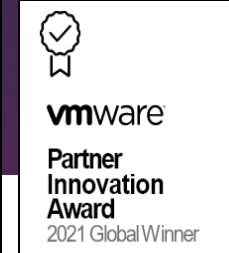**Smarter technology for all**

NA Channel GTM Why ISG Playbook

FY23 Q3

Why Partners Should Partner with Us

1 **Channel First**
Lenovo is committed to the channel. Our dedicated channel team and partner program are here to support sales and marketing activities. The more partners grow their sales, the more benefits they can earn.

2 **Lenovo Portfolio**
- Opportunities to sell across the entire Lenovo portfolio to meet all business needs
- Quality, innovation, and reliability
- IT solutions that are high performance, scalable, and cost-effective
- Lenovo Services

3 **Opportunities to earn attractive incentives and rewards.**
Lenovo Business Partners have access to our range of innovative resources that you can utilize to create new opportunities and grow your business.
- Programs & finance options
- Discounts & rebates
- Sales tools and marketing support
- Rewards & incentives

Retail AI Conversation Card

Elevator Pitch

AI is Transforming Retail
Society pushes for better, faster, and more accessible technology, meaning customer expectations are at compute speeds. AI has evolved to help establish standards of excellence for organizations, which Lenovo helps deliver results regardless of where they are in their digital journey by helping to Explore, Deploy, Scale. Identify the right solution to unique environments

Customer Type

Verticals:
- Smart Retail
  - AI, Data Analytics
- Remote monitoring
- Inventory Management/smart shelving
- Computer vision
- Interactive media
- Supply Chain / ESG

Customer Type:
- Executive level
- Data, Digital, Transformation leaders
- AI Focused executives

Pain Points
- Increasing Shrinkage losses
- Tough competition with e-commerce
- issues properly stocking / replacing items
- Need to attract more customers into the store (improve store cx) to convince them to come back to in-person shopping
- Security Issues

Why Lenovo

- The broadest portfolio for AI from pocket to cloud

- The best selection of GPU accelerated edge products, perfect for local performance sidelining connectivity and latency issues

- Combined expertise across traditional infrastructure and Retail Specific products (SSG Retail products)

- The Lenovo AI Innovators and Four AI Centers of Discovery and Excellence Labs perfect for pre-testing and deploying AI confidently and efficiently

Discovery Questions/Door Openers

Discovery Questions

- How far are you in journey to deploy self checkout gone, did any new issues arises.
  - In a post-pandemic market are you looking to optimize your store placement and customer flow
  - Are you looking for solutions to improve customer experiences to bring them back into the store?
  - Are you looking to improve store experience to bring them back into instore shopping?

Door Openers

- Transformation varies from company to company, where do you feel you are now and where are you looking to be?
- What areas of your stores do you believe can achieve the best results from AI?
- Have you attempted to build an AI solutions before?

- One of the key goals for understanding where the customer/prospect is within their AI journey. Lenovo AI partners with 40+ ISV partners in the AI Innovators programs that allows us to help any company at any stage of their journey. Asking questions that help extract the stage in their journey gives more ability to help them succeed in that journey

Growing Businesses (SMB) Conversation Card

Elevator Pitch

Empowering growing businesses for the future

As businesses expands, gaining a competitive edge becomes increasingly essential. Every business must start from somew here, however no establishment likes to be called a 'small business' – that is w hen the term 'grow ing business' was developed. Like large enterprises, growing businesses are faced with the same challenges that larger, enterprise businesses experience but on a different scale. As a result, grow ing businesses must be approached w ith the same open-mindedness as their needs are consistent w ith the same 'pillars' Lenovo believes in: AI, Cloud, Edge, Security, and Storage.

