



Think Lenovo | Think Cloud

Lenovo program for Service Providers

To grow in the services-oriented world you need a competitive edge. Your business should respond to opportunities to grow existing customers and on-board new ones - quickly, securely, and cost-effectively.

But, how do you expand your operation without investing in infrastructure and service delivery which could compromise your cash flow?

Your game changer for the future-ready data center

Your success depends on being able to provide hardware that is highly available and reliable. After all, performance, ease of deployment and servicing are critical when virtualizing workloads. Lenovo deliver on this promise through innovation and breakthrough capabilities. Our server portfolio, powered by Intel® Xeon® processors, continues to be rated as the most reliable range for the last 16 quarters¹, and has the highest customer satisfaction rating².

At Lenovo we recognize however, that in this highly competitive market we need to go beyond the hardware. That's why we can also partner with you to tackle your financial challenges, such as cashflow, deferred profit, capital expense and access to credit.

Lead your business to profitable growth

The Lenovo program for Service Providers has been proven to effectively address these issues and lead your business to profitable growth. Program elements include highly competitive and predictable framework pricing, deferred payments that allow securing revenue from anchor clients before paying for the hardware and a very creative consumption model where there is very little risk and no capital expenditure required.

Couple this with business development and marketing funds and it's easy to see how Lenovo are not only the supplier of the best servers in the market, Lenovo are also the most supportive partner for your business!



Lenovo™



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¹ ITIC Global Server Hardware, Reliability Report: 2016-2017 (October 2016) | <http://inv.gy/2lXpp13>

² Lenovo keeps #1 position in customer satisfaction, read more at TBR 2H16 Customer Satisfaction x86-based Study, December 2016 | <http://inv.gy/2m101DS>

Pay less, Pay later, Pay as you grow - The Choice is Yours

The Lenovo program for Service Providers is specifically designed to give your company access to leadership technology and innovative means to grow your business profitably.

- **Buy from your chosen distributor with a competitive pricing framework**

You can purchase a Lenovo data center offering directly from one of our authorised distributors. This gives you the opportunity to establish and leverage a relationship with a distributor of your choice, and to obtain highly competitive pricing based around a pre-approved framework.

- **Easy access to business development and co-marketing funds**

The program offers co-marketing funds tailored to deliver client focused marketing activities promoting your specific value proposition. The marketing program is jointly supported by Lenovo and Intel and pays back up to 50% of the cost of a pre-agreed server-focused plan (program T&C's apply).

- **Buy now, pay later - KickStart deferred payment**

The program offers credit-qualified Service Providers up to 120 days deferred payment on Lenovo data center offerings. You can act now, acquire increased data center capacity and breakthrough performance, allowing on-boarding of new customers while reducing financial risk and conserving cash.

- **Shared-risk, consumption based pricing model**

Credit-qualified Service Providers can benefit from an innovative shared-risk offering that allows payments to mirror usage, improving cash-flow with no capital expenditure required. You lease the infrastructure using 36 monthly payments and flexible end of contract options - return, buy, replace. Additional compute capacity is added to the base lease cost as a predictable monthly charge with a maximum payment cap from day one.

In addition, eligible program members receive a quarterly financial rebate against purchases of all Lenovo data center hardware, software and services during the prior quarter. All to further invest in your business and drive success.

Expand your business and gain new opportunities

The Lenovo team is committed to providing you with the best hardware, services and consulting in the industry. Register now to experience profitable growth with the Lenovo program for Service Providers. For more information visit www.lenovo-lspp.com or contact us at lspp_emea@lenovo.com

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