

# FY21/22 Q1 EMEA Channel Promotions

April 1<sup>st</sup> 2021

# Q1FY21/22 EMEA Promotions Overview

[Internal Sharepoint Promo link](#)

	Promotion name	Overview	Validity
Storage	<b><u>Storage DM Crazy Discount</u></b>	Enjoy huge discounts on Storage Up to 15% discount on DM Hardware and Services Details on <a href="#">Slide 3 link</a>	Q1 & Q2
	<b><u>ThinkSystem Storage DE SSD4Free</u></b>	Buy any DE Controller + minimum 4 of the selected SSDs and get one of the 4Free Details on <a href="#">Slide 5</a>	Q1 & Q2
Services	<b><u>Services #PureGold Promotion</u></b>	Get 20% upfront discount on Premier Support Services when purchasing selected Golf Servers together with Gold Serviced. Details on <a href="#">Slide 7</a>	Q1 & Q2
	<b><u>Services, Pay Less Get More Support Promo</u></b>	Buy 5 Years Essential Support 24x7x4 for the price of 4 Years! But 5 Years Advanced Services 6h CSR for the price of 4 Years! Details on <a href="#">Slide 9</a>	Q1 Essential Q1&Q2 Advanced
Solutions	<b><u>Solutions, ThinkAgile MX 5-10 Promo</u></b>	Get 5% discount code when you sell ThinkAgile MX Nodes and add Services Get 10% discount code when you sell datacenter Microsoft licenses, Services and ThinkAgile MX together Details on <a href="#">Slide 11</a>	Q1 & Q2
	<b><u>Solutions, ThinkAgile VX 5-10 Promo</u></b>	Get 5% discount code when you sell ThinkAgile VX Nodes and add Services Get 10% discount code when you sell datacenter VMware licenses, Services and ThinkAgile VX together Details on <a href="#">Slide 13</a>	Q1 & Q2
TopChoice	<b><u>TopChoice, CPUx2 Cashback</u></b>	Buy Lenovo Intel Rack Server with minimum 2+ processors and EARN cashback. 300 USD cashback for Intel Gold Server processors 100 USD cashback for Intel Silver Server processors Details on <a href="#">Slide 15</a>	Q1

# Storage, DM Crazy Discount

## Up to 15% discount on DM Hardware and Services

### Eligible Products:

- DM3000
- DM5X00
- DM Services

Excludes Installation and  
Deployment Services

### Why sell the Lenovo ThinkSystem DM storage solutions:

- Application Integration
- Hybrid Cloud
- Big Data Analytics
- Virtualization
- Data Management/Reduction

### Promo details

Type: Voucher Promo

External link: [Q1 Promotions Flyer](#)

Owner: [Sithi Sahleena](#)

Available materials: [LPH Link](#)

# Storage, DM Crazy Discount

## Terms & Conditions

- The promotion is open to registered Lenovo ISG distributors or resellers who purchase any DM3000 or DM5X00 new install base and DM Services
- Under the promotion terms, distributors/resellers can benefit of additional discounts through Discount Codes that can be applied on top of the approved bids
- The Lenovo SMB Sales Manager will provide the LBP Discount Codes to the Lenovo Distributor. No upgrades are eligible for this program.
- Discount codes are one-time use and will impact only the hardware & services elements of the deal. Once a contract has been requested and generated, they cannot be reused.
- These discount code are not applicable in any type of special deals like FOB or SBO and cannot be used on any other grid than Demo or Instant bidding.
- Only one LBP Discount code can be used per deal and codes provided as part of this promotion cannot be combined with any other promotions or discount code types that Lenovo may make available.
- The LBP configuration must contain at least one ThinkSystem DM controller and total deal value between 20.000€ and 250.000€.
- Limited Discount codes – First come basis
- Only Run Rate transactions are considered as eligible for this promotion
- Lenovo reserves the right to withdraw the promotion at any time. This promotion is available in all EMEA markets

### How Do I Apply?

This promotion is available to EMEA Lenovo Resellers on purchases from authorized Distributors made during the campaign period.

To benefit from this promotion, just mention it to your Lenovo Distributor who will apply a special discount code to your order. For more information, contact your Lenovo Distributor or Channel Representative.



