

Convert more sales with a system for every need

Discover versatile
Lenovo® ThinkSystem® servers,
powered by Intel® Xeon® processors

Meet your customers' performance needs, no matter what they are, and convert more opportunities with servers designed for every scenario. This playbook contains an overview of the campaign and the assets you'll need to bring it to life.



Powered by Intel® Xeon®
processors – Performance and
Efficiency Without Compromise

Smarter
technology
for all

Lenovo

From light loads to heavy lifting

Lenovo ThinkSystem servers meet every customer's workload demands

In 2025, server investments are expected to be a top spending priority for businesses worldwide, particularly AI-optimized servers.¹

This Lenovo and Intel channel partner campaign can help you connect your customers with next-generation Lenovo ThinkSystem servers, giving you a competitive advantage.

From SMBs to enterprise workloads, our servers with Intel® Xeon® processors are ready for everything. Intel® Xeon® 6 leads the industry with exceptional performance for the widest range of workloads. With unmatched performance and flexibility, they easily meet mission-critical demands. While industry-leading efficiency, legendary quality, and reliability make them stand out in your portfolio.

With Lenovo ThinkSystem V4 and V3 servers, Lenovo ThinkAgile™ solutions, infrastructure management, support and security services, you'll never miss an opportunity. You can find a server for every need, including:



The most demanding workloads



AI modeling and Gen AI



Cloud analytics and networking



Enterprise applications



SMBs



Convert more sales with a server for every need

Discover the diverse Lenovo ThinkSystem server portfolio, powered by Intel® Xeon® processors

With a portfolio that has something for every customer workload, you can seize more opportunities in accounts of any size. Add on Lenovo storage and software, and your server sales gain even greater value.

Hero products

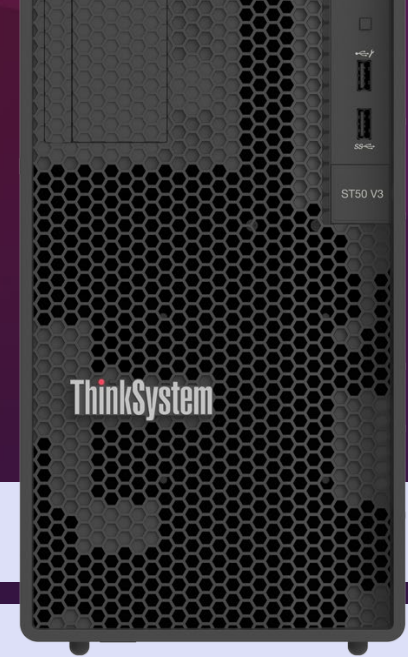
Our new Lenovo ThinkSystem V4 servers, with Intel® Xeon® 6 processors, include the Lenovo ThinkSystem SR650a V4, SR650 V4 and SR630 V4. These powerful products have been designed to meet your customers' most demanding power, performance, and efficiency requirements.

Efficient-cores (E-cores) deliver high core density and exceptional performance per watt, while Performance-cores (P-cores) excel at the widest range of workloads with great performance for AI and HPC. While both core types handle general compute tasks, each is optimized for specific deployments and workloads, ensuring the right balance of efficiency and power.

As selected servers are engineered for sustainable AI with optional Lenovo Neptune® Liquid Cooling from CPU to memory, they reduce power use and enable you to attain sustainability goals.

Deliver for every data demand

With secure, reliable, and sustainable solutions, Lenovo helps you capitalize on the growing opportunities in data center modernization, uncover recurring revenue, and expand your role as a trusted partner.



Services



Lenovo TruScale® Infrastructure-as-a-Service (IaaS)

Cost-effective, consumption-based models to help your customers scale flexibly and provide you with sustainable revenue streams.



Lenovo Factory Integrated Services

Confidently meet customer needs by delivering ready-to-deploy systems straight from the factory.

