

# Lenovo and VMware Sales Messaging Playbook

September 2022



## Joint Value Proposition

For more than 20 years, Lenovo and VMware have been partnering with customers around the world to optimize their investment in IT infrastructure and cloud. Our innovative portfolio of fully tested and validated infrastructure, software, services, and solutions are designed from the ground up for virtualization, hyperconvergence, and hybrid cloud. By incorporating software-defined infrastructure into your datacenter, Lenovo and VMware can accelerate your journey to a multi-cloud environment. Together, we've helped customers from SMB to enterprise in three important ways: increasing management efficiency, bringing a cost-effective approach to streamlining operations, and speeding up application deployment.

## How to Use This Playbook

This playbook includes high-level messaging and specific, play-by-play guidance for our joint solution areas. Use it to spot opportunities and have more productive prospect and customer conversations. It was built with expertise and insights from dozens of Lenovo and VMware subject matter experts and seasoned sellers in all regions. Use the navigation panel on the far right of every page to move around quickly and easily.

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# Top Things to Know and Say

## Top Things to Know

1. Lenovo has a **channel-first model**, with huge support for Channel Partners and turnkey processes from sales to delivery to solution management, for faster time to value for partners and customers.
2. Customers want a **consistent cloud operating model** so they can provide a better experience for employees and customers.
3. **Hybrid cloud transformation is the primary set of use cases driving sales opportunities** today, as customers focus on cost, security, agility, user experience, and complexity.
4. CFOs want significantly lower up-front costs, better visibility, a simple and flexible spending model, improved business agility, and reduced management costs. **Lenovo delivers with a full range of TruScale as-a-Service offerings.**
5. Customers are challenged with realigning, upskilling, or augmenting their infrastructure teams. Lenovo TruScale addresses these challenges by matching our **customers' needs with fully managed TruScale infrastructure solutions and a mature Professional Services catalog.**

## Top Things to Say

1. **Move from cloud first to cloud smart**, with unrivaled multi-cloud capabilities from VMware and Lenovo that reduce complexity and cost.
2. Our combined solutions offer an **innovative, integrated, and secure** cloud experience from datacenter to edge to cloud.
3. Lenovo offers **unmatched solutions reliability** and TCO. Lenovo solutions are fit for purpose, and because we have early access to VMware technologies, our customers can count on Lenovo to lean in and fully support emerging VMware capabilities.
4. **Comprehensive service offering**—On-prem cloud services from VMware delivered in a complete as-a-Service, pay-as-you-grow integrated TruScale solution provide the premier multi-cloud, on-prem solution in the market.
5. We partner with our customers. We don't simply sell hardware and software—we enable customers to drive digital transformation. As the leader in all things virtualization, VMware is the ideal Lenovo partner to **drive joint multi-cloud/cross-cloud—on-prem and public—solutions.**

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# A Storied Partnership

## Our Narrative

VMware has changed how customers drive **cloud economics on-prem** through the industry's most pervasive software-defined solutions.

In **today's multi-cloud world**, this software-defined leadership is foundational to **fully drive transformational IT**. The solution providers who deliver the most **expansive multi-cloud value** will be the winners.

Maximizing **on-prem cloud economics** from datacenter to device to edge while making the public and private cloud a **seamless operating environment** is critically important. Multi-cloud is not optional. It's how Smart Cloud gets deployed.

This story—Smart Cloud—is the Lenovo and VMware story. We are better together, providing depth and breadth from datacenter to edge to cloud. Enabling Smart Cloud for our customers.

### PARTNERSHIP FACTS



#### More than 20-year partnership

Lenovo and VMware have developed solutions together for more than 20 years, helping customers solve their most complex problems in virtualization and digital transformation.



#### Breaking records

In the last two years, VMware and Lenovo partnering levels have hit all-time highs, driving record revenues and significant customer wins. Lenovo has become VMware's fastest-growing Global Partner.



#### Lenovo recognized for innovation

Lenovo received VMware's 2021 Global Partner of the Year Award for Innovation, which recognizes Lenovo as an innovator and pioneer with the use of VMware products in combination with next-gen technologies for edge and AI/machine learning.

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# Trends and Challenges

## Business Trends

### THE RISE OF AI

- ✓ The AI market is expanding at a CAGR of 38.1% between 2022 and 2030. Gartner estimates that only 53% of AI projects go into production. Although, AI project deployment is often burdened with the complexity of “roll-your-own” solutions, it can be greatly helped with NVIDIA AI Enterprise Suite on VMware and Lenovo.<sup>1</sup>
- ✓ 83% of companies share that having access to AI is a top priority in their business plans.<sup>2</sup>

### MODERNIZATION AND CLOUD

- ✓ 76% of app initiatives are focused on digital transformation and application modernization.<sup>3</sup>
- ✓ 73% of large enterprises are deploying multi-cloud environments to transform customer experience and scale business innovation while empowering employee engagement and productivity.<sup>4</sup>

### INCREASED NEED FOR HYBRID

- ✓ By 2022, more than 90% of enterprises will rely on a hybrid cloud environment to meet their infrastructure needs.<sup>5</sup>
- ✓ Organizations have completed their migrations to VMware Hybrid Cloud at a 69% lower cost than public cloud.<sup>6</sup>

## CIO Challenges

### TRANSFORMATION AND MODERNIZATION

- ✓ Application modernization to enable business transformation for competitive advantage is considered by many to be the most important IT priority today.
- ✓ 80% of IT execs are increasing their investment in digital transformation, including digital transactions, better self-service experiences, hybrid learning, E-government services, and telehealth.<sup>7</sup>

### SECURITY

- ✓ Cyber and information security is a top CIO priority, with 66% expecting to increase associated investments within the next year.<sup>8</sup>
- ✓ 66% of CIOs say they struggle to manage cybersecurity and ransomware.<sup>9</sup>

### DISPARATE SYSTEMS AND VENDOR CHOICE

- ✓ 61% of CIOs find it challenging to manage a fragmented vendor ecosystem.<sup>10</sup>
- ✓ 92% say technology vendors are important in helping the business operate effectively.<sup>11</sup>

Sources can be found [here](#).

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# Joint Offerings

## SMART CLOUD

*ThinkAgile VX, VMware Cloud Foundation™ (VCF), VMware Cross-Cloud services, TruScale Hybrid Cloud with VMware*

VMware Cloud Foundation™ (VCF) on Lenovo ThinkAgile VX enables you to manage both container-based workloads and traditional VM-based workloads on a unified platform. Lenovo's premier IaaS offering—TruScale Hybrid Cloud with VMware—is the foundational multi-cloud platform for local/private cloud as-a-Service.

This increases business agility and responsiveness, reduces complexity and cost, and delivers a cloud operating model for all types of applications. Lenovo and VMware offer the expertise to help customers build the best hybrid and/or multi-cloud strategy for their business needs.

## EDGE

*ThinkEdge SE350 and SE450, Edge Compute Stack, vSAN ROBO*

ThinkEdge SE350 and SE450, with VMware Edge Compute Stack, enable a secure, scalable, high-performing, and modernized Edge platform. Modernized edge is more than HCI, it is a platform that extends cloud native apps, security, and manageability for real-time analytics and AI.

## MODERN APPS

*ThinkAgile VX, VMware vSphere™, VMware Tanzu*

Enterprise organizations can get started with modern apps and Kubernetes fast with Lenovo and VMware. They will be able to rapidly deploy enterprise-grade Kubernetes clusters using the world's #1 hypervisor from VMware and Lenovo's award-winning ThinkAgile VX integrated systems. IT admins can use their existing infrastructure, skills, and tools to quickly set up and provision Kubernetes clusters and link securely to hybrid and multi-cloud environments. And this is just the start.

## REMOTE WORK

*VMware Horizon®, ThinkAgile VX, VMware vSAN™, VMware Cloud Foundation™ (VCF), TruScale services, Lenovo Desktop/Device as-a-Service*

VMware transforms the remote work environment with integrated virtual desktops and apps, which provide unprecedented simplicity, flexibility, speed, and scale. With a Lenovo hardware foundation in place, you can deliver optimal performance and availability for a wide range of workloads—whether you have 100 or 5,000 workers. VMware Horizon® on ThinkAgile VX provides secure access to business applications for remote employees—even those requiring high-end graphics—from anywhere, at any time, and on any device.

## AI-READY ENTERPRISE PLATFORM

*VMware+NVIDIA AI-Ready Enterprise Platform running on Lenovo AI-Ready servers, NVIDIA AI tools*

Best-in-class performance for AI workloads and Lenovo scalable hardware architecture allow you to start at any size deployment and scale with business needs. Lenovo's ready-to-deploy solutions bundle all components to reach time to value quickly.

