

Q3 FY22/23

EMEA Channel Promotions

September 29th 2022



Lenovo

ISG EMEA FY22/23 Promotions Overview

	Promotion name		Overview
Storage	<u>Carpe DM</u>	Updated	Up to 20% discount on ThinkSystem DM Series for new logos <u>Slide 3</u>
Services	<u>Services, Pay Less, Stay Green Promo</u>	Updated	Buy 5 Years Premier Support 24x7x4 for the price of 4 Years! Get CO2 offset for free <u>Slide 5</u>
Solutions	<u>Solutions, LEAP on ThinkAgile</u>		Get up to 800 LEAP points and 10% discount when you sell ThinkAgile and add both Services and licenses to the deal <u>Slide 7</u>
Solutions	<u>Be EPYC with AMD</u>	Updated	10% reusable voucher for any AMD server or 5% for any processor. Valid for new resellers and new SMB customers, for the 1st AMD Purchase. <u>Slide 9</u>
SMB	<u>SMB, Get V2 to Win & Intel Optane Promo</u>		Transition to Intel Ice Lake or Cooper Lake and earn CASHABACK up to 2000 USD per server Bundle Optane persistent memory and earn CASHBACK up to 320 USD per server <u>Slide 11</u>
SMB	<u>SMB, Top Mix Promo</u>		Attach any Lenovo product to a Top Choice server and build up your discounts! Up to 15% off <u>Slide 13</u>
Full Channel	<u>Lenovo-as-One</u>		5% discount on your first Data Center order. Only for new partners <u>Slide 15</u>

Carpe DM

Up to 20% discount on ThinkSystem DM Series for new logos

Eligible Products:

All ThinkSystem DM Storage and Services

Excludes Installation and Deployment Services

Why sell the Lenovo ThinkSystem DM storage solutions:

- Simplify IT operations
- Streamline data center costs
- Maintain data security and availability

Buy with confidence ThinkSystem DM Series solution from the #2 WW Entry Storage provider

Promo details

Type: Voucher Promo

External link: [Promotions Flyer](#)

Owner: [Sithi Sahleena](#)

Available materials: [LPH Link](#)

Carpe DM

Terms & Conditions

- **Validity:** until 31st of March 2023. Lenovo reserves the right to review all results quarterly and change the details if needed at the end of every fiscal quarter.
- **Availability:** to all partners in EMEA registered in the Lenovo Partner Hub.
- **Mechanism: Promo Discount Codes** are created already, ready to be assigned case-by-case on quotes submitted in the Lenovo Bid Portal and approved by the SMB Manager and the Storage Channel Manager.
- **Eligible products:** The promotion is open to registered Lenovo ISG distributors or resellers who purchase any ThinkSystem DM Storage and Services. No upgrades are eligible for this program.
- **Delivery:** Based on your request the SMB Manager will submit for the approval of the Storage Channel Manager. Once the case is approved, the Discount Code will be allocated to the SMB Manager whom will distribute the voucher to you.
- **Voucher settings:**
 - Discount codes are one-time use and will impact only the hardware & services elements of the deal. Once a contract has been requested and generated, they cannot be reused.
Only one LBP Discount code can be used per deal and codes provided as part of this promotion cannot be combined with any other promotions or discount code types that Lenovo may make available.
 - Only Run Rate transactions are considered as eligible for this promotion. These discount codes are not applicable in any type of special deals like FOB or SBO and cannot be used on any other grid than Demo or Instant bidding.
 - The LBP configuration must contain at least one ThinkSystem DM controller and total deal value between 20.000€ and 250.000€.
 - Limited Discount codes – First come basis

Lenovo reserves the right to withdraw the promotion at any time.

Pay Less, Stay Green Promo

Premier Foundation Support Upgrade

Buy 5 Years Premier Foundation Support NBD for the price of 4 Years!

AND

Get CO2 Offset for FREE!

