Opportunity ROKs

Why you should be selling Windows Server 2016 together with Lenovo Servers

Windows Server

ROK

Windows Server 2016
Standard

Perfect partners: Lenovo Server and Windows Server 2016

For your customers, it's time to upgrade to Windows Server 2016.

And when it comes to upgrading server software, they often want to buy hardware at the same time.

A Lenovo Server is the obvious choice for forward-thinking businesses.

87%

of organizations with on premise servers worldwide run Windows Server. This represents a huge opportunity to sell hardware and OS licenses together.

Source: 2016 Spiceworks State of IT report. https://community.spiceworks. com/networking/articles/2462-server-virtualization-and-os-trends

Taking performance and cloud enablement to a whole new level

High reliability

Server hardware at the heart of Lenovo's offering has repeatedly been voted the most reliable on the market[1].

With built-in Microsoft security features and malware protection.

High satisfaction

Lenovo consistently meets customer expectations for quality, reliability, performance, scalability and support services[2].

Quick to deploy with 90-day support to help customers get the most value from their investment.

High performance

Industry-standard Lenovo Servers work with local storage to make it highly available and more flexible.

Low pricing

Lenovo Servers are very competitively priced, and offer exceptional value for their performance capabilities.

Opportunity ROKs

Lenovo has an easy way for you to bundle their servers with Windows Server 2016 OS software

It's called Lenovo ROK (Reseller Option Kit)
See page 5 for details.

1. ITIC Global Server HW, Server OS Reliability report, 2016
2. TBR 1H16 Corporate Customer Satisfaction Study, 2016

Your customers' journey to cloud-based business starts here

#1 in reliability

With a proven track record of customer satisfaction and reliability, a Lenovo Server is the natural partner for Windows Server 2016. It supports and maximizes all features of Windows Server 2016 right up to Datacenter level, giving you confidence in meeting your customers' needs.

92.1%

of customers would buy a Lenovo Server again.

Our customer satisfaction score is the highest of the three leading global server vendors, by nearly ten points.

Source: TBR 1H16 Corporate Customer Satisfaction Study, 2016

Ready for the cloud

Data is ever faster, smarter and more mobile. With backup, storage and recovery, remote management tools, and encrypted virtual machines, Lenovo Server has evolved to support virtualized business applications. Driven by Windows Server 2016, it's a trusted package for ultimate reliability.

A big-business solution for all

First server at entry level? Large company looking for an affordable way to cover its licensing needs? Lenovo ROK provides enterprise-class technology for any size business, from a world-leading manufacturer. This gives you a truly flexible and compelling sales option.

ROK with us

A ROK (Reseller Option Kit) is simply a way of distributing software.

IT decision-makers are increasingly interested in the role that software and services play in the total cost of ownership. And they want to purchase the latest Windows software at the same time as the server, thereby creating a customer-led opportunity for you.

