

**Smarter technology for all**

# **New Customer Bonus (NCB)**

May 01, 2026

The Lenovo logo is a red vertical rectangle with the word "Lenovo" written in white, oriented vertically from bottom to top.

**Lenovo**


# New Customer Bonus (NCB) (aka Mission Acquisition)

**Objective: To motivate our Channel Team and Lenovo Sellers to further collaborate on winning new Acquisition business**

**Eligible Partners  
All Channel Partners**

**Eligible Customers  
Less than \$3k in rev in the last  
1YR (IDG) 3YRS (ISG)**

**Available ONLY via LBP-E**

**Up Front Discount**  **5% for 6 mos (IDG)  
5% for 12 mos (ISG)**

Discount "clock" starts upon discount code approval, not usage.

- Automation for customer qualification
- Partners able to search customers via LBP
- All Channel Partners eligible to participate

# ISG New Customer Bonus (NCB) Relaunch – Effective May 01, 2026

- **ISG NCB** relaunching **May 01, 2026**, to support partner-led ISG acquisition
- **5% discount**
- ON DEMAND Solutions, Racks & Power Systems, and Servers outside of the Edge and Rack & Tower categories, are **excluded**
- No changes to other terms:
  - Discount term remains at 12 months
  - Global Accounts and standalone software remain excluded
  - End customer must not have transacted >\$3K in last 3 years
  - Deal Reg is still required to apply discount code
  - LBPe only
- ISG NCB discount codes approved prior to program relaunch will remain active until their original expiration date
  - 8% discount codes approved from October 1, 2025 – Jan 25, 2026, continue to remain active for 12 mos. from their approval date
- No changes to IDG program

# LBP<sub>e</sub> Process Walkthrough

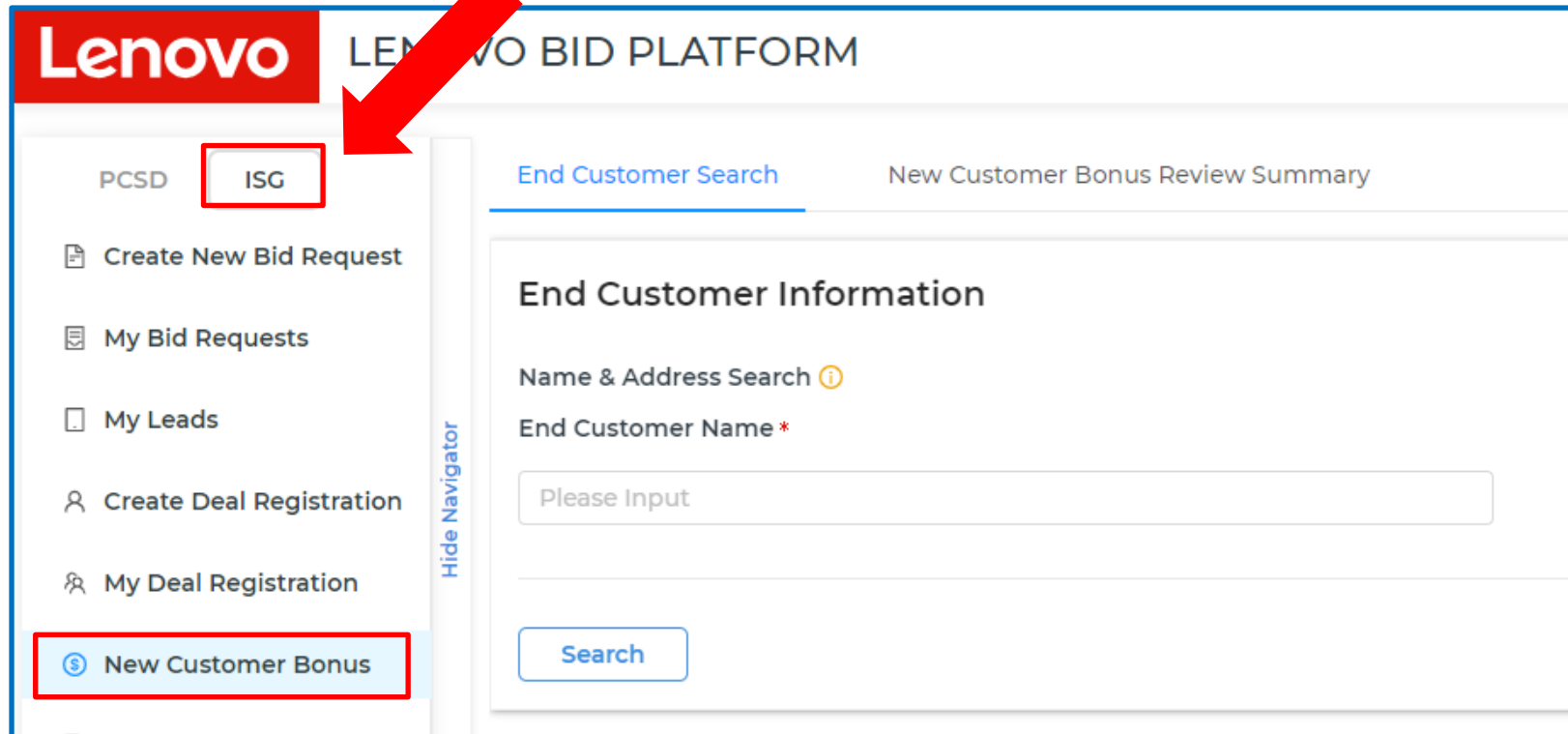
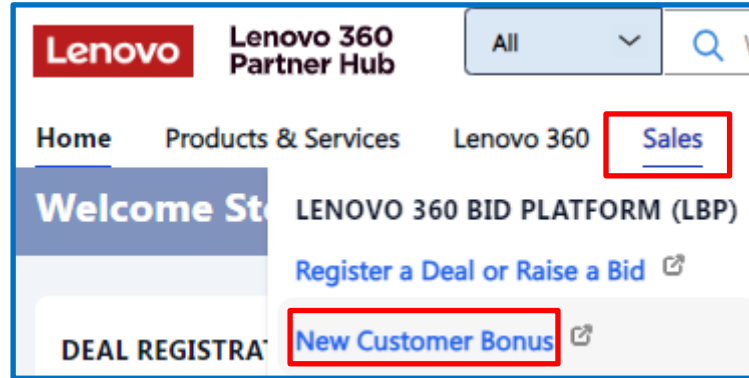
New Customer Bonus

