

Lenovo  
360

Smarter  
technology  
for all

Lenovo

# SMB Playbook

Lenovo channel partner guide to boost sales success

# Executive summary

## Purpose of this playbook

- Information about the small and medium business (SMB) opportunity
- Provide our partners with an overview of Lenovo Infrastructure Solutions, services, and processes relevant for SMB customers
- Help our partners win SMB infrastructure opportunities with Lenovo
- Enable, connect, and grow our partners through the Lenovo 360 channel partner framework
- Enable our partners to have more effective customer conversations

## What this playbook covers

- Overview of Lenovo's SMB infrastructure solutions portfolio
- How to leverage the Lenovo 360 channel partner framework to accelerate growth
- How to make the most of Lenovo 360 Top Choice offerings
- Access to relevant enablement content and co-marketing campaigns to drive customer demand

## Who this playbook is for

- Distributors
- Channel Partners

Note: Lenovo defines SMB as organizations with fewer than 1,000 employees (Small: <100 | Midmarket:100–999).



# Table of Contents

- 1. The Opportunity**  
Turn customer modernization into opportunity

---
- 2. Lenovo 360**  
Explore the unique benefits available to you

---
- 3. Lenovo 360 Top Choice**  
Bring speed, simplicity, and predictability to infrastructure solution sales

---
- 4. Lenovo Infrastructure Solutions Portfolio**  
Product portfolio, software, and services

---

  - 4.1 Servers**  
Lenovo ThinkSystem Server Portfolio

---
  - 4.2 Storage**  
Lenovo ThinkSystem storage portfolio

---
  - 4.3 Hyperconverged**  
Simplify IT infrastructure and scale with ease

---
  - 4.4 Software**  
Simplify deployment, increase agility, and reduce complexity

---
- 5. Services & Solutions**  
Drive higher profitability and customer retention

---
- 6. Next Steps**  
Take the next step to fulfil your SMB opportunities. Explore enablement and co-brandable campaign assets designed to help you benefit from the Lenovo 360 Top Choice infrastructure offerings.

# The Opportunity

Understanding the SMB market

# 01

# The SMB opportunity

## Succeed by resolving customer complexity

For SMBs seeking to modernize their IT infrastructure and deploy advanced technologies such as AI, the prospect of transformation is both attractive and a looming headache.

To advance these initiatives into impactful business accelerators requires extensive strategy, integration, and implementation capabilities, skills that are often beyond lean, in-house IT teams. Without those skills, there's a **danger of lengthy project cycles, unresolved complexity, and a high-risk of failure.**



**Balancing performance, budget constraints, cost predictability, and simplicity** are all top of mind for your customers.



**Wary of complexity**, customers need solutions that are quick, easy to deploy, secure, scalable, and designed to support evolving workloads.

SMBs rely on you as a trusted advisor to guide them towards effective outcomes. You are their key to fast tracking IT solutions and to close the gap between intent and results.

To illustrate the size of the opportunity, consider that SMB IT spending is forecast to reach \$1.1 trillion by 2030<sup>1</sup>, a 31% increase from 2024.

### Top SMB IT challenge

**#1. Budget constraints and cost predictability<sup>2</sup>**

**50%+ of up for grabs spending** will be for AI inference, BI/analytics, app dev/testing and content applications<sup>3</sup>

### Common buyer behaviors<sup>4</sup>

- ✓ Wary of complex integrations
- ✓ Receptive to bundling
- ✓ Looking for advice, guidance, expertise from partners

<sup>1</sup> Global Industry Analysts, MarketResearch.com; <https://www.marketresearch.com/Global-Industry-Analysts-v1039/SMB-Spending-42601418/>

<sup>2</sup> Techaisle's global SMB survey 2026 taken from Techaisle-2026-top10-smb-it-priorities-business-issues-techaisle-infographic.pdf

<sup>3</sup> IT Buyer Research Findings, Industry Primary Research, June 2025

<sup>4</sup> IDC, Behind the Tech Buying Curtain: What Vendors Need to Know About Selling in Today's Digital Economy, Sept 2024 cited in FY24\_SMB\_moment\_Nov 14.pptx



# Helping you win with SMBs

With fast, simple, and low-risk adoption

Wary of complexity and potential supply constraints, your SMB customers need solutions that are quick and easy to deploy, secure and scalable as their business grows and evolves. Lenovo can help you meet the exact needs of your SMB customers through:

**Speed:** Faster quoting, ordering, and deployment

**Simplicity:** Easier decision-making via curated configurations

**Reliability:** Access to reliable, end-to-end support that keeps infrastructure running without disruption

Moreover, your customer engagement will be:

**Backed by Lenovo 360:** Our solutions are supported by Lenovo 360, a global channel partner framework that equips partners with the tools, resources, and expertise to enable, connect, and grow their businesses.

**Enabled by Lenovo 360 Top Choice:** Bring speed, simplicity, and predictability to infrastructure sales with Lenovo 360 Top Choice range of curated solutions.

