

# Welcome Partners to a smarter future with Lenovo

Smarter  
technology  
for all

Lenovo

Channel partner  
onboarding kit

 Windows 10

Lenovo recommends  
Windows 10 PRO for business.



# Introduction

**Lenovo's commitment to selling through the channel allows us to focus on creating and marketing innovative products and solutions.**

So, we want to make it easier than ever to onboard new partners and share our values with them. To do so, we have created a new Channel Partner Onboarding Kit. This highlights the benefits that partners can expect when doing business with us:

## 1 Growth and innovation

An award-winning, end-to-end, innovative and reliable portfolio of smart products and solutions, which are in high demand.

## 2 Products and solutions

Smarter technology designed to transform collaboration and help companies work more effectively.

## 3 Ease of doing business

A simple program structure, a clear bonus scheme and better margins. Plus easy to use tools, co-brandable campaigns, and regular promotions to generate leads and sales.





# Tell our story

We want new partners to know our history – how we started as a small business and have now grown to be one of the world’s top 100 brands. We’ve done so through a history of global innovation, developing new products, solutions and market-firsts, improving our infrastructure and processes, and putting customer-centricity at the heart of everything we do.

With Lenovo, they are partnering with a company that:



**SELLS FIVE DEVICES  
EVERY SECOND  
IN 160 MARKETS**



**IS RATED #1 OF 86  
VENDORS IN ITIC  
RELIABILITY SURVEY FOR  
5 CONSECUTIVE YEARS**



**IS TRUSTED AROUND  
THE WORLD**  
3000+ FIELD SERVICE  
LOCATIONS 150,000+  
PARTNERS



**HAS OVER 100  
WORLD-CLASS  
BENCHMARKS  
FROM BIG DATA TO  
VIRTUALISATION**





# Together, we do smarter business

▶ **Partners**  
account for over  
**95%**  
of our business  
in EMEA

At Lenovo, innovation goes beyond products and solutions to impact every aspect of our relationship with our business partners. We want a smarter future, together.

The new welcome kit for partners shows that once onboarded they have immediate access to everything they need to sell more effectively. That includes smarter technology, smarter tools and resources, and a smarter approach to partnering.



## THE KIT SHOWS THAT BEING A LENOVO PARTNER MEANS:



Attractive rewards, with clear bonus schemes and benefits that grow as they sell



An enhanced Channel Program, including demand generation and better margins for growing their business with Lenovo