Premier Foundation Support

- Dedicated premier phone number & live chat
- End-to-End case management with direct Technician-to-Technician access
- 3rd party collaborative software support with a Premier Support Engineer

CO2 Offset

- Offset the carbon cost of your hardware transaction at point of purchase
- Choose the technology you need with out compromising on your environmental goals

Promo details

Type: Upfront Pricing
External link: [Promotions Flyer](#)
Owner: [Christian Pullara](#)
Available materials: [LPH Link](#)

Pay Less, Stay Green Promo

Terms & Conditions

- **Validity:** until 31st of March 2023. Lenovo reserves the right to review all results quarterly and change some details if unexpected costs or issues are observed by the end of every fiscal quarter.
- **Availability:** to all partners in EMEA registered in the Lenovo Partner Hub.
- **Mechanism:** **Prices already discounted and implemented**, ready to be used in any quote submitted in LBPe.
- **Eligible products:** Promotion is available only in EMEA markets enabled for specific Premier Foundation Services Support.

Find the full eligible SKUs are available here:



Eligible PNs

- **Applicability:** These promo prices are covering the following systems:
 - Servers:
 - Intel: ST50 & ST50 V2, ST250 & ST250 V2, SR250 & SR250 V2, ST550, ST650 V2, SR530, SR590, SR630 & SR630 V2, SR650 & SR650 V2
 - AMD: SR645 & SR665
 - Storage: DE2000 & DE4000

For markets where Premier Support is not available, the applicable service for this promotion is Standard Foundation Support

Lenovo reserves the right to withdraw the promotion at any time.

LEAP on ThinkAgile

Including ThinkAgile MXaaS and
ThinkAgile VXaaS

Get 10% discount when selling a ThinkAgile solution and attaching both Services and Licenses to the deal!

Sell ThinkAgile and receive up to 800 LEAP points per node!

- 400 points per node when you sell ThinkAgile HX, VX, MX Certified Nodes
- **Include Software licenses and earn double up on LEAP points:**
- 800 points per node when you sell ThinkAgile HX, VX, MX appliances
- 800 points per node when you sell ThinkAgile HX, VX, MX Certified Nodes + Software PNs

Promo details

Type: Voucher Promo

External link: [Promotions Flyer](#)

Owner: [Jakob Andersen](#)

Available materials: [LPH Link](#)

LEAP on ThinkAgile

Terms & Conditions

- **Validity:** until 31st of March 2023. Lenovo reserves the right to review all results quarterly and change some details if needed at the end of every fiscal quarter.
- **Availability:** to all partners in EMEA registered in the Lenovo Partner Hub.
- **Mechanism: Promo Discount Codes** are created already, ready to be assigned case-by-case. Based on your request the SMB Manager will submit for the approval of the Solutions Channel Manager. Once approved, the DC is allocated to the SMB Manager whom distributes the voucher to the respective partner.
- **Eligible products:** Promotion is valid only for ThinkAgile VX, ThinkAgile MX and ThinkAgile HX, ThinkAgile MXaaS and ThinkAgile VXaaS solutions and is subject to local SMB Manager approval. Special grids not applicable.
- **Voucher settings:**
 - Maximum T1 Total Approved Value must be below 180.000 € per each quote.
 - These vouchers cannot be combined. Only one LBP Discount code can be used per deal and codes provided as part of this promotion cannot be combined with any other promotions or discount code types that Lenovo may make available.
 - Discount codes are one-time use and will impact all elements of the deal. Once a contract has been requested and generated, they cannot be reused.
 - Only Run Rate transactions are considered as eligible for this promotion. These discount codes are not applicable in any type of special deals like FOB or SBO and cannot be used on any other grid than Demo or Instant bidding.
- **Applicability:**
 - Promotion is applicable for Lenovo uncovered customers only. Verify with the SMB Manager in your market if your customer is eligible
 - All ThinkAgile, Services and MX/HX/VX licenses must be included for a 10% discount.
 - Discount is only applicable if all the products in the bid are purchased at the same time.

For the LEAP Promotion, the general LEAP Terms and Conditions Apply. Visit www.lenovoleap.com for more information. Lenovo reserves the right to withdraw the promotion at any time.

Be EPYC with AMD

AMD
EPYC

Lenovo

Lenovo ThinkSystem servers offer world class AMD EPYC™ performance and I/O connectivity allowing for optimal infrastructure solutions to reduce TCO and maximize ROI of IT investments.