# New Customer Bonus Guidance

When working with a new account...

- **START with the NCB submission** then Deal Registration
  - If the account does not exist (or you can't find it) in the search, **create the New Account Creation request from the NCB search page (not the DR page)**
    - Once you complete that, you will be prompted to create a deal reg and the account info you entered in the NCB form will populate
    - The NCB and the Deal Reg will be Pending until the Data Steward team reviews the account creation request
    - If the account already exists in Lenovo's system, the DS Team will reject the ticket which rejects the NCB
    - **If your NCB is rejected, request the NCB again with the provided end user account ID (if eligible)**
  - If you already have an approved DR, you do not need to submit a new one, just submit the NCB request

# Accessing New Customer Bonus in LBPe



Log into the [Lenovo Partner Hub](#)

Under the **Sales** menu, select **New Customer Bonus (NCB)**

You will enter the **New Customer Bonus** section of LBPe

The system defaults to PCSD, be sure to toggle to **ISG** if you are creating an NCB request for ISG

# Requesting NCB for an End Customer

Lenovo LENOVO BID PLATFORM

PCSD ISG

Create New Bid Request

My Bid Requests

My Leads

Create Deal Registration

My Deal Registration

New Customer Bonus

Login PAQ

Disclaimer

Prices are estimated buy prices and are for guidance purposes only and do not include local value added tax. If you are reseller buying from distribution your distributor sets their own prices which are likely to differ from those mentioned here. Contact your distributor to check prices and availability and for their terms and conditions.

