

# PRACTICAL GUIDE

## For Resellers

LENOVO PARTNER NETWORK

**TOGETHER WE ARE  
THE PERFECT FIT.**

Our partnership makes things happen.

FREE  
TRAINING

FREE PHONE  
SUPPORT

FREE MARKETING  
SUPPORT

SPECIAL BID  
PROGRAMMES

PRODUCT  
SALES  
REBATES

**lenovo**® **FOR**  
**THOSE**  
**WHO DO.**



[WWW.LENOVO.COM/PARTNER/EUROPE](http://WWW.LENOVO.COM/PARTNER/EUROPE)

# YOU WIN, WE WIN.

Partner with Lenovo® and set new records in sales, profits and customer satisfaction.

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# LENOVO— YOUR PARTNER OF CHOICE.

## COMMITMENT TO THE CHANNEL

- ▶ The channel is our primary route to the market in Western Europe.
- ▶ We offer great incentive programmes and sales support to our Business Partners.
- ▶ We invest across all aspects of the way the company sells to and supports Business Partners.
- ▶ Our new Partner Portal continues to be enhanced to make it simpler and easier to use, enabling our Business Partners to find all profiling tools in one place.

## DRIVING CUSTOMERS RIGHT TO OUR BUSINESS PARTNERS

- ▶ Our marketing and advertising is aimed at driving trade to our channel.
- ▶ Over €100M of leads are delivered to our Business Partners\* each quarter.
- ▶ 70,000 customers a quarter find a Lenovo Business Partner on our web Dealer Locator, driving more business to channel.

Join your forces with the fastest growing PC manufacturer throughout 2010\*\*.

## DID YOU KNOW?

Technology Business Research (TBR) repeatedly ranked Lenovo #1 in terms of quality, reliability and design.

## EXCEPTIONAL ENGINEERING AT THE RIGHT PRICES

- ▶ Lenovo offers a unique combination of rock-solid technology, design and quality in every price class. Our award-winning PCs and servers are designed and priced to help Business Partners increase their revenue by optimising customers' success.
- ▶ The legendary Think-branded family is aimed at customers looking for high-quality reliable products.
- ▶ Our Idea-branded products dramatically enhance the Lenovo value proposition to a wider range of customers.

## SALES SUPPORT FOR ALL OUR PARTNERS

- ▶ **FREE** monthly e-mails for up-to-date products, price lists and promotional activities.
- ▶ **FREE** marketing support from Lenovo Marketing Central web portal.
- ▶ **FREE** online product education.
- ▶ Co-marketing support with our alliance partners for our Premium and Gold Business Partners.
- ▶ Marketing Development Funds for our Gold Partners.

The legendary Think-branded family is aimed at businesses looking for high-quality, energy-efficient, reliable products and Think-branded innovations.

Our Idea-branded products with emphasis on entertainment, design and lifestyle enhance the Lenovo value proposition to a wider range of customers.



\*Select Business Partners who qualify for lead passing – [www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)  
\*\*Source: IDC Quarterly PC Tracker, October 19, 2010.

# WHY PARTNER WITH LENOVO

## A CASE STUDY

### B. BRAUN MELSUNGEN AG

Headquartered in Germany, this 170-year old company is a pioneer in healthcare manufacturing. It boasts of a 39,000 employee-strong workforce across fifty countries. Its products and services are used by hospitals to home care in drug delivery, I.V. therapy, pain control, clinical nutrition, dialysis and vascular intervention.

### WHY LENOVO

The company chose to update the majority of its global network with Lenovo ThinkPad® notebooks, ThinkPad mobile workstations and ThinkCentre® desktops for several reasons:

#### Global Network of Partners and Value Added Resellers:

Lenovo's extensive Business Partner Network in Europe and in every country where B. Braun operates ensures that employees have access to hardware, timely service and support for maximum efficiency. Lenovo's ecosystem of trained technicians and VARs mapped perfectly to B. Braun's business locations and proved it could provide the level of support needed to make deploying of Lenovo PCs simple for managers and their employees, even in remote locations.

