



Smarter
technology
for all

Lenovo

Premier Support for Devices

Grow your revenue by 30% with next-gen device care¹

Improve retention and increase deal sizes by
embedding satisfaction into every device sale.
Now that's smarter.

Your customers are under pressure—with hybrid work and AI adoption creating new demands for their businesses. They're also limited by squeezed budgets and a shortage of AI expertise, with internal IT teams struggling to keep up.

That's why businesses are looking for the latest technology and smarter support solutions that leverage AI to stop disruptions. But with four out of five IT leaders saying they don't currently resolve IT disruptions proactively, this opens an opportunity for you to turn device support into additional revenue.

With Lenovo Premier Support for Devices, you can deepen your customer relationships—without extra cost or complexity. This builds ongoing relationships with your customers' IT teams and positions you as a productivity driver.

91%

of customers would
purchase Lenovo Premier
Support again.²

Turn device support into a repeatable revenue engine

Premier Support for Devices gives you everything you need to sell more, attach more, and renew faster, without adding delivery burden. It transforms device support from a cost of doing business into a repeatable, high-margin revenue stream that's easy to position, easy to attach, and fully delivered by Lenovo.

Why partners lead with it?



Grow incremental revenue—every deal

Attach Premier Support to every device sale to increase deal size and unlock high-margin, recurring services revenue, without building your own support stack.



Lock in long-term customer relationships

Move from one-off device transactions to ongoing engagement with customer IT teams, making you stickier, harder to displace, and first in line for refresh and expansion.



Premium support without delivery overhead

Offer OEM-led, AI-enabled support that elevates customer experience, while Lenovo handles the complexity in the background.

How it drives partner profit?



Go beyond break-fix

Shift customers from reactive firefighting to proactive support—creating natural upsell conversations and positioning you higher in the value chain.



Increase deal size by default

Premier Support is an easy, high-attach add-on that boosts Average Selling Price and incentives on every device sold.



Close renewals faster

Lenovo tools surface renewal opportunities early and simplify quoting—so you spend less time chasing contracts and more time closing deals.



What partners actually sell, and why customers say yes

Premier Support for Devices

Always-on, OEM-led support that keeps devices—and users—productive. Fast resolution, expert guidance, and a consistent support experience at scale. That means easier attachment, larger deal value, and stronger account stickiness for you.

Features	What does it mean to partners?
24x7x365 global coverage	Sell globally without support complexity
Direct access to L2 engineers	Faster escalation, that leads to stronger credibility
End-to-end case management	Smoother experience, easier renewals
Accelerated response times	Higher satisfaction and better customer retention
Lenovo Service Connect	Service visibility that increases customers trust
Dedicated phone line	Priority support customers value
 AI Agent	Differentiated offering that resonates with current trends
 ‘How-to’ support for AI PCs	Reduced friction for AI PCs adoption

 Features available on Premier Support for AI PCs

Premier Support Plus for Devices

Proactive and protective support designed to prevent disruption, not just fix it. Advanced coverage that reduces risk and increases confidence for IT teams. That means a clearer upgrade story, stronger differentiation, and greater control of the deal for you.

Features	What does it mean to partners?
Proactive and predictive support	Enables higher-value conversations
Preventative maintenance	Premium capability value by customers
Keep Your Drive	Differentiator for security-sensitive, regulated customers
Accidental Damage Protection	Makes premium support easier to justify
Sealed Battery Warranty	Supports multi-year deals
International Service Entitlement	Simple upsell for customers with global operations
Service Engagement Manager	Ongoing engagement that drives loyalty



Emergency
Help Point →

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Ready to elevate every support conversation?

As AI PCs raise expectations for device support, differentiation matters more than ever. Premier Support gives you a simple, OEM-led way to stand out in every device deal and stay relevant with customer IT teams beyond the initial sale.

When Premier Support becomes part of your standard sales motion, it's also rewarded. Dedicated partner incentives enhance rebates and can increase device-led revenue by up to 30% when attached consistently.

Make Premier Support standard—and get more from every device you sell.

84%

of partners see Lenovo Solutions and Services as complementary to their own portfolio.³

Earn up to

30%

more incentives by attaching Premier Support to every device sale.¹

**Visit the Lenovo Partner Hub or contact your
Lenovo Channel Representative to get started**

Premier Support for Devices - Channel Brochure - 22012026_JS

1- Based on calculations for a Platinum partner in EMEA under the incentive structure in effect as of January 2026. Incentives are subject to change. 2- May 2023 global research survey of over 750 IT decision makers conducted by TBR Inc. 3- Canalys, 2024 - Partner perception survey about OEM vendors in the IT Services space. Lenovo reserves the right to alter product offerings and specifications, at any time, without notice. Lenovo makes every effort to ensure accuracy of information but is not liable or responsible for any editorial, photographic, or typographic errors. Images are for illustration purposes only. For full Lenovo product, service, and warranty specifications, visit www.lenovo.com. Lenovo and the Lenovo logo are trademarks or registered trademarks of Lenovo.

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