End Customer Search New Customer Bonus Review Summary

End Customer Information

Name & Address Search

End Customer Name \*

HMA Systems

Search Create New End Customer

Action	End Customer Name	Also Known As	ID
Request NCB	[REDACTED]		[REDACTED]

**Search** for an End Customer by Name or CRM ID

If end customer is eligible, select **Request NCB**

For **ISG**, you may see a **Verify Eligibility** button. If so, select that and the system will check for prior revenue. If the account is deemed eligible, then select the **Request NCB** button

Action	End Customer Name
Verify Eligibility	Illilliling Inc

Select **OK**

Are you sure you want to create this New Customer Bonus Request?

Cancel OK

# NCB Auto Approval and Deal Registration

End Customer Search [New Customer Bonus Review Summary](#)

Customer Name  
"True House, Inc."

Bonus Apply	Customer Name	Address	VAT Number	Status	Discount	Start Date	End Date
<input type="radio"/>	BA0000052252	[REDACTED]	59-2812122,P97000 029448	Approved	NCBec5b386ee15 94f36bab663034 2b7da20	2024	22-Mar-2025 13:16:28

End Customer Information

Name & Address Search ⓘ

End Customer Name \*

HMA Systems or

Matches with a status of "Pending" in the ID column are ne

Action	End Customer Name	Also Known As	ID	Address
<input type="button" value="Register Deal"/>	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

**NCB will auto-approve and assign an NCB Number**

**Note:** If you search on an end user account after it is approved, it will show **Not Available** because it cannot be requested again

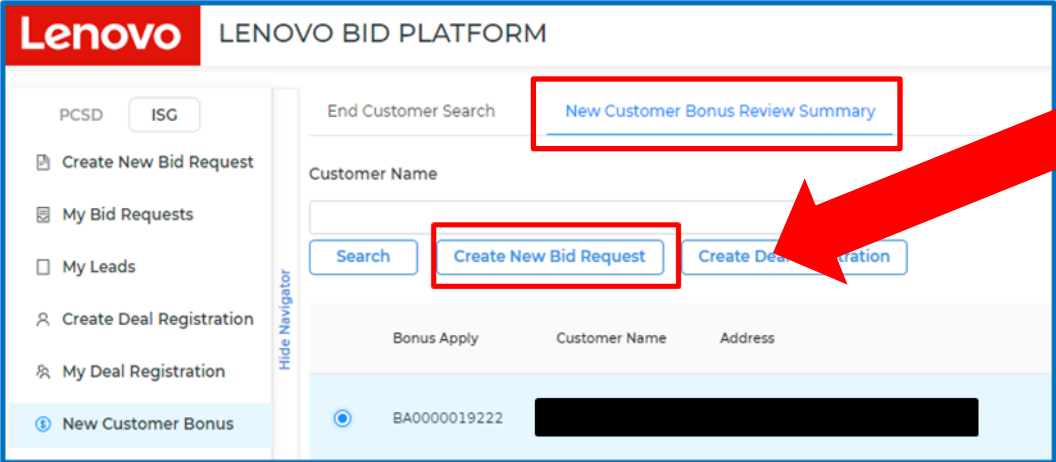
If a Deal Registration does **not** exist (either in Submitted or Approved status), the system will prompt for Deal Registration