## AS-A-SERVICE

*TruScale Hybrid Cloud with VMware (VCF), TruScale with VMware SaaS and Subscription offerings (through VMware Cloud Provider™ Partner [VCP])*

Control your on-premises IT infrastructure while being able to quickly scale to meet new business requirements. TruScale Hybrid Cloud with VMware enables customers to deploy an on-premises, pay-as-you-use datacenter with full flexibility, maintenance, support, and management, plus real-time transparency into usage and costs. Offering aaS and managed options with additional support keeps customers current and resilient. Mitigate risks by enabling standardized compliance to deal with data residency and regulatory requirements.

## PROFESSIONAL SERVICES

*Workshop, advisory, hardware install, deployment, TruScale*

Professional Services and Managed Services from Lenovo give customers a faster time to value and frees up teams to focus on other initiatives. These offerings work to provide support and services that are unique to the business. This gives customers peace of mind that they are backed up by the resources they need and will keep running no matter what.

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# ThinkAgile VX

Lenovo's ThinkAgile VX Appliance is a turnkey solution for VMware environments. The ultimate choice for customers to implement a hybrid cloud environment with scalability, high performance, and reliability.

## Seamless path to the hybrid Cloud

Fully integrated with VMware Cloud Foundation (VCF) to enable on prem to private and public cloud connectivity. Supports both VMs and containers and provides a secure platform for data and application mobility across the core, edge and cloud environments based on the business needs.

## Traditional and modern cloud native applications

Unified platform that supports both traditional workloads and cloud native applications to achieve faster business value in various use cases like VDI, Big data and Analytics and DevOps.

## Data center consolidation

Accelerate data center modernization with preconfigured and pre-validated solutions based on the broadest selection of optimized options with simplified deployment and efficient lifecycle management for the entire infrastructure stack with Lenovo's management software.



### FLEXIBLE OPTIONS

Pre-defined SKUs for SMB, Edge, Mission Critical, Gen Purpose Appliances



### REMOVE GUESSWORK

Appliances built for optimal performance



### FIRMWARE BEST RECIPES

XClarity Administrator integrated in vSphere (vLCM)



### WORRY-FREE UPGRADES

Avoid expensive downtimes  
No need to deploy the firmware in test clusters



### SINGLE POINT OF SUPPORT

ThinkAgile Advantage Support included with Appliances



### ONE BACK TO PAT

Avoid panic during outage  
Faster service recovery

## A Complete Solution that's Easy to Order, Easy to Install and Easy to Manage

1. Easy to Order	2. Easy to Install	3. Easy to Manage	4. Easy Support
Avoid HCL lookups, Only Certified firmware, No Assembly required	VX Management software for simplified, automated deployments and cluster configurations with VMware integration	Single Pane of glass management with vLCM, Best Recipe Firmware, Rolling firmware upgrades	Limit any downtime with Single point of contact for end-to-end support needs



# 75%

## Reduction in time to deploy.

Wizard based experience reduces manual errors. Built-in intelligence for configuration settings. Deploy a 4-node cluster < 4 hours.

## Single Click

### Automated updates.

One click upgrade for entire cluster. Maintain HW and SW best recipe and HCL and audit compliance.

## Faster Insights

### For operational activities and cluster health.

Easy to follow alerts and detailed Health monitoring and diagnostics removes any down time risk.

## Key Values

End-to-end simplified experience via day 0 and day 2 operational efficiency with automation and operational intelligence to proactively monitor and manage cluster health and uptime.

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## Use Cases

Enable work from anywhere

Build modern apps

Modernize infrastructure

Virtual Desktop Infrastructure (VDI)

Big Data and Analytics with SAP HANA

Hybrid cloud

Business continuity application and workload migration

Datacenter and cloud operations

Multi-cloud



## Tell the Story of Our Shared Value

Multi-cloud is the digital business environment for today and the future, as businesses move from a ‘cloud first’ mandate to a ‘cloud smart’ strategy for workloads and data. Lenovo offers the expertise to design a secure hybrid or multi-cloud strategy by providing the broadest choice of ready-to-deploy cloud infrastructure solutions running on the industry’s most reliable server platform (ITIC, for eight years in a row). Lenovo ThinkAgile management software provides operational transparency for seamless day 0 deployment and fully integrated Lifecycle management capabilities, while proactively monitoring the health and uptime of your environment.

VMware Cloud Foundation™ (VCF) provides a future-proof hybrid cloud platform built on full-stack hyperconverged infrastructure. VCF provides a complete set of secure software-defined services for compute, storage, network security, Kubernetes management, and cloud management. The result is an agile, reliable, and efficient cloud solution that offers consistent infrastructure and operations across private and public clouds. VCF on ThinkAgile VX provides a seamless path to hybrid cloud with consistent infrastructure and operations across clouds. IT admins can accelerate operations and speed business innovation.

### Solutions

ThinkAgile VX, VMware Cloud Foundation™ (VCF), VMware vSAN™, Lenovo TruScale Hybrid Cloud with VMware

## Key Messages

**Transformative VMware Cross-Cloud services**—With VMware and Lenovo, customers can have the confidence to scale cloud-native platform operations, accelerate enterprise cloud transformation, and empower the hybrid workforce with VMware’s integrated multi-cloud services offering.

**Simplified operations**—From deployment through end of life, Lenovo ThinkAgile VX Series integrated systems powered by VMware vSAN are simple to operate and offer consistent operations from edge to core to cloud using familiar virtualization tools that eliminate dependencies on inefficient silos of infrastructure.

**Scalability**—VX provides the flexibility to scale up and out easily by adding more storage capacity to each node and more nodes to increase performance and availability.

**Ideal VCF platform**—VCF built on ThinkAgile VX hardware and embedded with VMware SDDC provides all the hardware and software needed to build an enterprise infrastructure platform to support virtualized and containerized workloads in a flexible and easy-to-manage unified cloud operating model. ThinkAgile VX systems are based on VMware vSAN that provides virtualization of compute and storage resources and vSAN is the only VMware vSphere®-embedded, flash-optimized storage for virtual machines and containers, and provides a seamless path to hybrid cloud.

**Highly optimized with enhanced security**—The ThinkAgile VX Series is available in several models with multiple options. Each is preconfigured, pretested, and optimized to ensure the peak performance of your hyper-converged vSAN environment. Lenovo also helps you to defend against cyber threats across the multi-cloud environment, with inbuilt security capabilities coupled with VMware NSX® one-click provisioning features to provide data protection at rest and in flight.

**Single pane of glass for daily operations**—Lenovo XClarity Integrator for VMware vCenter® and VMware vSphere® provides the unified single panel through which management of the entire solution is accomplished and automated. It simplifies lifecycle management by allowing customers to perform VMware software and HW firmware updates/upgrades all in a unified environment. It also allows for proactive platform alerts, enabling administrators to migrate workloads or replace failing components without incurring downtime.

**As-a-Service option**—All ThinkAgile VX Series systems are available as Infrastructure-as-a-Service (IaaS) solutions with Lenovo TruScale. It provides the simplicity and flexibility of the cloud with infrastructure on-premises. TruScale simplifies the procurement, deployment, and management of modern IT infrastructures.

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## Selling Strategy

**Lead with workload and apps**—If you talk infrastructure rather than workloads, you won't be viewed as a strategic partner. The Lenovo and VMware partnership offers unique customer value with a trusted foundation, portfolio innovation, and a growing smart cloud ecosystem.

**Look for companies rethinking their cloud workload strategy**—Qualify customers to understand their needs, but often, leading with vSAN is the right place to start. Customers may adopt HCI for virtual desktops but then can expand because they realize the simplicity and value. They don't need to retrain or learn yet another siloed solution, but can leverage what they have and build on it. Many companies are rethinking their cloud workload strategy and taking the opportunity to re-architect.

**Work closely with Solution Providers**—They drive business transformation services for customers and are increasingly guiding them on Smart Cloud strategies. Partnering closely with them—and helping them understand the integrated cloud solutions we offer—will bring increased value to their offerings and increased opportunities for Lenovo and VMware.

**Hyperconverged systems are a huge opportunity**—Customers often don't know what HCI is or all the possible relevant use cases, so they may think it doesn't apply to them. Additionally, small customers may be challenged to replace servers and storage at the same time because of budget constraints. Explain that HCI is a good first step to hybrid cloud that makes it easy to migrate workloads. Lenovo offers an integrated system with management software for simplified deployment lifecycle management and monitoring, which reduces complexity, decreases cost, and provides faster time to value.