Excellent returns through rebates, sales support, and sales incentives



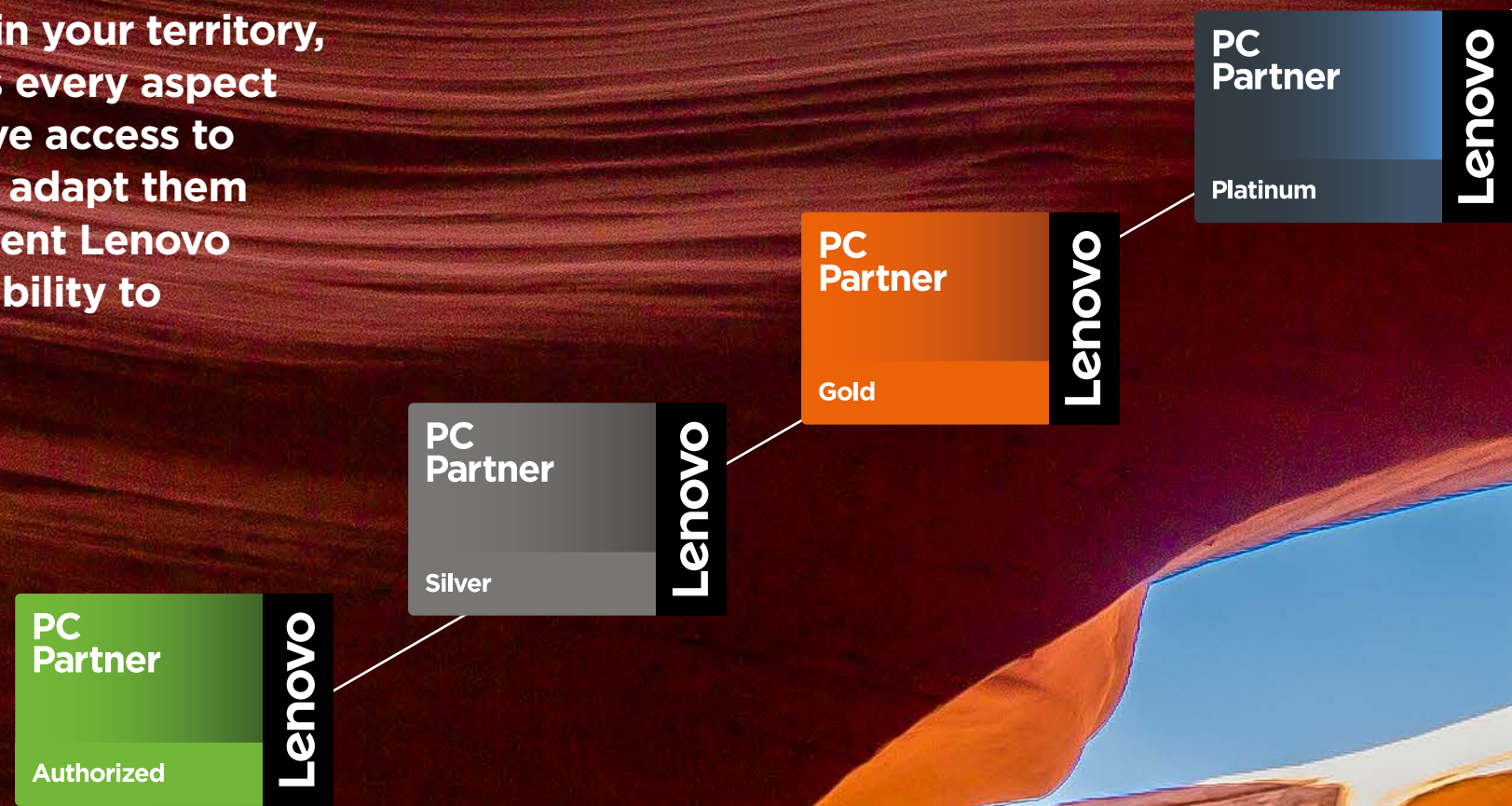
Free pre-built, editable promotional materials to help their sales and marketing efforts





# Assets in the kit

This kit will help you onboard new partners in your territory, quickly and easily. The suite of assets covers every aspect of life as a Lenovo Partner. In this kit you have access to design source files, so you can translate and adapt them where required. This means there's a consistent Lenovo onboarding process, which also has the flexibility to adapt to your regional needs.





## ▶ Onboarding brochure

### Move to a smarter future with Lenovo

#### Objective

To welcome partners at the start of a great partnership. The brochure introduces the benefits of smarter working together as well as details of Lenovo's suite of services and solutions. It also has an overview of the Lenovo Partner Hub and the rewards available with the Partner Engage Program.

#### Target audience

✓ **NEW PARTNERS**

#### Where to use it

Lenovo Partner Hub, events, printed material.





# ▶ Onboarding emails: 1

## Move to a smarter future with Lenovo

### Objective

We recommend partners receive this suite of emails following automated welcome emails. The intention is to excite and engage new partners to the program and show them how they can benefit from a smarter future with Lenovo.

### Target audience

✓ **NEW PARTNERS**

### Where to use it

eDM, nurture.

**Move to a smarter future with Lenovo**

Smarter technology for all

Windows 10

Lenovo recommends Windows 10 PRO for business.

### Welcome to the Lenovo Partner Engage Program

You are now a fully-fledged member of the program and we can promise you that you've made the right decision. You've also chosen the perfect time to profit from selling the technology, services, and support that your customers want most.

There's a reason 5 Lenovo devices are sold every single second. As a partner of the world's largest personal computer vendor, you'll benefit from:

- Innovative Products**  
There's huge demand for our award-winning technologies running on Windows 10.
- Great Rewards**  
You'll earn more as you sell more with highly competitive pricing, special bonuses, attractive margins, generous incentives and promotions.
- Smarter Business**  
You'll get results faster and more easily with ready-made demand generation and co-marketing programs.

**Looking for further proof that you've moved to a smarter future with Lenovo?**

[DOWNLOAD OUR INFOGRAPHIC](#)

As a program member, you'll have exclusive access to:

- ▶ Special rewards
- ▶ Extra benefits
- ▶ Sales support

### Why it's easy to partner with us:

**Boost your business with the Lenovo Partner Engage Program**

We're making it easier than ever to do business with us.