Lenovo ROK is an install-ready kit that helps you deploy Windows Server 2016 on Lenovo hardware.
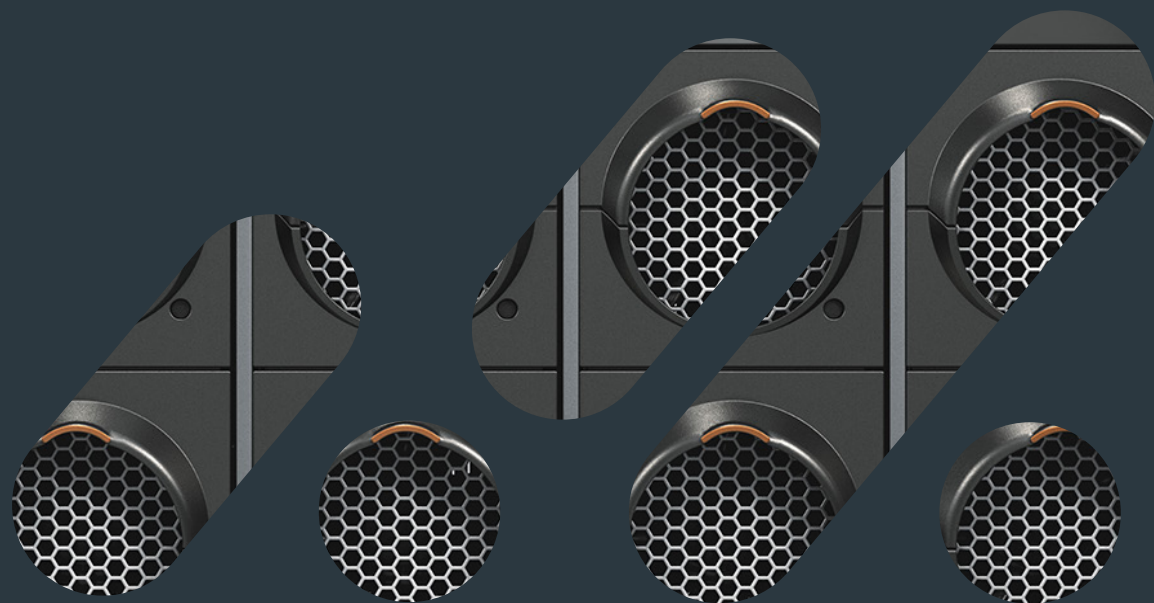
It's tailor-made for selling hardware and software together.

- Often the most cost-effective licensing option for Windows Server 2016
- Quick and easy to deploy, maximizing uptime
- Tested and supported by Lenovo, with free setup support

ROK in a box

Lenovo ROK is priced and listed just like any other server, hard drive or processor you'd buy.

A ROK has its own part number. You can find them at the back of this book. Ask for a quote today!

Selling ROKs is easy

Simple. Flexible. Cost-effective.

Why your customers will love it

The Lenovo ROK often provides the best value for your customer's budget. By investing in Lenovo Server at the same time, your customer can get the licenses they need for typically up to 25% less than by buying Microsoft Open Volume Licenses[3].

It's a straightforward way of acquiring everything they need to:

- Virtualize their operations
- Maximize efficient storage
- Scale up in the future

Maximize your year-end revenue

Selling Lenovo ROK supports your business by allowing you to:

- Stock and sell when you need to – reducing your own acquisition costs
- Increase attach opportunities with CALs
- Provide a complete solution for your customer, encouraging them to spend more with you
- Access to a variety of channel promotions and incentives

3. Pricing varies by market and channel partner, Lenovo makes no guarantees to pricing estimates.

Selling Lenovo ROK: 3 easy steps

Step 1

Which Windows Server 2016 option is best for your client?

1. Essentials

- Entry-level server for first-time buyers
- 25 users/50 devices
- 1 physical or virtual machine
- No server CALs required (see page 8)

2. Standard

- Small-medium business needing some virtualization
- Unlimited users/devices with CALs
- 2 VMs

3. Datacenter

- Advanced and unlimited virtualization
- Unlimited users/devices with CALs
- Unlimited VMs and containers
- Advanced storage, networking and cloud features

Step 2

Does your client need additional end-user licenses?
See page 8 for information about CALs.

Step 3

Does your client need extra ROK products?

- Windows 2016 downgrade media
- APOS (after point of sale) licenses
- Licenses with reassignment rights

One more thing: CALs

Every device or user connected to Windows Server 2016 must have a Client Access License (CAL).

A server license lets you install server software, but CALs are needed to access it[4].

Remember CALs at point of purchase

CALs are no longer part of the OS license. They are sold separately from Windows Server 2016.

CALs are essential to ensure that your customer is:

- Immediately ready to use Lenovo Server and Windows Server 2016
- Compliant with Microsoft regulations

An easy way to boost revenue

Your customer will almost certainly need CALs, so sell them along with Lenovo ROK. This increases your deal size, boosting revenue.

Older CALs

CALs for Windows Server 2012 won't work with Windows Server 2016 – your customers will need to buy new licenses.

