



Lenovo™

IT'S TIME TO WIN.  
TAKE YOUR BUSINESS  
TO THE FINISH LINE  
WITH LENOVO.

**Channel Guide:**  
**Lenovo PCSD Partner Advantage (LPA) Program**

**Lenovo™**

Partner  
Advantage  
Program



# LENOVO PCSD PARTNER ADVANTAGE PROGRAM OBJECTIVE – POSITIONED FOR GROWTH

The partner advantage program seeks to deliver a more predictable and profitable model for our Business Partners and address Lenovo's key objective - market share growth.



At Lenovo, one of our goals is to ensure you and your teams are armed with the product knowledge you need to close the deal. Become a Lenovo Business Partner and we'll help you drive growth opportunities and increase margins by providing you with:

- **Information:** Easily access comprehensive information about key Lenovo products.
- **Training:** Enjoy technical, service and sales training.
- **Webinars:** Exclusive webinars for our Business Partners to keep them ahead of the game.



The Partner Advantage Program continues to provide financial incentives against specific product categories.

Lenovo's Training and Certification Program has also been revamped with a new e-Learning platform housing online training modules for our products. This system improves user experience and gives better visibility on Managed Business Partner compliance status.

The Certification requirement for Managed Partners remains in place to ensure you are able to provide customers with strong sales support.

Our incentive program, branded Lenovo Partner Advantage (LPA), continues to be voted by you, our Business Partner, as one of the richest incentive programs in the ANZ market place. Please make sure you are logging into the [Lenovo Partner Hub](#) (LPH) by the 15th of each month so you can claim all the LPA \$'s you are eligible for on your Lenovo VISA Card.

# LENOVO PARTNER ADVANTAGE PROGRAM STRUCTURE

The Lenovo Partner Advantage Program provides Business Partners greater rewards and greater investment for increased commitment to Lenovo.

## LENOVO PARTNER ADVANTAGE PROGRAM BENEFITS

BENEFITS		Lenovo Authorised Partner	Lenovo Silver Partner	Lenovo Gold Partner	Lenovo Platinum Partner
Minimum Annual Revenue	Australia		\$400K	\$800K	\$5M
	New Zealand		\$200K	\$400K	\$2M
Earn rebates for selling Lenovo products and services			✓	✓	✓
Dedicated Lenovo Sales Representation			Internal Sales Account Manager / Account Executive	Internal Sales Account Manager / Account Executive	Internal Sales Account Manager / Account Executive
Training and Certification			✓	✓	✓
Lenovo Partner Hub Access including enablement tools, marketing and sales information		✓	✓	✓	✓
LPA Rewards and Incentives		✓	✓	✓	✓
Free Online E-Learning		✓	✓	✓	✓
Access to Lenovo Premier Support and Deployment Services		✓	✓	✓	✓
Deal Registration		✓	✓	✓	✓
Technology Access Program (TAP)			✓	✓	✓
Special Bid Pricing		✓	✓	✓	✓
Demand Generation			✓	✓	✓
ANZ Dealer Location ThinkFWD			✓	✓	✓
Channel Development Funds			On Application	On Application	On Application
C-Level Engagement via QBR/Council					✓

## MOVING WITHIN THE PROGRAM TIERS

Lenovo will regularly review Business Partner performance to quarterly targets and will move Business Partners between tiers based on achievement.

The key areas of focus considered for any status change within the program are:

- Proven ability to achieve quarterly targets
- Quarterly rebate attainment aligned with partner tier level
- Successful onboarding of Lenovo campaigns
- Participation in Lenovo training and road show events
- Clear understanding and support of Lenovo strategy
- A developed relationship, increased sales quarter on quarter and strong pipeline progression

### Why does it happen?

Lenovo Business Partners are always aligned to the most suitable tier. Platinum, Gold and Silver partners will continually be evaluated by Lenovo to ensure they receive the correct level of engagement.

Lenovo evaluates partner results regularly to determine if a tier change is required. Platinum partners will be evaluated annually whilst Gold and Silver partners will be evaluated twice a year. This allows Lenovo to identify consistency and growth patterns of key partners.

### How does it work?

At certain points within the quarter a review is conducted on partner performance against targets and alignment with Lenovo strategy. This information is used to determine how to best engage with the partner.

Once Lenovo has evaluated the results for a partner, any changes to partner tier will be communicated. The partner will then be promoted or demoted as per the results.

Changes will be updated in the partner's records and Lenovo Sales Teams will engage as per the updated tier of the Business Partner.