## Key market trends<sup>1</sup>

SMB customers are seeking speed, simplicity, and reliability

- **High velocity sales** account for **75%+** of SMB sales
- **80%+** of customers prefer advisory sales with **simpler recommendations**
- **#1. Reliability and availability** top the list of customer key purchasing criteria, above price

## Why Lenovo?

**Lenovo** earns a 4.9 out of 6 score as a **top performer in sales enablement and marketing support<sup>2</sup>**

<sup>1</sup> IT Buyer Research Findings, Industry Primary Research, June 2025

<sup>2</sup> Canalys Partner Perception Survey

# Build growth on dependable connections

As a channel partner in a competitive market, you know that success comes from more than just sales. It's built on dependable connections and trusted partnerships.

With Lenovo Infrastructure Solutions, you're backed by incredible technology that delivers value to customers, and a channel-centric model designed to put your growth first.

**#1 in x86  
reliability** for 12  
consecutive years<sup>1</sup>

Lenovo ranked **#8 in  
the Gartner® Supply  
Chain Top 25<sup>2</sup>**

**#1 for profitability**  
of as-a-service  
programs (4.9/6)<sup>3</sup>

**Top performer** in  
sales enablement and  
marketing support<sup>3</sup>

With our dedicated global channel framework, Lenovo 360, you'll have access to Lenovo hardware, software and services, along with the sales tools, incentives and support needed to grow and meet evolving customer needs.

<sup>1</sup>ITIC, ITIC 2025 Global Server Hardware, Server OS Reliability Report, February 2026

<sup>2</sup>Gartner Supply Chain Top 25

<sup>3</sup>Canalys Partner Perception Survey



# Lenovo 360

Enable. Connect. Grow.



# Lenovo 360: Evolving our world together

## For channel partners

Lenovo 360 enables mutual growth through a constantly evolving framework.

It brings together:

- Flexible solutions
- Sales enablement
- Incentives, and
- Community initiatives

In pursuit of modernization and seeking to take advantage of advanced technologies such as AI, small and medium businesses need to come to terms with complexity. Lenovo 360 grants channel partners easy access to the full range of Lenovo solutions, tools, and support so they can cater for their SMB customers.

Continue reading to explore how Lenovo 360 enables, connects, and grows your business in the upcoming pages.



[Sign up to Lenovo 360 to enhance your agility, strengthen your competitive position and broaden areas of expertise.](#)



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# How Lenovo 360 supports you

A framework that enables you, connects you, and helps you grow through tools, communities, and incentives



## Enable

Access sales and marketing tools that help you build demand, improve your expertise and win more opportunities.



## Connect

Join a global partner community that gives you collaboration, insights and support through councils, events and experts.



## Grow

Unlock incentives, competencies and rewards that help you expand your capabilities and increase profitability.



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## Enabling your SMB success

Through Lenovo 360, you'll find everything you need to market and position Lenovo Infrastructure Solutions to SMB customers with confidence.





## Enable

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## Platforms that help you grow your infrastructure solutions business

## Plan and build solutions

- [Lenovo 360 Solutions Hub](#)  
Explore reference architectures, validated designs and use cases for SMB workloads.

## Market and sell effectively

- [Lenovo 360 Partner Hub](#)  
Your one-stop-shop for solutions, bid registration, configurations, Lenovo 360 information, marketing materials, trainings and more.
- [Lenovo 360 Learning Center](#)<sup>1</sup>  
Our channel partner training portal. Access a wide range of trainings and Lenovo 360 Certifications.
- [Lenovo campaign assets](#)  
Activate campaigns that will raise awareness and bring you closer to your customers.
- [Lenovo 360 Marketing Center](#) *(Coming soon)*

## Quote and Configure

- [Lenovo Bid Platform](#)<sup>2</sup>  
Manage bids, create and submit quotes.
- [Lenovo Data Center Solution Configurator](#)  
**Access CTO models, pre-built offerings and deployment ready solutions**

<sup>1</sup> Log in to the Lenovo 360 Partner Hub, go to Training in the top navigation, and select the Lenovo 360 Learning Center.

<sup>2</sup> Log in to the Lenovo 360 Partner Hub, navigate to Sales in the top navigation, and select the Lenovo Bid Platform



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## Lenovo 360 Solutions Hub

**Discover Lenovo Infrastructure Solutions for small and medium businesses**

Your starting point to understand Lenovo Infrastructure Solutions

It provides a clear overview of our SMB offerings, the challenges they address, and the outcomes they deliver for customers.

Use it to build awareness, learn key positioning, and prepare for customer conversations.

**[Explore solutions aligned to key SMB technology priorities](#)**

## Lenovo 360 Top Choice

**Bring speed, simplicity, and predictability to infrastructure solution sales.**

### **Lenovo 360 Top Choice Express**

Configure to order (CTO) model using a curated set of components. Order-to-ship in <10 business days or less is our goal.<sup>1</sup>

### **Lenovo 360 Top Choice Stock**

Pre-built, fixed-configuration. Ready to ship server and storage offerings held in distribution.

### **Lenovo 360 Top Choice Ready2Go Starter Packs<sup>2</sup>**

Best-selling storage and server configurations ready to ship directly to your customers.