Our library of business-winning online tools and resources is ready to help you build your business, and the Lenovo Smart Products membership program enables you to reap the rewards of your success.

Here's a message for you from our Executive Director.

Our library of business-winning online tools and resources is ready to help you build your business, and the Lenovo Smart Products membership program enables you to reap the rewards of your success.

Here's a message for you from our Executive Director.

[WATCH VIDEO](#)

### Lenovo Partner Engage Program

What you'll get from us:

1. **An enhanced channel program** a clearly defined program for you to progress through as you grow your business, giving you the support and product knowledge to build long-standing relationships with your customers, offer them the best prices and receive attractive rewards.
2. **Intuitive partner portal** ensures you have all the information and support you need at your fingertips.
3. **Benefit from excellent rewards** through rebates, sales support, MDF, demo products and sales representative incentives.
4. **Quick and easy sign-up** or migration with simplified qualification criteria.

And it's all accessible when you need it through the Lenovo Partner Hub.

**With 95% + of Lenovo sales made through Lenovo Partners, we're here to help you grow your business, to grow our business.**

Find out how we support partners like you.

[WATCH THE VIDEO](#)

**Ready to unlock the benefits of being a Lenovo Partner?**

Explore the Lenovo Partner Hub today and see how we can grow together.

[VISIT THE LENOVO PARTNER HUB](#)

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## ▶ Onboarding emails: 2

### Combine your business goals with ours to create a winning partnership

#### Objective

To show new partners the rewards they can reap and encourage them to go large and unlock even more benefits with the Partner Engage Program.

#### Target audience

✓ **NEW PARTNERS**

#### Where to use it

eDM, nurture.

**Move to a smarter future with Lenovo** Smarter technology for all **Lenovo**

Windows 10  
Lenovo recommends Windows 10 PRO for business.

**Combine your business goals with ours to create a winning partnership**

Enjoy greater rewards. Gain valuable expertise. Benefit from Lenovo's support. With the Lenovo Partner Engage Program.

**The Lenovo Partner Engage Program**

▶ Simple ▶ Consistent ▶ Predictable ▶ Profitable

**View a message from our Director**

**WATCH VIDEO**

**Reap the Rewards of your Membership**

- ▶ Award-winning, end-to-end, innovative and reliable product portfolio
- ▶ Broad selection of TopSeller products for best availability
- ▶ Easy to use online tools

#### Lenovo Enhanced Channel Program

Go large and unlock enhanced levels of support as you grow.

Lenovo Product Certifications and annual revenue thresholds determine clearly defined tiers. Work your way through our PC Partner Program or our Data Center Partner programs.



Learn more about the Enhanced Channel Program levels.



Learn more about the Enhanced Channel Program levels.

**DOWNLOAD OUR INFOGRAPHIC**

#### There's even more to being a Lenovo Partner

- Lenovo Bid Portal**  
Configure products and raise bids in a flash to help you sign up new customers in the blink of an eye.
- StarSeller Incremental Bonus Program**  
Receive vouchers to offset against bids in the Lenovo Bid Portal. (Silver, Gold and Platinum Partner Channel members only).
- Marketing Development Funds**  
Co-fund initiatives to grow our business and yours. Exclusive to Platinum members.
- Demand Generation**  
Easy access to participation details for fresh and exciting promotional activities to help you develop your Lenovo business.
- LEAP**  
Be rewarded for your participation in learning and selling programs (DCG Partners only).
- Dealer Locator**  
Have online traffic signposted to your business from Lenovo's dealer locator. Available for Platinum and Gold members only.

**Are you ready for your smarter future?  
Explore the Lenovo Partner Hub today.**

**VISIT THE LENOVO PARTNER HUB**

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# ▶ Onboarding emails: 3

## Ready to grow your business as part of the world's #1 PC company?

### Objective

Encourage new partners to explore the tools, training and content on Lenovo Lenovo Partner Hub, including the Bid Portal, to grow their business faster.

### Target audience

✓ **NEW PARTNERS**

### Where to use it

eDM, nurture.

**Move to a smarter future with Lenovo**

Smarter technology for all **Lenovo**

Windows 10  
Lenovo recommends Windows 10 PRO for business.

