

EDGE CALL GUIDE

1. Find the gap or pain point

- Spending on edge computing has increased nearly 15% over the past year, with over 150 unique use cases identified across industries. ([IDC](#))
- Many industries are increasingly focused on adding new capabilities to improve business but lack the infrastructure to support them.
- This year, more than 90% of enterprises will rely on a hybrid cloud environment to meet their infrastructure needs. (IDC)
- Harsh IT environments complicate making the shift to the edge.

2. Create curiosity with what-if ideas

- What if you could more easily keep up with the explosion of data being created and processed at the edge?
- What if you could eliminate the need for external network devices at the edge and achieve more seamless operations?
- What if you could leverage high compute power in a compact, rugged form factor across multiple edge locations?
- What if you could get extra security at the edge?

3. Confirm interest in outcomes

- Would you be interested in a solution that provides high availability of the data stored at each edge location?
- Would you be interested in a solution that offers data protection at several levels?
- Would you be interested in a solution that gives you the flexibility to start at a low scale and easily upgrade to a large scale as business increases?
- Would you be interested in a solution that can extend the VMware environment out from the core data center?

4. Give the elevator pitch

- **Lenovo and VMware** offer best-in-class capabilities to design and deploy an edge compute solution with a 'fit anywhere' form factor.
- **We deliver** a secure way to maximize performance, optimize user experiences, and simplify IT operations.
- **Our solution** keeps data protected and connected to drive important business outcomes.

5. Validate the opportunity

- Have you considered implementing a solution that empowers you to enable a secure, scalable, high-performing, and modernized edge platform?

6. Ask for the meeting

- Based on what we discussed today, I'd like to connect you with one of our edge experts to further explore how we can support your organization's goals. What date and time work best for you? Thanks, and have a great day.



Additional Resources

Please download additional sales tools, including call guides for the other joint solution areas, as well as a sales messaging playbook and a customer presentation.

They can be found at:

Lenovo—Go download at the Lenovo Partner Hub

VMware—Go download at the Partner Connect Portal



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