In the event a partner moves from Authorised to Silver tier Lenovo will require the partner to complete various documentation. e.g. Tier 2 agreements





# LENOVO SALES TEAMS' CUSTOMER ALIGNMENT

The Lenovo sales organisation is split into 2 large sales teams: Relationship Management (RM) and Transactional Management (TM). These teams are aligned against specific customer segments to ensure a high level of professional engagement and provide clearly predictable sales behaviours. Each team knows their responsibility and territory. It is critical that your business is aware of this so they can work with the right teams to deliver the best outcome for the customer.

## THESE TEAMS ARE DEFINED UNDER THE FOLLOWING GUIDELINES

1. The RM team addresses a named list of businesses with 1,000 employees or greater, as well as education and government customers. While this team has a direct relationship with the end-user, majority of the fulfilment is transacted indirectly via Lenovo's Business Partners. When you register opportunities on the Lenovo Partner Hub (LPH), Lenovo will quickly determine if the customer on this opportunity is a named RM customer and therefore allocate a Lenovo RM Account Executive to assist you on this opportunity.
2. The TM team (Small Business and Mid-Market) addresses the rest of the commercial market place. Lenovo relies heavily on its Business Partners to maintain sales relationships with these customers. It is important that you register your opportunities early on the Lenovo Partner Hub to highlight that you are involved in the opportunity and to allow the appropriate levels of support to be aligned. The Deal Registration process ensures that preferential support is given to Business Partners with long standing relationships and engagements with end users.



# SALES REPRESENTATION

Lenovo Business Partners have access to various sales resources to help them have the best possible engagement with Lenovo.

As a Lenovo Business Partner, you have access to various Lenovo Sales Teams to provide you with expertise and general support.

- **Platinum, Gold and Silver Partners:** As a Managed Business Partner you are assigned dedicated Account Executives (AEs) and Internal Sales Account Managers (ISAMs). This allows you to have clear strategic engagement with the outbound AE, whilst ensuring things run smoothly in the background with the ISAM driving the process to closure on your behalf.
- **Authorised Partners:** As an Authorised Business Partner you can engage the sales teams of all Lenovo Authorised Distributors. The Lenovo Distribution team supports the distributors as well as the Authorised Business Partners

## Lenovo Account Executives

Lenovo AEs are external, customer facing sales teams who will work with you, the Business Partner to jointly engage with your End Users to share the benefits of Lenovo hardware, services and support. Lenovo AEs can help to uncover new opportunities, support existing customers and expand your business with Lenovo.

## Internal Sales Account Managers

Lenovo ISAMs are sales professionals who are based in Lenovo office. They are responsible for selling the full range of Lenovo hardware, software, services and peripherals offerings. They are responsible for engaging directly with BP sales teams to help on closing sales and deliver through BP engagement.

The ISAM will serve as the central point of contact for the BP across opportunities, closing deals and managing relationships and escalations.

## Lenovo Distribution Teams

Lenovo Authorised Distributors are supported by Lenovo AEs and ISAMs who work collaboratively with the distributors to provide support to Authorized business partners.

## Distributor Business Development Managers

Within each Distributor, Lenovo has dedicated Business Development Managers who are focused on specific territories and growth segments. These sales resources function similarly to Lenovo Account Executives. They are bound to drive strategic business growth and deliver a better overall experience to you. Get to know these team members so you can drive efficiencies and gain the strongest possible distribution support available to you.



## TRAINING AND CERTIFICATION

As part of the Lenovo Partner Advantage Program we offer ongoing training and certification to help drive your business knowledge and capabilities. Training modules are delivered online in Lenovo's e-Learning Courses and Training portal with a focus on the key technologies and benefits, making it easier for you to acquire more leads and make it easier to sell – which means even more financial rewards for you.

Lenovo Platinum, Gold and Silver Partners are required to meet minimum Training and Certification prerequisites to maintain their Partner Status with Lenovo. Registered partners are encouraged to complete the accessible training modules to highlight their commitment with Lenovo.

Training modules are delivered online in Lenovo's e-Learning Courses and Training portal with a focus on the key technologies and benefits. These modules are designed to increase your product knowledge and sales skills to help you communicate the benefits of Lenovo offerings to your customers. Certification is intended to provide a deeper technical understanding around the implementation of the Lenovo technologies. Get specialisations, certifications and know how the Lenovo portfolio integrates with the customer's requirements by:

- Learning the secrets of selling Lenovo products & services
- Understanding key differentiators
- Receiving technical and service training
- Completing certifications as part of your partner commitments
- Finding new paths to sales and success

## LENOVO PARTNER ADVANTAGE (LPA) PROGRAM

Voted as the No. 1 incentive program in ANZ by our Business Partner community, the LPA program rewards salespeople for their Lenovo sales. This consists of \$/box incentives on eligible models loaded on to your own Lenovo VISA card. At times, LPA promotions will allow you to earn double or bonus LPA \$'s on selected models. In addition to the incentive dollars, quarterly, and annual prizes and our annual Business Partner Incentive Trip are also on offer for our top performing partners.