Take advantage of the special offers available from Lenovo:

**15% reusable voucher for any AMD server
and
5% voucher for any processor**

Take advantage of the special offers available from Lenovo for:

- SMB Customers
- 1st AMD Purchase - valid for new resellers and new end customers
- Solutions offering on AMD platform

Contact your local SMB Manager today for your tailored offer!

Lenovo

Promo details

Type: Voucher Promo

External link: [Promotions Flyer](#)

Owner: [Elena Eremia](#)

Available materials: [LPH Link](#)

Be EPYC with AMD

AMD
EPYC

Lenovo

Terms & Conditions

- **Validity**: until 31st of March 2023
- **Availability**: to all partners in EMEA registered in the Lenovo Partner Hub.
- **Mechanism**: Promo Discount Codes are created already, ready to be assigned case-by-case on quotes submitted in the Lenovo Bid Portal and approved by the SMB Manager.
- **Eligible products**: Any Lenovo server build with AMD processors is eligible for this promotion, along with any stand-alone CPU from AMD
- **Delivery**: Based on your request the SMB Manager will review the configuration and chose the best discount from the available funds. Once the case is approved, the Discount Code will be allocated to you, our partner, and will be applicable only on that approved quote.
- **Voucher settings**:
 - Discount codes are one-time use and will impact only the hardware AMD products from the deal. Once a contract has been requested and generated, they cannot be reused.
Only one LBP Discount code can be used per deal and codes provided as part of this promotion cannot be combined with any other promotions or discount code types that Lenovo may make available.
 - Only Run Rate transactions are considered as eligible for this promotion. These discount codes are not applicable in any type of special deals like FOB or SBO and cannot be used on any other grid than Instant bidding.

Lenovo reserves the right to withdraw the promotion at any time.

Get V2 to Win & Intel Optane Promo

NEW! Buy Lenovo Intel Rack, Tower or High-End Servers with Ice Lake or Cooper Lake Intel Xeon Scalable Silver, Gold or Platinum Processors and EARN up to 2,000 USD cashback!

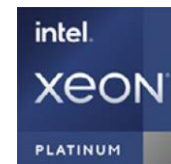
Bundle Optane Persistent memory to your solution and earn additional cashback!

Valid for Lenovo Intel Rack, Tower or High-end Servers with minimum 4+ ThinkSystem Optane Persistent memory.

Powered by Intel®

	1 Processor per invoice	2 Processors per invoice	4 Processors per invoice	8 Processors per invoice
Intel® Xeon® Silver Server Processor (3rd Gen 43xx)	50 USD	150 USD	300 USD	600 USD
Intel® Xeon® Gold Server Processor (3rd Gen 53xx ,63xx)	150 USD	400 USD	800 USD	1600 USD
Intel® Xeon® Platinum Processors (3rd Gen 83xx)	200 USD	500 USD	1000 USD	2000 USD

Additional Bonus	4 Persistent Memory	8 Persistent Memory
Intel® Optane™ DC Persistent Memory 128 GB	80 USD	160 USD
Intel® Optane™ DC Persistent Memory 256 GB	160 USD	320 USD



Promo details

Type: Cashback Promo
External link: [Promotions Flyer](#)
Owner: [Jovana Belada](#)
Available materials: [LPH Link](#)

Get V2 to Win & Intel Optane Promo

Terms & Conditions

- **Validity:** until 31st of March 2023. Lenovo reserves the right to review all results quarterly and change some details if needed at the end of every fiscal quarter.
- **Availability:** This promotion is open to registered Lenovo ISG Resellers and Distributors only. Eligible for all Lenovo Resellers and Distributors in EMEA. Products purchased from entities other than Lenovo authorized Distributors are excluded from the program.
- **Mechanism: Cashback** assigned based on invoiced sales during the eligible period of April 1st 2022 – March 31st 2023. Both the server and the additional Intel® Xeon® Scalable Processor (if standalone) to be included in the same invoice
- **Eligible products:**
Lenovo Rack Servers, Towers, High-End and ThinkAgile solutions on Ice Lake or Cooper Lake
Intel® Xeon® Scalable Processors Platinum, Gold or Silver and/or Intel® Optane™ PMEM
- **Limits:** Only Valid for both Standard and CTO part numbers. Limited to 15 servers per deal. For Intel Optane Promotion minimum quantity per deal: 4 modules
Applies to uncovered deals only
- Lenovo reserves the right to withdraw the promotion at any time. This promotion is available in all EMEA markets.
All communication and questions about the program must be directed to Lenovo
- Subject to applicable laws and regulations, Lenovo reserves the right to monitor, review, retain and / or disclose any information as necessary to satisfy any applicable law, regulation, legal process or governmental request