However, if downgrade rights are required, they can use a CAL for Windows Server 2016 to access Windows Server 2012.

4. Apart from Windows Server 2016 Essentials which includes access for 25 users or 50 devices.

3 types of CALs

Required

1. User CAL – 1 per user, can be used on unlimited devices

2. Device CAL – 1 per device, can be shared by users

Optional add-on

3. Remote Desktop Services CAL – for virtual or remote access

OEM licenses: Clearing up the myths

MYTH: "OEM licenses are tied to the hardware, so VMs can't be moved."

TRUTH: VMs can be moved to other servers if they are appropriately licensed.

MYTH: "OEM licenses don't let you downgrade."

TRUTH: End-users can downgrade to previous versions.

MYTH: "OEM CALs have different rights to other types of CALs."

TRUTH: Any type of CAL can be used to access any Windows Server, as long as the CAL has the same version of the server's OS or is newer. OEM CALs, volume licensing CALs, and retail CALs all have the same rights.

MYTH: "You can't get Software Assurance (SA) for OEM licenses."

TRUTH: As a reseller, you can add SA to an OEM license within 90 days of purchase.

ROK part numbers

Ordering a ROK is simple. It has a part number just like any other item. Here's a comprehensive list of part numbers for Lenovo ROKs.

Windows Server 2016 Standard ROK

01GU569	Windows Svr 2016 Standard ROK (16 core) - MultiLang
01GU573	Windows Svr 2016 Standard ROK (24 core) - MultiLang

Windows Server 2016 Standard ROK Additional Core Licenses - POS Only

01GU630	Windows Svr 2016 Standard Addl Lic (16 core) (Reseller POS Only)
01GU631	Windows Svr 2016 Standard Addl Lic (4 core) (Reseller POS Only)
01GU632	Windows Svr 2016 Standard Addl Lic (2 core) (Reseller POS Only)

Windows Server 2016 Standard ROK Additional Core Licenses - APOS*

01GU659	Windows Svr 2016 Standard Addl Lic (16 core) (APOS)
01GU660	Windows Svr 2016 Standard Addl Lic (4 core) (APOS)
01GU661	Windows Svr 2016 Standard Addl Lic (2 core) (APOS)

*APOS licenses are used if the customer needs to add processors or VM rights to the server after the original purchase.

Windows Server 2016 Datacenter ROK

01GU577	Windows Svr 2016 Datacenter ROK (16 core) – Multilang
01GU581	Windows Svr 2016 Datacenter ROK (24 core) – Multilang

Windows Server 2016 Datacenter ROK Additional Core Licenses - POS Only

01GU633	Windows Svr 2016 Datacenter Addl Lic (16 core) (Reseller POS Only)
01GU634	Windows Svr 2016 Datacenter Addl Lic (4 core) (Reseller POS Only)
01GU635	Windows Svr 2016 Datacenter Addl Lic (2 core) (Reseller POS Only)

Windows Server 2016 Datacenter ROK w/Reassignment (16 core)*

01GU584	Windows Svr 2016 Datacenter ROK w/Reassignment (16 core) - English
01GU585	Windows Svr 2016 Datacenter ROK w/Reassignment (16 core) - French
01GU586	Windows Svr 2016 Datacenter ROK w/Reassignment (16 core) - German
01GU587	Windows Svr 2016 Datacenter ROK w/Reassignment (16 core) - Italian
01GU591	Windows Svr 2016 Datacenter ROK w/Reassignment (16 core) - Spanish

*If additional core licenses are needed for reassignment skus, use Datacenter Additional Core License options: 01GU633, 01GU634, 01GU635.

