



Measuring Success By Our Channel Partners

Lenovo treats every piece of partner feedback as critically important. No question, comment or concern goes unaddressed. That's why, this year, solution providers recognized Lenovo in the CRN 2019 Annual Report Card (ARC) as being the top vendor in three of the most highly valued categories: Product Quality & Reliability (Winner), Ease of Doing Business (Winner), and Profit Margin/Profit Potential (Winner). The awards, determined by partners within the channel community, are a great source of pride for Lenovo.

When solution providers speak, Lenovo listens. Their efforts show great progress and stand as a testament to Lenovo's knowledge of how to adjust in a highly competitive market.

For example, the launch of the EDGE campaign stands out as a marked improvement in Lenovo's engagement strategy over previous years. Through product deals, lead generation, in-person demos, and special events, the company was able to effectively raise brand awareness and target ready-to-buy customers, all while improving relations with current customers.

The Lenovo logo, consisting of the word 'Lenovo' in white, sans-serif font on a red rectangular background.



"We give 100 percent effort in meeting our partners' needs, and we measure our success by being their #1 choice. Over the past year, Lenovo has worked tirelessly to go the extra mile for our partners—and the 2019 ARC recognition is validation of that. But the work doesn't stop there. We are excited to continue our efforts to help our partners find success."

— Rob Cato, Vice President and NA Channel Chief, Lenovo

Vice President and NA Channel Chief at Lenovo, Rob Cato, has expressed great excitement about the ARC recognition.

"We give 100 percent effort in meeting our partners' needs, and we measure our success by being their #1 choice," said Cato. "Over the past year, Lenovo has worked tirelessly to go the extra mile for our partners—and the 2019 ARC recognition is validation of that. But the work doesn't stop there. We are excited to continue our efforts to help our partners find success."

High-end hardware and second-to-none customer service is the perfect combination to help drive partner profitability. And, in turn, Lenovo's partners are able to provide their customers with experiences that boost sales.

Eighty-five percent of Lenovo's total revenue in North America goes through the channel. It is a critical part of the Lenovo business model, and deserves a high level of attention. The company is proud to receive high 2019 ARC, but this is just the beginning. Expect Lenovo to prioritize channel revenue expansion as it pushes towards new heights and even greater partner satisfaction levels.



Scan here to view how important partner success is to Lenovo.

Become a partner at:

<https://www.lenovopartnernetwork.com/us/become-a-partner/>