



SMART CLOUD CALL GUIDE

1. Find the gap or pain point

- Businesses must take advantage of multi-cloud environments to transform customer experience and scale business innovation but struggle with the complexity.
- Most app initiatives are focused on modernization, but dependencies and technical debt make leveraging the cloud a challenge.
- Companies are looking to move from a 'cloud first' to a 'cloud smart' strategy for workloads and data and have to find the right partners to help them design a secure hybrid strategy and deploy reliable cloud infrastructure solutions.
- They want an agile, reliable, and efficient solution that offers consistent infrastructure and operations across private and public clouds.

2. Create curiosity with what-if ideas

- What if you could achieve consistent infrastructure and operations across private cloud, public cloud, and edge environments while managing VMs and container workloads on a single platform?
- What if you could consolidate siloed architecture into a single tier with virtualized compute, storage, and networking?
- What if you could increase business agility and responsiveness; reduce complexity, cost, and risk; and deliver a cloud operating model for all types of applications?
- What if you could control cloud costs by building baseline capacity and purchasing for peak capacity from the cloud when needed?

3. Confirm interest in outcomes

- Would you be interested in a solution that makes it possible to scale cloud-native platform operations, accelerate enterprise cloud transformation, and empower the hybrid workforce?
- Would you be interested in a solution that helps you manage operations from edge to core to cloud using familiar virtualization tools that eliminate dependencies on silos?
- Would you be interested in a solution that provides the flexibility to scale up and out easily by adding more storage capacity?
- Would you be interested in a solution that enables administrators to migrate workloads or replace failing components without incurring downtime?

4. Give the elevator pitch

- **Lenovo and VMware** smart cloud solutions offer ready-to-deploy cloud infrastructure that runs on the industry's most reliable server platform.
- **We deliver** a complete set of secure, software-defined services for compute, storage, network security, Kubernetes management, and cloud management, as well as a seamless path to hybrid and multi-cloud environments with consistent infrastructure and operations across clouds.
- **Our solution** creates a trusted foundation, portfolio innovation, and a growing smart cloud ecosystem.

5. Validate the opportunity

- Have you considered implementing a solution that speeds innovation and provides a path to multi-cloud with consistent infrastructure and operations across clouds?

6. Ask for the meeting

- Based on what we discussed today, I'd like to connect you with one of our smart cloud 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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