



Lenovo
360

Smarter
technology
for all

Lenovo

Evolving our world together

Complement your IT services capabilities and adapt with strength, agility, and expertise.

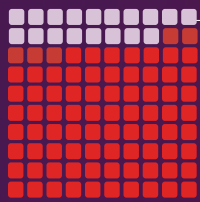
The characteristics of successful modern businesses are evolving, and your customer needs are changing alongside. More than ever, providing a broad range of flexible solutions and services is critical to delivering a positive customer experience, and creating opportunities for revenue. Lenovo complements your IT Services capabilities, providing solutions and enablement resources, so you can extend your customer offering.

Lenovo can help you meet those needs and accelerate your services journey. Transact with confidence based on Lenovo's strong commitment to the channel. Reduce operational costs and leverage Lenovo to deliver best-in-class services and solutions, partnering with a global technology leader with a reputation for reliable innovation. Working together, we can strengthen your competitive position, enhance your agility, and build on your success.

Strengthen your position in a **competitive market**

Lenovo SSG is ready to maximize your opportunities and grow your revenue, making it easier than ever for you to deepen your sales conversations and broaden your customer offering by incorporating our full range of solutions.

**Supplement your offering with broad
and flexible solutions, from pocket to cloud.**



82% of partners consider
Lenovo a channel-friendly vendor
in the services space.¹

Partner your way by choosing from solutions and services that are easy to activate and simple to sell – whenever and however you need them. Complement your own portfolio and capabilities and increase your reach, exploring new opportunities and growing revenue.

Focus on owning and nurturing your customer relationships, and eliminate cumbersome, costly – and often limited – service delivery operations. We provide a convenient and reliable strategy for addressing more customer needs while reducing operational and providing global, always-on support





Respond to customer needs with **effortless agility**

Support customer transformation and elevate your sales conversations using sales models that adapt to their changing priorities.

Channeling the solutions and services of Lenovo SSG empowers you to answer a broader range of customer needs. Whether it's connecting the pocket to the cloud or saving the planet, you can leverage the broadest portfolio in the IT industry and offer solutions that transform each customer's unique vision into value.

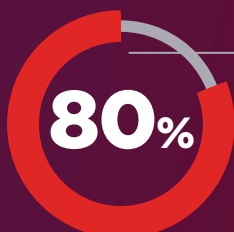
Simply provide access to world-class innovation using the most flexible delivery models in the market. Scale as much as needed, acting with agility to incorporate the latest and most powerful technology to address new and emerging challenges. From best-in-class support to carbon offset services, you can offer your customers flexible access to whichever solutions they need, while building your reputation as a trusted IT advisor.

A trillion-dollar market where we can **collectively win**

Lenovo has the best sales enablement and marketing materials to boost your revenue in the IT Services business.

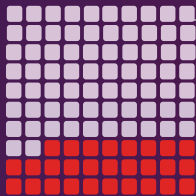
Thrive with our channel-centric approach and access the breadth of resources you need to succeed in the market. Our powerful global marketing engine will help create demand for your business, and our co-branded marketing initiatives will allow you to stand out and grasp new customers and opportunities.

In a market with such complex demands and ever-changing needs, partnerships are key for success. Lenovo's joint go-to-market frameworks provide you the flexibility to partner your way and capitalize on our breadth of solutions that will provide you with unique customer value - no matter where you are in the IT Services journey.



80% of partners have a positive perception of our as a Service go-to-market frameworks.¹

Deepen your expertise and unleash your sales potential



Burdened with operational tasks,
sales professionals, on average, spend only

28% of their time
selling ²

The amount of time your teams spend on operational tasks is a significant bottleneck to the results of your business. It's why we've developed a range of automated tools, programs, and sales enablement resources that can save time and effort, and make sales easy.

Our training programs help sellers become subject matter experts on the specific services, solutions, and topics that matter to their customers. They reward progress with certifications and credentials, so your business can differentiate in the marketplace.

And, for any technical questions you may have, we provide a point of contact for you to get in touch with our subject matter experts. They can help with quotes, solutions building, and any other support you might need to deepen your sales conversations with customers.

Get started today

Visit the [Lenovo Partner Hub](#) to learn more about **Lenovo Solutions and Services**.
Or contact your Lenovo channel representative for more information.

Lenovo SSG & Channel - Brochure - 04262023_LZ

1- Canalsys survey - Perception of Channel Partners, 2023

2- Sales force: salesforce.com - 15 sales statistics.

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