If prompted, select **OK**

Select **Register Deal** next to the account name and complete the Deal Reg form

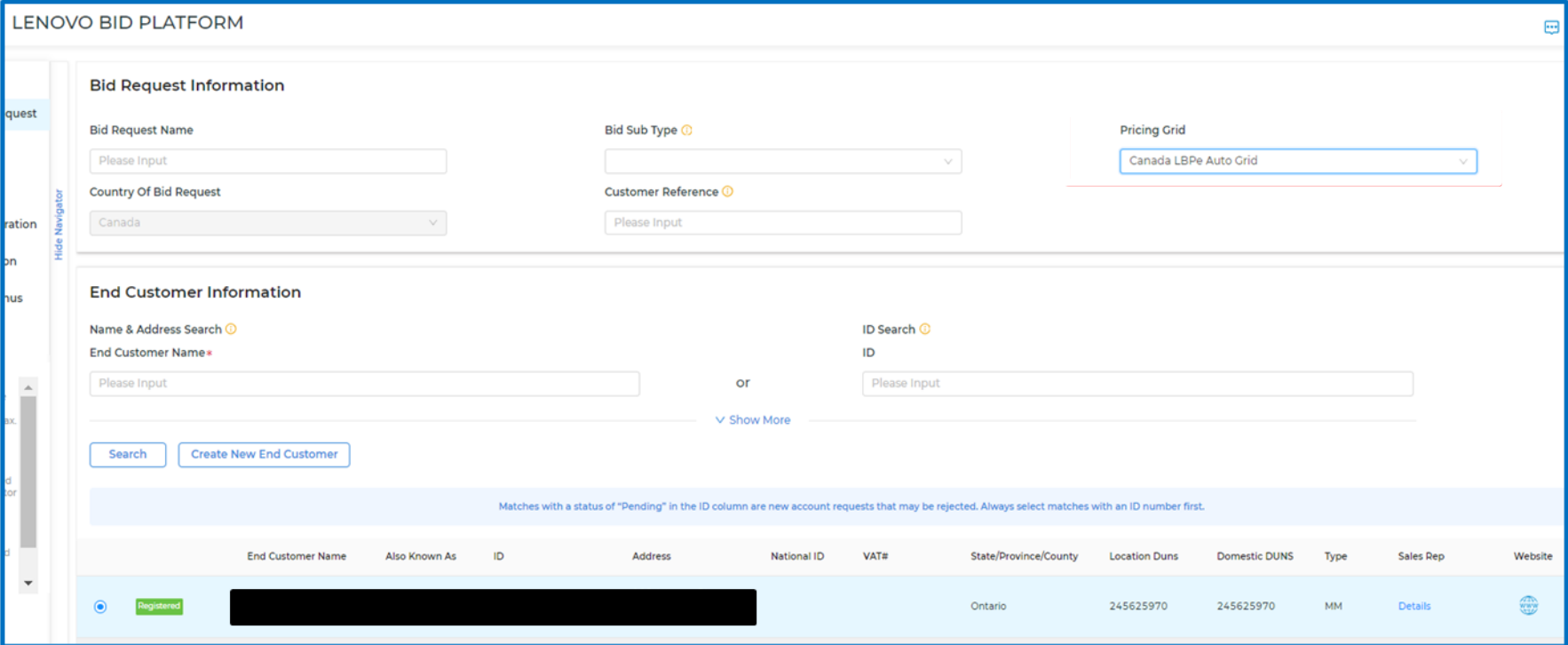
**An NCB discount code cannot be applied to a bid without Deal Reg**

# Create New Bid Request from an Approved NCB



From the **New Customer Bonus Review Summary**, select the customer and then select **Create New Bid Request**

Create the Bid Request as normal






# Progressing the Bid to Price Approved


**Bid Request Line Items**

Quickly search and add products...

Disclaimer: It is your responsibility to ensure...

<input type="checkbox"/>	PN	Category	Description
<input type="checkbox"/>	Config 1		
<input type="checkbox"/>	<input type="checkbox"/> 7D8FA00WNA 	Servers / Rack and Tower Servers / ThinkSystem ST250 V2	Server ThinkSystem ST250 V2, 1xIntel Xeon E-2334 4C 3.4GHz 65W, 1x16GB 2Rx8, SW RD, 1x300W, XCC Enterprise
<input type="checkbox"/>	7XB7A00049 	Options / Storage - Servers / Server HDDs	ThinkSystem 3.5" 1TB 7.2K SATA 6Gb Hot Swap 512n HDD
<input type="checkbox"/>	7S05005PWW 	Software / Microsoft ROK / Windows Server 2022	Windows Server 2022 Standard ROK (16 core) - MultiLang

**Request Price**



Add the products you wish to price and select **Request Price**

Ensure that you **select the appropriate pricing grid** as only select grids will allow the application of the NCB discount code

For **ISG**, select **US** or **Canada LBPe Auto Grid**

For **IDG**, select the grid with **Mission Acquisition** in the name

The bid will move from DRAFT to **Price Approved**

The bid must be in **Price Approved** to apply the NCB discount code

The option to add the discount code will not be viewable in Draft or Contract Available status

# Applying the NCB Discount Code to a Bid

**Bid Request Line Items**

Disclaimer: It is your responsibility to ensure that any product is available in your region.