**[Discover more](#)**

<sup>1</sup> Ship dates are estimates only; actual ship times may vary based on platform and component availability, order processing, logistics, and external factors beyond Lenovo's control. Lenovo is not liable for delays.

<sup>2</sup> Availability is market dependent



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# Connecting you to expertise

Our partner communities connect you with the people, expertise, and insights to help you get more from our infrastructure portfolio. Here, you can learn from peers, access curated technical content, engage with Lenovo specialists, and discover how to turn sustainability into a strategic advantage.





## Connect

# Lenovo 360

# Stay ahead with Lenovo 360 Tech Connect

Lenovo 360 Tech Connect is a global community empowering Lenovo partners to win more opportunities by equipping solution architects with expertise insights, and support needed to deliver exceptional customer outcomes.



**Get direct access** to curated technical insights, tools, training, and resources



**Earn recognition** for your technical contribution and grow your credibility across the Lenovo ecosystem



**Connect with Lenovo specialists** and industry peers through news, events, webinars, and collaboration spaces



**Accelerate solution delivery** and improve customer outcomes with stronger technical knowledge and support



**Build your expertise** faster with continuous learning designed for technical professionals

**Join Lenovo 360 Tech Connect and take advantage of the community designed to help you lead and create more value for customers.**





## Connect

# Lenovo 360 Circle

## Making sustainability a growth advantage

Lenovo 360 Circle is a voluntary global community that helps partners turn sustainability into a strategic advantage. It provides a clear sustainability blueprint supported by expert guidance, learning paths, assessments and data that accelerate both business growth and sustainability outcomes.

Partners gain access to curated resources, a global network of sustainability experts and community events that showcase progress and share best practices.

Lenovo 360 Circle also supports partners in building a measurable sustainability strategy that meets evolving customer expectations and creates new SMB opportunities.

[Learn more about Lenovo 360 Circle](#)

[Register for Lenovo 360 Circle](#)





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# Lenovo 360 Learning Center

Explore a range of self-paced training designed to build your expertise, strengthen your sales approach, and help you confidently position Lenovo solutions.

<b>Lenovo Partner Sales Training</b>	Everything you need to sell with confidence into one place, aiding your understanding of the SMB portfolio. Access flexible, self-paced courses designed to help you understand the portfolio, refine your approach, and move deals forward with speed and predictability.	<a href="#">Learn more</a>
<b>Lenovo Sales Tools</b>	Explore self-paced Lenovo partner training designed to help you get more from powerful sales tools. Build confidence, sharpen your approach, and discover smarter ways to close deals with SMB customers.	<a href="#">Learn more</a>
<b>Lenovo Data Center Solutions Configurator (DCSC)</b>	Unlock the full value of DCSC. Learn how to find, configure, and deliver data center solutions with speed and simplicity.	<a href="#">Learn more</a>
<b>Lenovo 360 Top Choice Express</b>	<i>Coming Soon</i>	<i>Coming Soon</i>

## Lenovo systems management software

<b>Introduction to Software in the Data Center</b>	Systems software, application software, virtualization software, and management software.	<a href="#">Learn more</a>
<b>Lenovo XClarity One</b>	A suite of centralized IT infrastructure management software designed to simplify, automate, and scale the deployment, monitor and maintain.	<a href="#">Learn more</a>
<b>Lenovo Open Cloud Automation (LOC-A)</b>	For accelerated distributed deployments that minimize CO <sub>2</sub> and resource consumption.	<a href="#">Learn more</a>
<b>OneIQ Overview and Demo</b>	A cloud-based platform that helps organizations plan, optimize, and modernize their Hybrid IT infrastructure using real-time, data-driven insights. We use it to help you build more accurate, efficient infrastructure recommendations.	<a href="#">Learn more</a>



# Lenovo 360



## Grow your potential

The more your expertise and performance grow, the more you gain. Progress through the Lenovo 360 Tiers to unlock greater rebates, earn rewards through the Lenovo 360 Expert Achievers Program, and access additional incentives as your teams achieve Lenovo 360 Accreditations.



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## Incentives to support your growth

Lenovo 360 incentives are designed to help you grow by rewarding consistent performance, expanding your portfolio and focusing on key solution areas. As your business advances through Lenovo 360 Tiers, you can access a simple quarterly rebate structure built around three core earning opportunities.

### Base Rebates

Predictable earnings from the first dollar of eligible sales, providing consistent reward for everyday Lenovo business.

### Growth Rebates

Additional earnings for expanding performance, whether through overall portfolio growth or targeted priority solution areas.

### Strategic Rebates

Focused incentives aligned to Lenovo's long-term priorities, including areas such as TruScale and customer acquisition.

**Speak to your Lenovo Channel Partner Account Manager for more details.**



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# Lenovo 360 Expert Achievers Program

Lenovo 360 Expert Achievers Program (LEAP<sup>1</sup>) is Lenovo's rewards program for individual sellers. LEAP helps sellers to build skills, gain recognition and earn points for selling eligible infrastructure and completing relevant Lenovo trainings on Lenovo 360 Learning Center.

Points can be redeemed through the rewards catalogue or a prepaid Lenovo Mastercard, giving you a flexible and motivating way to grow your infrastructure revenue.