## Targets and Triggers

- ✓ VP/Director of IT, CFO, IT Operations, Enterprise Architecture Manager, Dev Ops
- ✓ Current VMware vSphere customers on three-tier architecture ready to move to a more modern HCI architecture
- ✓ Need to re-architect to unify on-premises and public cloud deployments and workloads
- ✓ Need simplified operations for upgrading or refreshing infrastructure, hardware, and software
- ✓ Modernizing applications, especially container and Kubernetes orchestration
- ✓ vSAN customers who are ready for VCF
- ✓ Want to improve multi-site/cloud VM management
- ✓ Desire seamless operations between all of their clouds and a better way to manage it
- ✓ Need to manage VMs and containers using a single platform
- ✓ Target Dev Ops team that would like to leverage the cloud applications in the cloud and later move workloads to on-prem environments for consumption



### CHALLENGE

**Houston Methodist Hospital** comprises a leading academic medical center in the Texas Medical Center and six community hospitals serving the Greater Houston area. They needed to move into remote platforms for clinical and IT users, save money on IT, and improve performance.

### SOLUTION

Houston Methodist Hospital chose Lenovo ThinkAgile VX and partnered with VMware vSAN™ universal licensing. They deployed nodes to host 12,000 VDI sessions.

### RESULTS

The organization consolidated rack space and lowered costs on server infrastructure with fewer people. Total annual costs were cut by 20%.

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## ? Discovery Questions

**How are you dealing with the increased complexity of new application architectures?**

Our solution offers consistent infrastructure and operations across private cloud, public cloud, and edge environments, so you are able to manage VMs and container workloads on a single platform. Additionally, integrated automation allows for ease of operation and management.

**Do you know how you could benefit from managing container-based workloads and traditional VM-based workloads on a single platform?**

With VMware Cloud Foundation™ (VCF) on ThinkAgile VX, you can increase business agility and responsiveness; reduce complexity, cost, and risk; and deliver a cloud operating model for all types of applications. This increases efficiency for the IT operations teams, as they use something they are familiar with.

**Can you currently move applications to the cloud or back on-premises without refactoring?**

VMware Cloud Foundation™ (VCF) brings full-stack integration of the HCI infrastructure layer together with native Kubernetes capabilities built into the stack to provide an automated, turnkey hybrid-cloud solution. Security and compliance policies are linked to each application, which enables consistent adoption wherever workloads are deployed and managed.

## 👤 Objection Handling

**“We use many tools and multiple clouds. This won't work for us.”**

We offer a solution for unified management of your workloads in the datacenter or the public cloud. HCI consolidates a three-tier siloed architecture into a single tier with virtualized compute, storage, and networking. Lenovo HCI also offers management software that fully integrates with familiar VMware software for day 1 and day 2 operations.

**“There are security challenges with private and public cloud operating environments that we need to be aware of.”**

Our solutions provide intrinsic enterprise security at every layer of the stack, from edge to core to cloud.

**“We're concerned about costs during peak demand.”**

You'll get flexibility to build baseline capacity, allowing for the purchase of peak capacity from the cloud when needed.

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## Use Cases

Healthcare clinicians  
Retail store workers

Insurance agents and government employees

Remote task or knowledge workers

## Retail POS

Call center

Remote schooling

CAD/CAM

Bank tellers



## Tell the Story of Our Shared Value

Remote work is here to stay. Companies have found that employees have been productive during the pandemic and thus are more likely to continue supporting remote work. Companies are also realizing they can achieve real-estate savings if they allow a percentage of their employees to work remotely.

We support an unbeatable range of virtual desktop and virtual application scenarios—all using industry-proven Lenovo hardware combined with software from VMware. Lenovo management software simplifies deployment and daily operations so that IT admins can focus on other critical business needs. It is fully tested across applications, software, hardware, and services, built to streamline IT administration, and proven to simplify the transition to a Virtual Desktop Infrastructure.

## Solutions

VMware Horizon®, ThinkAgile VX, VMware vSAN™, VMware Cloud Foundation™ (VCF), TruScale Infrastructure Services, Lenovo Device as a Service

## Key Messages

**Empower and secure the remote workforce**—Retain talent with high-performance desktops from Lenovo. Manage the multi-modal employee experience, secure the distributed workspace, and automate the workspace with VMware Anywhere Workspace technologies.

**Drive business transformation**—Position Lenovo’s affordable, interoperable, and reliable industry-leading client virtualization solutions to drive business transformation across the organization.

**Reduce security risks**—By retaining data in the datacenter and not on a local or mobile device.

**All in one place**—Centrally manage software and security updates for client devices instead of handling individually.

**Easily and efficiently change user profiles** to modify storage, CPU, or GPU resources, with quick and easy access to user profile-approved data. Quickly activate new user profiles and desktops.

**Shift to the cloud**—Enable everyone. Engineers and designers no longer need to be tethered to their workstations. They can access their 3D and graphics-intensive applications any time, from anywhere, with VMware Horizon® and GPU-accelerated Lenovo servers.

**Familiar VMware tools and processes**—ThinkAgile VX provides virtualization of computing and storage resources. It includes management software that simplifies deployment and can be integrated with familiar VMware software for lifecycle management and monitoring using Lenovo XClarity.

**Improve availability of applications**—And improve data accessibility on multiple devices. Reliability is critical for desktop/device maintenance for remote workers, and Lenovo delivers it.

**Reduce TCO**—With operational efficiencies and quick patching of the OS and applications, simplify data recovery, archiving, purging, and backup.

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## Selling Strategy

**Discuss VDI solutions as part of all HCI deals—** HCI has been a major catalyst for reducing cost and complexity. It's an elegant solution for VDI.

**Hybrid work is a door-opener—**It shifts the conversation to the challenge the customer is trying to solve in the post-pandemic environment. In addition, many customers have used VMware Horizon® VDI for a single use case. So when negotiating for a broader ELA, you can talk about adding new apps to the environment, timing for device refresh, or expanding seat count.

**Don't forget additional storage for HCI workloads—**Be sure to address the storage performance requirements for these HCI workloads that can now be performed by remote workers, including 3D graphics and imaging. This is a margin-rich opportunity for sellers.

**Look for recent mergers and acquisitions—** Businesses want to simplify and consolidate disparate environments and datacenters. They'll need a good answer for remote workers.

### Targets and Triggers

- ✓ VP/Director of IT, CIO/CTO, VP Infrastructure
- ✓ Companies with high employee turnover that need to quickly and easily create/delete user profiles/desktops
- ✓ Companies that need to comply with data privacy and retention regulations
- ✓ Companies looking to protect IP or that had a recent data breach
- ✓ Rethinking smarter workforce provisioning
- ✓ Performance latency issues that customers or the workforce is complaining about
- ✓ Desktop refresh cycle: looking for cost/management efficiencies
- ✓ Partner with VMware to approach the CIO/CTO driving the vision and budget



#### CHALLENGE

**IIS C. E. Gadda** was establishing a brand-new IT teaching laboratory, designed to allow more than 100 students to learn advanced fabrication techniques. The aim was to create a Virtual Desktop Infrastructure that enables students to access high-performance IT resources from any laptop or desktop with an internet connection and to help teachers reduce the time required to set up lessons.

#### SOLUTION

After considering several leading IT vendors, IIS C. E. Gadda selected a VDI solution from Lenovo and VMware. Based on two high-performance Lenovo ThinkAgile VX Series appliances, the new VDI environment is supported by VMware vSphere®, VMware vSAN™, and VMware Horizon® to meet the needs of the organization's most demanding use cases.

#### RESULTS

Now, teachers can activate each lesson for students at the touch of a button. The solution offers the same high-quality experience to on-premises and remote users, allowing the organization to better support students from disadvantaged backgrounds.

## Discovery Questions

**How do you address security and compliance risks associated with lost or stolen devices and image drift in your environment?**

Our solutions make it possible to mitigate security and compliance risks associated with data loss and image drift by maintaining corporate data in the datacenter and centralizing management of desktop assets.

**In the event of a human-made or natural disaster, are you able to quickly and cost-effectively ensure that users can access their desktops and apps?**

Simply and securely support employees to access their work-related desktops and apps across corporate and personal devices. Our solutions allow you to ensure that your employees can be as productive as possible across locations and devices with no downtime, to make your business more competitive and drive your topline.

