

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

Smarter  
technology  
for all

Lenovo

intel®

## What Is Channel-First?



Commitment to making channel partners a priority



Investing in and optimizing channel tools and enablement resources



Maximize profits through simple partner 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%

of new customer opportunities  
Lenovo identifies get assigned to a channel partner

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