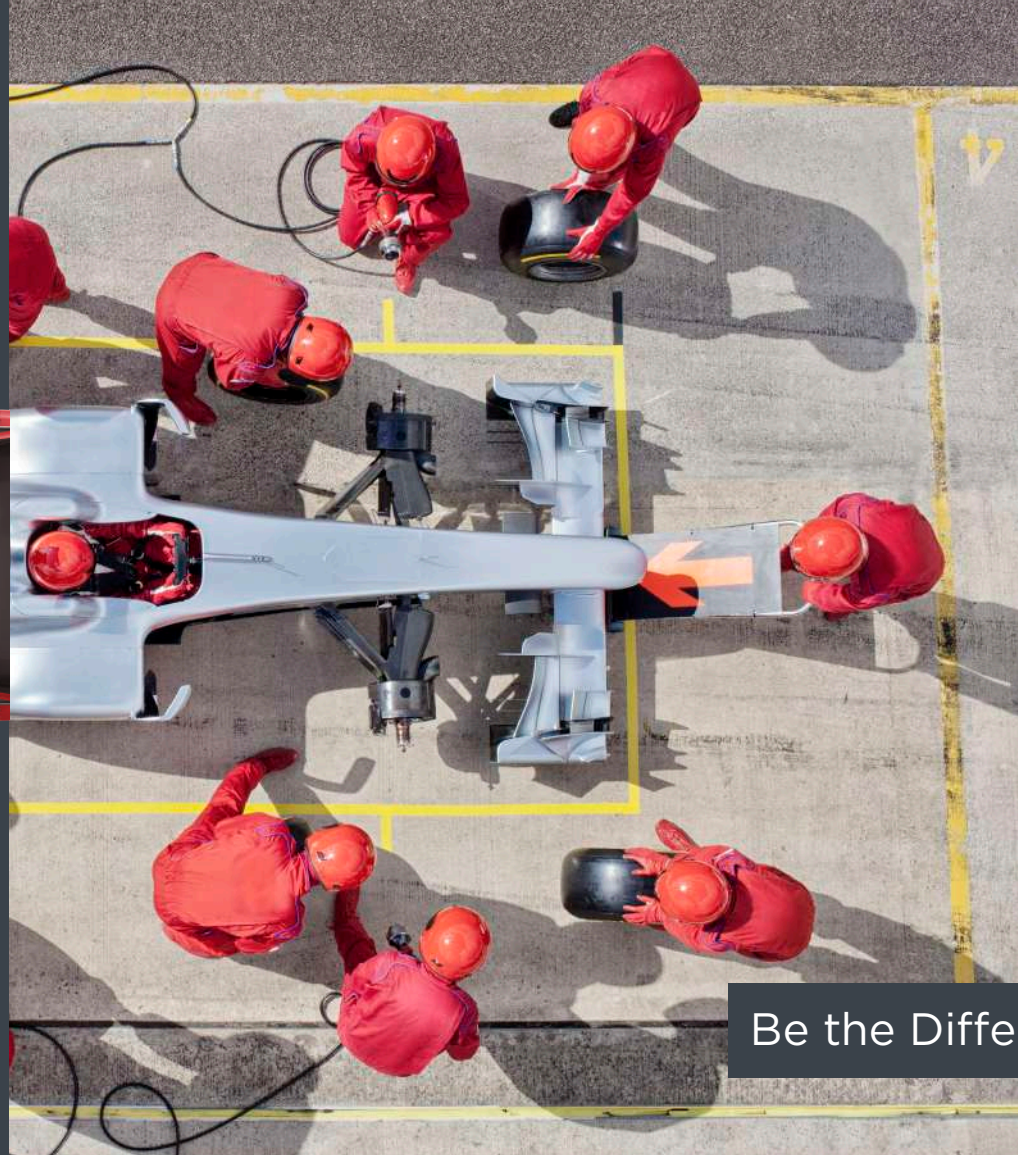
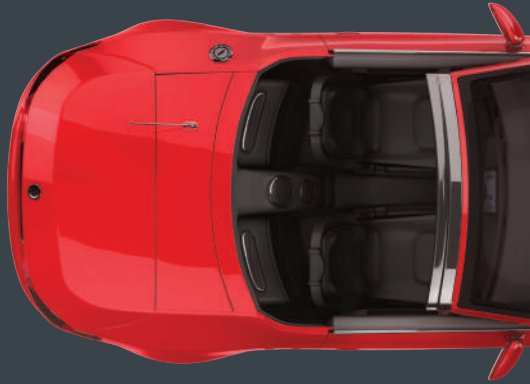


# At a standstill or geared to win?

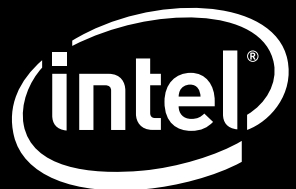
Discover the difference as a Lenovo Partner

#DifferentIsBetter



Be the Difference

Lenovo™



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Business Partner Overview

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# Be the Difference

Next time you talk to your customers, have something new to say that makes them rethink their approach to IT and communications.