**Are you currently able to meet the virtualization needs of your unique workforce?**

To help you balance the expectations of task workers, knowledge workers, and power users with the real-world demands of different workloads, Lenovo has extensively tested reference architectures across various deployment models, including VMware Horizon on ThinkAgile VX. This gives you a realistic performance picture for your workloads and your business needs.

**How are you delivering the responsiveness and reliability your business needs?**

Our solutions create a well-balanced system you can count on for your client workloads and optimal virtualization capacity. That means less downtime and faster recovery.

## Objection Handling

**“The cost of getting started is too high.”**

Customers can get started for less than they would spend managing physical endpoints.

**“VDI is really complex to get up and running.”**

Customers can take advantage of fully converged appliances from Lenovo with Horizon, as well as cloud-based automation, to get up and running within hours vs. days and weeks.

**“This technology is suitable only for task workers.”**

Today’s leading VDI providers deliver advanced capabilities that support even the most demanding end users, including developers working with 3D graphics, remote and mobile users, power users, and knowledge workers.

**“Running VDI in the cloud will be more cost-effective and simpler for us.”**

We can provide VDI on-premises with Lenovo TruScale, eliminating the latency accessing the cloud and egress charges cloud providers levy.

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**Use Cases**

- Package tracking
- Self-checkout**
- Loss prevention
- Secure payment**
- Supply chain distribution
- Robotic manufacturing**

**Smart factory**

- Video surveillance
- Predictive maintenance
- Visual quality inspection
- Industrial control**
- Branch office banking**
- Connected worker operations

**ROBO Smart cities**

 **Tell the Story of Our Shared Value**

Applications are moving out of the data center while the cloud and SaaS apps have become mainstream. Users are located everywhere, and device types are increasing. The process of scaling and managing data is slow, inefficient, expensive—and ripe for change. Together, Lenovo and VMware help customers save time and money while improving data collection and security at the edge.

Lenovo offers the best-in-class capabilities to design and deliver an edge compute portfolio with a ‘fit anywhere’ form factor. Capabilities also include wireless connectivity, tamper-proof security, built-in AI, and zero-touch provisioning to improve operations and manageability. Lenovo’s ThinkEdge servers with VMware Edge Compute Stack (ECS) modernizes the edge. Many offer HCI at the edge—mostly unsuccessfully. VMware and Lenovo offer an edge platform that extends data center efficiencies of HCI with the ability to run cloud-native, Kubernetes applications at the edge (via Tanzu). Lenovo and VMware enable digital transformation across the data center to the edge.

**Solutions**

Lenovo ThinkEdge SE350/450 with pre-loaded VMware Edge Cloud software, Edge Compute Stack (Tanzu, vSphere, vSAN), ROBO solution (vSphere & vSAN + ThinkEdge), VCF Remote Clusters

**Key Messages**

**High data growth at the edge**—There’s an explosion of data being created and processed at the edge in ordinary business processes, not to mention IoT workloads that are emerging.

**Modernized edge platform**—Extend data center HCI efficiencies to the edge cost effectively, AND extend cloud-native app capabilities on the same platform.

**Advanced tamper and disablement feature**—ThinkShield activation allows Lenovo to secure all the data at the edge. Customers enable this at system install to make sure all the data is secure which is especially important outside of the data center.

**Compact and powerful**—Lenovo’s ThinkEdge SE350 and SE450 Edge server with pre-loaded VMware ESXi and defined software stack VMware vSAN and vSphere (VMware Tanzu™ and SD-WAN are optional) makes this solution easy to deploy for customers of all sizes and industry types.

**Supports a wide range of use cases at the edge**—Bring together high compute power and compact, rugged form factors. ThinkEdge has a small footprint measuring 43mm high, 209mm wide, and 376mm deep that can be mounted on a wall, stacked on a shelf, or installed in a rack.

**Save time and money**—Lower risk with this flexible all-in-one combination that enables organizations to rapidly expand to new edge locations.

**Extra security at the edge**—Our solution supports Secure Boot to ensure only a digitally signed operating system can be used. We leverage industry-standard Advanced Encryption Standard (AES) for faster, stronger encryption.

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## Selling Strategy

### Move to the LOB buyer with our edge solutions—

This set of use cases will move you beyond our traditional IT customers. We can help our existing IT customers bridge the gap to use cases that are typically found in the edge.

### Look for use cases where IT and OT converge—

Operational technology (OT) is hardware and software that detects or causes a change, through the direct monitoring and/or control of industrial equipment, assets, processes and events. Our solution is specifically designed to help with use cases that support the convergence of IT and OT. OT is often siloed and IT teams typically don't have the visibility, control, or management they would like with OT use cases.

**Connect all the edge sites**—Find the opportunity to connect all the customer's edge sites together. Help them run VMs or containers at the edge and get help from us to manage this. Watch for possible related AI/ML opportunities. Also, look for an opportunity to talk about how this data gets managed.

**Identify opportunities for VCF and Remote Cluster**—we enable full stack capabilities on a small 3 node footprint. The ECS stack is available in three options to meet business needs.



### A hybrid multi-cloud brings flexibility

The Lenovo Edge ecosystem is open and flexible. It integrates with all key cloud providers to give you end-to-end, ongoing management.



### Extend your cloud with a resilient edge

Get an integrated, cost-effective, and resilient edge solutions that are easy to deploy, simple to operate, and maximize edge workload performance.



### Improve data management and access

Enjoy better data management with the widest choice of products, services, and most importantly—guidance, available for advanced hybrid infrastructure.

## Targets and Triggers

- ✓ Retailers focused on loss prevention, self-checkout, secure payment
- ✓ Energy companies, airlines and shippers using IoT sensors in harsh or remote environments to monitor product and goods conditions and location
- ✓ Manufacturers needing supply chain distribution, video surveillance, predictive maintenance, visual quality inspection, connected worker operations, robotic manufacturing arms, smart factory
- ✓ Logistics mobile smart devices tracking packages, shipments and company assets
- ✓ Insurance companies and bank branch offices wanting to implement secure ROBO environments
- ✓ Local governments building smart cities
- ✓ Remote power users doing CAM, 2D/3D imaging, rendering, or animation

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## ? Discovery Questions

**Can your organization easily expand to new edge locations?**

Combining Lenovo's powerful purpose-built edge hardware with VMware's software stack saves time and money while lowering risk. This flexible all-in-one solution enables organizations to rapidly expand to new edge locations with ease.

**Do you have solutions in place to successfully navigate the hybrid workplace?**

For better business continuity, improved applications and user experiences, hybrid cloud models are being deployed both in the cloud and at the edge. Our solution simplifies networking, eliminating the need for external network devices at the edge and allowing for smoother and more seamless operation.

**How do you handle collecting and analyzing real-time data?**

For real-time collection and analysis, the edge is ideal for specific workloads. At the same time, the cloud can provide a centralized location for large-scale analytics. Together they provide real-time and longer-term insights. We offer seamless data scaling from the edge to the data center to the cloud while keeping your data secure.

## 👤 Objection Handling

**Deploying a new edge solution will be tough for our business.**

The combination of Lenovo's compact and powerful ThinkEdge SE350 Edge server with pre-loaded VMware ESXi and defined software stack VMware vSAN and vSphere makes this solution easy to deploy for customers of all sizes and industry types. All so you can benefit from resilient edge computing that extends the VMware environment out from the core data center.

**Maintaining security at the edge is challenging. We don't want our data at risk.**

Lenovo ThinkEdge SE350 and vSAN 2-node clusters offer layers of data protection. For example, data at rest encryption essentially disallows access to the stored data without the appropriate key to unlock the data. In the event of media loss or theft, the data is secure without the presence of the unlocking key. Additionally, Integrated Trusted Platform Module (TPM) 2.0 support enables advanced cryptographic methods, such as digital signatures and remote attestation.

**Edge can be difficult when it comes to environmental factors and potential tampering.**

We offer tamper-proof physical security, data encryption, and a temperature resilient design so you can be confident your edge-server will be working, wherever your edge compute is located. Lenovo edge servers can handle temperatures from 0° to 55°C and tolerate locations with high dust and vibration—such as construction site trailers and manufacturing floors—or a traditional office or branch location due to its office-friendly acoustics.