When businesses transform their IT infrastructure, they see significant benefits, such as:

- 60% more likely to see improved security
- 33% more likely to reduce regular IT costs
- 2.5x more likely to have low er overall data center expenditures

Customer Type & Pain points

Pain Points:
- Growing Pains
- Infrastructure Management
- Cost

Customer Target:
- C-Suite
- ITDMs / Project Managers

Verticals:
- Retail
- Services
- Mid-market:100-1000 seats; usually has dedicated IT and are repeat buyers

Why Lenovo

Why Lenovo from our customers:

- Scalable, easy to manage, efficient hardware
- Breadth of offerings
- Cost effective infrastructure
- Design & delivery speeds – complete control over our supply chain
- Proven reliability
- Local support & partner network

"Lenovo helped us find the right balance between cost and performance and size our system appropriately in terms of storage capacity, power consumption, and physical footprint."

Mario Vigliar
Principal Chief Executive Officer, DPControl

Discovery Questions/Door Openers

General discovery questions:

- What are your current pain points of your existing environment? What are your top priorities?
- What are your current or upcoming projects involving your data center?

AI
- What kind of data do you have?
- What is your business objective and w hat is your budget?

Cloud
- Have you put any thought into migrating to the cloud?
- Is any of your environment virtualized? How much and w hat's virtualized?

Data Management
- How are you planning to scale your infrastructure to support new applications and data grow th?
- Do you now , or are you planning to back to the public cloud?

Edge
- Is your business netw ork distributed in different physical environments and/or locations?
- Would local, real-time, accelerated data analytics be helpful to your profit and grow th strategy?

Security
- What's the average age of your servers? Do they support the latest security standards?
- How quickly are you able to detect security incidents and remediate the problem?

Storage
- How much data is in your environment?
- Is all your storage on/off-premises? How much is in the cloud?

Healthcare Conversation Card

Elevator Pitch

Lenovo is a global innovator transforming numerous industry spaces including HCI, medical remote imaging, healthcare infrastructure, and datacenter storage. Healthcare solution elasticity, customizable healthcare solutions, reliability in healthcare and security in hospitals is why many top hospital IT professionals choose Lenovo.

Fast Facts/ESG Data

- #1 in reliability for x86 servers for the 7th consecutive year achieving 99.999% reliability.
- Lenovo has easy to order Carbon offset credits made easy: We've done the math to project carbon emissions per device, over five-year lifecycle that can be applied to the cost of our products

Customer Type

- **Key Decision Makers**
  - CIO
  - CFO
  - System Integrator
  - CIO/IT/Director Staff

Pain Points

- Higher spend and less time for innovation
- Needing guidance in quick changing health tech landscape
- Optimizing staff due to labor shortage
- Security concerns (on-prem & edge)
- Difficulty managing home to hospital medical devices

Why Lenovo

- A portfolio of health tech solutions providing the ability to create and/or increase deal size for **on-premises data center, edge hardware and services** through a dedicated AI-ready resource.
- **Easily scale and grow** healthcare ideas, offerings and solutions in house via focus collaboration with impactful ISVs to address hospital's use cases.
- **Fixed focus** on the changing healthcare industry by providing best of breed datacenter to device solutions.
- More **systematic healthcare account touches structured** around healthcare account needs to always stay relevant within the hospital book of business.
- **Stay ahead of healthcare industry trends** with faster information collection and analysis, staying ahead of customer healthcare demands.

Discovery Questions/Door Openers

- What use cases are you addressing this year?
- What metrics are you using for success?
- How successful have you been in the past with digital transformations?
- What areas of your business is "AI" having the most impact?
- What digital transformation initiatives are you currently investing in?
- To stay competitive and cutting-edge, how often are you purchasing new hardware products?
- How are you leveraging AI to handle the rising operational costs of healthcare ?
- What use cases are you addressing to improve customer payment and reduction of fraud and loss mitigations?
- How are you prioritizing your workload needs with reference to the edge, cloud and data center?
- Does your staff have sufficient skills and time to implement your strategy?
- How often do you refresh your hardware for more AI solutions?