PN	Category	Description	Estimated Reseller Unit Price
Config 1			
7D8FA00WNA <span style="color: green;">DR</span>	Servers / Rack and Tower Servers / ThinkSystem ST250 V2	Server ThinkSystem ST250 V2, 1xIntel Xeon E-2334 4C 3.4GHz 65W, 1x16GB 2Rx8, SW RD, 1x300W, XCC Enterprise	Subtotal: 8,608.97 4,786.43
7XB7A00049 <span style="color: green;">DR</span>	Options / Storage - Servers / Server HDDs	ThinkSystem 3.5" 1TB 7.2K SATA 6Gb Hot Swap 512n HDD	533.93
7505005PWW <span style="color: green;">DR</span>	Software / Microsoft ROK / Windows Server 2022	Windows Server 2022 ROK (16 core) - English	2,754.68

[Share With Distributors](#) [Add Discount Code](#) [Export](#) [Confirm Bid Request](#)

**Select Discount Code**

  
 ISG NCB Test 4 NCB7e5a68186a614fdea5ee0bbfed4a0f16

While the bid is in **Price Approved**, select **Add Discount Code**

Select the **NCB Discount Code** with a **green** check mark next to it

Select **Yes** to submit the discount code

Are you sure you want to submit the discount code?

**Select Discount Code**

ISG NCB Test 4 NCB7e5a68186a614fdea5ee0bbfed4a0f16

# Confirming NCB Discount is Applied and Moving Bid to Contract

Bid reflects NCB discount is applied and its value  
If needed, Code can be removed while still in Price Approved  
**Confirm Bid Request** will progress to **Contract Available**  
(do this when ready)

Share With Distributors   Add Discount Code   Export   **Confirm Bid Request**

Used Discount Code

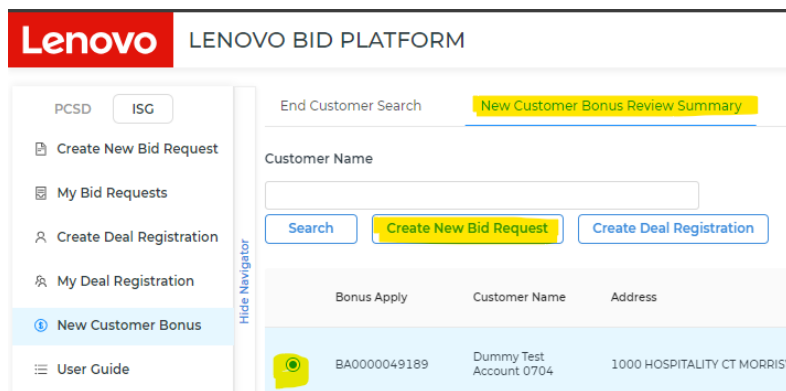
Discount Code Number	Template Name	Used Value
NCB7e5a68186a614fdea5ee0bbfed4a0f16	ISG NCB Test 4	308.81

The Following Specific Terms Apply

**Remove**

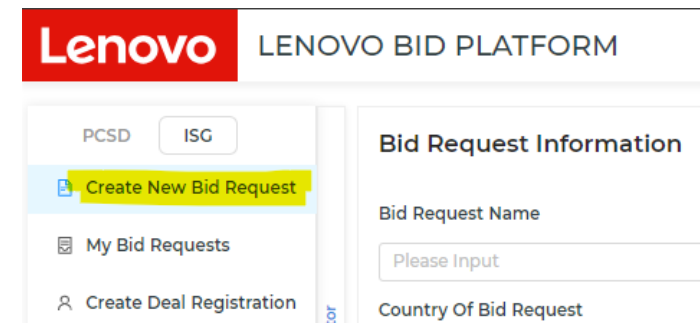
# New Customer Bonus Review Summary

- The individual who requested NCB for an end user account will see their records in their personalized **NCB Review Summary**
  - That individual can create bids from the summary page by selecting the approved account and then selecting **Create New Bid Request**



Ensure you are on the Summary tab and not the Search tab when looking for an approved account to create a bid