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**Use Cases**

- Visual inspection of product quality
- Demand forecasting
- Loss prevention
- Back office automation
- Omnichannel in-store analytics
- Computer vision
- Risk management
- Fraud detection
- Gene mapping
- Credit decisions
- Inventory management
- Supply chain optimization
- Predictive maintenance
- Virtual customer service agent
- Retail marketing campaigns

**Chat bots**

## Tell the Story of Our Shared Value

Our solution is an AI-ready enterprise platform for any size deployment. Based on VMware vSphere™ and NVIDIA AI Enterprise Suite and GPUs, running on Lenovo high-performance systems, the platform provides improved performance for AI modeling. The platform is scalable and supports load balancing and live migration.

Lenovo is unique in this space because they have the broadest portfolio, from AI-Ready gateways to datacenter platforms. The company has unique products like Lenovo SR670 V2, a server device with acceleration hardware designed for AI/ML workloads. At the edge, Lenovo has unique designs with Lenovo SE350 and Lenovo SE450 with Edge AI and has the smallest footprint for enterprise GPU.

### Solutions

VMware+NVIDIA AI-Ready Enterprise Platform running on Lenovo AI-Ready servers, NVIDIA AI Enterprise

### Key Messages

**One-stop shop with Lenovo hardware, NVIDIA software and GPUs, and VMware virtualization**—Solutions range from inference to training, enterprise to SMB, and core to edge environments, where costs are sensitive.

**Easy to message, quote, and sell**—Lenovo is building a deployment-ready platform that is easy to define. Take a reference design and incorporate different sizing as a deployment-ready option, similar to an appliance but not as rigid. The seller can tweak various aspects to meet needs.

**A trusted vehicle**—Reduce the risk of developing new models by going with a trusted set of NVIDIA AI tools to test, run, and deploy quickly.

**Boost performance**—Getting the computing power required to run AI workloads is expensive, and IT cares about price and performance. VMware optimizes the use of NVIDIA AI tools.

**Ability to scale AI at the edge**—AI workloads are usually containerized. VMware allows the data science community to spin up clusters of nodes in different configurations rapidly, so customers have exactly the environment they need within minutes and can scale as they go.

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## Selling Strategy

### Solve the problem of disparate products—

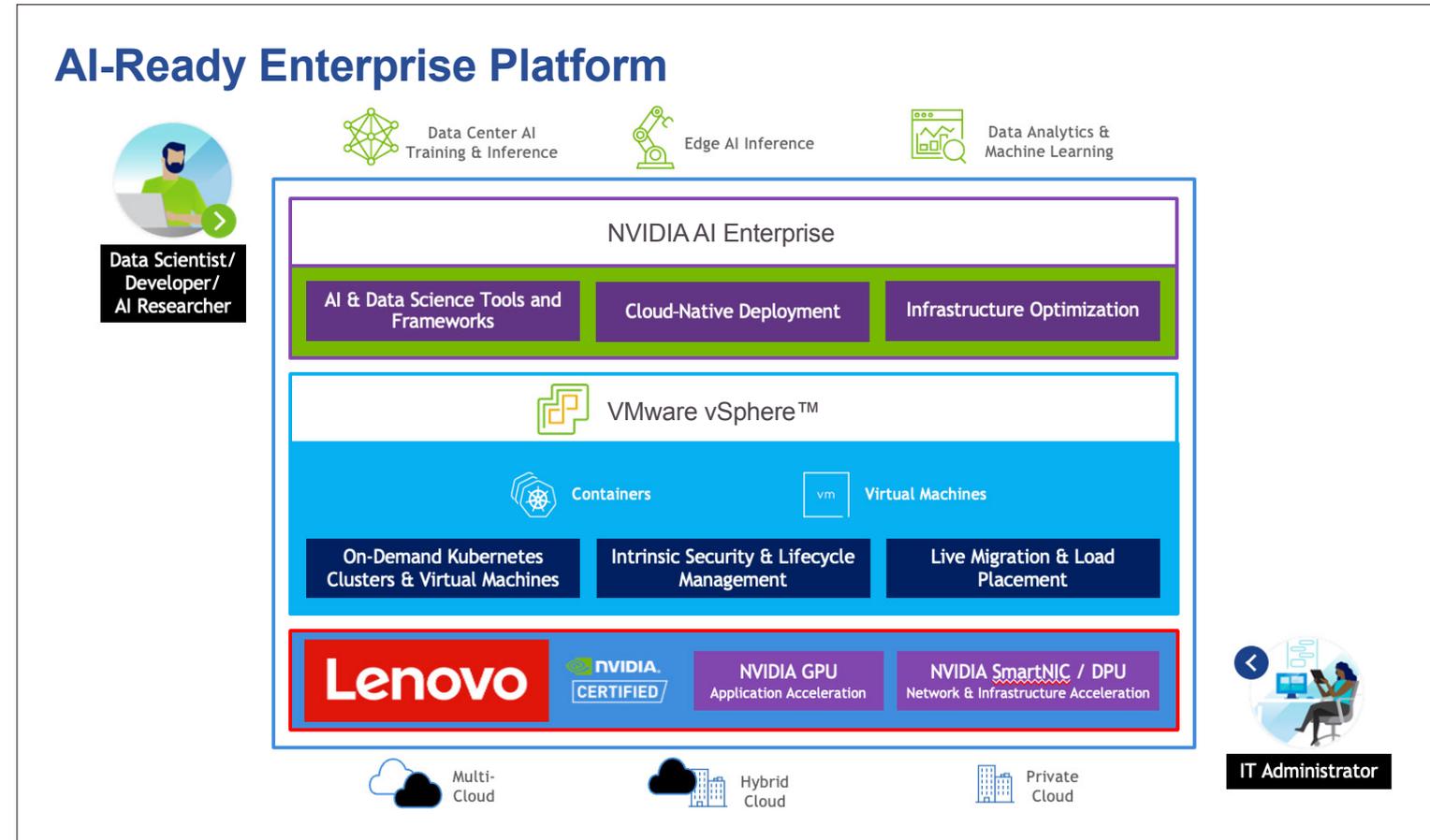
It's difficult for companies to pull together an end-to-end AI platform and integrate it with existing infrastructure. In enterprise environments, high performance and fast time to deployment are critical to achieving business outcomes.

### Ensure manageability and availability—

Our platform offers effective scaling and infrastructure cost management. Our pre-validated solutions reduce the complexity of architecting. Our solutions utilize high-performance Lenovo compute, storage, and AI software.

### Performance is the key—

Focus on the fact that customers can achieve near bare-metal performance for AI training and inference and enable large, more complex AI training and data analytics.



## Targets and Triggers

- ✓ CIO/VP/Director IT Operations; IT Infrastructure Manager, Application Manager, DevOps Manager, VP/Director Data Science
- ✓ Companies that need the ability to enable large, more complex AI training and data analytics with scale-out capabilities
- ✓ Manufacturers that want to do demand forecasting and predictive maintenance
- ✓ Retailers that need to better manage inventory and loss prevention
- ✓ Finance companies looking to make better decisions and improve fraud detection

## ? Discovery Questions

**How do you manage going from proof of concept to enterprise deployments?**

We accelerate the speed at which developers can build AI and high-performance data analytics, enabling organizations to scale modern workloads on the same VMware vSphere infrastructure they've already invested in and delivering enterprise-class manageability, security, and availability.

**What is your current time to deployment?**

We provide high performance and streamline scaling through efficient use of resources to ensure manageability and availability—and infrastructure cost management.

**How confident are you in the performance and security of intensive AI workloads?**

Lenovo's comprehensive approach offers end-to-end security, from development through the supply chain. The platform as a whole is ideal for HCI for rapid deployment, management, and scaling.

## 🙌 Objection Handling

**“Help me understand the operational overhead and cost for these projects.”**

Centralizing your AI/ML efforts, whether it be silos on-premises or silos in the cloud, on a platform delivered by Lenovo, NVIDIA, and VMware can ease the expense, both OpEx and CapEx, of running AI/ML workloads and offers better visibility into where the dollars are being spent.

**“Worried about how we track if appropriate IT management and governance have been put in place.”**

Running AI/ML on-premises with a trusted platform and infrastructure brings these workloads “in-house” to provide the needed IT governance and security you require for the data sensitivity that is produced and generated.

**“How do we address the difficulty of taking AI/ML projects from development to production to obtain value from resources spent?”**

Complexity and security issues are at the top of the list of why roughly half of all AI/ML projects never make it from the development phase to the production phase. Simplifying these workloads and ensuring their security posture in the datacenter is what AI/ML solutions based on Lenovo and VMware can provide.

