

Q4 21 GAT ISG Channel Promotions

October 1st 2021

Q4 21 EMEA Promotions Overview

[Internal Sharepoint Promo link](#)



Promotion name	Overview	Validity
<u>Storage DM Crazy Discount</u>	Enjoy huge discounts on Storage Up to 15% discount on DM Hardware and Services Details on Slide 3	Q4
<u>ThinkSystem Storage DE SSD4Free</u>	Buy any DE Controller + minimum 4 of the selected SSDs and get one of the 4Free Details on Slide 5	Q4
<u>Services, Pay Less Get More Support Promo</u>	Buy 5 Years Premier Essential Support 24x7x365 for the price of 4 Years! *NEW* including Golds PNs But 5 Years Advanced Services 6h CSR for the price of 4 Years! Details on Slide 7	Q4&Q1
<u>Solutions, ThinkAgile 5-10 Promo</u>	Get 5% discount code when you sell ThinkAgile and add Services Get 10% when you sell ThinkAgile and add both Services and licenses to the deal Details on Slide 11	Q4&Q1
<u>Topchoice CPUx2 Promotion</u>	Bundle additional CPU on Servers and earn CASHBACK up to 300 EUR per server Details on Slide 13	Q4

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: [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
- Promotion requires validation and approval from Lenovo ISG SMB Manager
- Lenovo reserves the right to withdraw the promotion at any time. This promotion is available in all EMEA markets
- The Promotion is valid until the 31st of December 2021

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.

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: [Promotions Flyer](#)

Owner: [Sithi Sahleena](#)

Available materials: [LPH Link](#)

ThinkSystem Storage DE SSD For Free

Terms & Conditions

1. 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.
2. All deals are subject of the SMB Sales Manager review and approval
3. Available to all partners in EMEA and quoted via the Lenovo Bid Portal.
4. The reseller must be registered in the Lenovo Partner Hub.
5. Promotion is valid until 31st of December 2021.
6. Lenovo reserves the right to withdraw the promotion at any time.
7. The SSD4Free vouchers are reusable, each voucher can be applied multiple times to an unlimited number of quotes
8. 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.
9. 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.
10. 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?

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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: Pay Less Get More Support Promo

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

NEW! Premier Essential Services Support Update

Buy 5 Years Premier Essential Support 24x7x365 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

NEW! Premier Essential Support including Gold Server PNs

- 24-hour committed service repair, 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: [Promotions Flyer](#)

Owner: [Mohamed Mire](#)

Available materials: [LPH Link](#)

Services: Pay Less Get More Support Promo

Terms & Conditions

- 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, SR630, SR650, SR630 V2, SR650 V2, ST650 V2.
 - AMD SR655 & SR635
 - Gold Promo: SR530, SR550, SR570, SR590, SR630 & SR650
- Promotion is valid until March 31st 2022
- Lenovo reserves the right to withdraw the promotion at any time
- Eligible PNs:

5 for 4 Premier Essential Services Upgrade Promo

Gold Promo	SR590	5PS7A15216
	SR655	5PS7A34767
	SR635	5PS7A34399
	ST550	5PS7A13909
	SR 250	5PS7A27158
	ST 250	5PS7A26772
Gold Promo	SR 650	5PS7A12683
Gold Promo	SR 630	5PS7A12675
Gold Promo	SR 530	5PS7A13907
	ST650 V2	5PS7A73153
	SR630 V2	5PS7A67629
	SR650 V2	5PS7A68003
Gold Promo	SR 550	5PS7A13903
Gold Promo	SR 570	5PS7A15199

5 for 4 or Advanced Services Upgrade Promo

SR590	5PS7A05426
SR655	5PS7A34778
SR635	5PS7A34410
ST550	5PS7A01751
SR 250	5PS7A27023
ST 250	5PS7A26637
SR 650	5PS7A01589
SR 630	5PS7A01535
SR 530	5PS7A01643
ST650 V2	5PS7A73107
SR630 V2	5PS7A67640
SR650 V2	5PS7A68014
SR 550	5PS7A01697
SR 570	5PS7A05363

Solutions, ThinkAgile 5-10 Promotion

Get up to 10% discount when selling a ThinkAgile solution

LEAP

5% discount code when you sell ThinkAgile and add Services

10% when you sell ThinkAgile and add both Services and licenses to the deal

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: [Promotions Flyer](#)

Owner: [Jakob Andersen](#)

Available materials: [LPH Link](#)

Solutions, ThinkAgile 5-10 Promotion

Terms & Conditions

1. Promotion is valid only for ThinkAgile VX, ThinkAgile MX and ThinkAgile HX solutions and is subject to local SMB Manager approval. Special grids not applicable.
2. Promotion is applicable for Lenovo uncovered customers only. Verify with the SMB Manager in your market if your customer is eligible
3. Both ThinkAgile and Services must be included in the quote for a 5% discount. ThinkAgile, Services and MX/HX/VX licenses must be included for a 10% discount.
4. Discount is only applicable if all the products in the bid are purchased at the same time.
5. All deals are subject of the SMB Sales Manager review and approval for the code.
6. Available to all partners in EMEA and quoted via the Lenovo Bid Portal.
7. 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.
8. The reseller must be registered in the Lenovo Partner Hub.
9. Promotion is valid until March 31st 2022.
10. Lenovo reserves the right to withdraw the promotion at any time.