**Customisable PC Portfolio:** Lenovo works closely with the company to develop a portfolio of customised and tested range of Think-branded PCs that are delivered and maintained by Business Partners around the world.

**Think-branded PC reputation:** Lenovo's Think-branded family of PCs has a reputation for durability and reliability—top requirements for businesses that require maximum hardware uptime.

"Lenovo was at the time, the only vendor able to provide us with custom models in every country where we operate, and access to a global network of partners for local service and support."

– Peter Doell, Manager, Competence Centre Basic Infrastructure, B. Braun

### BUSINESS BENEFITS FOR B. BRAUN

**Seamless Operations:** Deploying PCs remains flexible and stress free while leveraging Lenovo's partner network.

**Decreased PC Downtime:** PC downtime has been minimised due to the reliable and durable design of Think-branded PCs, resulting in greater productivity and cost savings.

**Simplified Industry Compliance:** Before it is deployed, each Lenovo PC is tested to meet local government and industry regulations. It can be updated easily when needed, ensuring that B. Braun's facilities remain secure, productive and in operation.



"Our employees jumped at the opportunity to obtain a Lenovo Think PC – they are a status symbol among professionals."

– Peter Doell

# SOUND BITES

"The **Edge 11**'s dapper design and loveable keyboard puts it at the top of our 11.6-inch laptop list."

engadget

"With the **ThinkPad X220**, Lenovo has made one of the world's best ultraportables even better."

"The **T410s** is a formidable business machine that will plow through your to-do list like nobody's business."

LAPTOP

MOBILE SOLUTIONS FOR BUSINESS & LIFE

"Excellent speed for an ultraportable laptop—and on a par with the fastest laptops regardless of class."

COMPUTER  
SHOPPER

ON THE THINKPAD X220

"The **X220** is the fastest business ultraportable and in a league of its own."

PC  
PCMAG.COM

### Some of our Large Enterprise customers in Western Europe:

- Adidas Group AG • Allianz • Andreas Stihl AG & Co. KG • Infrabel (Belgian Railways)
- Toyota Europe • Foster + Partners • Vodafone McLaren Mercedes

lenovo®

PC with Lenovo Enhanced Experience 2.0 (EE 2.0) for Windows® 7 certification has been tuned-up to perform faster, secure and is easier to use.



## OUR BREAKTHROUGH TECHNOLOGIES

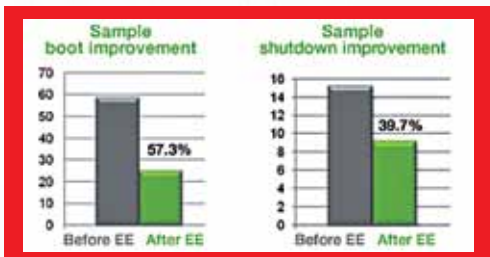
### Lenovo Enhanced Experience 2.0 for Windows® 7

#### FASTER

With Lenovo RapidBoot technology, start your PC on average 20 seconds faster than a typical Windows® 7 computer. Lenovo PC with RapidDrive SSD technology starts up in as little as 9.5 seconds\* and opens applications 2 times quicker.

#### SECURE

From scanning for viruses before Windows® 7 even boots to the wide range of ThinkVantage Technologies, Lenovo Enhanced Experience 2.0 for Windows® 7 Think-branded PCs keep customers' data safe and secure.



#### DID YOU KNOW?

'Instant Resume' puts your system to sleep without losing wireless connectivity.

#### BUILT FOR BUSINESS

Lenovo EE 2.0 PCs with a built-in fingerprint reader can power the system on and login in one swipe; while BIOS Port Lock feature allows disabling ports to prevent data theft.

Get a superior web conferencing experience on Lenovo PCs with convenient VoIP features, high-quality webcams and great digital array microphones with smart noise cancelling technology.

#### OPTIMISED FOR MULTIMEDIA

With enhanced audio on select models like vibration-reducing speakers and the latest digital surround sound, only a Lenovo EE 2.0 PC is tuned-up to perform and sound this good.

## LENOVO PRODUCTS

Lenovo makes exceptionally-engineered, award-winning quality PCs and servers in every price class — a unique combination of rock-solid technology, design and quality to help you increase your revenue and find new customers.