**Ready to grow your business as part of the world's #1 PC company?**

It's time to explore the Lenovo Partner Hub, where you can access loads of tools, training and content to help you grow your business with Lenovo.

**FIND OUT MORE**

**Browse our Bid Portal**

Access all the information you need on a single digital platform, when you need it.

- ▶ Instant pricing
- ▶ Deal registration
- ▶ Product configuration

**VIEW VIDEO**

**Let's grow together**

As a Lenovo partner, you can grow your business faster. We're now offering even more choice on that path to growth, with a wider range of Smart Solutions that will help you sell smarter and see bigger incentives as you go.

**WATCH VIDEO**

**WATCH VIDEO**

**Log in to the new Lenovo Partner Hub to:**

- Generate leads quickly with ready-to-roll marketing campaigns
- Find the right Smart Solution for every customer
- Access training to get your sales teams up to speed with Lenovo Smart Solutions
- Keep track of loyalty discounts, incentives and rewards you've earned

**Explore our Smart Solutions**

Our Smart Solutions are built for the new generation of workers and optimised for today's agile working practices. You're selling products that are built on a heritage of industry innovation and dedication to craftsmanship that you can truly believe in.

**WATCH THE VIDEO**

**The Lenovo Partner Marketing Hub**

You can make an even bigger impact by running self-service marketing campaigns. Visit the Partner Marketing Hub (available via the Partner Hub Portal) to access ready-made, co-branded campaigns and assets to drive customer engagement and business growth.

**WATCH THE VIDEO**

**Why wait?**

Explore the Lenovo Partner Hub today and follow the path to growth.

**GET STARTED**

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Log in to the new Lenovo Partner Hub to:





# ▶ Infographic: A better place in the market

## A better place in the market

### Objective

To show the clear and simple path to market growth and better rewards that's possible as a Lenovo partner.

### Target audience

✓ **NEW PARTNERS**

### Where to use it

Sales enablement, Lenovo Partner Hub.

Smarter technology for all

Move to a smarter future as a Lenovo partner

Windows 10

**A better place in the market**

- Sell** the world's top-selling PC brand
- Sell** a wider range of devices
- Sell** innovative solutions ahead of others

**A bigger share of the business**

- More than 95% of products are sold through partners
- Five Lenovo devices are sold every second
- Earn good margin and bonuses from day one

**Lenovo products and solutions represent the latest and most innovative technology:**

- ▶ From smartphones to servers
- ▶ The world's largest personal computer vendor since 2013
- ▶ 160 countries, 3000+ field service locations
- ▶ From start-ups to enterprises and government to education



## Lenovo products and solutions represent the latest and most innovative technology:

- ▶ From smartphones to servers
- ▶ The world's largest personal computer vendor since 2013
- ▶ 160 countries, 3000+ field service locations
- ▶ From start-ups to enterprises and government to education



## The Lenovo Partner Engage Program

A clear and simple path to growth and increasing rewards

Register or access your account by visiting [www.lenovopartnerhub.com](http://www.lenovopartnerhub.com)



## ▶ The Lenovo Partner Hub

The easy way to drive growth and claim rewards

- Sales tools, marketing assets and product information
- Rebates, funding and promotions
- Training, news and events



## A future to look forward to

Stay ahead of technology developments and market opportunities

Get the funding and support you need to take advantage

Increase your revenue and expand your business

## The Lenovo Partner Engage Program

A clear and simple path to growth and increasing rewards

Register or access your account by visiting [www.lenovopartnerhub.com](http://www.lenovopartnerhub.com)

Authorized: Get access to Lenovo tools

Silver: Earn rebates and get access to more benefits

Gold: Grow more with added sales incentive rebates

Platinum: Join the world's elite Lenovo Partners

## ▶ The Lenovo Partner Hub

The easy way to drive growth and claim rewards

- Sales tools, marketing assets and product information
- Rebates, funding and promotions
- Training, news and events

## A future to look forward to

Stay ahead of technology developments and market opportunities

Get the funding and support you need to take advantage

Increase your revenue and expand your business

[www.lenovopartnerhub.com](http://www.lenovopartnerhub.com)

Smarter technology for all



# Infographic: Partner Engage Program

## Move to a smarter future with the Lenovo Partner Engage Program

### Objective

To highlight how to get started with the Partner Engage Program and take advantage of the multitude of benefits available by selling Lenovo products and solutions.

