

Lenovo Software OEM licenses

Channel Partner Messaging



Make more money selling software OEM licenses!!

- Get support from a single source for both physical & virtual infrastructure *
- Lowest cost licensing available in channel
- Additional discounts when you add licenses to a Lenovo Deal Registration
- Purchase it from the same distributor on the same purchase order, making your purchasing process much simpler and streamlined.
- Eligible for Lenovo Partner Dollars.
- “One stop” support for Lenovo servers and your preferred software



** Veeam software support provided by Veeam*

Dear Lenovo Partners:
We know you have choices on where to buy your software from. Did you know that Lenovo offers a wide breadth of software solutions from Microsoft, Red Hat, VMware and others at price points that enable you to win more business and make more money.

Attaching our OEM software solutions with Lenovo’s award-winning Hardware platforms, enables you to provide optimal customer value and shift more budget to your value-added services.

Let us know how we can help...

For more information please contact your Lenovo Channel Account Manager



+ VMware

Lenovo can offer a wide breadth of VMware solutions at price points that cannot be touched by the competition!

Why VMware from Lenovo?

- Save up to 34% with Lenovo VMware SKU's!

VMware SKU	Lenovo OEM PAQ Price	VMware Distribution with VMware Deal Reg	Lenovo VMware Price Advantage
VMware vSphere Enterprise Plus per processor with 1-year Support and Subscription			
VS7-EPL-C	\$2,238	\$3,398	34%
VS7-EPL-P-SSS-C			
VMware vSAN Advanced per processor with 1-year Support and Subscription			
ST7-AD-PRO	\$2,588	\$3,066	16%
ST7-AD-P-SSS-C			

What's in it for you?

- Win more business with lower price
- Compete and win without VMware Deal Reg
- Higher profit margin on VMware sales
- Eligible for Lenovo Partner Dollars
- Unregistered PAQ Pricing

What's in it for your customer?

- Lower acquisition cost
- "One stop" support for Lenovo servers and VMware
- Exact same licensing rights as native VMware
- Lenovo Premier 24/7/365

Did you know...?
Lenovo OEM licenses are:



Perpetual

Does not die with the server

Subscriptions

Flexible 1-3-5 year options



Transferable

To any brand server



Renewable

Just like any other VMware license

Support provided by Lenovo

For more information please contact your Lenovo Channel Account Manager

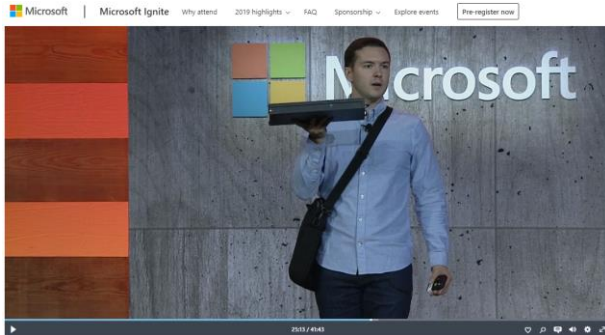


+ Microsoft

Lenovo offers differentiated Microsoft solutions at competitive prices to achieve maximum customer value and cost savings!

Why Microsoft from Lenovo?

- Implement Microsoft-based edge-to-core-to-cloud solutions on innovative and differentiated Lenovo ThinkSystem and ThinkAgile HW platforms



Cosmos Darwin, Microsoft Azure Stack HCI Product Manager, referring to the ThinkSystem SE350 Edge Server and Azure Stack HCI: **“This is the SE350. This is the future of Edge computing.”**

What's in it for you?

- Win more business with lower price
- Higher profit margin on Microsoft sales
- Eligible for Lenovo Partner Dollars
- Unregistered PAQ Pricing

What's in it for your customer?

- Lower acquisition cost
- “One stop” support for Lenovo servers and Microsoft software
- Exact same licensing rights as native Microsoft
- Lenovo Premier 24/7/365 support

For more information please contact your Lenovo Channel Account Manager



Edge-to-Core-to-Cloud Solutions from Lenovo and Microsoft

Edge

- ThinkAgile MX1021 with Azure Stack HCI
- ThinkSystem SE350 with Microsoft Windows Server and Azure SQL DB Edge

Core

- ThinkAgile MX with Azure Stack HCI (ThinkAgile MX is the first Azure Stack HCI integrated system)
- ThinkSystem Platform with Windows Server 2019 and SQL Server 2019

Cloud

- Drive Azure Consumed Revenue, attaching cloud services to Lenovo and Edge and Core platforms

+ Red Hat

Lenovo can offer a wide breadth of Red Hat solutions at price points that cannot be touched by the competition!

Why Lenovo OEM

- Save up to 28% with Lenovo Red Hat SKU's and get great "one stop" support

Red Hat SKU	Lenovo OEM PAQ Price	Red Hat Distribution Price (with Deal Reg)	Lenovo Red Hat Price Advantage
<i>RHEL Server Physical or Virtual Node, 2 Skt Premium Subscription w/Lenovo Support 1Yr</i>			
RH00079	\$594	\$805	26%
RH00003			
<i>RHEL for Virtual Datacenters, 2 Skt Premium Subscription w/Lenovo Support 1Yr</i>			
RH00077	\$1,775	\$2,479	28%
RH00001			

What's in it for you?

- Win more business with lower price
- Higher profit margin on Red Hat sales
- Eligible for Lenovo Partner Dollars
- Unregistered PAQ Pricing

What's in it for your customer?

- Lower acquisition cost
- "One stop" support for Lenovo servers and Red Hat
- Exact same licensing rights as native Red Hat
- Lenovo Premier 24/7/365 support

For more information please contact your Lenovo Channel Account Manager



Did you know...?
Lenovo OEM licenses are:



Perpetual
Does not die with the server



Transferable
To any brand server



Renewable
Just like any other RedHat license

Support provided by Lenovo

+ Veeam

Lenovo can offer a wide breadth of Veeam backup solutions at price points that cannot be touched by the competition!

Why Veeam from Lenovo?

- Save an average of 22% for Veeam using Lenovo Part Numbers!

Veeam SKU	Lenovo BP Price	Veeam Distributor Price	Lenovo Veeam Price Advantage
Veeam Backup and Replication with 3-year Subscription			
7S0L002GWW	\$2529	\$3085	22%
V-VBRVUL-01-SU3YP-00			
Veeam Office 365 Backup with 3-year Subscription (min 10 units)			
7S0L0015WW	\$33	\$40	22%
V-VBO365-0U-SU3YP-00			

What's in it for you?

- Win more business with lower price
- Compete and win without Veeam Deal Reg
- Higher profit margin on Veeam OEM sales
- Eligible for Lenovo Partner Dollars
- Unregistered PAQ Pricing

What's in it for your customer?

- Lower acquisition cost
- Flexible consumption options via Subscriptions
- Exact same licensing rights as native Veeam
- Veeam Production Support with 24/7/365 coverage

Did you know...?

Lenovo offers Veeam Licenses and Subscriptions:



Perpetual License

Does not die with the server

Subscriptions

Flexible 1-3-5 year options



Transferable

To any brand server



Renewable

Just like any other Veeam Subscription

* Support provided by Veeam

For more information please contact local GEO Software Manager