**Storage Promotion**

**Race to Win**

# ThinkSystem Storage DE SSD For Free

**Buy 1 DE System with minimum 4xSSDs and get one for free!**

Flash to the finish line with Free SSD in DE arrays

**With the Lenovo DE ThinkSystem Series, Your Clients Will Get:**

- Outstanding performance
- Simple and effortless installation
- Advanced protection
- High reliability

**Adding SSDs to Your DE Series Storage Can Dramatically Improve Performance. Compared to HDDs, SSDs are;**



**Faster**



**Use less power**



**More reliable**

Recent improvements in price and performance mean SSDs are becoming mainstream. Include them to make the most of your storage investment.

Promo details

Type: Voucher Promo

External link: [Q1 Promotions Flyer](#)

Owner: [Sithi Sahleena](#)

Available materials: [LPH Link](#)

# ThinkSystem Storage DE SSD For Free

## Terms & Conditions

1. When creating your bid a discount code will appear automatically for you to just apply it
2. Available to all partners in EMEA and quoted via the Lenovo Bid Portal.
3. The reseller must be registered in the Lenovo Partner Hub.
4. Promotion is valid until 30th of September 2021.
5. Lenovo reserves the right to withdraw the promotion at any time.
6. The SSD4Free vouchers are reusable, each voucher can be applied multiple times to an unlimited number of quotes
7. These vouchers are not combinable, only one code can be applied to each quote and no other discount codes can be applied in the same quote.
8. Applicable for LBPe Instant bids only – submitted through the Instant Bidding price grid. These discount code are not applicable in any type of special deals like FOB or SBO.
9. The code will not appear when quotes are created under any other pricing grid. Discount will be equivalent to Top Choice price of 1xSSD

Eligible products are any DE configuration with at least 4 of the following SSDs:

4XB7A14105	Lenovo ThinkSystem DE Series 800GB 3DWD 2.5" SSD 2U24
4XB7A14097	Lenovo ThinkSystem DE Series 800GB 3DWD 2.5" SSD 2U12
4XB7A14106	Lenovo ThinkSystem DE Series 1.6TB 3DWD 2.5" SSD 2U24
4XB7A14173	Lenovo ThinkSystem DE Series 3.84TB 1DWD 2.5" SSD 2U24

## How Do I Apply?

This promotion is available to EMEA Lenovo Resellers on purchases from authorized Distributors made during the campaign period.

To benefit from this promotion, just mention it to your Lenovo Distributor who will apply a special discount code to your order. For more information, contact your Lenovo Distributor or Channel Representative.

# Services: #PureGold Promotion

For the entire Gold portfolio Lenovo is offering an up-front discount via voucher Promotion running until **September 30<sup>th</sup> 2021**.

## GOLD SERVERS



## GOLD SERVICES

SN550  
SN850  
SR530  
SR550  
SR570  
SR630  
SR650  
SR850  
SR860  
SR950  
ST550



Premier Foundation  
Premier Essential  
Premier Advanced



When purchasing selected Gold Servers together with Gold Services,  
**get 20% upfront discount on Premier Support Services** through Reusable voucher

Promo details

Type: Voucher Promo

External link: [Q1 Promotions Flyer](#)

Owner: [Mohamed Mire](#)

Available materials: [LPH Link](#)

# Services: #PureGold Promotion - Terms & Conditions

Validity: between April 1 and September 31<sup>st</sup> 2021

Audience: EMEA Lenovo Distributors & Resellers

Benefit: 20% off the Total Approved Price for the Premier Service

Implementation: through an automated Discount Code

Clip Levels: this promo is applicable only for bids with Total Approved Value between 5k and 250k total

- The discount codes are reusable, each voucher can be applied multiple times to an unlimited number of quotes. These vouchers are not combinable, only one code can be applied to each quote and no other discount codes can be applied in the same quote
- Available in LBPe, standard quotes only, not applicable in any type of special deals like FOB or SBO.
- Available for bids submitted through the Instant Bidding price grid or the Top Choice grid.  
The code will not appear when quotes are created under any other pricing grid.
- Visible only when all above conditions are met in the Bid and the products added in the bid include at least one server with one Premier Service attached to it:
  - Servers: SN550, SN850, SR530, SR550, SR570, SR630, SR650, SR850, SR860, SR950, ST550
  - Services: Premier Foundation, Premier Essential, Premier Advanced
- Available in all EMEA Premier Support Markets ( 46 Markets).