### FOR BUSINESS

The legendary Think-branded family is aimed at businesses looking for high quality, energy efficiency, manageability and security, lower total cost of PC ownership and innovation.

#### Lenovo ThinkPad notebooks

Engineered light for extreme portability, Lenovo ThinkPad notebooks offer an award-winning design, great reliability and cost-effective performance. Select new models pass 8 military-grade specifications before reaching the market to offer extended resilience.

#### Lenovo ThinkCentre desktops

Engineered to help boost output and reduce expenses with easy-to-service or easy-to-upgrade designs, Lenovo ThinkCentre desktops come with a range of processors and features to satisfy various users' requirements and budgets. And all-in-one models come in a clutter-free, space-saving design.

#### Lenovo ThinkVision monitors

Lenovo ThinkVision® monitors help to boost users' productivity by enabling multitasking. Space-saving designs, TCO 5 and EPEAT™ Gold certifications come as standard on all Lenovo ThinkVision monitors.

And the Lenovo ThinkVision L2321x monitor is the industry's first '2-in-1' monitor, allowing users to run two video inputs from their PC (VGA + DP) on one monitor. Via the supplied software, users can switch quickly from split screen to single screen, depending on the application.



#### DID YOU KNOW?

Lenovo PCs with Quick Start function allow access to the web prior to full boot-up.

#### Lenovo ThinkStation® workstations

Our powerful, highly versatile and cost-effective ThinkStation workstations combine the latest technology with Think-branded design attributes to deliver the performance and the reliability required by professional users. What's more, some models powered by the Intel® Xeon® processor are ISV-certified for 120 applications.

#### Lenovo ThinkServer® systems

Rock-solid engineering with software and services designed to specifically address the needs of small and medium-sized businesses allow for easy installation, maintenance and updates.

[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

\*Results will vary, based on SW and HW configuration.

## FOR CONSUMER

IdeaPad® notebooks, IdeaPad netbooks and IdeaCentre® desktops collectively form the Idea-branded consumer range of PCs, each built with a unique set of features to meet the individual needs of your customers, while delivering the best performance.



### Lenovo Essential notebooks, IdeaPad notebooks and IdeaPad netbooks

Built for any lifestyle, Lenovo IdeaPad notebooks and netbooks come with a range of upscale features, in modern designs, including bold colours and finishes. They are easy to use, ultra light and affordable—ideal for those who want to surf, e-mail and Skype.

### DID YOU KNOW?

IDEA is the world's fastest growing consumer PC brand\*.

### Lenovo Essential and IdeaCentre desktops

Thin, elegant and modern with a clutter-free design and the simplicity of a TV (select models), Lenovo Essential and IdeaCentre all-in-one desktops feature plug-and-play set-up, HD capabilities, excellent graphics and gorgeous screens. Select models also feature touch-screen panels and HWTW technology which turns it into an HDTV that can run independent of the computer.

## LENOVO SERVICES

Increase your revenue, margin and customer retention by adding Lenovo Services to every Lenovo PC you sell. Lenovo service portfolio is easy to sell and customer benefits include a single-source solution with global coverage and scalable operations, in-region local language support and product expertise.

- ▶ ThinkPlus® and Lenovo Care™ Warranty upgrades and maintenance extensions for Lenovo Think-branded and Idea-branded PCs provide access to higher levels of service and give customers the flexibility of matching the warranty term to the intended life span of their PCs.
- ▶ ThinkPad and Lenovo Care Notebook and Desktop Protection includes repair of accidental damage, drops or spills not covered by the base warranty.
- ▶ ThinkPlus Priority Support gives you or your customers a direct access to Lenovo advanced level technical support, including priority call routing and tracking tools.
- ▶ Lenovo Online Data Backup is a secured, automatic remote storage solution which helps customers manage their challenges of data security, while serving as a natural complement to your hardware sales.

### DID YOU KNOW?

Lenovo ThinkPad notebooks can take water spills of up to 60ml, without harming your data.