Software



Lenovo XClarity®

Fast, secure deployment, effortless scalability, and unified management across on-prem, cloud, and co-location environments.



Lenovo Open Cloud Automation (LOC-A)

Rapidly deploy and easily manage the lifecycle of on-prem and cloud infrastructure.

Make every opportunity count

Use our range of informative and customizable assets to engage your customers

Introduce your customers to the campaign

From building awareness to driving engagement, the campaign's asset suite can help you showcase every benefit of the Lenovo and Intel offering—supporting your conversations and driving your conversions.

Assets for you

- Lenovo 360 Partner Hub landing page
- Battlecard
- Cheat sheet for this campaign's new, updated, and existing products

Assets for your customers

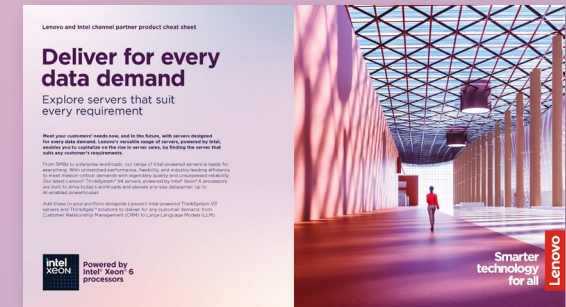
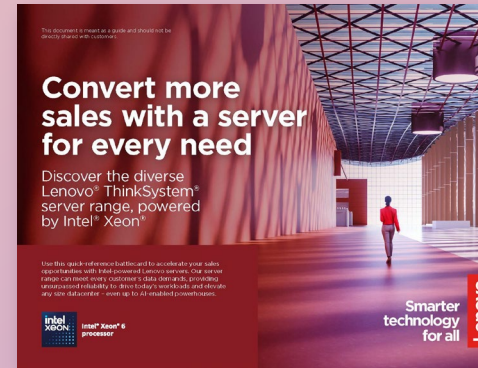
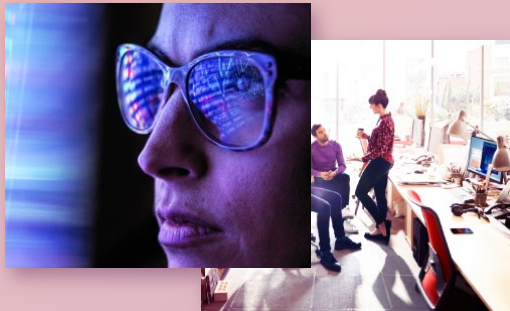
- Email
- Web banners



Assets for partners

Read, download, and learn more.

Visit [Lenovo 360 Partner Hub](#) and download assets >



Lenovo 360 Partner Hub landing page

Overview:

Get an overview of the campaign's messaging, access downloadable assets, and explore useful links.

Audience:

Channel partners

Battlecard

Overview:

Quickly reference key campaign messages, conversation starters, and objection handling responses to support customer engagements.

Audience:

Channel partners

Cheat sheet for new, updated, and existing products

Overview:

Explore the key features of the Lenovo ThinkSystem V4 and V3 servers, as well as Lenovo ThinkAgile solutions.

Audience:

Channel partners

Assets for your customers

Visit [Lenovo 360 Partner Hub](#) and download assets >

Share these assets to generate awareness, leads, and sales.



Emails

Overview:

Introduce your customers to the campaign's core message. This is co-brandable and customizable so you can target the right customer with their ideal product.

Audience:

Customers

Web banners

Overview:

Use these impactful web banners to target different audiences and drive traffic to your desired locations.

Audience:

Customers

Ready to learn more and get started with the opportunity?

Our team is ready to help

For further information about the campaign, please visit [Lenovo 360 Partner Hub](#). You can also contact your Lenovo Account Manager to learn more about the opportunity and our support.

Visit [Lenovo 360 Partner Hub](#) and download assets >



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¹ [Gartner, 2024](#)

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