

Lenovo

vmware®

Lenovo  
360

# Lenovo & VMware Partner Sales Playbook

# Contents

- 1 [Why Lenovo & VMware?](#)
- 2 [What is in it for you?](#)
- 3 [Lenovo & VMware Solutions](#)
- 4 [Lenovo OEM VMware Products](#)
- 5 [Licensing & Support](#)
- 6 [Partner Resources](#)

# Lenovo & VMware The Power of Together

- 20+ years of partnership
- 2020 Global Partner Value Winner
- 2021 Global Alliances Partner Innovation Winner
- 2022 Global Partner Social Impact Winner



## Sustain Innovation & Enhance Partner Support:

- Memorandum of understanding (MOU)
- Joint Edge and Cloud Innovation Labs
- Best OEM global contract

# What is in it for you?

## Simplicity

- Lenovo single point of contact for Lenovo solutions
- Possibility for our distributors & resellers to sell VMware SW even without a VMware contract
- Possibility to sell renewal and upgrades
- Move to Lenovo support during renewal with new Lenovo HW
- Capability to resell Enterprise License Agreement (ELA/VEO) to Enterprise customers

## Competitive Price

- Best price in the market to compete even without a VMware deal registration
- Broad OEM VMware portfolio
- VMware licenses/subscriptions with NATIVE VMware support for hybrid vendor environment

## Rewards

- VMware licenses included in the Lenovo channel rebate program (w/ higher rebate than VMware)
- Third party credit recognition, to hold or improve your VMware status (Advanced, Principal,...)
- MDF funds

# Lenovo & VMware Solutions

Accelerate Transformation from Edge to Core to Cloud

Smarter, Simple, Flexible, Reliable, Scalable

## Modern IT Infrastructure

Joint integrated hybrid cloud and edge-native solutions provide improved performance, reliability and scalability capabilities

Achieve faster business innovation and take advantage of new opportunities like AI/ML through licensing flexibility

- ThinkAgile VX Integrated Systems with VMware vSAN 8 ESA
- VMware vSphere DSE with DPU support on ThinkAgile VX
- VMware Edge Compute Stack on ThinkEdge SE450 Edge Server and Lenovo ThinkEdge SE350 V2 Server
- Lenovo ThinkSystem generative AI solution with VMware Cloud

## Turnkey Solution

Co-engineered hyperconverged infrastructure factory integrated, pre-configured and ready-to-go as a simple path to hybrid cloud

With rising costs and complexity, a simplified and IT infrastructure is needed across private cloud, hybrid cloud and public cloud

- ThinkAgile VX deployment automation
- ThinkAgile VX Series with VMware Cloud Foundation
- Lenovo XClarity Integrator for VMware
- Lenovo ThinkSystem AI-Ready Infrastructure, supporting NVIDIA AI Enterprise with VMware vSphere Enterprise

## As a Service

Jointly providing a future-proofed access to infrastructure resources on demand

As organizations look to become more agile and take advantage of the new digital business opportunities, they are seeking the benefits of a cloud provider in their on-premises environment.

- TruScale Hybrid Cloud with VMware (VCF)
- Offer client virtualization, VX/vSAN as a service, ECS (edge) as a service