### Target audience

 **NEW PARTNERS**

### Where to use it

Sales enablement, Partner Hub.



**Smarter technology for all**

## Move to a smarter future with the Lenovo Partner Engage Program

Windows 10

**Get your business moving and growing as a Lenovo Partner**

The Lenovo Partner Engage Program is designed to make it easier for you to do business with us, offer the most competitive prices and enjoy the most attractive margins in the industry.

- Contribute** to our joint success, and enjoy exclusive access to special program benefits
- Benefit** from greater rewards, and gain valuable expertise
- Thrive** with Lenovo's support to enhance your abilities to better meet your customers' needs

### What you get when you engage

The Lenovo Partner Engage Program offers a multitude of benefits tailored to help you sell Lenovo products and solutions:

- Award-winning**, end-to-end, innovative and reliable product portfolio
- Broad selection** of TopSeller products for best availability
- Easy-to-use online tools**, regular promotions and offers
- Boost your sales**—through demand generation and co-marketing programs
- Excellent returns**—with a single Partner Hub, including a speedy Bid Portal for best prices
- Clearly-defined program level tiering** with a range of scalable partner benefits

### The Lenovo Partner Hub

As a Lenovo Partner, the Lenovo Partner Hub has all the tools and support you need to succeed.

- Sales tools
- Promotions
- Marketing assets
- Tiered growth program
- Training resources
- News and events
- Product information

Register or access your account by visiting [www.lenovopartnerhub.com](http://www.lenovopartnerhub.com)

### Generation and co-marketing programs

**Excellent returns**—with a single Partner Hub, including a speedy Bid Portal for best prices

**Clearly-defined program level tiering** with a range of scalable partner benefits

### The Lenovo Partner Hub

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### Clearly-defined tiers and qualification levels

The Lenovo Partner Engage Program offers clearly defined program level tiering with a range of scalable enhanced partner benefits.

#### PCG Partner qualifications:

PC Partner	PC Partner	PC Partner	PC Partner
Authorized	Silver	Gold	Platinum
All partners registered on <a href="http://lenovopartnerhub.com">lenovopartnerhub.com</a> begin at this level of qualification.	Annual revenue threshold of \$100k (or \$75k for smaller markets*) and 1 person must complete 3 product modules.	Annual revenue threshold of \$250k (or \$20k for smaller markets*) and 2 people must complete 3 product modules.	Annual revenue threshold of \$1.25M (or \$100k for smaller markets*) and 3 people must complete 3 product modules.

#### DCG Partner qualifications:

Data Center Partner	Data Center Partner	Data Center Partner	Data Center Partner
Authorized	Silver	Gold	Platinum
All partners registered on <a href="http://lenovopartnerhub.com">lenovopartnerhub.com</a> begin at this level of qualification.	Annual revenue threshold of \$80k (or \$50k for smaller markets*) and 1 person must complete 1 base certification.	Annual revenue threshold of \$200k (or \$100k for smaller markets*) and 2 people must complete 3 certifications in total with a minimum of 2 base certifications.	Annual revenue threshold of \$1M (or \$500k for smaller markets*) and 3 people must complete 5 certifications in total with a minimum of 2 base certifications.

#### Program benefits

	Authorized	Silver	Gold	Platinum
Financial				
Special Bid Orders	✓	✓	✓	✓
Deal Registration (selected countries)	✓	✓	✓	✓
Partner Rewards	✓	✓	✓	✓
StarSeller Incentive Program (PC only)	✓	✓	✓	✓
Access to Lenovo Leads	✓	✓	✓	✓
Lenovo Expert Achievers Incentive Program (Data Centre only)	✓	✓	✓	✓
Marketing				
Marketing Tools	✓	✓	✓	✓
Use of Lenovo Logo and Member Level Emblem	✓	✓	✓	✓
Co-Marketing Budget		✓ limited	✓ limited	✓
Marketing Developing Funds		✓	✓	✓
Dealer Locator Listing on <a href="http://lenovo.com">lenovo.com</a>	✓	✓	✓	✓
Training				
Product Training	✓	✓	✓	✓
Demonstration Units	✓ limited	✓ limited	✓ limited	✓
Support				
Technical Support	✓	✓	✓	✓
Access to <a href="http://lenovopartnerhub.com">lenovopartnerhub.com</a> Portal and Tools	✓	✓	✓	✓
Newsletters and Announcements	✓	✓	✓	✓
Lenovo Sales Dedicated Contacts	✓	✓	✓	✓
Warranty Service Provider Access	✓	✓	✓	✓
Quarterly Business Review with Lenovo	✓	✓	✓	✓

### Step into a flourishing community

- 45,000+ partners
- Become a trusted Lenovo advisor
- Gain market-recognised certifications
- Exclusive Lenovo partner-only events
- Direct access to Lenovo experts

### Learn more

Lenovo is dedicated to supporting our channel partners. More than 95% of our business goes through the channel and we invest continuously in supporting our partners as they grow their businesses.

