

What it Means to be Truly “Channel Focused”: The Advantage of Putting your Partners First

By: Steve Biondi, Lenovo Data Center Group North America Channel Chief

When most people think about assets, several ideas come to mind: property, inventory, or cash. However, the meaning of “asset” is quickly expanding beyond the traditional definition, given the increasing importance of data and its role in helping companies remain relevant through uncertain times. With companies depending on data to generate value, businesses now realize why data is a precious asset - just as much as property, inventory or cash.

Built on recognizing the value of data, our new data economy calls for smarter, more accessible technology. It requires a new approach to collecting, managing, sharing, and distilling insights from data that empowers organizations of every scale, everywhere on earth.

For companies amid growing or streamlining operations, it's important to have a channel partner that understands the context of our new data economy and the significance of delivering smarter infrastructure solutions.

There are several channel partners out there that claim to be “channel focused,” but what does this really mean? Here are three ways a truly “channel focused” company puts its partners first:

1. Always Innovating:

2020 has pushed us to think and react differently. We're experiencing social reform, and global pandemic. The first thing that defines being “channel focused” is embracing change and using innovation to accommodate to real situations at any scale. This means being at the forefront of digital transformation with solutions in cloud computing, analytics to AI, edge computing and as-a-service.

2. Enhancing, not competing:

A truly “channel focused” company helps its partners create great solutions for customers; it is not competing on services. The bottom line is customers want high quality, reliable products they can trust. Being “channel focused” allows partners to capture the higher margin portion of a deal and the profit that goes along with it. For example, during deal registration, with a “channel focused” company, the customer should be given a price only if the partner agrees. The technology provider has an obligation to position its partners in a way that partners can secure deals with full confidence they’ll be included in the end-to-end solution.

3. Immediate Support:

With rapid change becoming commonplace these last few months, it’s especially important to have dedicated tech support ensuring resources can be quickly deployed or built whenever necessary. With the avalanche of data at the edge, having 24/7 managed services is critical for delivering real-time insights.

All in all, our new data economy requires a channel partner who is truly “channel focused,” putting partners first so they can remain confident in reliable, open-choice solutions that are anchored in the future and designed to meet the needs of any organization, at scale, anywhere in the world.



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Learn more about Lenovo's Channel-First initiative.

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