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## Use Cases

Align cost with revenue

### Consumption-based IT

Modernize legacy environments to take advantage of consumption-based infrastructure

Drive innovation and transformation

Better align resources

Harness data for insights and business agility



## Tell the Story of Our Shared Value

We're customer-centric and focused on outcomes and the end-user experience to deliver customer expectations. People aren't investing in the box; they're partnering with Lenovo to successfully execute their hybrid cloud strategy. The Lenovo TruScale platform enables consumption of all Lenovo solutions as-a-Service.

With TruScale IaaS, customers get an on-premises, pay-as-you-use datacenter with full flexibility, full maintenance, support, and management, plus real-time transparency into usage and costs. Both aaS and managed options with additional support keep customers current and resilient.

### TruScale offers:

- Minimum up-front costs
- On-premises datacenter as-a-Service
- Customer or Partner never takes title
- Financial risk shared by Lenovo
- Customer flexibility on utilization commitments
- Consumption is metered and billed monthly
- A financial model that is an alternative to HW lease

## Solutions

Lenovo TruScale Hybrid Cloud with VMware, TruScale with VMware SaaS and Subscription offerings (through VMware Cloud Provider™ Partner [VCP])

## Key Messages

**Greater control**—Manage your on-premises IT infrastructure while being able to quickly scale new businesses, without relying on complex IT procedures to be performed; mitigate risks by enabling customized compliance to deal with data residency and regulatory requirements.

**Simple to scale**—Without incremental capital investments, focus more on your bigger picture thanks to included 24/7 proactive monitoring, management, and service. Free up constrained resources to focus on business imperatives while IT infrastructure management is handled for you.

**Worry-free IT**—Enables businesses to move workloads wherever they are needed to optimize performance and resource utilization. This solution can grow and evolve as the customers need change.

**Get real-time data insights**—Provides real-time insights into infrastructure resource consumption to operate more efficiently and gain competitive advantage. This helps companies gain a more complete view of infrastructure resource consumption.

**Quickly migrate data and systems**—Launch new capabilities, quickly migrate data and systems, and scale. Don't risk falling behind, losing data, or struggling with disparate tools. Leverage a familiar ecosystem.

**Accelerate OpEx savings**—With as-a-Service Hybrid Cloud, lower operational costs and efficiently scale data management solutions and enterprise applications.

**Enhanced security**—Better compliance capabilities for peace of mind. Protect and secure your IT environment, while adhering to regulatory and privacy laws.

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## Selling Strategy

Talk about the 5 reasons why customers need Lenovo TruScale:

- 1. Minimal up-front capital costs**—Not only do you get the latest industry-leading equipment without initial high investment, but also the predictable monthly cost reduces budget worries, offers tax benefits, and lets you allocate capital to more strategic business priorities.
- 2. Reduced risk, full flexibility**—Lenovo owns the deployment and installation of your assets, speeding time to value and freeing up internal IT resources for higher-priority projects. Lenovo TruScale also provides the ability to have variable consumption and flexible payments.
- 3. Full maintenance, support, and management included**—A convenient and simple subscription means hassle-free hardware. Lenovo Managed Services experts proactively monitor your system to ensure maximum uptime, which allows you to focus on your business strengths.
- 4. On-premises security and control**—Say goodbye to cloud security worries with the continued benefit of physical on-premises security and control of your capacity and company data. You own the security policy at the application layer and above, ensuring consistent and ultimate control of your environment.
- 5. Real-time transparency**—Everything is visible, in real time, through the Lenovo customer portal. You know what you use, where your assets are, how they're performing, and what you're paying—all as you use it.

## Targets and Triggers

- ✓ VP/Director of IT, CFO, IT Operations, Enterprise Architecture Manager
- ✓ Staffing shortages across the workforce
- ✓ Adapting to the work from home mix
- ✓ Need to justify their existing cloud strategy
- ✓ Exploring different models and options to keep costs down
- ✓ Security concerns and growing sovereign data requirements from the EU



### CHALLENGE

**Basefarm** needed to scale up datacenter resources to meet demand. The company looked for an infrastructure partner that could meet its needs for cost-effective performance, reliability, and availability.

### SOLUTION

Basefarm introduced Lenovo ThinkSystem servers to its datacenter. The ThinkSystem servers passed Basefarm's thorough test of the hardware for build quality and performance with flying colors. The company also worked with Lenovo to establish a VMware vSAN™ hyperconverged architecture using Lenovo ThinkAgile VX Series appliances.

### RESULTS

With Lenovo and VMware vSAN technology delivering high availability and stability, Basefarm can ensure predictable performance and maximum uptime for its clients. In addition, the company benefits from rapid time to production for new systems, thanks to the easy configuration and management.

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## Discovery Questions

**How do you ensure you have the most efficient hardware and software environments tailored to your specific business needs?**

This is the best-of-all-worlds option that gives you the freedom to control your budget and business priorities, while giving you access to the latest environments.

**How do you adjust capacity or add new hardware and software as your business needs change?**

With TruScale it's easy to add incremental capacity based on the changing market and your evolving needs. You can always upgrade hardware during your contract term to meet changing business goals, too.

**How do you currently manage hardware and software monitoring requirements?**

Lenovo Managed Services experts proactively monitor your system to ensure maximum uptime, which allows you to focus on your business strengths.

## Objection Handling

**“We don't have the resources to take on a new initiative like this.”**

Customers have found on-premises private cloud to be a more cost-effective alternative to the public cloud, allowing them to achieve business agility in a cost-effective way.

**“We're struggling to keep up with the pace of innovation. We don't want to add more complexity.”**

Lenovo and VMware have co-engineered this fully managed solution to help organizations of all sizes with cloud transformation. This way, businesses can focus their resources on other initiatives.

**“We're concerned about on-prem control, compliance, and security.”**

Lenovo TruScale Hybrid Cloud with VMware offers on-prem infrastructure with existing firewall and security controls.

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**Use Cases** **Kubernetes** **Modernize workloads**  
**Higher agility** **DevOps** **Boost scalability**  
**Containers** **Achieve higher consolidation**

## Tell the Story of Our Shared Value

The pandemic has changed forever the pace of digital transformation. The acceleration to the cloud went into hyper-drive with this event and continues today. In order to be successful in this new world, companies must formalize their digital transformation journey, including their application modernization and cloud strategies.

Every company is experiencing its app modernization moment. They are assessing existing application portfolios and determining the best way to modernize (such as rehosting, re-architecting, and, replacing with SaaS), and they are determining the best cloud landing zones for those apps. VMware and Lenovo are deeply invested in enabling the journey to hybrid cloud for any workload, easing adoption of containers, cloud-native application architectures, and Kubernetes at scale alongside existing systems. This reduces development debt by integrating the new development model with current investments.

VMware Tanzu offers a modular cloud-native application platform that drives efficient, scalable cloud-native operations and streamlines the developer experience to speed applications to production. Organizations can access a multi-cloud Kubernetes runtime in VMware vSphere, enabling them to run new containerized applications alongside existing applications.

Lenovo and VMware share a common vision of delivering an invisible infrastructure that does not demand significant time and resources to deploy and maintain. They have had a long joint development partnership to address a global customer base. This frees IT to focus on delivering applications and driving innovation, greater efficiency, and agility for their business. Lenovo and VMware solutions together address the enterprise's goal of building, running, managing, connecting, and protecting any app on any cloud and across clouds.

### Solutions

VMware Tanzu for Kubernetes Operations, VMware Tanzu Application Platform, Tanzu Data Services, VMware Tanzu Labs

### Key Messages

**Enable modernized workloads**—It is so much easier with the new generation of vSphere for containerized applications. This streamlined solution bridges the gap between IT operations and developers with a new kind of infrastructure for modern, cloud-native applications both on-premises and in public clouds. vSphere is the fastest way to get started with Kubernetes workloads.

**Simplify Kubernetes operation**—And lifecycle management with a solution that is well integrated with VMware vSphere. vSphere infrastructure addresses the various application and database operational requirements by allocating different compute, memory, and storage resources to each. Easily connect and protect apps and data across the Kubernetes estate.

**Increase performance**—vSAN with NVMe addresses high performance and low-latency requirements. Intel processors with higher clock speed address low-latency applications and mission-critical workloads. Observe and unify data-driven insights to ensure dependable performance

**Boost scalability**—vSAN clusters can be scaled out to meet performance and capacity requirements for different workloads. Multiple edge and compute clusters with different CPU, memory, all-flash, and hybrid configurations can be easily deployed and managed to meet virtualized and containerized applications.

**Achieve higher consolidation**—With up to 40 core processors, many virtual machines and containers can be consolidated into a smaller number of nodes. With 4TB memory per node and 32x7.68TB drives for the capacity layer, memory-intensive workloads and data science and AI workloads can be deployed seamlessly.