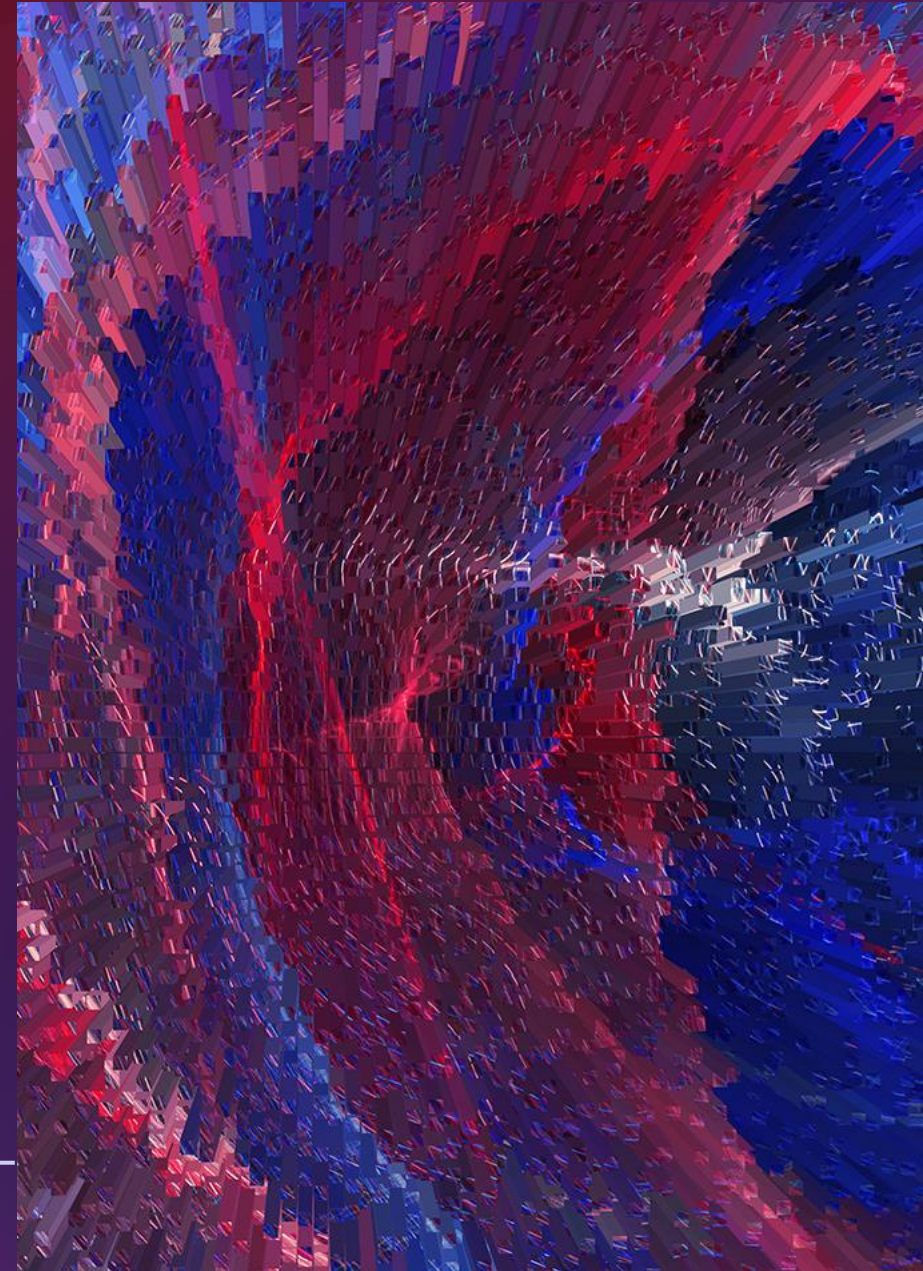
# Portfolio under Lenovo OEM

Product	Version Overview									Support Conditions			Support Options		
<b>VMware VEO</b> (formerly known as ELA)	4817ELA Lenovo PN (Any Product)									Flexible Options			Lenovo Support	VMware Support	
<b>VMware vSphere</b>	Standard	Enterprise Plus	ROBO Add On	with Tanzu	Desktop	Bitfusion	Scale Out	Accelerati on Kits	1Y, 3Y, 5Y	Perpetual	Term				
<b>VMware vCenter</b>	Foundation		Standard		Site Recovery Manager Standard & Enterprise				1Y, 3Y, 5Y	Perpetual					
<b>VMware vSAN</b>	Standard, Advanced	Enterprise, Ent Plus	Desktop (Std, Adv, Ent)	ROBO							1Y, 3Y, 5Y	Perpetual			Term
<b>VMware HCI KIT</b>	Essential, Standard	Advanced Enterprise	ROBO	Operations Management							1Y, 3Y, 5Y	Perpetual			
<b>VMware Cloud Foundation</b>	VDI with Horizon	VDI w/o Horizon	Starter Standard	Advanced Enterprise	SDDC Manager (vSAN & Desktop)				1Y, 3Y, 5Y	Perpetual	Term				
<b>VMware NSX Data Center</b>	Accelerati on Kit	Load Balancer	Network Insight	HCX	Professional Advanced	Enterprise Plus	Desktop	Dist. Firewall	ROBO	1Y, 3Y, 5Y	Perpetual	Term			
<b>VMware vRealize (Aria)</b>	Automati on	Network Insight	Log Insight	ROBO	Operations	Suite				1Y, 3Y, 5Y	Perpetual	Term			
<b>VMware vCloud</b>	Standard Suite	Advanced Suite	Enterprise Suite								1Y, 3Y, 5Y	Perpetual			Term
<b>VMware Horizon</b>	Standard	Advanced	Enterprise	APPS							1Y, 2Y, 3Y, 5Y	Term			
<b>VMware UEM</b>	Dynamic Environment									1Y, 3Y, 5Y	Perpetual				
<b>VMware Tanzu</b>	Tanzu Basic									1Y, 3Y, 5Y	Term		VMware Support		

