



Smarter
technology
for all

Lenovo



New Selling Platform: The Lenovo Cloud Marketplace for Lenovo CSP Partners

LUCRATIVE, LONG-TAIL REVENUE OPPORTUNITIES WITH MANAGED SERVICES

Because you're a trusted Lenovo sales partner, you know Lenovo is constantly **evolving** and building **better technology solutions** to help you **exceed your business goals**. Our world-class hardware reflects that

vision. Yet, our devices are only part of the story. Lenovo and Microsoft offer a deep portfolio of Managed Services – **highly profitable, easy to sell**, and **available as value-adds** for your business accounts.

To help you drive business, the teams at Microsoft and Lenovo have developed the **Lenovo Cloud Marketplace**, an intuitive cloud portfolio for you and your customers.

Lenovo Cloud Marketplace

Using Lenovo's new all-in-one selling platform, you'll have the tools and flexibility to co-sell and expertly manage Lenovo and Microsoft cloud offerings.



Intuitive and Simple to Use



Easy Cloud Catalogue & Pricing Management



Integrated Quotation Automation



24 x 7 CSP Cloud Support from Lenovo

Benefits for your Customers

Lenovo Cloud Marketplace isn't only for resellers. Your customers can access helpful self-service features:

- + Dashboards and Reporting
- + Subscription Purchasing & Management
- + Billing Information

WHY BECOME A CSP?

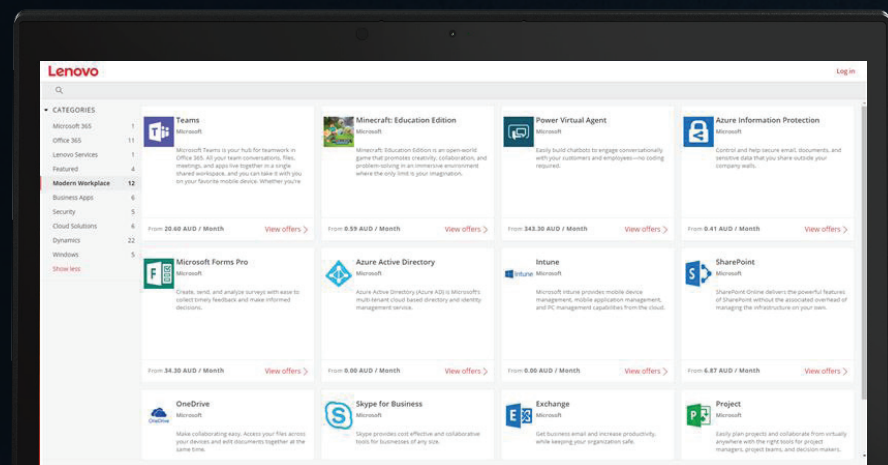
The CSP Managed Services turnkey selling program, designed by Microsoft and Lenovo, **improves customer stickiness** with valuable features to help users get the very most from their Lenovo devices.

CSP SELLER ADVANTAGES

Inserting **Lenovo Managed Services** into your sales conversations positions your business as a **one-stop-shop** for all things Lenovo.

The incentive structure for CSPs includes a lucrative tiered program, upfront discounts, additional hardware rebates, Lenovo credit lines, and free training.

Lenovo manages service delivery, so you spend less time servicing accounts and **more time selling**. Burdened with operational tasks, sales professionals, on average, spend only **34%** of their time selling.¹



Why Sell Lenovo Managed Services?

It's no secret that your increasingly technology-reliant customers are shifting toward an "everything-as-a-service" model. Device-only sales are becoming the exception, rather than the rule. Today's Modern IT workplace – highly mobile, decentralized, and security conscious – means IT teams are under pressure, being asked to do more with less.

The ability to shift common IT services to third parties is becoming a necessity for many organizations. As the OEM, Lenovo is the logical choice to deliver solutions for configuration, deployments, support, security, and more. Adding Lenovo Managed Services broadens and deepens your product offerings while arming you with Lenovo solutions your clients **want, need, and are willing to pay a premium for.**

Revenue Opportunities on Existing Accounts

Lenovo Managed Services have an elevated close rate built in. Think about it. You're selling to established accounts, offering valuable add-ons to improve the performance of investments already made. Lenovo Services embodies the problem-led/solution-led sales methodology.



7 out of 10 buyers say they've spent more money to do business with a company that delivers great service²

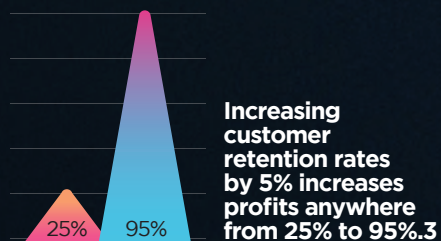


Customers are willing to spend 17% more to do business with companies that deliver excellent customer service²



Managed Services Pay Year After Year

Customer experience (CX for short) is the new currency. Studies show that customers consider the service they receive to be more important than marketing, product or price. Experience demonstrates that satisfied customers are more likely to **upgrade or add services**, and less likely to cancel. In fact, many Lenovo Services become integral parts of company operations, guaranteeing contracts that renew over and over again.



5-25 times
more expensive to acquire a new customer than it is to keep a current one.³

Loyal customers are:



More likely to repurchase⁴



More likely to forgive⁴




More likely to refer⁴





More likely to try a new offering⁴



Learn More About Lenovo Managed Services and How to Become a Cloud Service Provider.
SMARTER SELLING FOR LENOVO PARTNERS.

 Speak with your Lenovo Services Representative

 cspsales@lenovo.com

 www.lenovo.com/managed-services



Sources: ¹Salesforce; ²American Express; ³Bain & Company; ⁴Tempkin Group

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