

# Q4 Sell more Earn more promo

EMEA DCG Run Rate Channel  
Team

Lenovo Internal



# Q4 AMD Servers Promo info

Load AMD servers by March 31<sup>st</sup> and get rewarded upon SO

	Target 1	Target 2	Target 3	Target 4
Target Boxes Loaded by Distributor	5-9	10-14	15-19	20+
Backend rebate based on SO per box in USD	100	200	300	400

## Eligible part numbers

Family	PN	Description
SR635	7Y99A00LEA	ThinkSystem SR635 7302P 32GB
SR635	7Y99A020EA	ThinkSystem SR635 7232P 32GB
SR635	7Y99A023EA	ThinkSystem SR635 7282 32GB
SR645	7D2XA01JEA	ThinkSystem SR645 7262 32GB
SR655	7Z01A02CEA	ThinkSystem SR655 7302P 32GB
SR655	7Z01A049EA	ThinkSystem SR655 7282 32GB
SR655	7Z01A04AEA	ThinkSystem SR655 7232P 32GB
SR645	7D2XA01KEA	ThinkSystem SR645 7302 32GB
SR665	7D2VA01LEA	ThinkSystem SR665 7302 32GB



# Promotion details

## Goal: Meet Target 1/2/3 or 4 in load for AMD Top Choice Models

- ✓ Distributor which load minimum 5 boxes by March 31<sup>st</sup> is eligible for promo (for part numbers stated on page 2 ) and based on sales out done not later than March 31<sup>st</sup>
- ✓ Launch the reward package for the Distributors & Resellers for reaching their SI targets mix as described on page 2 :
  - If Target 1 is achieved:
    - ✓ Distributors' Box Bonus @ Sales Out: 50\$/AMD box
    - ✓ Resellers' Box Bonus @ Sales Out: : 50\$/AMD box
  - If Target 2 is achieved:
    - ✓ Distributors' Box Bonus @ Sales Out: 100\$/AMD box
    - ✓ Resellers' Box Bonus: @ Sales Out: 100\$/AMD box
  - If Target 3 is achieved:
    - ✓ Distributors' Box Bonus @ Sales Out: 150\$/AMD box
    - ✓ Resellers' Box Bonus @ Sales Out: : 150\$/AMD box
  - If Target 4 is achieved:
    - ✓ Distributors' Box Bonus @ Sales Out: 200\$/AMD box
    - ✓ Resellers' Box Bonus @ Sales Out: : 200\$/AMD box

### Note:

- Distributor is eligible only if SI Target is achieved
- Payment is done based on Sales out reported from February 3<sup>rd</sup> till March 31<sup>st</sup> 2021 based on Target fulfillment conditions –Reward are per box sold out

thanks.

Different is better

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