Financial Services Conversation Card
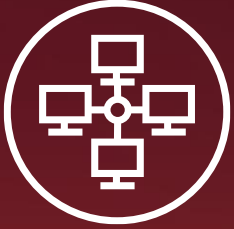
Elevator Pitch

Financial Services clients are a key business growth

- Clients include Financial Markets, Investment Banks, Equities Exchanges, Hedge Funds, and Insurance firms
- This can include the largest global institutions to regional banks, fintechs to neobanks
- Lenovo and our partners can help build customized, sustainable solutions addressing key areas such as high frequency trading, anti-money laundering (AML)/fraud detection, end-to-end automation of the entire asset management lifecycle, branch/wealth manager office transformation, and smarter treasuries infrastructure

Fast Facts

- Speed matters for first-mover advantages
- Lenovo leads in performance, with over three times more world benchmark records than others
- Lenovo leads in supercomputing, with over half of the new systems on the Top500 list
- Lenovo is trusted by the world's largest financial institutions due to our global scale, quality, reliability, and top-ranked supply chain
- Lenovo supports industry standards such as Redfish, and STAC®
- Lenovo is a leader in sustainability

Customer Type

Overview:
Client types include:
- Global and regional banks
- Investment banks, hedge funds
- Credit Unions
- Insurance

Financial Services key focus areas:
- **Speed:** first mover advantage for trading, data lakes for rapid analytics, AI/ML to harvest insights
- **Security:** data breaches is the biggest threat even with the level of visibility these organizations tend to focus on. Loss of assets is another key issue, and clients can pay millions in fines
- **Regulatory compliance**: Privacy of data, security, retention of records, geographical requirements

Decision Makers:
CIO / CTO: key decision maker and influencer
Business Leaders: ultimate decision maker.

Why Lenovo

- **Lenovo has the products, partners, and solutions for the financial services space**
    - Time-to-market with Intel and AMD for server products
    - Partnerships with key technology providers – NVIDIA GPUs, Mellanox and Solarflare adapters, Xilinx FPGAs
    - Low latency servers and overclocked servers
    - Tuned for performance
    - Industry leading x86 reliability for the past 8 years
    - XClarity system management is open and fully supports Redfish
    - AI/ML-ready solutions and partners
    - Sustainable computing – advanced closed-loop options, as well as enterprise-class warm water open-loop options
- **Lenovo has a top-ranked supply chain**, currently ranked #9 by Gartner
- **Lenovo is secure** across our platforms, supply chain, and partners
    - Trusted Supply Chain, Transparent Supply Chain, .ThinkShield
- **One Lenovo**
    - Servers, Storage, Edge/IoT
    - PCs, workstations, monitors, smart collaboration, AR/VR/MR
    - **Services and Sustainability options** include Carbon Offset credits, Value Recovery Services, Premier Support

Discovery Questions/Door Openers

What to listen for:
- Refresh infrastructure (typically every 12-18 months) to adopt latest and fastest technologies
- Refresh at major technology changes – Intel Eagle Stream, AMD Genoa
- Need to automate processes with zero-touch across the end-to-end, circular lifecycle
- Ensuring confidentiality and security of data in data centers and/or collected by remote workers.

Discovery Questions:
- When are you upgrading to the next generation server platforms?
- Do you need help retiring older infrastructure? Lenovo has value/asset recovery services.
- Do you need help with identifying carbon neutral, or carbon negative, options?
- How are you addressing the rising thermal temperatures in the data center?
- Have you conducted a cybersecurity risk analysis of your organization?
- What is your data management/storage strategy?
- Do you backup all critical information? Are you prepared for ransomware attacks?
- What security regulations and standards apply to you?
- Do you need your branches/wealth management offices to support the same standards as your data centers?