**Partnering with Lenovo, you immediately have more to offer than your competitors.**

- End-to-end product portfolio
- Give your customers the competitive edge
- The most innovative solutions from us and our best-of-breed partners

**And a brand that really is a leading global technology company.**

# Be in a stronger partnership

We're committed to partnership, with 95% of our Asia Pacific business going through the channel.

And we bring powerful strategic partners to the table, through alliances with Microsoft, Intel, Nutanix, SAP, VMware and other industry-leading, door-opening names.

As a Lenovo partner, our commitment to continuous innovation will make **you** the difference that keeps your customers' business moving forward.

**Be the difference that leads change.**

#DifferentIsBetter

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# From slowly budding to simply blooming

See the difference our partnership can make to your company growth.

As a Lenovo partner, you can have in-depth conversations with your customers. How are they managing their mobile devices? Is their data center roadmap still on plan? Does their current fleet of desktops, laptops and tablets enable the productivity that their business demands?

These are questions that unlock closer, more mutually profitable relationships, positioning you as a long-term, highly trusted partner to your customers.

Lenovo's comprehensive and award-winning portfolio means you deliver an end-to-end solution - using one vendor.



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# Partner with a global leader in a growing Asia Pacific market

- The world's #1 PC company<sup>1</sup>
- Over US\$1.9 billion revenue in Asia Pacific, where the market is growing at a steady 5.3% year on year<sup>2</sup>
- #1 in Server Reliability Award<sup>3</sup>
- Lenovo Tablet share grew 29 x faster than the market<sup>4</sup>
- The fourth largest maker of smartphones outside China<sup>5</sup>
- 62 product portfolio awards at CES 2017, including **Best of Innovation** and **Best of CES 2017**
- Breakthrough manufacturing process will reduce carbon emissions by the equivalent of 670,170 gallons of gasoline every year<sup>6</sup>

<sup>1</sup> Gartner CY2017 Q1 Rankings

<sup>2</sup> IMF, April 2016

<sup>3</sup> ITIC 2016-2017 Global Hardware, Server OS Reliability Report

<sup>4</sup> IDC, Q4 2016

<sup>5</sup> IDC Q4 2016

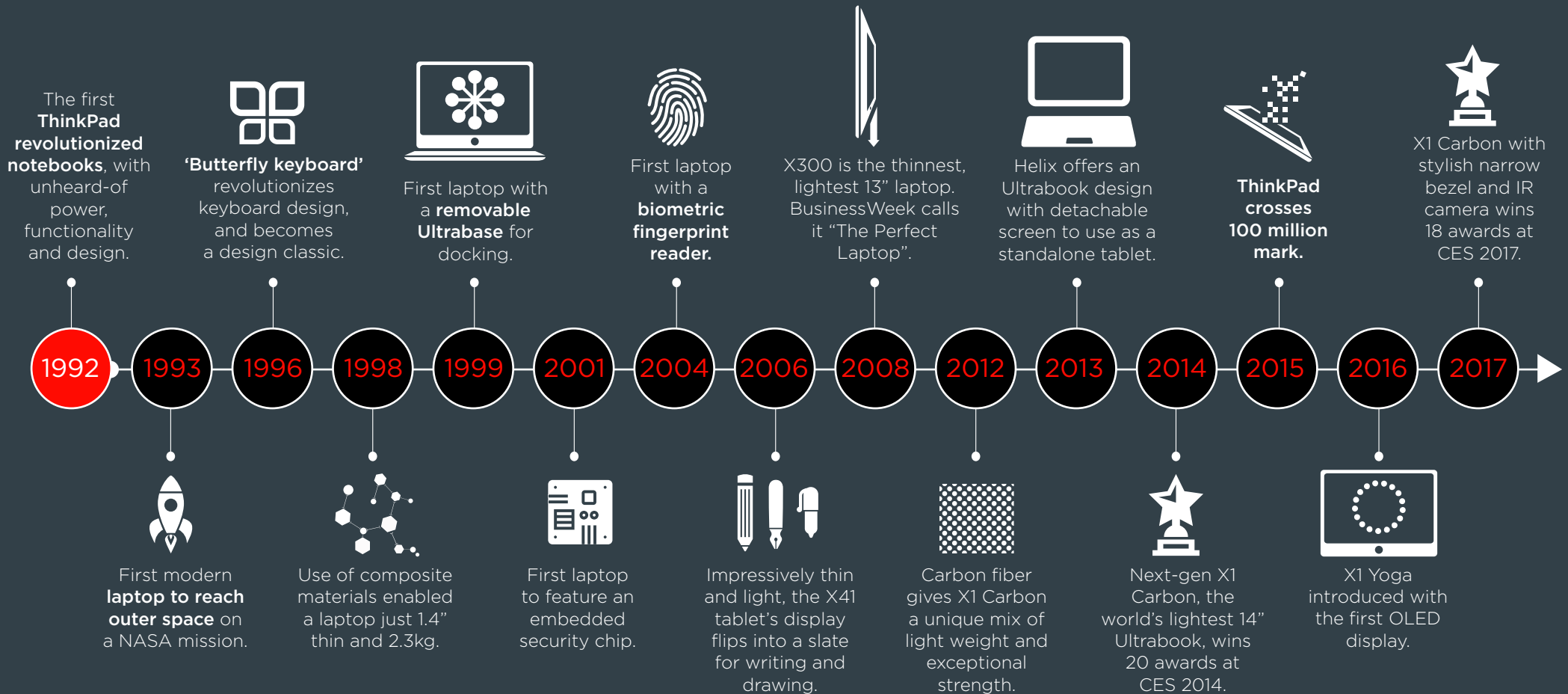
<sup>6</sup> Estimate based on Anhui province emission factors and Environmental Protection Agency Greenhouse Gas Equivalencies Calculator