## LENOVO ACCESSORIES

Lenovo's Extend Arm improves ergonomics and workspace efficiency allowing users to reclaim desk space and position their monitor to suit almost any need.

Lenovo's Ultra-slim Plus Wireless Keyboard and Mouse offer legendary Lenovo design, flexibility and unique features like drain holes to handle spills.

Lenovo's USB Secure Hard Disk Drives offer data security on the go. Security at the desk is achieved with biometric and smart card keyboards as well as cable lock solutions.

Lenovo's Ultra-slim AC/DC Combo Adapter offers customers power and charging on-the-go for their ThinkPad as well as a vast array of mobile phones.

Maximise your margin opportunity while building customer relationships by providing complete business solutions designed for your customers and the outstanding Lenovo systems they use.

Innovative products designed and tested to meet the high standards of your customers, Lenovo accessories are built with quality and are backed by world-class support.



# LENOVO SYSTEM SOLUTIONS

Lenovo ThinkVantage Technologies (TVTs) and other unique system tools are designed to protect Lenovo PCs from system viruses, external impacts and connectivity issues. They make your customers' life easier, help generate new opportunities and even increase your margin. In fact, new generation Lenovo PCs are moving from 'pre-installed' to 'ready-to-install' TVTs to make them run faster and to allow users to decide which TVTs to install for their specific needs.

## MOBILITY

**Access Connections™**—a single interface that switches effortlessly between wired and wireless networks at home, at work or on the road, ensuring that users always stay connected to the strongest wireless signals available.

## DURABILITY

**Active Protection System™**—detects sudden changes in motion caused by everyday notebook accidents and temporarily stops the hard disk drive, to help protect valuable data.

**ThinkPad Roll Cage\***—the strong magnesium-alloy frame that surrounds the ThinkPad and secures the internal components of the notebook in case of accidents or jolts.

## SECURITY

**Client Security Solution**—a hardware/software combination on select models that helps to protect vital security information with fully encrypted hard disk drives, self-destructing decryption keys and fingerprint readers.

**Secure Data Disposal™**—makes removing confidential information on a hard disk drive fast and simple and deems the data irretrievable.

**VeriFace® facial recognition technology**—allows users to make their face their password. It's a fun and easy way to log in to the PC.

## SUPPORT

**OneKey® system recovery**—recovers system from a virus attack with the press of a button\*\*.

**Rescue and Recovery®**—one-button recovery from system crashes and even viruses, includes Express Recovery, which helps fix system problems in less than 3 minutes.

**System Migration Assistant™**—moves data from one PC to another, quickly and accurately.

## ENTERTAINMENT

**Multimedia centre**—a single interface for playing CDs, DVDs and much more.

**Dolby® Audio**—select IdeaPad notebooks feature Dolby® Home Theater™ or Dolby® Sound Room™ audio for realistic and vivid theatre-style sound.

Solutions for Think-branded products

Solutions for Lenovo and Idea-branded products

Solutions for Think-branded and Idea-branded products

## DID YOU KNOW?

Lenovo ThinkPad notebooks are tested 114 times before they leave the laboratory to ensure extended durability and resilience.

\*Available on current ThinkPad T, X and W Series notebooks.  
\*\*Some models restore to initial, factory state only.

# GREEN SOLUTIONS FROM LENOVO

Lenovo is committed to offering energy-efficient technology choices that can reduce greenhouse gas emissions and save energy costs without sacrificing performance, style or comfort:

- ▶ The entire range of Lenovo ThinkVision monitors and many Think-branded products are ENERGY STAR™ 5.0, EPEAT™ Gold and GREENGUARD® certified.
- ▶ Today\*, Lenovo is an industry leader with respect to energy-efficient products, the use of environmentally preferred materials and green product packaging.
- ▶ Learn more about Lenovo 'green' programmes at [www.lenovo.com/green](http://www.lenovo.com/green)
- ▶ Lenovo power management tools allow current Lenovo systems to be more energy-efficient than older systems.
- ▶ All Lenovo packaging material is 90% recyclable. Reusable and recyclable Lenovo systems' material means less waste and a safer environment.