**Deliver application faster**—Unlocks developer productivity and modern application patterns on Kubernetes. Developers can utilize predefined and preconfigured application templates and tools to shorten the software development cycle.

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## Selling Strategy

**Containers are essential to rethink the cloud**—Companies need to decide which parts of their app estates must be refactored to be modern or retired or reborn as SaaS apps. We can help them to modernize in a contained and deliberate way.

**Find IT leaders frustrated with no standards across cloud providers**—Enterprises can apply best practices, security, and compliance consistently on multiple clouds with VMware Tanzu. They can operate all Kubernetes as one for maximum efficiency and security while providing a consistent, productive developer experience with built-in guardrails.

**Look for alignment with multi-cloud opportunities**—“Your apps on any cloud powered by VMware Tanzu.” We’re solving for the cloud-native space by including transforming apps to be cloud-native. Tanzu is part of a platform operations sell. And we can be very flexible around tooling, so teams can insert whatever they prefer.

**Talk developer benefits**—Tanzu will help focus developers on code instead of infrastructure, shorten the path to production, as well as strengthen security and reliability to reduce downtime. Win, win, win.

**Open doors with expert resources**—Tanzu Labs is VMware’s cloud-native apps services group that delivers services for Tanzu and Kubernetes estates in general. The Lab does advisory Kubernetes estate management, or even knowledge transfer so the model is more sustainable. Advisory services are a terrific door-opener.

## Different Priorities for Modern Apps

Influencers want Self Service while Champions want Governance



You need to tailor your conversation to their goals and pain points

## Targets and Triggers

- ✓ App dev teams in the LOB who are running the pipelines and frustrated with the results they’re getting
- ✓ Platform Operations leaders reporting to IT Operations or a Cloud Operations group or Cloud COE
- ✓ Development organizations in the LOB responsible for microservices or new business models
- ✓ Companies with monolithic apps that want to carve them out to be able to move faster

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## ? Discovery Questions

### What types of apps are you running in the cloud today? How is that going?

We find that our customers have challenges when it comes to running and managing containerized, cloud-native applications and services. VMware Tanzu helps you build and deploy containerized workloads to any cloud continuously and securely. You can automate security and compliance tasks, customizing the supply chain to model your security processes and use compliant container images. VMware Tanzu also delivers centralized governance, networking, security, and observability for Kubernetes everywhere, so you can run your apps reliably and at scale on any and many clouds.

### Can you speak about your app modernization priorities?

Drawing upon years of experience leading the world's largest companies on the journey to datacenter virtualization, VMware is here for what might be your most important work: modernizing your applications. After all, 80M workloads run on VMware VMs today. VMware Tanzu enables you to modernize your existing apps, starting in the datacenter, while simplifying the delivery and operations of your software across hybrid- and multi-cloud infrastructure. We can help you build new, cloud-native applications, as well as re-platform and re-architect existing software to be continuously delivered and resilient running in cloud environments. We can also help you modernize your infrastructure to simplify how your clouds, clusters, and apps operate (with security, stability, and scale in mind)—accelerating business like never before.

### Are your developers doing the right things for compliance and security?

The answer is likely no! VMware Tanzu is focused on enabling developers to be more productive, delivering more value into the hands of their customers all the time—while ensuring compliance and security guardrails are in place. Tanzu offers a streamlined, self-service developer experience for any Kubernetes that fits a development team's preferred practices and workflows, while automating the toil of infrastructure, packaging, and security. We jump-start development with a rich set of tooling and provide a pre-paved (but customizable) path to production for building and deploying software quickly and more securely—on any cloud and any Kubernetes.

### Do you have all the expertise you need to move to containers and modernize your apps?

If you said no, then you're not alone. We find that most enterprise clients lack a broad base of skills to work with cloud-native patterns and Kubernetes. In fact, in our 2022 VMware State of Kubernetes report, 95% of respondents said they have difficulty selecting, deploying, and managing Kubernetes—with a top reason being "lack of internal experience and expertise." With VMware Tanzu, you can accelerate your time to value by engaging with the Tanzu Labs experts on cloud-native practices, app modernization, and platform as a product.

These experts can help you address new business opportunities with innovative cloud-native apps—or modernize critical legacy applications, unlocking their value for the cloud. They can help you improve speed and security in your delivery value stream—from development to production. And they can help you understand what it takes to operate a platform as a product, optimally serving your developers and operating at scale. The outcomes of a Tanzu Labs engagement are significant for your business, accelerating your time to value in all dimensions and bringing lasting change to your organizations.

### Where are the problems in your pipeline?

Are you having problems with security or speed—or both? VMware Tanzu enables you to automate software delivery across apps and teams while amping up your security posture with built-in security and compliance guardrails starting at the source code. You also can work with Tanzu Labs experts to improve the speed and security of your app delivery value stream (from development to production)—enabling a real DevSecOps approach for your organization. Let's do a value stream mapping to see where your roadblocks are.

## 🙌 Objection Handling

“VMware knows VMs, not containers.”

VMware is one of the top three contributors to the open-source Kubernetes project. We lead more than one-third of all Special Interest Groups (SIGs) that set the direction for the project, and two of the three creators of Kubernetes are now part of the VMware team.

“We have too many tools—we cannot add another monitoring tool.”

Modern applications, containers, and cloud tech are complicated—increasingly so as you scale. Most management/monitoring tools work well in their horizontal layer (networking, storage, VI, apps, etc.), but you need root-cause analysis across the full stack, which is possible with Tanzu Observability.

“The Tanzu application service is too opinionated.”

The platform is opinionated in that it provides the needed guardrails and guidance for teams moving quickly to get modern applications to production. We've thought through all the layers of modern application platform abstraction for you and bundled it into a reliable, scalable product that can be regularly updated.

“I'm committed to Kubernetes but not Tanzu. What can you do for me?”

Our Tanzu for Kubernetes Operations is a bundle of core products for running Kubernetes effectively—not just Tanzu but also others, like Rancher, OpenShift, and Azure Slaver. We can manage your entire Kubernetes estate. It doesn't matter where you are running your apps—we can give you that control point.

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Use Cases  
Optimize Design Workshop  
Retire Advisory Implement  
Discover Support

## Tell the Story of Our Shared Value

Professional Services and Managed Services from Lenovo give customers a faster time to value and free up teams to focus on other initiatives. This bridges the gap between teams, tools, and processes. Advisory and implementation services, such as assessment, health check, design, implementation, upgrade, and migration on virtualization solutions in VMware, also ensure that customers get the most out of the solutions they invest in.

These offerings work to provide support and services that are unique to the business. This gives customers peace of mind that they are backed up by the resources they need and will keep running no matter what.

### Key Messages

**Expert-designed workshops and advisory services**—Help customers demystify business problems and uncertainties with new technologies. They can utilize this time and available resources to get clarity on the appropriate next step for their business.

**Hands-off hardware installation**—The most efficient way to quickly get your investment working for you, with minimal disruption to your staff. Lenovo Professional Services will have pre-installation planning meetings with customers to ensure expectations are met before an engagement.

**Deploy with ease**—De-risk the journey by adopting new technologies in partnership with Lenovo with proven methodologies and best practices. The services consultant will ensure technology is up and running before leaving the site.

**Make the most of assets**—Recover the remaining value of equipment and manage increasing security and environmental concerns associated with IT systems removal. Customers can proactively plan for the removal of retired assets securely and sustainably.

**Leverage premier support**—Free IT teams from time-intensive routine maintenance tasks, making them available for innovation projects by moving the responsibility for your infrastructure support.

**Combine flexibility, security, and agility**—Our simple per-VM or per-node, per-month pricing is all-inclusive to enable flexible utilization commitment pricing for on-premises deployments across our product portfolio. And as Lenovo performs proactive maintenance and monitoring, IT teams can focus on business growth and innovation.

**Troubleshoot problems faster**—Managed Services proactively creates (and proactively follows up with) support tickets related to managed hardware, firmware, drivers, storage, and software components. Not only will we perform updates, but also our team is experts on the pre-requisites, pitfalls, and optimizations associated with updating the infrastructure.

**Complement with Partners**—Lenovo Professional Services should be used to complement the professional services offered by our Business Partners servicing our joint customers. Lenovo is a channel-first company.

