Think BIG!
with ThinkSystem Tower Servers

Lenovo Tower Go BIG! Campaign Playbook
- *For our business partners*

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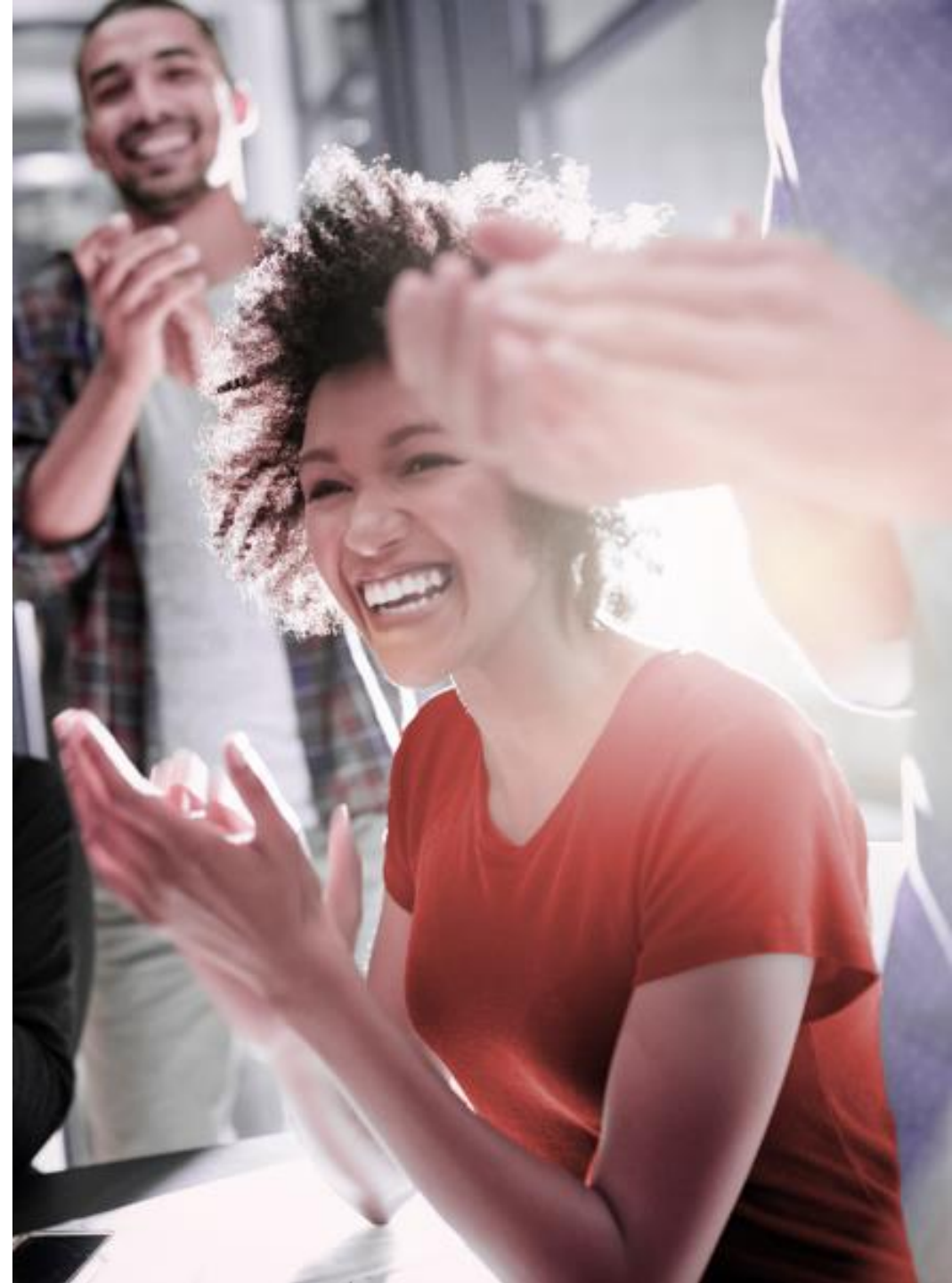
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THE "WHY"

Think growth, rewards and customer retention

Lenovo Tower Go BIG!

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The tower server opportunity is BIG

+14.2%
Growing businesses year-on-year IT spending growth by 2026.[1]

51%
Of growing businesses plan to increase IT spending in 2023.[2]

82%
Of small businesses agree using new technology effectively is key to their company's survival and growth.[3]

IT spending is growing faster among these customers.

Seize this opportunity with ThinkSystem Tower Servers designed to meet their needs and help you grow.

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Seize the opportunity with Lenovo Tower Go BIG!