[Learn more](#)



Be rewarded for growing revenue



Enhance customer conversations



Quickly claim compensation  
or share your points

1 - LEAP is available in selected markets only



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# Unlock Lenovo 360 Certifications

Deepen your team's knowledge through tailored learning paths that unlock Certifications. Equip your team with tools to sharpen their knowledge of Lenovo solutions through tailored courses in the Lenovo 360 Learning Center.

As individuals complete courses and achieve Lenovo 360 Certifications, your organization can achieve Lenovo 360 Accreditations, which demonstrate your team's skills in the market and unlock better incentives.

## Data Center Learning Paths

Deepen your knowledge of Lenovo's product offerings, solutions, positioning, and services while earning Lenovo 360 Certifications.

[Lenovo Data Center Sales Certification Learning Path \(Infrastructure\)](#)

[Lenovo Data Center Technical Certification Learning Path \(Infrastructure\)](#)

## Services and Solutions

Sharpen your knowledge on Lenovo Services and Solutions through tailored courses and earn Lenovo 360 Certifications.

[Services and Solutions Certifications](#)

## Sustainability

Sharpen your knowledge on sustainability through tailored courses and earn Lenovo 360 Certifications.

[Lenovo 360 Sustainability Sales Certification](#)



# Lenovo 360 Top Choice

Bring speed, simplicity, and predictability  
to infrastructure solutions sales

# 003

# Market Reality

## Lenovo 360



High-velocity sales represent  
**75%+** of small and  
medium business deals<sup>1</sup>



**80%+** of customers prefer  
advisory sales with simpler  
recommendations<sup>2</sup>



**Reliability and availability**  
rank above price in  
purchasing decisions



**High quality support** is critical in  
purchase decisions, customer  
satisfaction, and profitability

<sup>1,2</sup> IT Buyer Research Findings, Industry Primary Research, June 2025



# Why Lenovo 360 Top Choice

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Bring needed speed, simplicity, and predictability to infrastructure sales.

By removing the barriers that slow the sales process, and by creating clarity from the start, Lenovo 360 Top Choice allows distributors and channel partners to respond faster, operate more efficiently, and deliver predictable business outcomes with direct access to top-selling infrastructure offerings at pre-negotiated prices.

Lenovo 360 Top Choice, part of the Lenovo 360 Channel Partner framework, allows partners to meet demand, drive strong customer satisfaction, and grow revenue.

## Speed

### Speed and availability

- Quick Ship Model - Order-to-ship in <10 business days or less is our goal<sup>1</sup>
- Respond promptly to urgent requests
- Move from quote to order faster and protect deal momentum
- Lenovo has 5 global manufacturing sites

## Simplicity

### Simplified sales

- Choose from top-selling, high demand and established configurations
- Reduce errors and build risk
- Reduce validation cycles and admin overhead

## Predictability

### Predictable process

- Eliminate guesswork with transparent pricing and best Lenovo price value
- Managed inventory and accurate stock data - refreshed daily to provide quoting certainty
- Onboard and support multiple customers consistently with a clear, predictable program

<sup>1</sup> Applies to Lenovo 360 Top Choice Express. Ship dates are estimates only; actual ship times may vary based on platform and component availability, order processing, logistics, and external factors beyond Lenovo's control. Lenovo is not liable for delays

# Lenovo 360 Top Choice Breakdown

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	Overview	Partner benefits	Customer messaging
Lenovo 360 Top Choice Express	<b>A Configure-to-Order (CTO) model</b> that uses a "best of" subset of components. Allows for customization while maintaining significantly faster lead times than standard CTO.	<b>Quick delivery. Easy to configure. Easy instant pricing.</b>	<p><b>If the Customer says:</b> "I need a specific NVMe count or a specific Xeon tier, but I can't wait 6 weeks."</p> <p><b>Direction:</b> Top Choice Express. Position this as the "Express Lane" for custom builds. Highlight that they get the exact specs they want without the traditional CTO lead-time penalty.</p>
Lenovo 360 Top Choice Stock	<b>Pre-built, fixed-configuration</b> units held in distribution. "Ready-to-Ship" inventory options for customers who need a server quickly.	<b>Best for urgent SMB replacements such as standard web/file servers.</b>	<p><b>If the Customer says:</b> "I need it now and the price is the only driver."</p> <p><b>Direction:</b> Top Choice Stock. Focus on the "in-stock" status and immediate shipment from the distributor.</p>
Lenovo 360 Top Choice Ready2Go <sup>1</sup>	<b>Best-selling storage and server configurations</b> in stock and ready to ship directly to customers, opening up more choice and opportunities for SMB customers.	<b>Seize more SMB sales opportunities with 4x Ready2Go Starter Packs.</b>	<p><b>If the Customer says:</b> "I need a solution as soon as possible."</p> <p><b>Direction:</b> Top Choice Ready2Go (DCSC name: Deployment Ready Solution and Starter Packs). Focus on simplicity and reliability of curated solutions / starter packs that are in stock and ready to ship.</p>

<sup>1</sup> Dependent on market availability

# Lenovo 360 Top Choice options

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Increase deal size, add higher-margin services, and drive faster and more profitable sales cycles with our SMB-ready infrastructure portfolio.

