

Together we grow

# Provide services your customers want, more profitably. Partner with Lenovo

Managed services is the revenue stream of the future. Help us to unlock it.



[lenovo-lspp.com](https://lenovo-lspp.com)

## Cloud or managed service provider?

This program is for you

The Lenovo Service Provider Program (LSPP) is designed to give you a competitive edge in the fast-growing managed services market, with highly competitive pricing, deferred payments, a quarterly business development fund, and co-marketing funding.

- **Improved financial terms** in a new, more transparent commercial structure
- **Bigger opportunities** to co-market with Lenovo and use the customer reference program
- **Dedicated education sessions** to help you grow your product and technical knowledge
- **Simplified processes** that help you price and quote sooner

### Enroll with LSPP as a new partner

[Learn how LSPP helps your business grow.](#)

*This program applies to businesses offering Data Center/Infrastructure solutions in the EMEA region only, and is not available for PC partners.*

## Deliver stronger services

Your customers want to run modern workloads in modern environments. They don't want the hassle of troubleshooting or managing their IT. That's why they come to you. If you're a cloud or managed service provider, partnering with Lenovo makes it easier to meet your customers' needs. You can offer a huge portfolio of services designed for providers like you, ranging from 24x7 support to secure asset disposal. So, if there are skills gaps within your business, your partner Lenovo fills them. And you can build your own services on rock-solid Lenovo server infrastructure, ranked #1 for reliability<sup>[i]</sup> and holder of 242 performance records.<sup>[ii]</sup>

## Grow profitably

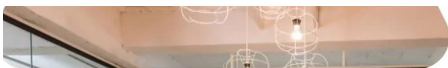
Faster customer quoting. Education sessions designed for service providers. A fully transparent commercial structure, with improved financial terms. These are just some of the ways we've enhanced the Lenovo Service Provider Program (LSPP). Why do we run a dedicated program for service providers? Because you're our priority. We do 95% of our business with partners. We help you grow, so we can grow. LSPP also offers access to special pricing and co-marketing funds, exclusive programs like Your Drive, Your Data, co-branded marketing opportunities, and much more.

## Have more choice

Partnering with Lenovo doesn't lock you into one vendor or one kind of solution. We give you and your customers more choice. For example, did you know Lenovo XClarity management software is designed to integrate with environments from Microsoft, Nutanix, VMware, and many other technology leaders?

## What other service providers think

1. *"Our value to our customers as a managed data services provider stems from our reliability, high performance and innovation, and Lenovo has been an ideal technology partner for supporting and sharing these imperatives. We regularly work together creatively to ensure the services we offer are sufficiently capable and flexible to allow the fullest potential of our customers' data to be released."* - **Julian Box, CEO at Calligo**
2. *"IT Forum Gruppen has made use of Lenovo Datacenter infrastructure in our Managed Service Provider Business for many years. We are excited about our cooperation and proud to be part of the Lenovo Service Provider Program. Lenovo helps us secure a high quality and reliability in our datacenter, which enables us to serve our customers with excellent and professional services."* - **Jesper Skov Jorgensen, CEO at IT Forum Gruppen Denmark**



# There's even more to being a Lenovo partner

## Are you more than a managed service provider?

Well, Lenovo has more to offer too... and you can access it all through the Lenovo Partner Engage program. Click below to learn how you can offer the entire Lenovo portfolio of systems, solutions and services.

*Join LENOVO program now*

**ii** ITIC. 2020. Global Server Hardware, Server OS Reliability Report.

**iii** Lenovo. March 2021. Lenovo ThinkSystem Servers Continue to Lead the Industry in Performance and Customer Value.

The Lenovo Service Provider program is a tiered specialty program enhancement to the Lenovo Partner Engage Incentive program. This program is Powered by Intel®. Full details of all benefits by tier are available on [Lenovopartnerhub.com](https://lenovopartnerhub.com) or from your Lenovo account representative. Note that not all benefits are available in all markets. Selected benefits, including PEP rebates, will require acceptance of additional program terms & conditions on a quarterly basis.

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