Grow with Lenovo: Invest in your success

EXPAND opportunities

- **Increase your competitiveness** in the general-purpose server tower market with optimized solutions from Lenovo and Intel
- **Expand offerings** to open the door to new customers in within the server segment
- **Increase share of wallet** to offer great offerings to existing and new customers with ThinkSystem Tower Servers
- **Close deals faster and more easily** with Lenovo 360 enablement tools - Lenovo 360 Marketing Builder and Lenovo Bid Platform

Earn BIG rewards

- **Become more profitable** thanks to dedicated Lenovo 360 incentives and promotions
- **Increase your earnings** with Lenovo 360 incentives and ThinkSystem Tower promotions
- **Get rewarded** through the seller incentive platform under Lenovo 360 and Lenovo LEAP (where available)
- **Leverage geo-specific promotions** to further increase your competitiveness. Ask your partner account manager for more details*
- **Boost rewards further** as your Lenovo 360 Tier status increases

Increase Retention

- **Offer greater value** with the reduced costs, simplicity, agility, security, and #1-rated reliability of ThinkSystem, plus the performance of Intel® Xeon® E processors
- **Deliver faster** with geo-specific speedy delivery programs
- **Provide pay-as-you-grow solutions** with Lenovo TruScale
- **Meet growing customer needs** with Lenovo's comprehensive edge-to-cloud portfolio
- **Grow your solutions** when you encourage additional sign up to Premier Support

*(GEO Specific incentives to be included here where available)

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ThinkSystem Tower Servers deliver more.

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Lead with tower servers that build in what customers need

Powered with Intel® Xeon® E processors, they help you bring customers more value:

Focus products of the Tower Go BIG campaign

ThinkSystem ST50 v2 [5]

- Increase productivity with Intel® Xeon® E-2300 Processor offering professional-level capabilities at an affordable price-point.
- Get the flexibility to deploy in any office environment with compact size, flexible mounting options, and whisper-quiet acoustics.
- Highly energy efficient with a TDP of no more than 95W and supports up to 8C performance.
- Simplifies setup and firmware upgrades with Lenovo XClarity Provisioning Manager Lite.

ThinkSystem ST250 v2 [6]

- Meets remote office and branch office (ROBO) needs - compact footprint and office-quiet cooling system enables the server for low-profile use.
- Provides agility with expandable storage and GPU support.
- Enterprise-level server power with the next-generation Intel® Xeon® E-2300 Processor - enables up to 8 cores.
- Dual 550W AC power supplies increase server uptime, workplace productivity, and data security.
- Includes full support for Lenovo XClarity Administrator to enable comprehensive systems management.

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Meet a wider range of needs with high performance servers

Powered with Intel® Xeon® Scalable processors, they offer enterprise features:

Additional Lenovo ThinkSystem Tower Offerings

ThinkSystem ST550[7]

- Meets high-performance needs
- Delivers enterprise performance with Intel® Xeon® Scalable processors
- Includes full support for Lenovo XClarity Administrator to enable comprehensive systems management
- Supports a wide range of processors to suit a wide range of budgets and application requirements

ThinkSystem ST650 v3 [8]

- Meets high-performance needs
- Delivers enterprise performance with Intel® Xeon® Scalable processors
- Options that provide up to 4TB of DDR5 memory and up to 300TB storage
- Easy installation and management either onsite or remotely, makes these Towers perfect for enterprise users
- Includes full support for Lenovo XClarity Administrator to enable comprehensive systems management

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GTM STRATEGY

Get ready to go-to-market with tower.

Lenovo Tower Go BIG!

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Building a strong GTM strategy is as simple as 1 – 2 – 3 with Lenovo:

① Get recognized and rewarded with Lenovo 360

Learn and earn
with Lenovo 360 Engage

Grow your incentives and reputation as a trusted advisor
as you increase your Lenovo 360 Tier Status

Access localized tailored Lenovo 360 promotions to greater your wins when you sell BIG*

② Succeed with marketing tools & enablement

Easily build branded customer marketing campaigns
with Lenovo Marketing Builder

Download educational enablement and sales assets
from Lenovo Partner Hub

③ Get specialized support

Talk to your Lenovo Partner account manager
to answer questions and get more information.

*Promotions are subject to local GEO's

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Go to market with ready-to-use content

Lenovo Tower Go BIG!

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Increase your knowledge with learning resources

Download your assets at Lenovo Partner Hub

Asset	Description
Lenovo Partner Hub page	Your central source for campaign information and toolkit.
Battlecard	Objection handling, conversations starters, and how to engage customers.
Product guide	Useful enablement for the campaign focus products.
Infographic	Visualize the benefits of thinking BIG with Lenovo Tower Servers.
Video	A quick introduction to Lenovo Tower Go BIG!

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Understand the campaign and increase your knowledge

Download your assets at Lenovo Partner Hub

Video   Battlecard   Product Guide   Infographic

Visit the Lenovo Partner Hub

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Engage your customers with new, localized content

Download your assets at Lenovo Partner Hub

Asset	Description
Email	Engage your prospects and customers with an email marketing campaign.
Social media content	Get the word out to your customers with pre-written LinkedIn, Twitter and Facebook posts.
Product guide	Share a product-focused flyer with interested customers.
Customer presentation	Deliver an in-depth customer presentation.
Web content	Easily create a ThinkSystem Tower Server web page with ready-to-publish content.
Video	Share a quick introduction to the unique value of ThinkSystem Tower Servers powered by Intel® Xeon® E processors.

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Engage your customers with new, localized content

Share campaign content with your prospects and customers.

| Video | Email | Product flyer | Social posts | Web content | Customer PPT |

Visit the Lenovo Partner Hub

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Now is the moment to think BIG!

Visit Lenovo Partner Hub
to download your assets and get started.

Reach out to your Lenovo Partner Account Manager
for more information.

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thanks.

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3. 23-Jul-Digital-Transformation-V2.pdf (smb-gr.com)
4. ITIC Global x86 Server Reliability Surveys - https://www.lenovo.com/us/en/resources/data-center-solutions/analyst-reports/itic-2021-global-server-reliability-report/
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