EMEA (46)			
Austria	Germany	Monaco	Serbia
Belgium	Greece	Morocco	Slovakia
Bulgaria	Hungary	Netherlands	Slovenia
Croatia	Ireland	Nigeria	South Africa
Cyprus	Israel	Norway	Spain
Czech Republic	Italy	Pakistan	Sweden
Denmark	Kenya	Poland	Switzerland
Egypt	Latvia	Portugal	Tunisia
Estonia	Lithuania	Qatar	Turkey
Finland	Luxembourg	Romania	Ukraine
	Mauritius		United Arab Emirates
France		Russia	
		Saudi Arabia	United Kingdom



# Services: Pay Less Get More Support Promo

Choose the response time target that matches the importance of a particular system, workload, or application environment.

## Essential Services Support Update

Buy 5 Years Essential Support 24x7x4 for the price of 4 Years!

## Advanced Services Support Update

Buy 5 Years Advanced Services 6h CSR for the price of 4 Years!

### Partner Benefits

- Support levels match your customer's business needs and response time targets
- Increase deal size through additional incremental revenue
- Easy to configure, quote and transact
- Take away hassle of dealing with multiple 3rd parties and scheduling resources

### Essential Support

- 4-hour onsite response, 24x7x365
- Onsite installation of all replacement parts
- YourDrive YourData retention service
- Warranty extension to 3-5 years

### Advanced Support

- 6-hour CSR, 24x7x365
- System restore within 6 Hours after call entry
- Base warranty upgrade covering onsite installation of all replacement parts
- YourDrive YourData retention service

### Promo details

Type: Upfront Pricing

External link: [Q1 Promotions Flyer](#)

Owner: [Mohamed Mire](#)

Available materials: [LPH Link](#)

# Services: Pay Less Get More Support Promo

## Terms & Conditions

This promo will enable partners to buy:

- 5 Years Essential Support 24x7x4 for the price of 4 Years &
- 5 Years Advanced Service CSR for the price of 4 Years

- Promotion available only in EMEA markets enabled for specific Advanced & Premier Support
- Promotions are valid for specific Top Choice Servers:
  - Intel ST250, ST550, SR250, SR530, SR590 &
  - AMD SR655 & SR635
- Essential Support Promo is valid until **June 30th 2021**
- Advanced support promo is valid until **September 30<sup>th</sup> 2021**.
- Lenovo reserves the right to withdraw the promotion at any time

### 5 for 4 Essential Services Upgrade Promo

	5y Essential 24x7x4 price for the price of 4y Essential 24x7x4	Discount from Cprice of 5y Essential 24x7x4
<u>SR590</u>	5PS7A05399	31%
<u>SR655</u>	5PS7A34756	33%
<u>SR635</u>	5PS7A34388	33%
<u>ST550</u>	5PS7A01724	31%
<u>SR 250</u>	5PS7A26948	33%
<u>ST 250</u>	5PS7A26562	35%
<u>SR 650</u>	5PS7A01562	34%
<u>SR 630</u>	5PS7A01508	32%
<u>SR 530</u>	5PS7A01616	31%

### 5 for 4 or Advanced Services Upgrade Promo

	5y Advanced (6h CSR)	Discount from Cprice
<u>SR590</u>	5PS7A05426	53%
<u>SR655</u>	5PS7A34778	50%
<u>SR635</u>	5PS7A34410	49%
<u>ST550</u>	5PS7A01751	52%
<u>SR 250</u>	5PS7A27023	53%
<u>ST 250</u>	5PS7A26637	56%
<u>SR 650</u>	5PS7A01589	57%
<u>SR 630</u>	5PS7A01535	55%
<u>SR 530</u>	5PS7A01643	52%

# ThinkAgile MX 5-10 Promotion

With Lenovo ThinkAgile MX, your customers can integrate hyperconverged infrastructure with Azure and hybrid services to run virtual workloads on premises.



## Get up to 10% discount when selling a ThinkAgile MX solution

5% discount code when you sell ThinkAgile MX Nodes and add Services

10% when you sell Windows Server 2019 Datacenter licenses, Services and ThinkAgile MX together

When creating your bid, inform your **Lenovo Distributor**. They will obtain a **special Discount Code** from the SMB Sales Manager and apply it to your order.