## DID YOU KNOW?

Since 2008, Lenovo has used over 1.8 tonnes of Post-Consumer Content in our products which is equivalent to ca. 1.31 million water bottles.



\*At the time of publication.

**lenovo**

# LENOVO PARTNER NETWORK

## Programme Overview

Our Business Partner programme for resellers offers free sales and marketing tools, skill-building courses and support to help create opportunities to grow the business and drive increased profit.

Lenovo Partner Network (LPN) consists of three membership levels—Member, Premium and Premium Gold Partner. By attaining Premium or Premium Gold Partner status, you receive enhanced benefits.

## Lenovo Partner Portal

Our easy-to-navigate web portal is available to all Lenovo Business Partners. The new design offers a single-point-of-contact for all your profile and sales data to allow faster response to sales opportunities. New features include:

- ▶ Automatic allocation of qualified leads to channel, driving more opportunities to the eligible Partners\*.
- ▶ Partners' representatives training history, including face-to-face training, for future skills development plans and higher LPN levels qualification.
- ▶ Online support for applications and content.

We continue to develop our portal and 2011 enhancements will include new integrated tools with common profiles, data and single sign-in.  
[www.partners.lenovo.com](http://www.partners.lenovo.com)

## Lenovo Partner Network Website

Lenovo Partner Network is a dedicated website, available to all Business Partners. It offers a seamless experience, creating a one-stop shop for all your marketing needs.  
[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

## DID YOU KNOW?

Select Lenovo PCs come with 'Bright Vision' technology which automatically adjusts screen brightness.

# LENOVO PARTNER NETWORK

BUSINESS PARTNER BENEFITS	NOT REGISTERED	MEMBERS	PREMIUM	PREMIUM GOLD
Marketing and Technical Support	■	■	■	■
Premium Partner Rebate—up to 2.5%	■	■	■	■
Premium Gold Partner Rebate—up to 4.5%	■	■	■	■
Eligibility for Market Development Fund	■	■	■	■
Eligibility for Business Development Support	■	■	■	■
Product Rebate	■	■	■	■
Eligibility for Co-marketing Budget	■	■	■	■
Special Bid Orders	■	■	■	■
Product Training	■	■	■	■
Access to Lenovo Leads	■	■	■	■
Eligibility for Warranty Service	■	■	■	■
Premium BP Certificate and Emblem	■	■	■	■
Point of Sale Material	■	■	■	■
Demo Units	■	■	■	■
Dealer Locator Listing	■	■	■	■
Sales Support (named contact for Premium)	■	■	■	■
Briefings, Events, Lenovo Newsletters	■	■	■	■
Use of Lenovo Logo and Lenovo BP Emblem	■	■	■	■

■ Yes ■ No ■ Limited



\*Select Business Partners who qualify for lead passing – [www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)



## QUALIFICATION REQUIREMENTS

Qualification for the Lenovo Partner Network Programme is very simple.

**MEMBER LEVEL**  
 After making your initial registration including signing the Lenovo Partner Network Agreement and providing Lenovo with your e-mail address, you will automatically qualify as a Lenovo Business Partner.  
[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

**PREMIUM AND PREMIUM GOLD LEVELS**  
 To reach the higher levels in LPN, Partners need to meet the following criteria on an annual basis (valid from 1<sup>st</sup> January 2011):

1. Agree on a documented business plan with Lenovo—available from your local Lenovo contact.
2. Achieve the required revenue results\*:
  - Premium level: Your annual total Lenovo revenue target defined by Lenovo.
  - Premium Gold level: Your annual total Lenovo revenue is at least €1,000,000.
3. Complete all required web-based training courses.
  - Premium level: Sales people in your company must complete all required sales courses. Your technical people must complete the required server technical course and at least two of the technical courses.
  - Premium Gold level: At least five sales people in your company must each complete five sales courses. Two of your technical people must each complete the required server technical course and at least two of the technical courses.

**PREMIUM AND PREMIUM GOLD LEVEL BUSINESS PARTNERS ENJOY ADDITIONAL BENEFITS, SUCH AS:**

- ◆ PRODUCT SALES REBATES ◆ ACCESS TO LENOVO LEADS ◆ ELIGIBILITY FOR WARRANTY SERVICES
- ◆ PRIORITY LISTING ON THE LENOVO DEALER LOCATOR ◆ ENHANCED CO-MARKETING SUPPORT... ..AND MUCH MORE.