## Lenovo 360 Top Choice Express

A Configure-to-Order (CTO) model that uses a "best of" subset of components. It allows for customization while maintaining significantly faster lead times than standard CTO.

## Lenovo 360 Top Choice Stock

Pre-built, fixed-configuration units held in distribution. Ready-to-Ship inventory options for customers who need a server quickly.

## Lenovo 360 Top Choice Ready2Go<sup>1</sup>

Best-selling Storage, Server and HCI configurations in stock and ready to ship directly to customers, opening up more choice and opportunities for SMB customers.

<sup>1</sup>Dependent on market availability

[View all available options via DCSC](#)








## Spotlight Option

# Lenovo 360 Top Choice Express

A fast Configure-to-Order (CTO) model

### Why Lenovo 360 Top Choice Express stands out:

-  Order-to-ship within **10 business days or less<sup>1</sup>**
-  Built and integrated **by Lenovo manufacturing**
-  Configured To Order (CTO) with desired hardware components **for quick assembly**
-  **Faster than traditional CTO**
-  **Automated pricing process** with no reviews needed

<sup>1</sup> Applies to Lenovo 360 Top Choice Express. Ship dates are estimates only; actual ship times may vary based on platform and component availability, order processing, logistics, and external factors beyond Lenovo's control. Lenovo is not liable for delays

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# Lenovo Solutions and Services

Lenovo 360 Top Choice is **complemented by outstanding services**—high quality support that is critical in purchase decisions, customer satisfaction, and profitability:

## Lenovo Premier Support for Infrastructure

A suite of premier 24/7, 365 days a year support services, including a single point of contact for end-to-end case and escalation management, hardware and OEM software support, and faster, first-time resolution.

## Deployment Services for Lenovo ThinkAgile

Designed to reduce execution risk in complex hybrid cloud and AI-ready environments, including rapid setup and validation of pre-configured solutions to ensure production-ready systems at go-live, as well as formal validation and post-deployment support to reinforce long-term confidence.

- **Plus:** Deployment Services, Warranty Services; Hardware Installation Services (professional on-site setup); CO2 Offset services (offsetting carbon for every hardware transaction); and Asset Recovery Services (secure and responsible disposition of legacy technology).

DCSC surfaces relevant services for a given product configuration, enabling partners to select and add them to the solution. **Easily select, attach, and order relevant services as part of a complete solution in DCSC**



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# Lenovo Infrastructure Solutions

# 04

Product portfolio, software, and services

# Discover the Infrastructure solutions portfolio

Explore Lenovo's top-selling Infrastructure Solutions portfolio. The products featured in this section are available in Lenovo 360 Top Choice, giving you a simple way to identify, position, and recommend the right Lenovo solution for your customers' infrastructure needs.

## Lenovo ThinkSystem

Reliable, high-performance servers and storage infrastructure to tackle any workload

## Lenovo ThinkAgile

Hyperconverged infrastructure that simplifies hybrid cloud and accelerates time-to-value

# 12 years in a row

in reliability ITIC<sup>1</sup>

# 708

World records in workload performance<sup>2</sup>

# 93%

Reduction in backup time with Lenovo ThinkAgile VX HCI powered by vSAN<sup>3</sup>

[Find out more](#)

<sup>1</sup> ITIC, ITIC 2025 Global Server

<sup>2</sup> <https://lenovopress.lenovo.com/lp1145-lenovo-thinksystem-continues-to-lead-the-industry-in-performance>

<sup>3</sup> <https://www.lenovo.com/gb/en/servers-storage/alliance/vmware-edge-to-cloud/>

# Lenovo ThinkSystem Servers

Suitable for your SMB customer

The **Lenovo ThinkSystem server** portfolio gives you the flexibility to meet your customers where they are—and grow with them. From easy-to-deploy tower servers like the ThinkSystem ST45 V3 to scalable, performance-driven rack servers like the ThinkSystem SR650 V4, and more, you can confidently deliver reliable, secure infrastructure for any workload—from AI and analytics to virtualization and core business applications.



Lenovo ThinkSystem SR650 V4



Lenovo ThinkSystem SR635 V3



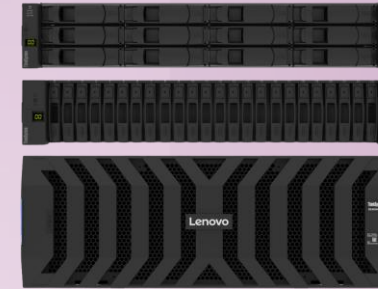
Lenovo ThinkSystem ST45

# Lenovo Data Storage Solutions

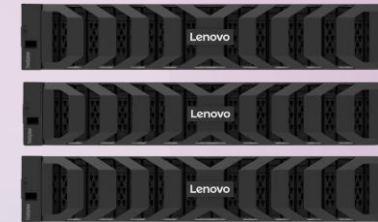
The **Lenovo ThinkSystem storage portfolio** gives you the flexibility to support your customers' data needs today, and scale for tomorrow.