- While others in your organization will not see your individual NCB records in their summary view, they can still create bids for those approved accounts and apply the NCB discount code **IF** Discount Codes are shared across your organization (see next page).
  - They will need to create bids the traditional way -> **Create New Bid Request**



# Sharing Discount Codes across your organization

- An LPH Admin persona must check **Share All ISG and / or IDG discount codes** in the **Discount Code Sharing** Tab in the Admin Tool menu and then select **Save**
- **Sharing codes is necessary if you want to be able to transfer a code to a Distributor for bid creation**

Lenovo PARTNER ADMIN TOOL

Generic Email Bid Request Sharing Deal Registration Sharing **Discount Code Sharing** Lead Branch Management Contact Management Mus >

### Discount Code Sharing for your company

Share all ISG discount codes  Share all IDG discount codes

When this option is selected, all registered employees in your company can see and use all Discount Codes that are eligible for your organisation. When it is not selected, employees can only see and use their own Discount Codes, unless they are listed below with the Discount Code option selected. Please note that anyone set up as administrator will always be able to see all discount codes.

**My Organisation's Discount Codes**

Save

- An Admin persona can also search and export a list of all Discount Codes approved for their organization by selecting **My Organization's Discount Codes**

Lenovo PARTNER ADMIN TOOL

### My Organisation's Discount Codes

Bid Request Number:

Discount Code Use Status: Please choose

Discount Code Number:

Valid From:  To:

Discount Code Name:

Discount Code Type: New Customer Bonus

Business Group: ISG

Back Search Export

# NCB Discount Code Transfer

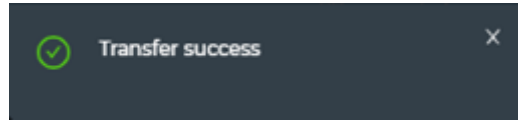
If you prefer / require a Distributor to create LBP pricing bids for you, you can transfer an approved NCB discount code to a Distributor

- In LBP, select **My Discount Codes**
  - **Note: Your organization must [Share Discount Codes](#) for your codes to show up in the [My Discount Codes](#) view (see slide 13)**
- The select **Transfer** next to the code you would like to transfer

The screenshot shows the 'Lenovo BID PLATFORM' interface. On the left is a navigation sidebar with 'My Discount Codes' selected. The main area is titled 'My Discount Codes' and contains a form with fields for Discount Code Name, BP Name, Valid From & Valid To, Current Owner, Discount Code Use Status, and Discount Code Type. Below the form is a table with columns: Discount Code Number, Current Owner, Discount Code Use Status, Valid From, Valid To, Discount Code Name, Discount Code Type, and Action. A table row shows a discount code with a 'Transfer' button highlighted in a box. A blue line connects this 'Transfer' button to the 'Transfer' dropdown menu in the form above.

Discount Code Number	Current Owner	Discount Code Use Status	Valid From	Valid To	Discount Code Name	Discount Code Type	Action
NCBa4ab8e479b1b45	[Redacted]	Locked	30-Sep-2025	29-Mar-2026	ISG US NCB Transfer Test	NCB	<a href="#">Transfer</a> <a href="#">History</a>

# NCB Discount Code Transfer



- You will be prompted to **select a Distributor** and a **contact** to transfer the code to
- Select **Transfer**
- You will receive the status message **Transfer success** at the top right corner of the screen
- You can still access and apply an NCB code to bids after transferring to a Distributor, should you need to
  - Reseller retains “ownership”
  - Reseller can recall the code from a Distributor but if the Distributor has applied it to any bids, it will not affect those
    - Go to **My Discount Codes** -> **History** -> **Recall**
  - A Distributor **cannot** transfer a code to a reseller

**TRANSFER TO DISTRIBUTOR**

Select the Distributor company for Transfer

Distributor Name

- ARROW ENTERPRISE COMPUTING SOLUTIONS Arrow ECS
- D & H DISTRIBUTING CO
- INGRAM MICRO INC
- TD SYNTEX

Select a specific contact name in your chosen distributor

Contact Email

Name	Email ID
<input type="radio"/> Do not specify contact	
<input checked="" type="radio"/> Dashboard Test	dashboard_t1d_admin_us@dummy.com
<input type="radio"/> Dashboard Test	dashboard_t1d_sales_us@dummy.com
<input type="radio"/> Dashboard Test	dashboard_t1d_sales_manager_us@dummy.com