[www.lenovo.com/partner/about/europe/en](http://www.lenovo.com/partner/about/europe/en)

\*Revenue data is collated using sales-out reporting provided to Lenovo by our Authorised Distributors.

## SELLING

**Lenovo TopSeller™ Programme**  
 The Lenovo TopSeller™ programme is specially designed for you. The programme offers our most popular Think-branded and Idea-branded products, aggressively priced and available via our Authorised Distributors for fast delivery. Our regular promotions and special offers help drive more business to you while providing a competitive advantage and helping your business grow.  
[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

**Special Bid Orders**  
 As a Lenovo Business Partner, you are eligible to participate in Special Bid Orders for faster delivery. Our TopSeller™ models are now available for you to specially bid for, offering your customers easy access to the latest technology. You can qualify for Special Bid Orders either while registering for LPN or you can sign up using the following URL:  
[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

**Lenovo Stores\***  
 If you operate a store which provides customers with physical access to Lenovo products, Lenovo has created point-of-sale materials for your use. Those materials include Lenovo stickers with product highlights, screensavers, brochures and much more. Contact your local Lenovo Account Manager for more information.

**Lenovo Branded Bays\***  
 If you operate an independent retail store and sell Lenovo Idea-branded products, then you have the potential opportunity of Lenovo providing your store with a branded bay. Lenovo will cover 100% of the branded bay re-fit area cost and provide you with demo stock discounts, training days, promoters in peak periods, marketing collateral and a variety of POS material. Contact your local Lenovo Account Manager for more information.

**Profit from Services**  
 Lenovo ThinkVantage Technology solutions and the wide portfolio of ThinkPlus and Lenovo Care help your customers save time and money while helping you earn additional margins. Premium and Premium Gold Partners can benefit from additional services revenue after becoming an Authorised Warranty Service Provider (AWSP).



\*Programme or some of its elements may not be available in all countries. Terms and conditions apply.



# GENERATING DEMAND

## Technology Access Programme (Demo programme)

Business Partners may purchase select Lenovo Personal Computer products at discounts, for demonstration and evaluation purposes. Premium and Premium Gold level Business Partners are given priority when selecting available products. Contact your Lenovo Distributor for details.

## Demand Generation

Lenovo invests heavily in targeting new and existing markets with extensive demand generation. We invest in vigorous promotional activities to bring new customers to our Business Partners, helping to expand business and develop new revenue opportunities:

- ▶ All TopSeller™ products and offers advertised in our end-user campaigns drive business directly to our Business Partners.
- ▶ All TopSeller™ products are supplied through our Business Partners.
- ▶ Web enquiries are also directed to our registered Business Partners.

## DID YOU KNOW?

Keystroke Noise Suppression on select models detects when user is on a video chat and suppresses any typing noise from the keyboard.



# PRODUCT AND PRICING INFORMATION

The following materials are available to Business Partners to help you take advantage of Lenovo's marketing:

- ▶ **Lenovo TopSeller™ Price List**—e-mailed regularly to all Business Partner contacts who register on the Lenovo Partner Network website and subscribe to receive Lenovo communications.
- ▶ **Lenovo Price List**—a price list for non-TopSeller™ products that you may use in special projects. This list is also available on the Lenovo Partner Network site.
- ▶ **Lenovo Product Guide for Business Partners**—a selling guide, available as a brochure or downloadable from the Marketing Central area on the LPN website [www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)
- ▶ **Lenovo TopSeller™ E-mail**—Register on Lenovo Partner Network and ensure you always receive the very latest price list, promotional updates and other important sales and marketing information.

Register now at [www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

## LENOVO NEWS

Register on Lenovo Partner Network and subscribe to our weekly Lenovo Channel Flash e-mail to get the latest news on Lenovo products, new offerings, education and more, directly to your inbox. Register now at [www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

**lenovo**

## MARKETING

### Marketing Central

One click and you've arrived at Marketing Central.