Register or access your account by visiting [www.lenovopartnerhub.com](http://www.lenovopartnerhub.com)



**Smarter technology for all**

### The Lenovo Partner Engage Program offers clearly defined program level tiering with a range of scalable enhanced partner benefits.

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Warranty Service Provider Access	✓	✓	✓	✓
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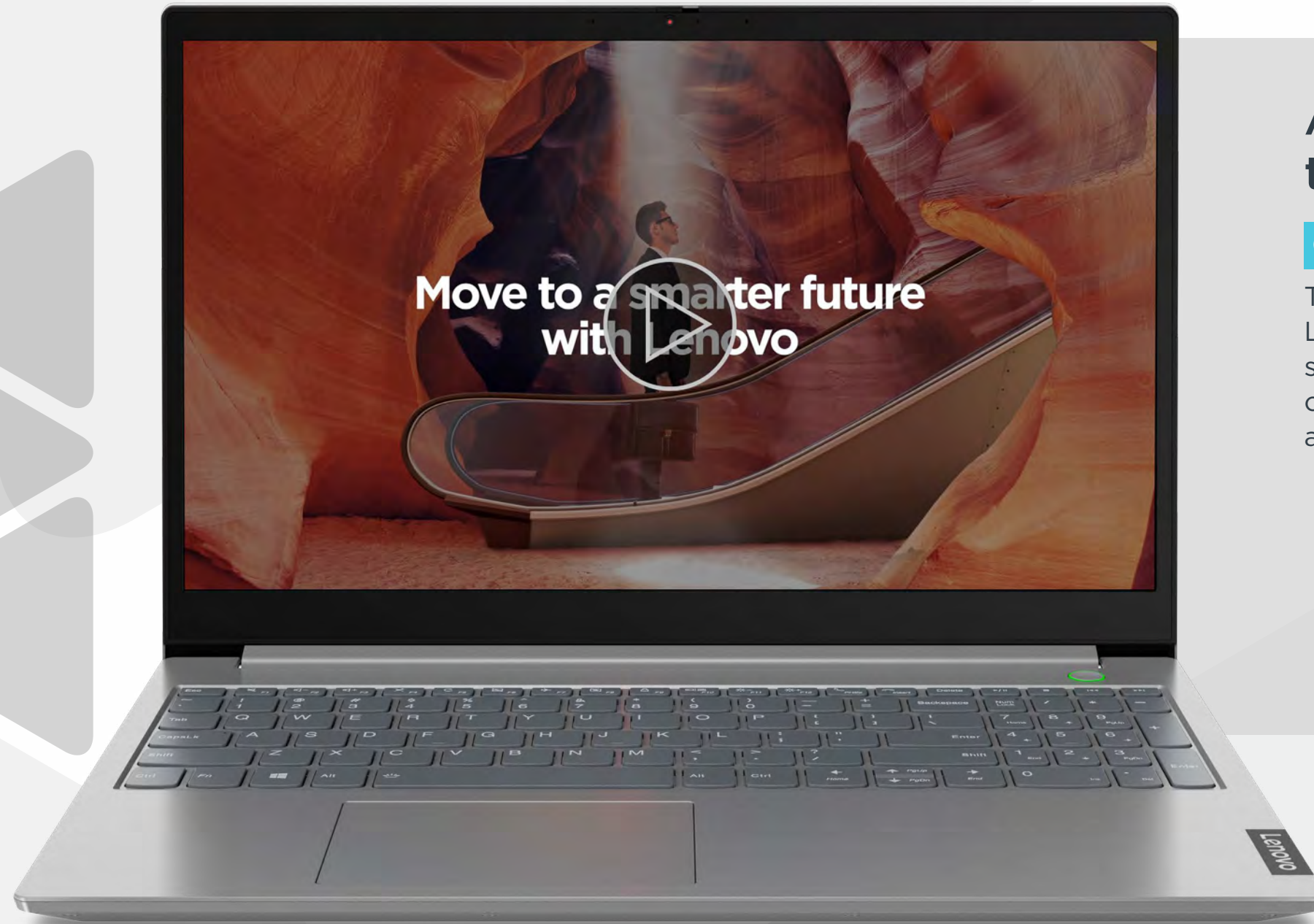
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**Smarter technology for all**