For specific offering terms and/or PN check into: [Lenovo DCSC](#)

# Licensing & Support

- 1 [License Agreement Types](#)
- 2 [Lenovo & VMware OEM basic rules](#)
- 3 [Lenovo Software Support](#)
- 4 [Deal Registration](#)
- 5 [How to read Lenovo SKU description](#)
- 6 [Lenovo & VMware Software Delivery](#)



# VMware License Agreement Types part of Lenovo OEM Agreement

← Lenovo Coverage →				
Open	OEM Perpetual or Term License	VEO	OEM Renewals	On Demand
<ul style="list-style-type: none"> <li>• <b>Common VMware licenses</b> offered by <b>VMware and its Disties.</b></li> <li>• <b>L1,L2 &amp; L3</b> support is provided by <b>VMware.</b></li> </ul>	<ul style="list-style-type: none"> <li>• VMware OEM licenses are <b>sold</b> as a license with <b>included 1 year, 3 year, or 5 years support &amp; subscription.</b></li> <li>• Lenovo partners can sell and get involve in <b>opportunities</b> including <b>mainly software.</b></li> <li>• Licenses can include <b>Lenovo Support (Except for VEOs) or VMware support.</b></li> <li>• License is <b>transferable to other Lenovo and non-Lenovo x86 Hardware</b> as soon as S&amp;S has lapse.</li> <li>• <b>Lenovo support SKUs are only valid for x86 servers</b> manufactured by <b>Lenovo.</b></li> </ul>	<p><b>DEFINITION :</b> <b>VMware Enterprise Order or VEO formerly Enterprise License Agreement (ELA)</b></p> <ul style="list-style-type: none"> <li>• Large licensing agreements for VMware customers <b>&gt;\$250k+</b> threshold</li> <li>• Licenses are <b>supported by VMware.</b></li> <li>• <b>Deal registration price protection &amp; deal security.</b></li> <li>• <b>Engagement</b> with VMware team to <b>build out the custom agreements</b></li> <li>• VEO includes <b>all VMware Products</b> no matter Lenovo Portfolio.</li> </ul>	<ul style="list-style-type: none"> <li>• Renew <b>Lenovo support for VMware License.1</b></li> <li>• Intended for <b>Lenovo servers</b></li> <li>• Renewals <b>can be provided on 1, 3 and 5Y (under certain conditions)</b> support Term.</li> <li>• <b>Provides channel up to 30%</b> higher <b>discount</b> than renewing with VMware support.</li> <li>• <b>Available through distribution</b></li> </ul> <p><small>1. Under certain conditions can sell to non-Lenovo licenses.</small></p>	<p style="text-align: center;"><b>Future Lenovo Offering by TruScale</b></p>



# Lenovo & VMware OEM basic rules



Partners receive revenue and tier credit selling **Lenovo OEM SKU's** (VMware 3rd Party Crediting program)



Lenovo partners can sell and get involve in **opportunities** including **mainly software**.



Lenovo offers **perpetual** and **term licenses** for VMware products. (1Y, 3Y, 5Y S&S and some in 2Y, 4Y)



OEM licenses can be **moved** from **one platform to another** as **soon as S&S lapses**, license **don't die with server**.



More affordable licenses. Up to **32% Cheaper\***. No matter partner level\* (Estimate percentage, please check with your channel sales rep)



All licenses are managed via the **Customer Connect portal**, just like **VMware Native licenses**.



Lenovo and VMware **OEM Portfolio covers most VMware's** portfolio including **perpetual** and **term**.



**Not product certification required for business partner** to sell VMware under Lenovo products but strongly recommended.



**Single contact** for support HW and SW with **Lenovo Support SKU**.

# Lenovo Software Support

A competitive team to support your VMware implementation



Available in **94** Markets.



**11** different Languages: English, French, German, **Italian**, Japanese, Korean, Mandarin, Portuguese, Spanish, Russian, Thai.  
(Depends on hours and days)



**60** minutes or less response time on severity one issues (24/7)



Lenovo Support team who available 24x7x365 via phone, ticket or chat



**160** Country Coverage



**10K+** specialist in field



# Deal Registration

## Types of Deal Registration:

Deal Registration must be done in 2 ways, both critical and important.

