

## Why Lenovo ISG Talking Points

From pocket to cloud, we provide smarter solutions that simplify your infrastructure, accelerate innovation, and deliver unmatched security and performance.



### Objective

Position Lenovo as a comprehensive solution for integrated infrastructure, leveraging the strengths of our global presence, innovation, and strategic partnerships to meet customer needs in data center modernization, hybrid cloud optimization, AI, and SAP HANA initiatives, while simplifying IT infrastructure with integrated, high-performance, and secure solutions.



### Introduce

Lenovo's unique position as a leading global technology company, offering a full spectrum of products from pocket to cloud, underpinned by a commitment to "Smarter Technology for All".



### Position

Highlight Lenovo's distinct advantages, including our end-to-end global capabilities, industry-leading performance and reliability, advanced security practices, and a partner-first strategy, all contributing to a lower total cost of ownership and accelerated digital transformation for our customers.

## Key Beliefs

<b>Integrated Solutions are Key</b>	Customers benefit most from pre-engineered and validated solutions that simplify deployment and reduce time-to-value.
<b>Performance and Reliability Matter</b>	Modern data centers and hybrid cloud environments demand high-performance, low-latency compute and networking, coupled with reliable storage.
<b>Security is Paramount</b>	Robust security features are essential to protect critical data and applications across the entire IT infrastructure, from product design to supply chain and business processes.
<b>Simplified Management Drives Efficiency</b>	A unified approach to infrastructure management reduces operational complexity and frees up IT resources.
<b>Strategic Partnerships Accelerate Innovation</b>	Combining the strengths of industry leaders delivers superior solutions and accelerates digital transformation.

## How Lenovo Delivers

<b>End-to-End Global Capabilities &amp; ODM+ Model</b>	<ul style="list-style-type: none"> <li>• <b>Lenovo is a truly global company</b> with 70,000 employees across 180 markets worldwide.</li> <li>• Unlike competitors, <b>Lenovo owns and operates its own manufacturing sites</b> (over 35 globally), allowing for better control over quality, costs, and security.</li> <li>• Our ODM+ model combines the strengths of an OEM (bringing branded products to market) with an ODM (owning manufacturing), offering <b>unique flexibility</b> and in-house engineering expertise to <b>optimize customer designs</b> for performance, thermals, and power. This strategic advantage is particularly crucial in the hyper-scale and cloud markets.</li> <li>• Our global footprint and distributed R&amp;D (18 locations worldwide) enable a "follow the sun" model, ensuring <b>24/7 support</b> and <b>rapid problem resolution</b> for critical customer situations.</li> <li>• Lenovo has been recognized by Gartner as a <b>top 10 company in supply chain excellence</b>, demonstrating our ability to manage complex logistics and deliver sophisticated compute solutions globally.</li> </ul>
<b>Industry-Leading Performance &amp; Reliability</b>	<ul style="list-style-type: none"> <li>• Lenovo servers are consistently <b>ranked #1 in x86 server reliability</b>, with over ten consecutive years of <b>leading the industry in preventing unplanned downtime</b> of more than four hours.</li> <li>• We hold <b>587 current world record performance benchmarks</b> across various workloads, significantly more than our closest competitor. This manic focus on performance allows Lenovo to extract maximum efficiency from standard components, leading to substantial cost savings for customers, particularly in large-scale deployments.</li> <li>• Our HPC (High-Performance Computing) leadership, with over <b>six consecutive years as the #1 provider of supercomputers</b> on the Top500 list, drives innovation that trickles down to our mainstream enterprise products, such as advanced liquid cooling technologies.</li> </ul>
<b>Advanced Security</b>	<ul style="list-style-type: none"> <li>• <b>Lenovo's security practices are rigorously scrutinized</b> by government bodies like C-I-F-I-U-S (Committee on Foreign Investment in the United States), especially following major acquisitions.</li> <li>• We employ unique security measures, such as requiring U.S. citizens located in the U.S. to perform firmware signing in a biometrically secured facility, <b>ensuring unmatched supply chain and product security</b>.</li> <li>• Our ThinkAgile solutions feature a "best recipe" approach, where by <b>Lenovo and our software partners (Microsoft, VMware, Nutanix)</b> before deployment, minimizing the risk of system-breaking updates.</li> </ul>
<b>Comprehensive Infrastructure Solutions &amp; Software Innovation</b>	<ul style="list-style-type: none"> <li>• <b>Lenovo offers a broad and robust ISG portfolio</b>, including ThinkSystem servers (rack, tower, dense, mission-critical), ThinkAgile hyperconverged solutions, storage partnerships with NetApp, and a dedicated telco practice.</li> <li>• Our ThinkEdge products are designed with intent for edge computing, featuring robust designs for harsh environments and unique security features like accelerometers to <b>protect against physical tampering and data theft</b>.</li> <li>• <b>Lenovo develops its own IP software for infrastructure management</b>, including XClarity (system management, one-to-many administration, integration with third-party platforms) and Lenovo Open Cloud Automation (zero-touch provisioning at the edge for thousands of distributed locations).</li> <li>• LICO (Lenovo Intelligent Computing Orchestration) software, developed from our HPC expertise, on high-performance clusters, now extending its benefits to enterprise generative AI and A-GPU deployments.</li> </ul>