## Promo details

Type: Voucher Promo

External link: [Q1 Promotions Flyer](#)

Owner: [Jakob Andersen](#)

Available materials: [LPH Link](#)

# Solutions, ThinkAgile MX 5-10 Promotion

## Terms & Conditions

1. Promotion is only applicable for Lenovo uncovered customers. Verify with the SMB Manager in your market if your customer is eligible
2. ThinkAgile MX nodes must be included in the quote. Both MX and Services must be included in the quote for a 5% discount. MX, Services & Microsoft licenses must be included for a 10% discount.
3. Discount is only applicable if all the products in the bid are purchased at the same time.
4. All deals are subject of the SMB Sales Manager review and approval for the code.
5. Available to all partners in EMEA and quoted via the Lenovo Bid Portal.
6. These vouchers cannot be combined. Only one code can be applied to each quote and no other discount codes can be applied in the same quote
7. The reseller must be registered in the Lenovo Partner Hub.
8. Lenovo reserves the right to withdraw the promotion at any time.



Windows Server



# Solutions, ThinkAgile VX 5-10 Promotion

**Get up to 10% discount when selling a ThinkAgile VX solution**

**5% discount code when you sell ThinkAgile VX Nodes and add Services**

**10% when you sell datacenter VMware licenses, Services and ThinkAgile VX together**

When creating your bid, inform your **Lenovo Distributor**. They will obtain a **special Discount Code** from the Run Rate Manager and apply it to your order.

**LEAP**



## Promo details

Type: Voucher Promo

External link: <https://www.lenovoandvmware.com/>

Owner: [Jakob Andersen](#)

Available materials: [LPH Link](#)

# Solutions, ThinkAgile VX 5-10 Promotion

## Terms & Conditions

1. Promotion is only applicable for Lenovo uncovered customers. Verify with the SMB Manager in your market if your customer is eligible
2. Both ThinkAgile VX Nodes and Services must be included in the quote for a 5% discount.  
VX, Services & VMware licenses must be included for a 10% discount.
3. Discount is only applicable if all the products in the bid are purchased at the same time.
4. All deals are subject of the SMB Sales Manager review and approval for the code.
5. Available to all partners in EMEA and quoted via the Lenovo Bid Portal.
6. These vouchers cannot be combined. Only one code can be applied to each quote and no other discount codes can be applied in the same quote.
7. The reseller must be registered in the Lenovo Partner Hub.
8. Promotion is valid until September 30th 2021.
9. Lenovo reserves the right to withdraw the promotion at any time.



# TopChoice, CPUx2 Cashback

With the CPUX2 bundle promotion, you can bundle additional CPU on Rack, Tower or High end servers, enhance your performance and Earn cashback!

Buy Lenovo Intel Rack servers, Tower servers or High end Servers with minimum 2+ processors and EARN:

## Intel Gold Server processors

**300 USD**

cashback for 2  
processors

**600 USD**

cashback for 4  
processors

## Intel Silver Server processors

**100 USD**

cashback for 2  
processors

**200 USD**

cashback for 4  
processors

## Eligible products

- All Rack, Tower or High-End Servers containing Intel Gold or Silver CPUs
- Valid also for ThinkAgile products on Intel platform containing Silver or Gold CPUs

**Valid for up to 15 servers per order.**

Valid only for Runrate transactions on uncovered customers including WebShop sales (TC Web delegated contracts)

**You can earn up to 9000 USD per order!**

## Promo details

Type: Cashback Promo

External link: [Q1 Promotions Flyer](#)

Owner: [Jovana Belada](#)

Available materials: [LPH Link](#)

# TopChoice, CPUx2 Cashback

## Terms & Conditions:

1. Promotion is only applicable for Lenovo uncovered customers. Ask Lenovo SMB Sales Manager if your customer is eligible
2. Valid when purchased with an associated server through a Lenovo authorized Distributor.
3. Both the server and the additional CPU (if standalone) to be included in the same invoice.
4. Valid for both Standard and CTO part numbers.
5. \*Limited to 15 servers per deal. (additional terms to be added by market)
6. Promo validity: April 1st – June 30th .
7. Only invoiced sales during the eligible period by eligible Resellers will qualify and all must be reported as sales out by the distributor between April 1st –June 30th.
8. This promotion is open to registered Lenovo ISG resellers and Distributors only. Eligible for all Lenovo Resellers and Distributors in EMEA. Products purchased from entities other than Lenovo authorized Distributors are excluded from the program.
9. Subject to applicable laws and regulations, Lenovo reserves the right to monitor, review, retain and / or disclose any information as necessary to satisfy any applicable law, regulation, legal process or governmental request.
10. Lenovo reserves the right to withdraw the promotion at any time.



thanks.

Different is better

Lenovo™