## LENOVO PARTNER HUB

Lenovo Partner Hub (LPH) is your one-stop repository of all things relating to the sale of Lenovo products. Price lists, promotional offers, campaigns, training, MDF application, product information, deal registration pages, Lenovo guides, LPA \$ claims, LPA program details and much more can be found here. LPH is constantly being updated and improved upon so we urge you to check in regularly for the latest information.

## LENOVO LIVE AND LOUD PARTNER NEWSLETTER

Registered LPH users will also receive our monthly Live and Loud Partner newsletters. The Live and Loud newsletter will keep you updated with the latest Lenovo news, products, promos, training, events and marketing campaigns including tactical offers, promotions, incentives and the latest TopSeller™ Price List.



## CHANNEL DEVELOPMENT FUNDS

Lenovo Channel Development Funds (CDF) are available to Platinum, Gold and Silver tier Business Partners on application to co-fund Lenovo marketing activities. Your Lenovo AE is available to help you to build a plan to utilise CDF.

CDF submissions need to be made via the Marketing -> CDF tab of the LPH in the first month of the quarter. Proof of execution and results achieved are mandatory for payment to be released.

## THINKFWD CUSTOMER PORTAL

The ThinkFWD customer portal seeks to provide useful industry and product related content to our commercial customers and the Business Partner community. Commercial customers register to gain access to this information. These customers can then be contacted in the future with personalised offers and promotions which correlate to the type of content accessed by them. Lenovo ThinkFWD not only seeks to position Lenovo as a company fostering thought leadership around I.T. but also generate leads for its Business Partners.

## DEALER LOCATOR

Lenovo Platinum, Gold and Silver Business Partners are eligible to have their details included in Lenovo's online Dealer Locator on both the Lenovo ThinkFWD website and the Lenovo public website. Customers who are looking to purchase Lenovo products will be directed to eligible partners from the above-mentioned sites. To be eligible, partners need to meet the following requirements:

- 1) be on either the **Platinum, Gold or Silver** tier; and
- 2) have a Lenovo branded landing page on your website for when customers are redirected to you. The landing page should not include logos or products of any other vendors.

## SPECIAL BID PRICING

Special bid pricing is available via Lenovo's Online Price Request Tool (OPRT). OPRT is a web-based platform designed as a result of direct feedback received from our Business Partners on the need for fast and effective pricing turnaround.

### OPRT allows you to:

- Submit special pricing Quote requests
- Turn your approved pricing into a Bid that can be transacted against
- Monitor the real time status of your Quote/Bid requests
- Receive direct responses & ongoing updates
- View your entire list of past and current submissions

### OPRT is:

- A simple to use online tool, integrated into the LPH
- Designed to improve turnaround times
- Provides better tracking on your submissions
- Streamlined method of submission to a single portal

## DEMO POOL AND TECHNOLOGY ACCESS PROGRAM

Lenovo offers demonstration units to its Business Partners to help build demand for Lenovo hardware. These units are available to access for all managed Business Partners and can be accessed through your Lenovo AE.

Additionally, Lenovo Technology Access Program (TAP) is available to Platinum, Gold and Silver PCSD partners. Eligible partners can access Lenovo hardware at a discounted price for the purpose of driving sales. This program is eligible for Think branded hardware.

Further information on TAP is available in the Lenovo Partner Hub including eligibility by partner Tier. For more information please contact your Lenovo AE.





## DEMAND GENERATION

Lenovo invests in various demand generation activities across the SMB market to bring new customers to our Business Partners. This helps you expand your business and develop new revenue opportunities.

Each quarter, Lenovo will offer various sales promotions into the market which are available to purchase through Lenovo Authorised Distributors. TopSeller™ products and offers advertised in our end user campaigns on LPH drive demand to our channel which in turn delivers leads to our Business Partners.

Additionally Lenovo will occasionally execute demand generation activities focused on specific market verticals. Similar to the sales promotions any leads generated from these activities will be delivered to our Business Partners.