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

- What are your biggest challenges in deploying and managing your current data center or hybrid cloud infrastructure?
- How critical is network performance and low latency for your key applications, such as SAP HANA or AI workloads?
- Are you looking for ways to simplify procurement and deployment of integrated server and networking solutions?
- How important are advanced security features and unified network management in your current and future IT plans?
- Are you experiencing any difficulties with interoperability between your existing server and networking hardware?
- What are your long-term goals for data center modernization, hybrid cloud adoption, or AI/HPC initiatives?

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

- **Send the Lenovo ISG Solutions Customer Presentation** for a detailed overview of our integrated offerings.
- **Discuss the benefits of factory and rack integration** for their specific environment and workloads.
- **Schedule a follow-up discussion** to explore specific use cases (e.g., data center modernization, hybrid cloud, SAP HANA, AI projects) and solution architectures relevant to their business.
- **Engage Lenovo ISG Specialists** for technical support and demonstrations.

## Competitive Differentiators: Why Lenovo?

<b>Unmatched End-to-End Capabilities &amp; ODM+ Model</b>	Lenovo's unique position as the only company offering products from "pocket to cloud" and owning its manufacturing facilities provides unparalleled over quality, cost, and security, enabling highly customized and optimized solutions.
<b>Superior Performance &amp; Reliability</b>	With a proven track record of #1 reliability in x86 servers and leading performance benchmarks, Lenovo consistently delivers higher value and efficiency for demanding workloads..
<b>Industry-Leading Security</b>	Lenovo's rigorous security practices, including oversight by US government bodies and unique in-house firmware signing processes, make us the most secure tech company in the industry. Our "best recipe" approach for ThinkAgile ensures robust validation of third-party software components.
<b>Accelerated Innovation &amp; Future-Proofing</b>	Our significant R&D investments, particularly in HPC and AI, and our ability to transfer cutting-edge technologies (like liquid cooling from HPC) to mainstream enterprise products, ensure customers benefit from the latest advancements and are prepared for future demands.
<b>Optimized TCO &amp; ROI</b>	Through digital transformation initiatives in manufacturing and supply chain, and by offering highly optimized and reliable products, Lenovo helps customers achieve significant cost savings and a faster return on investment.
<b>Global Reach &amp; Localized Support</b>	With a vast global presence and distributed R&D, Lenovo offers consistent, high-quality service and support worldwide, including 24/7 "follow the sun" assistance for critical issues.
<b>Flexible &amp; Partner-First Ecosystem</b>	Unlike competitors that acquire software companies, <b>Lenovo maintains a partner-first strategy</b> , collaborating with industry leaders to provide customers with the best-of-breed solutions without vendor lock-in or bias. This is reflected in our robust IP software for systems management and orchestration.



### Resources for Sales Team

[Why Lenovo?](#) Looking for the latest Why Lenovo deck? You will find the latest decks and templates here. We will also have videos on how to pitch Why Lenovo to your customers and/or partners.