

Channel Chief View

Shape The Future Of Business With Intelligent Transformation

Q. What is the key to success for your channel partners in 2019?

A. (Rob Cato) Execution is key to our joint success. Lenovo has a focused channel strategy for 2019, aligned with our partners across the SMB, large enterprise and K-12 communities. Our approach is threefold: Empower partners with tools, programs and improved response times to make them successful; continue our Engage marketing program, which provides partners access to seed units, as well as the ability to generate leads and hold joint customer events; and enable customized support for partners based on end-user needs through our communities that provide a tailored experience.

Q. What prominent technology investments are you making in 2019?

A. (RC) For our customers, we are investing in future technologies, like AR/VR, IoT and smart office solutions to provide them with offerings that make their businesses more efficient. For our partners, we are making major investments to enhance their experience via digital capabilities and intelligent automation. Ultimately, this will make Lenovo easier to do business with and provide faster time to market and response to customer needs. By improving the partner experience, we can elevate productivity, increase revenue growth and improve their profitability.

Q. What's the most significant market opportunity for partners in 2019?

A. (Stefan Bockhop) The need to guide customers to the right outcomes on their journey to Intelligent Transformation of their businesses. Customers and partners will have many choices in the market, both in terms of vendor relationships and, more importantly, the outcomes and platforms they will position their business on moving forward. The world is moving to a hybrid and heterogeneous model for IT consumption and Lenovo embraces that model with our incredibly diverse and comprehensive data center portfolio.

Q. What investments besides technology are you making to ensure channel success?

A. (SB) We have increased the number of field and call center employees to ensure the right people from concept and design are backing the data center solutions we offer to implementation. In our virtual test environments, customers can gauge a solution before they make costly investments. Additionally, we recently launched new configuration and pricing tools, and we're enhancing our deal registration portal to reduce time and complexity, so we can all spend more time with our customers.



MOST INFLUENTIAL



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