[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

As a Lenovo Business Partner, you've got the full weight of our marketing power right behind you. Find all your marketing requirements in one place, Marketing Central—the one-stop Lenovo marketing toolkit. Simple to access and easy to navigate, it has all the tools and downloads you need to help you create successful marketing tactics, including:

- ◆ Marketing Essentials database for all your marketing needs, from images and copy blocks to web banners and logos.
- ◆ Marketing Wizard to create your own web banners, flyers, brochures and e-mail campaigns using pre-defined templates that highlight Lenovo's current offers.
- ◆ Product Launch Toolkits that offer sales support slides for new announcements with links to useful material.

### Business Partner Marketing Guide

A great place to start planning your campaign and co-marketing tactics. Use the correct Lenovo branding in your marketing material for better representation and customer recognition.

[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

### Dealer Locator\*

Premium and Premium Gold level Partners registered on Lenovo Partner Network are automatically included in our geographical Dealer Locator. This provides a proximity search to help customers find the most appropriate Business Partner to meet their specific needs.

[www.lenovo.com/findreseller/europe](http://www.lenovo.com/findreseller/europe)

### Lenovo Vision—Interactive Product Presentations

These are quick, simple and fun interactive product presentations which unveil the secrets of exceptionally-engineered PCs from Lenovo. Use them as links in your customer e-mail to illustrate product benefits and help you generate new opportunities and sales.

[www.lenovovision.com](http://www.lenovovision.com)

## TRAINING AND CERTIFICATION

### Lenovo Training Solutions

Lenovo Training Solutions deliver training on the most innovative and reliable PCs available today. They empower sales, marketing, technical, service and support professionals to meet their business objectives, while also highlighting the value Lenovo brings to our customers.

A free 10-minute 'first look' web course provides a quick overview of our latest products. By using more comprehensive but also free web-based courses, you can gain the competitive edge you need by learning about the latest Lenovo technologies and solutions in as little as an hour. You can develop your skills anywhere, anytime, around-the-clock.

[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

### Training and Certification Courses for Premium and Premium Gold Partners

To maintain or qualify for Premium or Premium Gold level in the Business Partner programme, Partners need to complete specific training requirements.

[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

### Lenovo Server Certification

By completing our dedicated ThinkServer sales and technical courses, you become a Lenovo Server Partner and get highlighted in the respective category of the Lenovo Dealer Locator.

[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

### Lenovo Channel Briefing

Meet our team in an informal atmosphere and be amongst the first to get an update on our latest products and programmes. You'll also see how you can earn the most with Lenovo PCs. Contact your Lenovo Account Manager for more information on the local training and seminars.

### DID YOU KNOW?

QuickCharge feature on select new Lenovo ThinkPad notebooks recharges 80% of the battery in about 30 minutes.



**lenovo**

## TECHNICAL RESOURCES AND SUPPORT

### Web Support

The PC eSupport website presents a vast array of technical support information on our products and technologies.

[www.lenovo.com/support](http://www.lenovo.com/support)

### Services Support Centre (SSC)\*

Need help and assistance on the Lenovo Services portfolio? Now you can direct your pre-sales services questions to our dedicated team available via live web chat or toll-free telephone number from Monday to Friday during working hours.

Look for SSC scope and contacts on [www.lenovo.com/partnerworld/europe/ssc](http://www.lenovo.com/partnerworld/europe/ssc) or hit the SSC link on the A-Z page of the Lenovo Partner Network web portal at [www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

### DID YOU KNOW?

A Lenovo PC can shift to instant sleep/resume mode in less than 2 seconds with the new Lenovo 'Lower Power Mode' technology.



## PRODUCT WARRANTY INFORMATION

### Warranty Information

Lenovo Idea-branded and Think-branded products come with varying standard warranties ranging from one-year customer carry-in repair to five years on-site service. You can check to see if a machine is within its warranty period by using the warranty lookup under the online technical support link below.