## LENOVO SERVICES

Lenovo offers a comprehensive end-to-end services portfolio including flexible Warranty and Deployment options to meet a range of needs. In addition to the standard Warranty, Lenovo Premier Support offers elite engineers for the highest level of technical support with end-to-end case management and 24x7x365 priority service to help you get back to business quickly.

Lenovo also offers extensive configuration, migration and deployment services with end-to-end PC lifecycle solutions as well as a fully customisable Desktop as a Service (DaaS) solution to meet your business needs.

More information on the full range of Lenovo Services offering is available from your Lenovo Account Executive.

# LENOVO AUTHORISED DISTRIBUTORS

## AUSTRALIA

**DICKER**  
DATA

1800 688 586 | [Lenovo.Sales@dickerdata.com.au](mailto:Lenovo.Sales@dickerdata.com.au)  
[www.dickerdata.com.au](http://www.dickerdata.com.au)

**INGRAM**  
MICRO®

02 9381 6000 | [Sales@ingrammicro.com.au](mailto:Sales@ingrammicro.com.au)  
[www.ingrammicro.com.au](http://www.ingrammicro.com.au)

## NEW ZEALAND

**DICKER**  
DATA

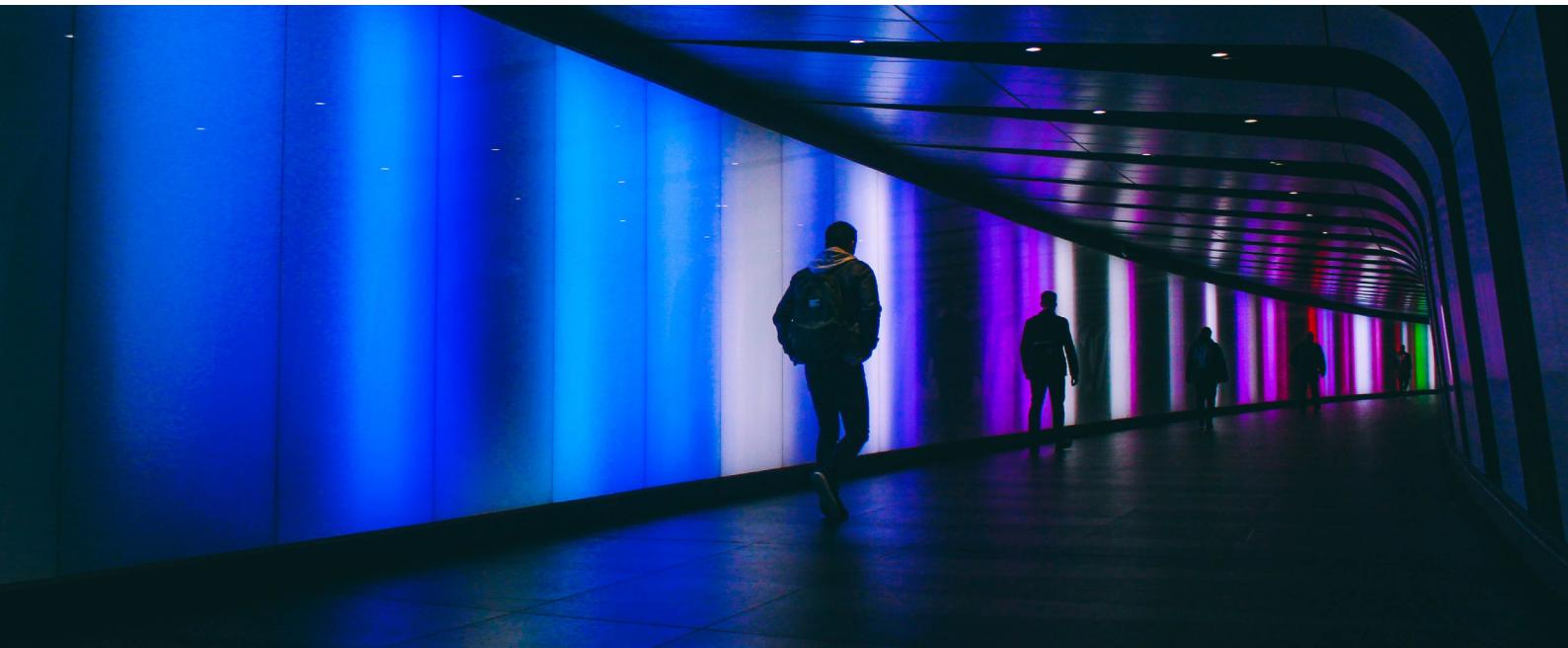
0800 337 253 | [LenovoPCG@dickerdata.co.nz](mailto:LenovoPCG@dickerdata.co.nz)  
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