### Deal Registration Inside VMware by Lenovo

Process to protect the opportunity inside VMware in front of other VMware business partner or OEM vendor. This registration may get additional discounts and protect VEOs as per non-registered or approved deal pricing request mean another 5–10% higher on VEO pricing.

### Deal Registration inside Lenovo

Process to protect the opportunity inside Lenovo in front of other Lenovo business partner. This will allow the business partner to get additional benefits such as rebates, discounts

### When to Register?

We strongly recommend registering all the opportunities in front of Lenovo and/or VMware. There are some specific requests depending on GEO.

i.e. LA requires registration from 35k+ USD

### Ask for help!

Contact your Lenovo VMware dedicated resource or Channel Representative with the Company Name, Customer's Email Address, and Products to register

# Lenovo & VMware Support Details

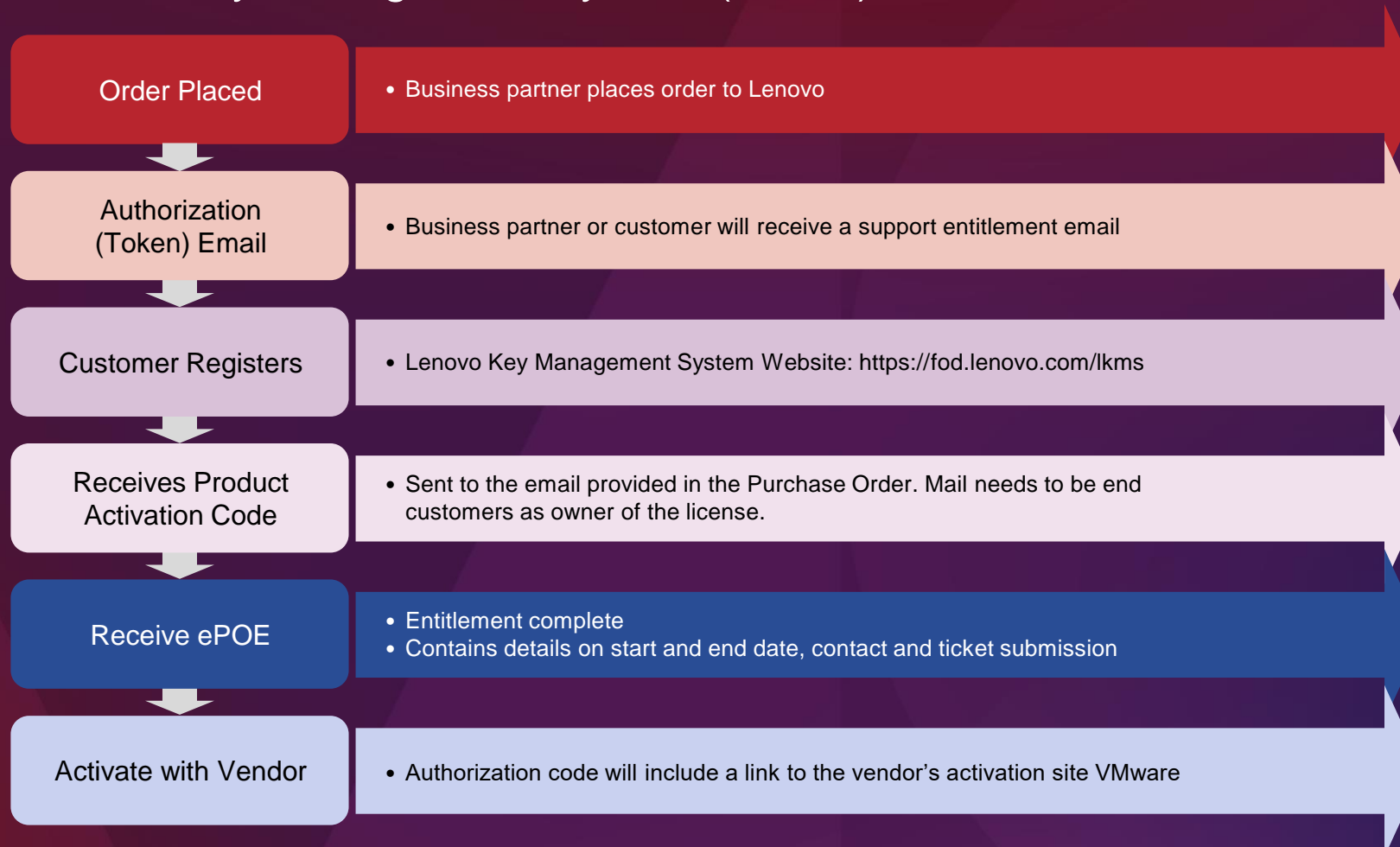


## How to read Lenovo SKU descriptions?



# Lenovo & VMware Software Delivery

## Lenovo Key Management System (LKMS)



**Important!!** Customer/Partner email for registration. For the business partner, take care of all the stages!

IMPORTANT - Keep this document for future reference

### Activation Instructions

Option Description: VMware vCenter Server 8 Standard for vSphere 8 (Per Instance) w/Lenovo 5Yr S&S  
Option P/N or Product ID: 7Z6351C100  
Feature code: S9QE  
Quantity ordered: 1  
Sales order: 12345678  
Purchase order: 54321

Authorization Code: XJK4321RRFTEA336610952

To activate your option, complete the following steps:

