

Lenovo Delivers A Channel-First Partner Experience. Every Time.

Smarter
technology
for all

Lenovo

intel®

What Is Channel-First?



Commitment to making channel partners a priority



Investing in and optimizing channel tools and enablement resources



Maximize profits through simple partner incentive programs

A true partner should help you compete, not compete against you.

We Deliver Your Success

At Lenovo, we're always working to help our partners. Here's how!



Identify Opportunity - We'll contact you early in the sales process on any new opportunity Lenovo uncovers.

Determine Factors - We examine multiple aspects of the deal, including non-competitive relationships, geographic or vertical focus and value-added capabilities.



Engage Together - Partners are an extension of the Lenovo team, so they join together and discuss the opportunity with the customer.

Can Your Vendors Do What We Do?

Lenovo doesn't take customers away from partners. This approach, unique to Lenovo, minimizes channel conflict and stolen deals.

100%

of new customer opportunities
Lenovo identifies get assigned to a channel partner

0

Lenovo reps have zero added incentive to take new customer opportunities direct

We have a partner program that we believe in, and you should, too!



"The single greatest value in the partnership between Groupware, Lenovo and Intel® teams is that we have developed a close collaborative relationship in working together to deliver innovative data center solutions that empower customers to meet their business objectives and drive business value."

Samara Halterman, VP of marketing at Groupware Technology Inc.

Are you ready to see what a real partnership looks like?

Go Channel-First