

## Press Release

### **Lenovo introduces major enhancements to its channel partner programme to recruit 5,000 new partners in EMEA**

*Partners will benefit from a plethora of new features and offerings through Lenovo's ONE channel programme*

**Barcelona, October 5<sup>th</sup> 2016** - Lenovo (HKSE: 992) (ADR: LNVGY) today announced at the Canalys Channels Forum EMEA the introduction of major enhancements to its channel partner programme. This follows the successful initiatives of the ONE Channel programme launched in 2015, which has seen almost 1,000 partners join Lenovo's channel network each month since its inception.

Lenovo is introducing new enhancements to its channel program to make it easier for partners to engage with Lenovo, with the aim of recruiting +5,000 partners this year in EMEA covered by the new Lenovo Channel Sales Center telesales team (LCSC). Partners will benefit from a number of improvements including a new entry level partner category, incremental incentive programmes, new instant pricing for distributors for very small deals and new DCG certifications.

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### **New business opportunities and more rewards**

In a competitive market Lenovo is constantly investing in creating business opportunities for the channel and generate more incentives and rebates for its partners. The company has made a substantial investment in two new demand generation engines fulfilled through the channel: Lenovo's new Midmarket and Channel Sales Centre business organizations have dedicated teams of 170 telesales reps in EMEA to grow the SMB business by increasing Lenovo share in customers from 250 to 1000 employees and our coverage of the reseller channel.

In addition to this, Lenovo has launched a number of initiatives to generate more incentives and rebates for its partners:

- New "Accredited" partner category that makes it easier to qualify for this new tier with access to instant rebates starting from the first dollar and direct access to Lenovo Sales Support.
- New StarSeller incentive programme, a simple incremental bonus for selected models to leverage sales in key strategic product categories and segments that are driving industry growth.
- Contest for new partner registrations with: prizes that can be won on a weekly basis by newly signed partners that meet a series of elements.

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### **Growth opportunities with Lenovo's Data Centre Business**

With critical focus on the channel and sales enablement of Data Center solutions, Lenovo is providing partners with the right know-how, capabilities and technical skills to benefit from the growth opportunities of Lenovo's Data Center business.

The Lenovo Expert Achievers Programme (LEAP) provides learning, accreditations and rewards, whilst the new Data Center Group (DCG) certification offers a number of benefits. Partners can now achieve two Lenovo certifications – Lenovo Certified Data Center Sales Professional and Lenovo Certified Data Center Technical Sales Professional – by completing fast track workshops and virtual enablement sessions. A detailed Study Guide is available on the Lenovo Portal. Certified partners also gain additional benefits via LEAP.

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## Shifting gear to Channel 2.0

Lenovo's channel programme and strategy are constantly evolving to meet new partner requirements and industry dynamics. For that reason, Lenovo is implementing new smart and automated platforms and tools to make it easier to engage with Lenovo like the new instant pricing for distributors for very small deals or quantities integrated in their own e-commerce platforms.

Lenovo's simplified ONE Channel Programme includes clear rebates schemes across the entire portfolio and a fully unified portal integrating a quick simple bid tool, smart marketing platforms, fast and easy deal registration and a valuable partner community via the Lenovo Partner Portal and LinkedIn.

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## Quote

*"Lenovo remains the most committed channel-first vendor across PC, tablet and data center business market with 94% of business going through the channel, and we offer the broadest and most innovative portfolio in the industry ranging from the award winning Yoga Book new form factor to the world's most reliable server solutions", said Pascal Bourguet, VP Products and Channels, Lenovo EMEA.*

*"We understand the relationship with the channel needs to experience a step change to bring true value to both vendor and partner in the more complex world we operate in now, where all devices are moving to smart devices, mobility is a must, consumerisation has put design in the center of the purchase decision and the apps ecosystem and cloud services are essential elements of the overall user experience. Simplification, speed, digital transformation and business convenience are key success factors so we are bringing new smart platforms, services and tools to help our partners win in this new environment".*

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## About Canalys Channels Forum

Lenovo is a keynote sponsor of Canalys Channels Forum EMEA, APAC and LATAM events, taking place from October to November 2016.

The forums are the only independent events that unite senior managers from leading technology vendors, distributors and channel partners to discuss industry trends, forge new business relationships and create sales opportunities. In addition to vendor keynotes and theater presentations, the events feature more than 3,000 one-to-ones and prestigious gala dinners among other networking activities. The events are open to senior business managers, both from IT vendors and channel partners. More information about the events can be found at [www.canalyschannelsforum.com](http://www.canalyschannelsforum.com)

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## About Lenovo

Lenovo (HKSE: 992) (ADR: LNVGY) is a US\$45 billion global Fortune 500 company and a leader in providing innovative consumer, commercial, and enterprise technology. Our portfolio of high-quality, secure products and services covers PCs (including the legendary Think and multimode Yoga brands), workstations, servers, storage, smart TVs and a family of mobile products like smartphones (including Motorola), tablets and apps. Join us on [LinkedIn](#), follow us on [Facebook](#) or Twitter ([@Lenovo](#)) or visit us at [www.lenovo.com](http://www.lenovo.com)

