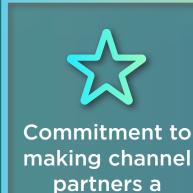
Lenovo Delivers A Channel-First Partner Experience. Every Time.

Smarter technology for all

intel

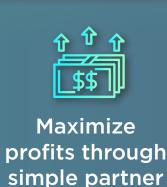
What Is Channel-First?



priority



resources



incentive

programs

A true partner should help you compete, not compete against you.

We Deliver Your Success

At Lenovo, we're always working to help our partners. Here's how!



Identify Opportunity - We'll contact you early in the sales process on any new opportunity Lenovo uncovers.

Determine Factors - We examine multiple aspects of the deal, including non-competitive relationships, geographic or vertical focus and value-added capabilities.





Engage Together - Partners are an extension of the Lenovo team, so they join together and discuss the opportunity with the customer.

Can Your Vendors Do What We Do?

Lenovo doesn't take customers away from partners. This approach, unique to Lenovo, minimizes channel conflict and stolen deals.

100%

opportunities Lenovo identifies get assigned to a channel partner

of new customer

0

Lenovo reps
have zero added
incentive to take
new customer
opportunities
direct

We have a partner program that we believe in, and you should, too!



"The single greatest value in the partnership between Groupware, Lenovo and Intel® teams is that we have developed a close collaborative relationship in working together to deliver innovative data center solutions that empower customers to meet their business objectives and drive business value."

Samara Halterman, VP of marketing at Groupware Technology Inc.

Are you ready to see what a real

partnership looks like?

Go Channel-First