Lenovo Data Storage Solutions turn **data into a strategic asset**, enabling faster insights, greater security, and scalable innovation.

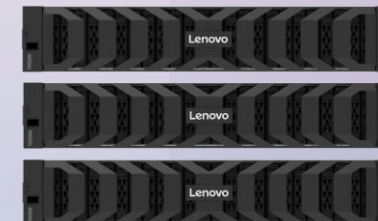
With built-in encryption, rapid recovery, and AI-powered ransomware protection, Lenovo ThinkSystem Storage ensures **data is protected, accessible, and ready to power everything** from analytics and AI to everyday business operations.



DE Series



DM Series



DS Series



SAN/ DAS

# Hyperconverged infrastructure

The Lenovo ThinkAgile hyperconverged portfolio gives you the flexibility to **simplify IT infrastructure** and scale with ease.

Built on a software-defined approach, these solutions enable partners to **modernize SMB environments while increasing overall solution value.**

From turnkey, easy-to-deploy systems to highly scalable platforms, you can confidently deliver **fast, efficient, and resilient** infrastructure for any workload. Features include built-in automation, seamless lifecycle management, and integration with leading software partners.

Hyperconverged solutions from Lenovo allow SMBs to **simplify and modernize hybrid cloud**, driving innovation and intelligent business transformation for virtualized environments



ThinkAgile FX Series

NUTANIX vmware®  
by Broadcom



ThinkAgile HX Series

NUTANIX



ThinkAgile MX Series

Microsoft

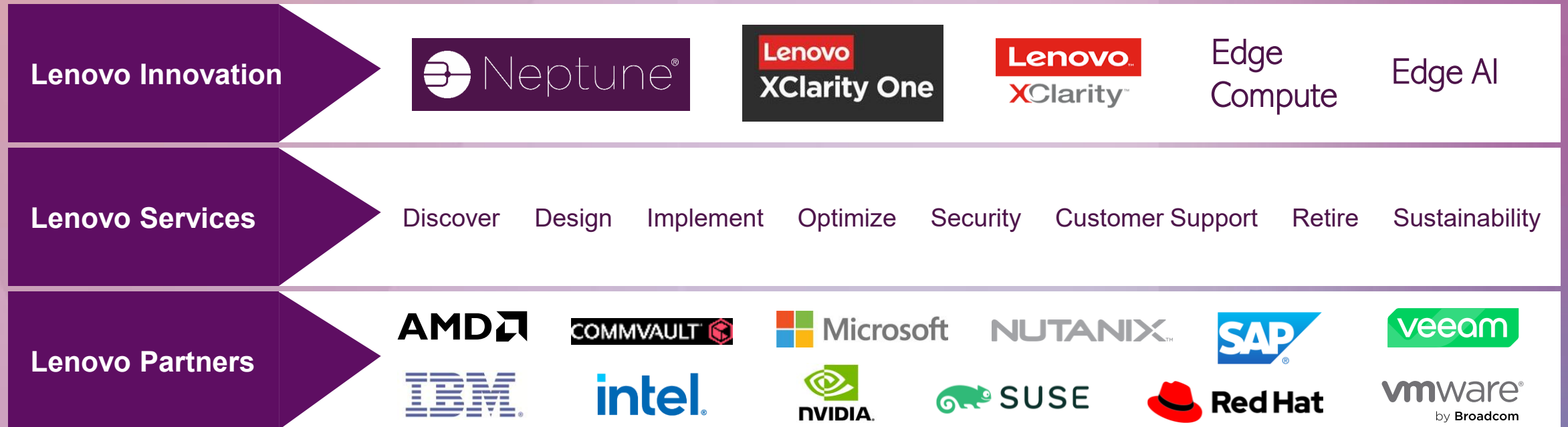


ThinkAgile VX Series

vmware  
by Broadcom

# Software

Master the Lenovo Software Stack with Lenovo organic and best-of-breed partners software stack



# Services & Solutions

Adding partner value to the process

# 05

# Infrastructure services

Drive higher profitability and customer retention by adding infrastructure services.  
Strengthen customer relationships and support longer-term growth

## Lenovo Premier Support for Infrastructure

A suite of premium support services:

- Advanced technical support 24/7, 365 days a year;
- Single point of contact for end-to-end case and escalation management
- Hardware and OEM software support
- Faster, first-time resolution, resolving cases up to 5 days faster on average

### Partner benefits

- Offer the right level of support for every customer need
- Increase deal value with premium support
- Grow recurring revenue through renewals
- Deliver faster resolution with direct access to Lenovo experts

### Lenovo Premier Support for Infrastructure Suite includes:

- Premier Support for Infrastructure
- Premier Support Plus for Infrastructure
- Premier Enhanced Storage Support

**Explore AI-driven support that builds loyalty, profitability, and trust**

## Deployment Services for Lenovo ThinkAgile

A partner-first deployment motion

- Reduce execution risk in complex hybrid and AI-ready environments
- Rapid setup and validation ensure production-ready systems at go-live
- Post-deployment support reinforces long-term customer confidence

### Learn more

### Additional services

- ✓ Hardware Installation Services
- ✓ Deployment Services
- ✓ CO2 Offset Services
- ✓ Assets Recovery Services
- ✓ Hybrid Cloud Services
- ✓ TruScale Infrastructure as a Service

<sup>1</sup> IT Buyer Research Findings, Industry Primary Research, June 2025



# Next steps

Investing in the power of partnership



# Meeting the SMB opportunity

Grow by helping your customers to grow

In an evolving work of advanced technologies and AI, SMBs need an expert and trusted advisor to help them chart a path through complexity in order to deliver reliable and effective outcomes.