The ThinkAgile logo is displayed in a large, white, sans-serif font against a dark purple background. The letters are bold and closely spaced, with the 'i' in 'Agile' having a dot.

TopChoice, CPUx2 Promotion

With the CPUx2 promotion, you can bundle additional CPU on **TopChoice Rack Servers**, Enhance your performance and Earn Cashback.

Eligible products

- All TopChoice Rack Servers containing Intel Gold or Silver CPUs – list see below
- CTOs are excluded

Now also for V2 Systems

Buy eligible Lenovo Intel Rack servers with min. 2 CPUs and EARN:

Eligible TopChoice Models:

Intel Xeon **Gold** processors

300 EUR



Intel Xeon **Silver** processors

100 EUR



Fam	Server PN	Description	2nd CPU	SO Bonus
SR530	7X08A0AZE	SR530 Xeon Silver 4208 (8C 2.1GHz), 32GB 2933MHz	4XG7A37936	100 €
SR530	7X08A0ADE	SR530 Xeon Silver 4208 (8C 2.1GHz), 16GB 2933MHz	4XG7A37936	100 €
SR630	7X02A0F1E	SR530 Xeon Silver 4208 (8C 2.1GHz), 32GB 2933MHz	4XG7A37936	100 €
SR630	7X02A0F4E	SR630 Xeon Silver 4210R (10C 2.4GHz), 32GB 2933MHz	4XG7A37988	100 €
SR630	7X02A0ELE	SR630 Xeon Silver 4215R (8C 3.2GHz), 32GB 2933MHz	4XG7A63298	100 €
SR630 V2	7Z71A03LE	SR630 V2 Xeon Silver 4310 (12C 2.1GHz), 32GB 3200MHz	4XG7A63425	100 €
SR630 V2	7Z71A02RE	SR630 V2 Xeon Silver 4310 (12C 2.1GHz), 32GB 3200MHz	4XG7A63425	100 €
SR650	7X06A0JPE	SR650 Xeon Silver 4208 (8C 2.1GHz), 32GB 2933MHz	4XG7A37935	100 €
SR650	7X06A0K9E	SR650 Xeon Silver 4208 (8C 2.1GHz), 32GB 2933MHz	4XG7A37935	100 €
SR650	7X06A0JYE	SR650 Xeon Silver 4210R (10C 2.4GHz), 32GB 2933MHz	4XG7A37981	100 €
SR650	7X06A0K4E	SR650 Xeon Silver 4215R (8C 3.2GHz), 32GB 2933MHz	4XG7A63274	100 €
SR650	7X06A0K7E	SR650 Xeon Gold 6226R (16C 2.9GHz), 32GB 2933MHz	4XG7A38082	300 €
SR650	7X06A0JJE	SR650 Xeon Gold 6226R (16C 2.9GHz), 32GB 2933MHz	4XG7A38082	300 €
SR650 V2	7Z73A03DE	SR650 V2 Xeon Silver 4310 (12C 2.1GHz), 32GB 3200MHz	4XG7A63468	100 €
SR650 V2	7Z73A02UE	SR650 V2 Xeon Gold 6326 (16C 2.9GHz), 32GB 3200MHz	4XG7A63446	300 €
SR650 V2	7Z73A02SE	SR650 V2 Xeon Gold 6326 (16C 2.9GHz), 32GB 3200MHz	4XG7A63446	300 €

*This promotion may be different to the EMEA promotion and is only valid for Germany & Austria.

TopChoice, CPUx2 Cashback

Terms & Conditions:

1. Valid when purchased with an associated server through a Lenovo authorized Distributor.
2. This promotion is only valid in Germany & Austria (GAT).
3. Both the server and the additional CPU (if standalone) to be included in the same invoice.
4. CTOs are excluded.
5. Promo validity: October 1st – December 31st.
6. Only invoiced sales during the eligible period by eligible Resellers will qualify and all must be reported as sales out by the distributor between October 1st – December 31st.
7. 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.
8. 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.
9. Lenovo reserves the right to withdraw the promotion at any time.

thanks.

Different is better

Lenovo™