## ▶ Video: Why Lenovo?



### A smarter future selling... the world's #1 computer brand

#### Objective

To highlight the benefits of selling Lenovo's innovative products and solutions, with a partner that offers more in training, rewards and support.

#### Target audience

✓ **NEW PARTNERS**

#### Where to use it

Sales enablement, Lenovo Partner Hub, nurture campaigns, events.



## ▶ Video: Commercial Portfolio



### It's easier to sell technology when you sell unique technology

#### Objective

Overview of Lenovo's award-winning, top selling solutions designed for the new generation workforce - and workplace.

#### Target audience

✔ **NEW PARTNERS**

#### Where to use it

Sales enablement, Lenovo Partner Hub, nurture campaigns, events.



## ▶ Video: Grow with Lenovo



### Grow with Lenovo and enjoy a smarter future

#### Objective

To excite and enthuse new partners about how they can follow the path to bigger growth with the Partner Engage Program.

#### Target audience

✔ **NEW PARTNERS**

#### Where to use it

Sales enablement, Lenovo Partner Hub, nurture campaigns, events.



## ▶ Video: Lenovo Premier Support



### Move to a smarter future with Lenovo Premier Support

#### Objective

Introducing the features and benefits of Lenovo Premier Support that can add profit and lasting value to every deal.

#### Target audience

✔ **NEW PARTNERS**

#### Where to use it

Sales enablement, Lenovo Partner Hub, nurture campaigns, events.



## ▶ Video: Lenovo Partner Marketing Hub



### Make more impact with the Lenovo Partner Marketing Hub

#### Objective

Show partners how Lenovo's ready-to-go, easy-to-use marketing assets and tools can help them create impactful campaigns to grow their business.

#### Target audience

✓ **NEW PARTNERS**

#### Where to use it

Sales enablement, Lenovo Partner Hub, nurture campaigns, events.



## ▶ Landing page

# Build your smarter future with Lenovo

## Objective

Provide partners with an overview of the benefits they have unlocked by partnering with Lenovo. Sharing key assets that make up part of this kit to allow a deeper-dive in to key topics. To encourage partners to take advantage of the resources available on the site.

## Target audience

✓ **NEW PARTNERS**

## Where to use it

Lenovo Partner Hub.

The screenshot shows the Lenovo Partner Hub landing page. At the top, the Lenovo logo is in the upper left corner. The main header features a large image of a person in a forest with the text "Build your smarter future with Lenovo" and "Great opportunities, great support, great rewards". Below this, there's a "Why Lenovo" section with a sub-section "Assets" containing links for "Why Lenovo Infographic PDF" and "Welcome video Video". The "Benefits of partnering with Lenovo:" section lists three key benefits: "Partner Engage Program", "Bid platform and smart seller", and "Dedicated self-service marketing hub", each with a "Get started >" link. A "Take your business to the next level" section includes a video thumbnail and a "View guide >" link. The "From smartphones to servers - and the services to keep them running smoothly" section features another video thumbnail and the text "Lenovo products are the first choice for customers all over the world". The footer contains a "Begin building your smarter future today. Explore all the resources available in the Lenovo Partner Hub" call to action with a "Begin Here >" link, and a navigation bar with links for "ABOUT LENOVOS", "SOLUTIONS", "PRODUCTS & SERVICES", "RESOURCES", "CUSTOMER SUPPORT", and "PARTNERSHIP".



# Want to know more?

**A consistent approach to onboarding new partners is important to show that we're dedicated to growing their businesses. Enhanced rewards and increased opportunity will help them thrive.**

While this kit is designed to align and standardise the onboarding process for all new channel partners you also have the flexibility to localise and customise assets as needed.

To find out more visit  
[www.lenovopartnerhub.com](http://www.lenovopartnerhub.com)



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