As Lenovo partners, you can become that expert and trusted advisor.

You can:

- ✓ Accelerate delivery
- ✓ Simplify choice and deployment
- ✓ Ensure greater reliability

**Extract the maximum from every SMB opportunity with a suite of partner enablement and co-brandable assets.**

These assets are designed to strengthen sales execution, marketing impact, and customer engagement.

- Build knowledge of Lenovo's SMB solutions, value proposition, and use cases
- Equip your teams with messaging to engage customers confidently
- Strengthen sales readiness with practical, easy-to-use enablement materials that clearly articulate what Lenovo solutions can deliver for SMB customers
- Accelerate customer engagement with personalised, ready-to-use content

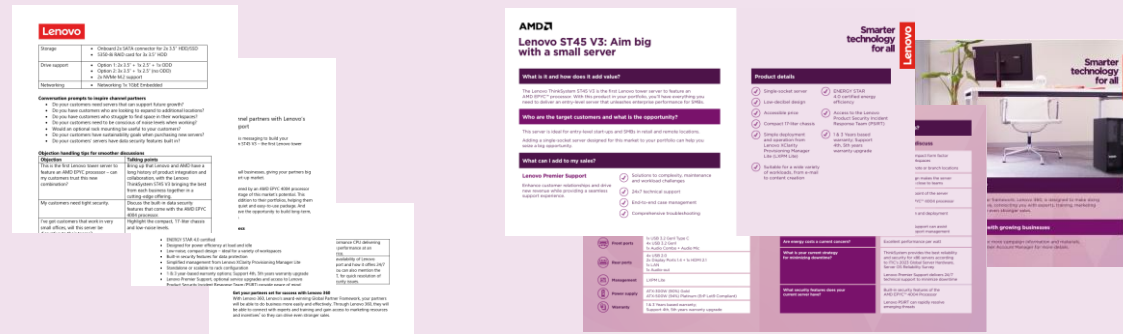
# Aim big with small server: Lenovo ThinkSystem ST45 V3

## Growing businesses offer huge potential.

Seize the opportunity with Lenovo and AMD, and the Lenovo ThinkSystem ST45 V3 - An accessible, entry-level server designed to meet the needs of SMBs.

### Partner Enablement Assets

Explore the market needs, growth opportunities and understand in-depth product details with our targeted partner enablement resources



### Co-brandable Assets

These marketing materials are designed to be shared with prospective and existing customers to grow your Lenovo ThinkSystem ST45 V3 sales.



Download these materials and learn more about the campaign at [Lenovo Partner Hub](#), or reach out to your [Lenovo Partner Account Manager](#) for more details.

[Access the Lenovo 360 Partner Hub](#)



# Lenovo 360 Top Choice

## Accelerated selling of Lenovo infrastructure solutions

Lenovo 360 Top Choice is a process that brings speed, simplicity, and predictability to infrastructure solution sales, allowing you to respond faster, operate more efficiently, and deliver predictable business outcomes.

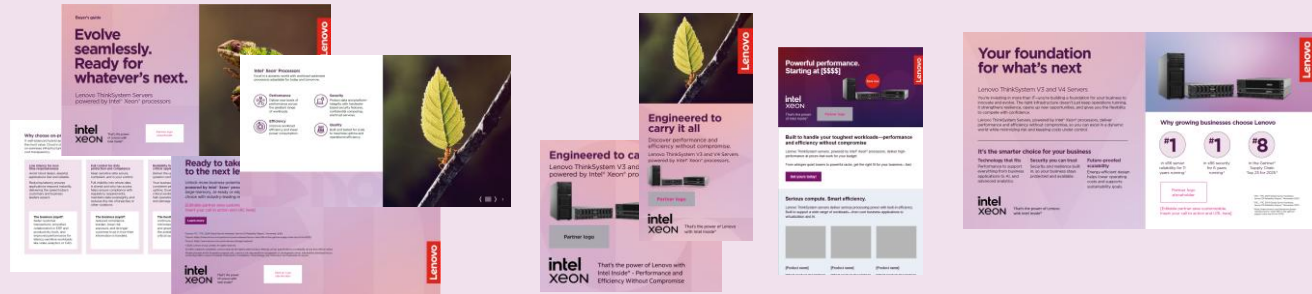
### Partner Enablement Assets

Familiarize yourself with Lenovo 360 Top Choice and prepare for conversations with your customers.