One Lenovo FSI Campaign

One Lenovo FSI Collateral

- Presentation – One Lenovo in FSI (coming soon)

- Presentation – ThinkShield Portfolio ppt

- Intel Transparent Supply Chain (TSC) link

- Lenovo Security & Trusted Supply Chain (TSC) link

- Lenovo TruScale IaaS/DaaS link

- Lenovo high frequency trading (HFT) link

Solution Collateral and Case Studies

1. Lenovo and ICC, presentation, video, data sheet, video, HFT solutions

2. AML/fraud detection, link

3. Automation for asset management lifecycle, link

4. Branch Transformation, link

5. Banco Galicia branch transformation link

6. FSI clients see growing need for accelerated compute ICON link

7. Lenovo 5G portfolio link

HPC Conversation Card

Elevator Pitch

Solving humanity's greatest challenges with the power of HPC

Breakthroughs in computing systems have made it possible to tackle immense obstacles in simulation environments. As a result, our understanding of the world and universe is advancing at an exponential rate.

Supercomputers are used everywhere—from car and airplane design, oil field exploration, and financial risk assessment, to genome mapping and weather forecasting. According to TOP500.org, Lenovo is the world's #1 supercomputer provider, including some of the most sophisticated supercomputers ever built. With industry-leading technology and global HPC architects and experts, we take a customer-centric approach to provide the HPC solutions to best meet the needs of your business.

Key Verticals

- **Manufacturing**: Empowers a new age of manufacturers of all sizes who can extract powerful insights from their data using HPC technologies and innovation.
- **Energy**: Improves the size and estimation of a reservoir and assisting in the development of an oil and gas field with our HPC reservoir simulation solutions.
- **Weather and Climate**: Built systems that have helped develop/introduce more complex physical parameterizations into weather/climate models, and have paved the forecasting road from days, to months, to seasonal weather/climate predictions.
- **Financial Services**: Provides the highest-performing technologies and to finance organizations that require accelerated compute infrastructure to further enable first-mover advantages.
- **Genomics and Bioinformatics**: Enables researchers to analyze more samples, assemble more genomes, and perform more population-level analytics in nearly all areas of life sciences.

Why Lenovo

We meet your organization right where you are and work collaboratively with your team to provide exactly what's needed for you to exceed your goals.

- **Customer-centric approach**
  - Instead of a one-size-fits-all approach, our HPC solutions are tailored to your specific workload, workflow, and community. We can also deliver custom rack-level solutions with Lenovo Scalable Infrastructure (LeSI).

- **From Exascale to Everyscale™**
  - As the global leader in HPC, Lenovo works closely with key industry-leading partners to develop, integrate, and deploy the technologies of exascale-level computing to organizations of all sizes.

- **Sustainable computing industry leader**
  - Our holistic approach to energy efficiency encompasses hardware, software, and infrastructure. With our processes, you can save up to 40% energy compared to a traditional air-cooled data center. Also, Lenovo developed the world's most energy efficient supercomputer with #1 placement on the Green500 list.

Common Use Cases

- High Performance Computing Clusters
- Fintech, including algorithmic trading and development
- Large data set modeling and simulation
- Computer aided engineering and computational fluid dynamics (CAE/CFD)
- Electronic design automation (EDA)
- Weather and climate modeling and forecasting
- Bioinformatics
- Physical sciences research
- Geospatial and earth sciences
- AI machine learning and algorithm development

HPC Campaign

HPC

- Article - Harvard's Cannon Supercomputer is Anything but Loose – link

- Video - Weathering Storms with Coastal Data from Lenovo and 3rd Gen Intel® Xeon® Scalable processors – link

- Article – Carbon Negative Supercomputing is Closer than It Appears – link

- Video - Racing at the Speed of Technology from Lenovo and 3rd Gen Intel® Xeon® Scalable processors – link

- Lenovo Neptune™ - link

Case studies

1. Shanghai University of Finance and Economics

2. CSIR Institute of Genomics and Integrative Biology

3. Cloud Infrastructure Platform at Vienna BioCenter