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# Same-as products or visionary solutions?

Enjoy the difference of being able to offer fresh, innovative solutions.

We've built a reputation for it...



Sign up and start today at [ap.lenovopartner.com](http://ap.lenovopartner.com)

# Be a trusted source of innovative new solutions

Mobility, productivity, efficiency, collaboration – Lenovo's dedication to continuous innovation enables you with leading edge solutions for your customers ever changing requirements.



## SMARTPHONES\*

Delivering innovative designs and state-of-the-art functionality for private and business needs.



## TABLETS

Versatile designs and innovative features for business and consumer needs, with Android or Windows Operating systems.



## LAPTOPS AND CONVERTIBLES

From entry-level laptops to top of the range ThinkPad devices – the gold standard in business with legendary reliability and premium performance.

\*Only available in selected countries, please check with your local Lenovo team.

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## DESKTOPS, ALL-IN-ONES, WORKSTATIONS AND MONITORS

Ideal for the smallest business or largest enterprise, with compact designs, reduced energy consumption and proven reliability.



## SERVERS AND SERVICES

Solutions for small businesses to the enterprise, delivering reliable infrastructure to meet changing business demands in the data center.



## STORAGE AND NETWORKING

Affordable solutions to manage and protect customer data. Networking simplifies management and meets the need of growing businesses with scale-out architecture.

Sign up and start today at [ap.lenovopartner.com](http://ap.lenovopartner.com)

# Lone seller or empowered partner?

## Experience real partnership.

We are fully committed to helping our channel partners benefit from our leading market position.

Our channel program is designed to make it easier for you to do business with us, offer the most competitive prices and enjoy some of the most attractive margins in the industry.

### WHEN YOU PARTNER WITH US, YOU CAN EXPECT:

- A comprehensive and innovative product range
- Training and certification to keep you up to date with best practice
- A dedicated channel team
- Attractive incentives and better reward predictability



Sign up and start today at [ap.lenovopartner.com](https://ap.lenovopartner.com)



# Make all the difference at the Lenovo Partner Portal

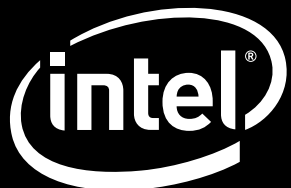
The hub of your partnership with Lenovo is the **Lenovo Partner Portal**, where new features are added regularly<sup>1</sup>. Become a partner and log in today to access:

- Lead management, deal registration and account planning functions<sup>2</sup>
- Co-branded and pre-prepared sales and marketing assets
- One-stop shop access to sales enablement resources
- Quick access to certifications and training
- Exclusive incentives and promotions

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<sup>1</sup> Partner Portal functions available in select countries  
<sup>2</sup> For selected partners only  
<sup>3</sup> ANZ partners, please continue to register at [www.lenovopartneradvantage.com](http://www.lenovopartneradvantage.com)

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