[www.lenovo.com/warranty](http://www.lenovo.com/warranty)

If the machine is still covered under warranty and if you are an Authorised Warranty Service Provider (AWSP), you can perform the warranty work for your customer. If you are not an AWSP, your customer should contact an AWSP whom they can find using Lenovo Dealer Locator or phone the National Call Management Centre (NCCM) to determine if the problem can be resolved over the phone or if other action is required.

Access Dealer Locator:

[www.lenovo.com/findreseller/europe](http://www.lenovo.com/findreseller/europe)

Find your local NCCM number on this web page:

[www.lenovo.com/partner/support/nccm](http://www.lenovo.com/partner/support/nccm)

### Become an Authorised Warranty Service Provider (AWSP)

Business Partners who have achieved Premium or Premium Gold level may apply for AWSP status. Those subsequently appointed as 'Authorised Warranty Service Providers' will be offered the Warranty Service Agreement which gives you the ability to handle warranty and repair of PCs on behalf of Lenovo. Qualified Business Partners may apply by contacting the Regional Services Manager. Your Lenovo contact will assist you with the process.





COUNTRY	TELEPHONE NUMBER	E-MAIL ADDRESS
Austria	+0820 901160	lpcs_at@lenovo.com
Belgium	+32 2 894 9813	lpcs_be@lenovo.com
Denmark	+45 3614 0634	-
Finland	+358 9 5465 2200	lpcs_fi@lenovo.com
France	+0825 801 606	lpcs_fr@lenovo.com
Germany	+49 1803 105 105	lpcs_de@lenovo.com
Ireland	+353 1 6448700	salesuk_uk@lenovo.com
Israel	1 800 230 250	lpcs_il@lenovo.com
Italy	+39 0221080601	lpcs_it@lenovo.com
Morocco	+212 22 504216	-
Netherlands	+31 20 487 4748	lpcs_nl@lenovo.com
Norway	+47 66 81 71 00	lpcs_no@lenovo.com
Portugal	-	lpcs_pt@lenovo.com
Spain	+34 91 789 68 66	lpcs_es@lenovo.com
Sweden	+46 8 511 610 20	lpcs_se@lenovo.com
Switzerland	+41 44 755 56 06	lpcs_ch@lenovo.com
United Kingdom	0800 169 1451	salesuk_uk@lenovo.com

**OTHER COUNTRIES**

Estonia, Latvia and Lithuania—see Finland

**LENOVO HOMEPAGE**  
[www.lenovo.com](http://www.lenovo.com)

**LENOVO PARTNER NETWORK**  
[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

**LENOVO TOPSELLER™ PROMOTIONS**  
[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

**LENOVO TOPSELLER™ PRICE LIST**  
[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

**LENOVO PRODUCT TRAINING**  
[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

**LENOVO PRODUCT GUIDE**  
[www.lenovo.com/partner/europe](http://www.lenovo.com/partner/europe)

**LENOVO SERVER CONFIGURATION PAGE**  
[www.lenovo.com/thinkserver/europe](http://www.lenovo.com/thinkserver/europe)

**LENOVO VISION INTERACTIVE PRESENTATION**  
[www.lenovovision.com](http://www.lenovovision.com)

**LENOVO ENVIRONMENTAL WEBSITE**  
[www.lenovo.com/green](http://www.lenovo.com/green)

**LENOVO PARTNER CONTACT SERVICES**  
[www.lenovo.com/partner/contactservices](http://www.lenovo.com/partner/contactservices)

**LENOVO PARTNER NETWORK OVERVIEW**  
[www.lenovo.com/partner/about/europe/en](http://www.lenovo.com/partner/about/europe/en)

**MARKETING GUIDE**  
[www.lenovo.com/marketingguide/europe](http://www.lenovo.com/marketingguide/europe)

**LENOVO THINKVANTAGE TECHNOLOGIES DOWNLOADS**  
[www.lenovo.com/think/download/europe](http://www.lenovo.com/think/download/europe)

**LENOVO BLOGS**  
[www.lenovoblogs.com](http://www.lenovoblogs.com)



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**THOSE**  
**WHO DO.**



[WWW.LENOVO.COM/PARTNER/EUROPE](http://WWW.LENOVO.COM/PARTNER/EUROPE)

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