**HISTORY**

ASSIGNED BY	ASSIGNED TO	DAY/MONTH YEAR	ACTION
t2r_united-states_p360 [REDACTED]@partnersite.com	dashboard_t1d_admin_us@dummy.com	15 Oct 2025 10:16:15	<input type="button" value="Recall"/>

# Partner FAQ

New Customer Bonus (NCB)

# NCB FAQ

- How is an “Acquisition / New” Customer defined?
  - The end customer must not have generated ISG revenue >\$3K in the last three years or IDG revenue greater than \$3K in the last one year. However, ISG and IDG approvals are separate so they could be eligible for one Business Group and not the other, neither, or both.
- Is Deal Registration required to receive NCB approval?
  - No, HOWEVER, **Deal Reg IS required to apply the NCB discount code to a bid**
  - **Best practice is to request NCB and immediately submit a deal registration if one doesn’t already exist**
- What end customer segments are eligible for NCB?
  - All ISG customer segments are eligible except for Global Accounts. All IDG customer segments are eligible except for SMB and Global Accounts.
- Who approves NCB submissions?
  - NCB submissions will auto-approve based on built-in inclusion and exclusion logic
- When the NCB is approved, it generates a long discount voucher number, do I need to remember that?
  - No, the code will be available in a dropdown list in the bid (see step by step guide on how to apply it)
- Can NCB be applied to LBPI bids?
  - No, the NCB discount code is only available for use in LBPe

# ISG NCB FAQ continued

- Can an NCB be withdrawn after it is approved?
  - Yes. Lenovo reserves the right to withdraw an approved NCB if requested by the Partner or if deemed necessary
- What is the NCB discount code percentage?
  - **5%** off the final bid price for **IDG** and **5%\*** off final bid price for **ISG** (unless you have a discount code that was approved prior to Jan 26, 2026, where the discount is 8% off final bid price)
- How long is the NCB discount code valid for?
  - The NCB code is valid for **six months for IDG** and **12 months for ISG**, from the date of NCB approval
- Can the NCB discount code be reused?
  - Yes, the NCB code is reusable during its validity period to be applied on LBPe created bids for the approved end customer
- Are all **ISG** products eligible?
  - No, **standalone software** is **excluded** from ISG NCB
- Can the NCB discount code be stacked with other discounts?
  - No, the NCB discount code cannot be stacked with other discount codes or certain promotions
- Can a bid that has an NCB discount applied be further discounted under the Lenovo Review process?
  - No, bids with NCB discounts are not eligible for further discounting

# ISG NCB FAQ continued

- Is there a specific pricing grid that needs to be used when creating bids for NCB approved end customers?
  - Yes, please use the **US** or **Canada LBPe Auto Grid for ISG**, and the grid with **Mission Acquisition** in the name for **IDG**
  - You will **not** be able to apply the discount code if another grid is selected
- What if there is a **red X** next to the NCB discount code but the end customer is approved for NCB?
  - This means that you either did not use an approved deal reg in the bid and / or you have not selected the correct pricing grid.
  - You must create a bid in LBPe with a valid deal registration AND use the LBPe Auto Grid to be able to apply the NCB discount code
- What if a Distributor submitted the NCB request and it was approved, but a National or Solution Provider wants to create the bid(s), or vice versa?
  - A reseller partner can transfer an approved discount code to their Distributor for bid creation, but a Distributor cannot transfer a code to a reseller partner.
- If I have an approved deal reg for an end customer, can another reseller get approved for NCB for that same end customer?
  - No. If you own an approved deal reg that end customer will show as ineligible for NCB to all other reseller companies
- If I have NCB approved for an end customer, can another reseller submit a deal reg for that same end customer?
  - Yes, but they will not be able to get NCB approved.
- What if I need help or have other questions?
  - Please send an email to [supporthub@lenovo.com](mailto:supporthub@lenovo.com) for **IDG** and [isglbp@lenovo.com](mailto:isglbp@lenovo.com) for **ISG**

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for all**

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**thanks.**