data security, backup, or disaster recovery strategy?
Did you know TruScale can give your data cloud economics with no egress fees?

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

Offer a complimentary Hybrid IT analysis from Lenovo using OneIQ to identify opportunities to reduce costs, modernize IT infrastructure, and align with business value.

Review Lenovo ThinkAgile and ThinkSystem solutions for optimal workload density, price, and performance based on the OneIQ analysis.

Share the "Infrastructure Modernization Customer Presentation" and "OneIQ Presentation" for a detailed overview.

Discuss Lenovo TruScale Infrastructure as a Service (IaaS) options for additional budget savings and flexible consumption models.

Explain Lenovo Asset Recovery Services to help offset costs when upgrading and for responsible disposal of outdated equipment.

Schedule a follow-up discussion to create a modernization plan tailored to their specific needs and future goals, including preparing for AI workloads.

Engage Lenovo Technical Sales (LETS) for technical support and sizing assessments.

Competitive Differentiators: Why Lenovo?

Industry-Leading Reliability & Security	Consistently ranked #1 by ITIC for x86 server reliability (11 years) and security (6 years). We have the highest security level achieved for supply chain: C-TPAT Tier 3.
Cost Optimization & ROI	Modernization can reduce TCO by up to 53% and offers significant energy cost savings with Neptune™ Liquid-cooling.
AI-Ready Infrastructure	Lenovo ThinkSystem V4 servers powered by Intel® Xeon® 6 processors are designed to support and accelerate AI workloads, providing the necessary "Time, Money, and Data" precursors.
Comprehensive Portfolio	End-to-end open solutions from Edge to Core to Cloud, including servers, storage, networking, and hyperconverged infrastructure.
Simplified Management	Lenovo XClarity System Management provides a single pane of glass for monitoring, managing, and automating Lenovo's infrastructure.
Flexible Consumption Models	TruScale Infrastructure as a Service provides a pay-as-you-go model, aligning IT costs with business needs.
Sustainability Commitment	Recognized as one of the world's most sustainable companies, Lenovo helps customers achieve their sustainability goals through energy-efficient products and solutions.

Resources for Sales Team

Tech Refresh Sales Kit (HighSpot): Contains customer presentations, conversation cards, email templates, OneIQ materials, and tech briefs on Infrastructure Modernization, Security, AI-Ready Data, and Sustainability.

Sales Tools: Power BI, OneIQ Assessment Tool, DCSC Configurator, and Intel® TCO Calculator.

Training (Grow@Lenovo): Courses on Data Center fundamentals, ThinkSystem V4 servers, Windows Server 2025, and Intel Xeon 6 Processors.

Lenovo Asset Recovery Services: Contact information for ARS solutioning, delivery, and billing teams.

LETS Port al: Access to the ISG Inside Presales Technical Team for configuration, sizing, and POC support.