Top Mix Promo

Attach any other Lenovo product to a **Top Choice server** and build up your discounts!

Discounts applicable only for quotes without Lenovo Review and limited to €50.000!



Promo details

Type: Voucher Promo

External link: [Promotions Flyer](#)

Owner: [Elena Eremia](#)

Available materials: [LPH Link](#)

Top Mix Promo

Terms & Conditions

- **Validity:** until 31st of March 2023.
- **Availability:** to all partners in EMEA registered in the Lenovo Partner Hub.
- **Applicability:** through Re-Usable discount codes applied on quotes submitted in the Lenovo Bid Portal.
- **Eligible products:** minimum 1 Top Choice selected Server must be included in the bid and any other standard Lenovo products can be attached to it. CTOs are not included in this promotion.
- **Delivery:** The vouchers are allocated to each partner account with the approval of the SMB Sales Manager. Those are reusable, each can be applied multiple times to an unlimited number of quotes.
- **Voucher settings:**
 - Maximum T1 Total Approved Value must be below 50.000 € per each quote.
 - All vouchers will have a Minimum Order Value pre-set of 95%.
 - These vouchers cannot be combined, only one code can be applied to each quote and no other discount codes can be applied in the same quote.
 - No Lenovo Review can be requested after applying the Top Mix discount code – requesting the Lenovo Review will eliminate the voucher from the LBPe quote.
 - Applicable for LBPe quotes submitted under any of the Instant Bidding price grids or of the Top Choice pricing grids. They can't be applied on any special pricing grid or Delegated Web grid no special deals like FOB or SBO are suited for them.

Lenovo reserves the right to withdraw the promotion at any time.

Lenovo-as-One

Claim 5% off your first Data Center Products order today!

For any partner who purchased more than 10 PCs **in the last 3 months** and did not purchase any Data Center products for 18 months prior eligible. Data Center vouchers are valid for all LBPE deals up to \$100k bid price.

Vouchers are valid until **the end of the quarter**.

Please contact your distributor to claim your 5% discount.

Promo details

Type: Voucher Promo

External link: [Promotions Flyer](#)

Owner: [Elena Eremia](#)

Available materials: [LPH Link](#)

SMB Promotion

Lenovo-as-One

Terms & Conditions

- **Validity:** until 31st of March 2023. Lenovo reserves the right to review all results quarterly and change the details if needed at the end of every fiscal quarter.
- **Availability:** to all partners in EMEA registered in the Lenovo Partner Hub.
- **Mechanism:** **Promo Discount Codes** are created already, ready to be assigned case-by-case on quotes submitted in the Lenovo Bid Portal and approved by the SMB Manager.
- **Eligible products:** all Lenovo Data Center products
- **Voucher settings:**
 - Maximum T1 Total Approved Value must be below 1800.000 € per each quote or the equivalent in the local currencies.
 - All vouchers will have a Minimum Order Value pre-set of 95%.
 - Discount codes are one-time use and will impact only the hardware & services elements of the deal. Once a contract has been requested and generated, they cannot be reused.
 - Only one LBP Discount code can be used per deal and codes provided as part of this promotion cannot be combined with any other promotions or discount code types that Lenovo may make available.
 - Only Run Rate transactions are considered as eligible for this promotion. These discount codes are not applicable in any type of special deals like FOB or SBO and cannot be used on any other grid than Demo or Instant bidding.

Lenovo reserves the right to withdraw the promotion at any time.

thanks.

Different is better

Lenovo™