1. Locate the authorization code at the top of this document.
2. Login at <https://fod.lenovo.com/lkms>
3. Select Request activation key from the left navigation pane.
4. Enter the authorization code and click Continue
5. Follow the instructions on the web page to redeem your option, and verify that the request is successful.

Additional information will be sent to the email address that you provide during the activation process.

For more information, see the Features on Demand User's Guide at <https://fod.lenovo.com/lkms> under the Help section.

If you require additional assistance, contact your Lenovo Geography ESD Support Team.

Please contact your geography for any ESD (including FOD) questions:

- ESDNA@lenovo.com for North America
- ESDAP@lenovo.com for Asian Pacific Countries
- ESDMEA@lenovo.com for European Countries
- ESDLA@lenovo.com for Latin American Countries
- ESDChina@lenovo.com for China

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**Order information**

Plant Order: ECC Sales order: 12345678

(P) Part Number: 7Z6351C100 Qty: 1

### Example of VMware Product Activation Code

The certificate enables the user to activate the following Product or Service:

Product or Service: VMware vCenter Server 8 Standard for vSphere 8 (Per Instance) w/Lenovo 5Yr S&S

Authorization Code: XJK4321RRFTEA336610952

Plant Order: ECC

(P) Part Number: 7Z6351C100

Qty: 1

Sales Order: 12345678

VMware logo

# Partner Resources

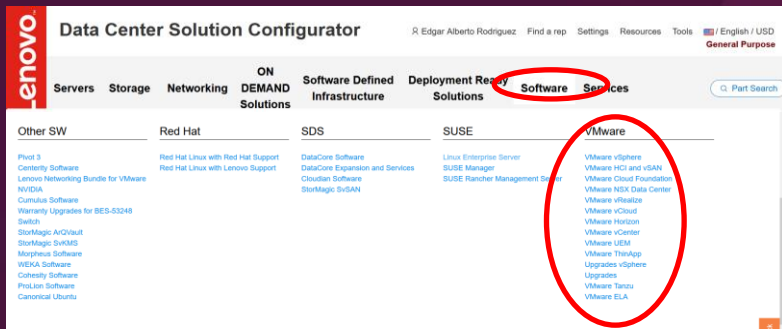
- 1 [Configuration Tool](#)
- 2 [LETS](#)
- 3 [Key Content Links](#)
- 4 [Find Your Contact](#)



