

MODERN APPS CALL GUIDE

1. Find the gap or pain point

- Companies are assessing their existing application portfolios and determining the best way to modernize them as part of their digital transformation efforts.
- From improving customer experience to enabling remote work on a large scale to taking advantage of the cloud, application modernization is necessary for organizations to compete today.
- App developers are using containers to build modern apps more quickly and more efficiently.
- But a lack of expert resources and standards across cloud providers makes app development very difficult.

2. Create curiosity with what-if ideas

- What if you could modernize critical legacy applications and unlock their value for the cloud?
- What if you could build and deploy containerized workloads to any cloud continuously?
- What if you could enable developers to be more productive while ensuring proper compliance and security guardrails are in place?
- What if you could automate software delivery across apps and teams?

3. Confirm interest in outcomes

- Would you be interested in a modern apps solution that bridges the gap between IT operations and developers with infrastructure for modern, cloud-native applications both on-premises and in public clouds?
- Would you be interested in a solution that simplifies Kubernetes operation and lifecycle management so you could easily connect and protect apps?
- Would you be interested in a solution that addresses high performance and low latency requirements to support maximum efficiency?
- Would you be interested in a solution that helps you achieve higher consolidation and ensure that memory-intensive and AI workloads can be deployed seamlessly?

4. Give the elevator pitch

- **Lenovo and VMware** solutions offer a way for organizations to start with modern apps and Kubernetes—fast.
- **We deliver** a modular application platform that drives efficient, scalable cloud-native operations and streamlines the developer experience to speed applications to production.
- **Our solution** allows customers to use existing infrastructure and tools to quickly set up and provision Kubernetes clusters and link securely to hybrid and multi-cloud environments. We have advisory services that can help you get started.

5. Validate the opportunity

- Have you considered implementing a solution that will help you build, run, manage, connect, and protect any app on any cloud and across clouds?

6. Ask for the meeting

- Based on what we discussed today, I'd like to connect you with one of our modern apps experts to further explore how we can support your organization's transformation 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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