

Partner reference
USA

Eastern Data (GA)

Solving client challenges
with innovative solutions
that drive profitability.

Lenovo Smarter Infrastructure Solutions Channel Partner Program: Profitability

Eastern Data Inc. (EDI) is building on its Channel Partner relationship with Lenovo to win larger and more complex deals, all while profiting from generous financial incentives.

As EDI rises up the value chain, Lenovo helps the company punch above its weight, providing syndicated marketing materials, intelligent configuration tools and technical support.

Cami Parks, Executive Director of Operations & Marketing at EDI says: "Working with Lenovo and Intel helps us step up to the plate when clients come to us with their challenges. With Lenovo, the deal registration process is very user-friendly, complemented with strategic advantageous partner incentive programs that encourage growth."



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Cami Parks, Executive Director of Operations & Marketing,
Eastern Data Inc.

Benefits for Lenovo Channel Partners

- Lenovo puts the channel first, maximizing the profit share for partners
- Brand recognition and client confidence in Lenovo helps close deals
- Great financial benefits through competitive pricing and partner incentive programs
- Robust Intel technology gives clients confidence in running mission-critical workloads
- Exceptionally reliable and fast supply chain helps ensure client satisfaction

Lenovo