### Co-brandable Assets

Unlock the Lenovo & Intel Volume Acceleration campaign to engage customers, build pipeline, and accelerate sales of Lenovo ThinkSystem Servers. All featured products are available through the Lenovo 360 Top Choice program.



Download these materials and learn more about the campaign at [Lenovo Partner Hub](#), or reach out to your [Lenovo Partner Account Manager](#) for more details.

[Access the Lenovo 360 Partner Hub](#)



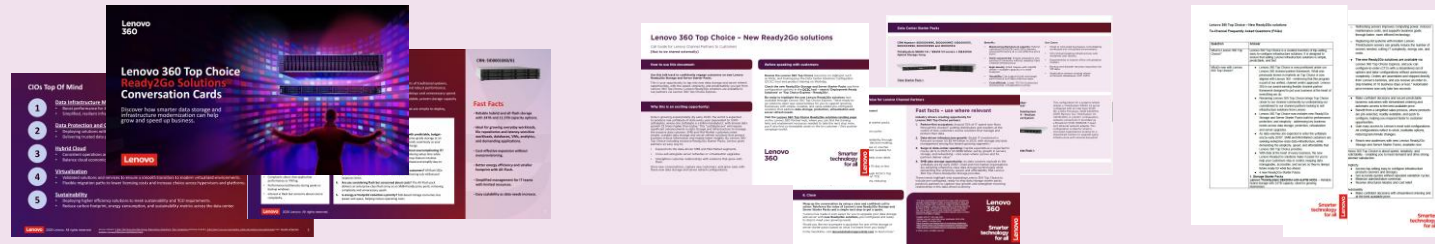
# Lenovo 360 Top Choice Ready2Go

Meet demand faster and keep customers ahead with Lenovo 360 Top Choice Ready2Go Storage and Server Starter Packs.<sup>1</sup>

Access best-selling storage and server solutions at the best available pricing, with structured rebates and cost relief. The ready-made configurations have been curated using Lenovo sales data, market insights, and competitive analysis. Plus, benefit from fast, frictionless quoting and ordering via DCSC and Lenovo Bid Platform, with order-to-ship within 10 business days<sup>2</sup> - direct from the Lenovo factory. To find the latest Lenovo 360 Top Choice Express Ready2Go Storage and Server Starter Packs, open the [DCSC](#) tool and search for 'Deployment ready solutions' and 'Top Choice Express – Ready2Go'

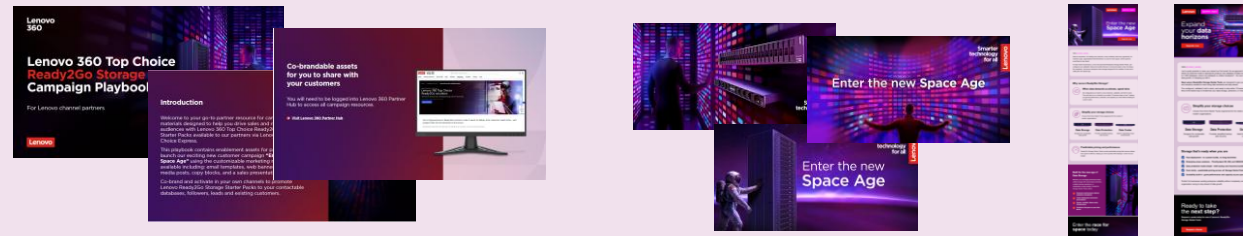
## Partner Enablement Assets

These exclusive partner assets will help promote, sell, and succeed with Lenovo 360 Top Choice Ready2Go



## Co-brandable Assets

Download your co-brandable customer campaign toolkit to launch this high-impact "Space Age" campaign for the Ready2Go Storage solution bundles



Visit [Lenovo 360 Partner Hub](#) for ready-to-use resources

<sup>1</sup>Campaign dependent on market availability

<sup>2</sup>Applies to Lenovo 360 Top Choice Express. Ship dates are estimates only; actual ship times may vary based on platform and component availability, order processing, logistics, and external factors beyond Lenovo's control. Lenovo is not liable for delays.

# It's time to win in the SMB market

Working in partnership, Lenovo is here to help you maximize your small and medium business opportunities.

Our range of infrastructure solutions — from servers to storage, from software to services — delivers on the modernization needs of today's SMB customers and is underscored by Lenovo 360, a constantly evolving framework that enables growth. And with Lenovo 360 Top Choice, you can simplify solutions sales and bring speed and predictability to delivery.

## Together we can help you:

- Simplify SMB selling
- Position Lenovo infrastructure solutions effectively
- Align customer offer to Lenovo programs
- Drive profitable growth within the SMB market

## Make the most of your SMB opportunity with Lenovo



**Speak** to your Lenovo Partner Account Manager



**Access Lenovo 360 Solutions Hub** to customize and deploy customer solutions



**Visit the Lenovo 360 Partner Hub** to activate campaigns with ready-to-use resources



**Validate and configure** Lenovo 360 Top Choice Infrastructure Solutions offerings through **Data Center Solution Configurator (DCSC)**, followed by **quoting and placing bids** in the **Lenovo Bid Platform**



**thanks.**

**Smarter  
technology  
for all**

**Lenovo**