Windows Server 2016 Essentials ROK

01GU595	Windows Svr 2016 Essentials ROK - MultiLang

Windows Server 2016 Downgrade to 2012 R2*

01GU603	Win Svr Standard 2016 to 2012 R2 Downgrade Kit - Multilanguage
01GU607	Win Svr Datacenter 2016 to 2012 R2 Downgrade Kit - Multilanguage

Windows Server 2016 CALs

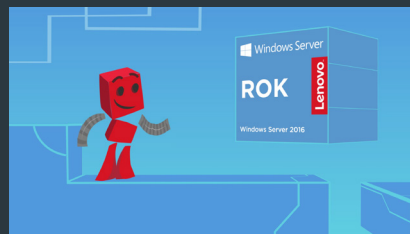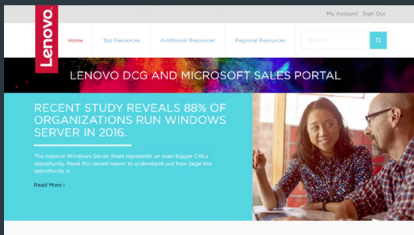|	
01GU637	Microsoft Windows Server 2016 Client Access License (1 Device)
01GU638	Microsoft Windows Server 2016 Client Access License (1 User)
01GU639	Microsoft Windows Server 2016 Client Access License (5 Device)
01GU640	Microsoft Windows Server 2016 Client Access License (5 User)
01GU641	Microsoft Windows Server 2016 Client Access License (10 Device)
01GU642	Microsoft Windows Server 2016 Client Access License (10 User)
01GU643	Microsoft Windows Server 2016 Client Access License (50 Device)
01GU644	Microsoft Windows Server 2016 Client Access License (50 User)
01GU645	Windows Server 2016 Remote Desktop Services Client Access License (1 Device)
01GU646	Windows Server 2016 Remote Desktop Services Client Access License (1 User)
01GU647	Windows Server 2016 Remote Desktop Services Client Access License (5 Device)
01GU648	Windows Server 2016 Remote Desktop Services Client Access License (5 User)
01GU649	Windows Server 2016 Remote Desktop Services Client Access License (10 Device)
01GU650	Windows Server 2016 Remote Desktop Services Client Access License (10 User)
01GU651	Windows Server 2016 Remote Desktop Services Client Access License (50 Device)
01GU652	Windows Server 2016 Remote Desktop Services Client Access License (50 User)
01GU653	Microsoft SQL Server 2016 Client Access License (1 Device)
01GU654	Microsoft SQL Server 2016 Client Access License (1 User)
01GU655	Microsoft SQL Server 2016 Client Access License (5 Device)
01GU656	Microsoft SQL Server 2016 Client Access License (5 User)
01GU657	Microsoft SQL Server 2016 Client Access License (10 Device)
01GU658	Microsoft SQL Server 2016 Client Access License (10 User)

SQL Server 2016 with Windows Server ROK

01GU611	MS SQL Svr 2016 Std w/Win Svr 2016 Std ROK (16 core) - English
01GU612	MS SQL Svr 2016 Std w/Win Svr 2016 Std ROK (16 core) - French
01GU613	MS SQL Svr 2016 Std w/Win Svr 2016 Std ROK (16 core) - German
01GU614	MS SQL Svr 2016 Std w/Win Svr 2016 Std ROK (16 core) - Italian
01GU618	MS SQL Svr 2016 Std w/Win Svr 2016 Std ROK (16 core) - Spanish
01GU622	MS SQL Svr 2016 Std w/Win Svr 2016 Dtc ROK (16 core) - English
01GU623	MS SQL Svr 2016 Std w/Win Svr 2016 Dtc ROK (16 core) - French
01GU624	MS SQL Svr 2016 Std w/Win Svr 2016 Dtc ROK (16 core) - German
01GU625	MS SQL Svr 2016 Std w/Win Svr 2016 Dtc ROK (16 core) - Italian
01GU629	MS SQL Svr 2016 Std w/Win Svr 2016 Dtc ROK (16 core) - Spanish

The Lenovo DCG and Microsoft online sales portal provides complete support for distributors and resellers.

Register now to discover a wealth of amazing resources and updates at

www.lenovosalesportal.com