# Lenovo DCSC – Partner Configuration Tool

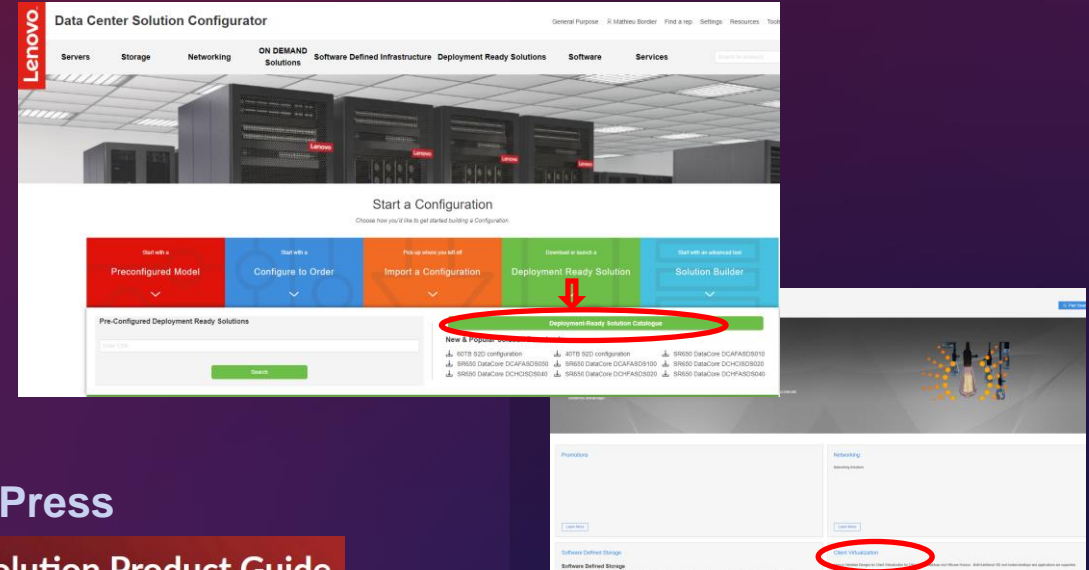
Available Lenovo & VMware software can be found at [dcsc.lenovo.com](https://dcsc.lenovo.com) under the Software tab. Additional information on the VMware software offerings can be found in the [VMware Software Solution Product Guide](#) on Lenovo Press for more information.

## VMware Software Licensing



VMware vSphere	VMware vSphere	Part Number
VMware vSphere	Add on to vSphere 8 Remote Office Branch Office Enterprise (25 VM pack) to complete VMware Cloud Foundation 4 for Remote Office Branch Office (25 VM pack) w/Lenovo 1Y1 SAS	7506118BWW
VMware vRealize	Add on to vSphere 8 Remote Office Branch Office Enterprise (25 VM pack) to complete VMware Cloud Foundation 4 for Remote Office Branch Office (25 VM pack) w/Lenovo 3Y1 SAS	7506118CWW
VMware vCloud	Add on to vSphere 8 Remote Office Branch Office Enterprise (25 VM pack) to complete VMware Cloud Foundation 4 for Remote Office Branch Office (25 VM pack) w/Lenovo 5Y1 SAS	7506118DWW
VMware Horizon	Add on to vSphere 8 Remote Office Branch Office Enterprise (25 VM pack) to complete VMware Cloud Foundation 4 for Remote Office Branch Office (25 VM pack) w/Lenovo 1Y1 SAS	7506118EWW
VMware vCenter		
VMware UEM		
VMware ThinApp		
Upgrades vSphere		
Upgrades		
VMware Tanzu		
VMware ELA		

## Deployment Ready Configurations



## Lenovo Press

### VMware Software Solution Product Guide

#### Abstract

Lenovo offers a broad range of VMware software offerings and solutions in different levels of integration to meet different customer requirements and business needs. Solutions range from the turnkey Lenovo ThinkAgile VX Appliance to build-your-own Engineered Solutions based on Lenovo's proven reference architecture.

The VMware OEM portfolio from Lenovo includes:

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Paula Contreras  
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### [VMware Software Solutions Product Guide](#)

# LETS

## Lenovo Presales Support Team



Technical Support  
on Lenovo ISG  
products and  
solutions



Extended support  
from your  
company to  
provide Lenovo  
solutions such as:  
RFP Support



Solution creation  
and competition  
validation.



Sizing assistance  
on solution as  
Thinkagile VX,  
vSAN, VCF,  
Horizon, etc.



Internal  
escalation to ISG  
WW teams,  
development,  
config tools, etc.

**260 years of experience together and 8 different nationalities!**



# Lenovo & VMware Key Content Links

## Lenovo & VMware Partner Portal EMEA

### Product Information

- [VMware Software Solutions Product Guide](#)
- [VMware vSphere Licensing, Pricing and Packaging](#)



### Lenovo and VMware Solutions

- [VMware vSphere with Tanzu solution brief](#)
- [Lenovo ThinkAgile VX data sheet](#)
- [Refresh and Modernize with ThinkAgile VX solution brief](#)
- [VMware Cloud Foundation on ThinkAgile VX solution brief](#)
- [VMware Horizon solution brief](#)
- [VMware Licensing Help Center](#)
- [Lenovo TruScale Hybrid Cloud with VMware](#)

# Find Your Contact



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Smarter  
technology  
for all

Lenovo

thanks.