### Solutions

Hybrid Cloud Workshops, Advisory Services, Deployment and Install, TruScale Managed Service Offerings

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## Services Offerings

Our **Advisory Services and workshops** are led by a \_\_\_ (relevant topic–VDI, Data & Analytics, Hybrid Cloud, HPC) expert and designed to help you demystify your business problems and uncertainties with new technologies. The workshop will grant you half-day or full-day access to a subject matter expert/consultant. You can utilize this time to get clarity on the appropriate next step for your business. It's not designed to persuade you into one technology or the other; it's designed to help you drive smarter business decisions. I can connect you with our Services representative to talk further.

**Lenovo TruScale Infrastructure Services** help with technology evolving at an aggressive pace, making products obsolete at an accelerated rate. With Lenovo TruScale, you don't feel locked into significant investments that no longer meet your needs. Lenovo TruScale can align with customers' objectives of economic flexibility, business agility, and physical and cyber security to help IT organizations achieve business efficiencies securely and at scale. We offer simple per-VM or per-node, per-month pricing that is all-inclusive to enable flexible utilization commitment pricing for on-premises deployments across our product portfolio. And as Lenovo performs proactive maintenance, security, and monitoring of its TruScale solutions, your IT team can focus on business growth and innovation.

The **Lenovo Service Engagement Management Service** provides a dedicated Service Engagement Manager (SEM), who serves as your liaison and trusted advocate. Your SEM will proactively advise and provide recommendations on your Lenovo solutions to ensure the correct service is in place based on your specific business and operational objectives. Your SEM also provides expedited service and applies inside knowledge on leveraging the vast network of Lenovo support and services to address your company's unique needs, now and in the future.

With more than 1,000 implementation projects performed in less than two years, having **Lenovo Professional Services** implement your deployment de-risks your journey in using new technology, as we use proven methodologies and best practices. The consultant(s) performing the services will ensure your solution is up and running before leaving the site, using industry-proven best practices. Our consultants are skilled and certified resources from Lenovo. Their experience and Lenovo's deployment methodology based on industry-validated best practices will minimize business disruption and risk associated with any IT transformation projects and allow your team to focus on other priorities.

**Health Check Services** can simplify the update process to help ensure high system availability and optimal performance for your datacenter. Lenovo experts can detail specific infrastructure updates, recommend best practices, investigate error logs, and allow you the option to have remediation performed. Health Checks allow for optimization of solution performance, investment protection, and security enhancement. By having Lenovo Professional Services perform Health Checks, your team can focus on other prioritized projects while maintaining confidence in your current IT environments.

**Lenovo Managed Services** has provided services to five of the top 10 Fortune 500 companies (2019), including multiple Systemically Important Financial Institutions (SIFUs). Managed Services proactively manages and supports all the necessary care and feed required to handle the infrastructure stack in alignment with your technology lifecycle management, including but not limited to hardware, firmware, drivers, storage, and software components. Our team of Managed Services experts will ensure that we fully manage and support your solutions and guide you through the technology lifecycle management of your solutions, including change management, pre-requisites, pitfalls, and optimizations associated with updating and managing the infrastructure.

The **Lenovo Technical Account Management Service** provides a dedicated Technical Account Manager (TAM), who serves as your advocate and trusted advisor. Your TAM will advise and provide recommendations on your Lenovo systems to align service delivery with your specific business and operational objectives. Your TAM also provides expedited service and applies inside knowledge on leveraging the vast network of Lenovo engineers and technicians to address your company's unique needs, now and in the future.

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## Selling Strategy

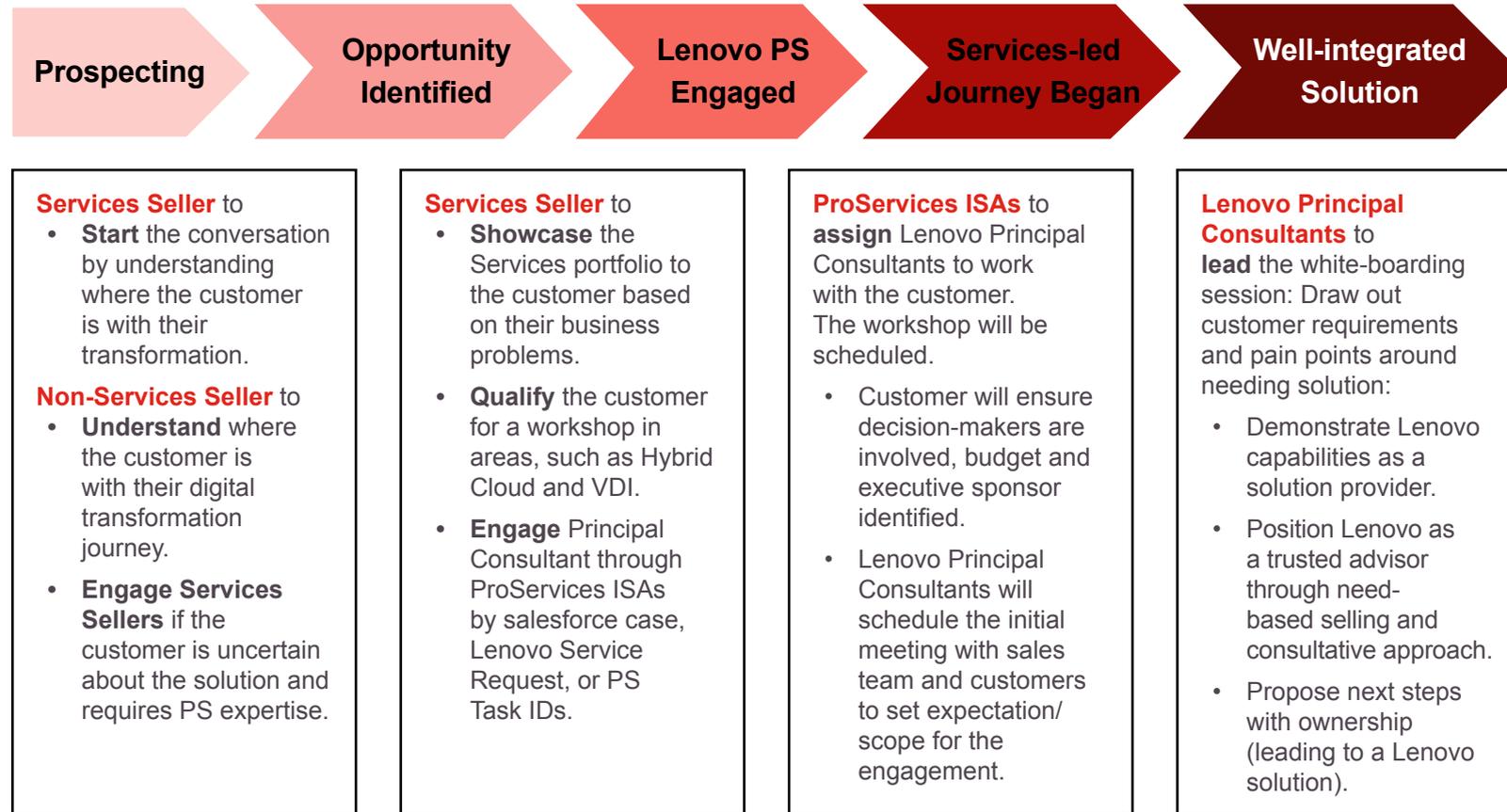
**Truly turnkey**—Lenovo can come in and execute from sales to delivery and solution management to make things easier for the customer. We’ve spent years making this process as seamless as possible.

### Not as focused on transforming, refactoring, and retiring apps—

Customers are thinking more about who can help them build something where they have to replace anything and not spend millions of dollars transforming.

**Find the stakeholders**—IT team members aren’t the only ones involved in this decision. Ensure you’re getting to know your customer and work to understand who the primary stakeholders are.

## Engage Lenovo Professional Services now!



### Targets and Triggers

- ✓ Hybrid cloud and changes in the datacenter
- ✓ Security is a growing concern
- ✓ Cost, application, complexity, or increasing number of data transformations required
- ✓ A cloud operating model is needed for a consistent and better experience for users and customers

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# Edge to Cloud Sales Narrative

## Drivers

With the proliferation of data from IoT devices, smarter networks, and the desire to automate human tasks at scale, edge computing is becoming an essential solution. Companies want to go from edge to cloud to gain full elasticity to grow their infrastructure as data and the business grow.

More data than ever is being created at the edge. Companies in all industries, including retail, manufacturing, and FSI, are collecting and using data to better serve customers and be competitive.

Apps are being modernized to add more AI and deliver new levels of automation and higher levels of customer experiences.

## Capabilities

VMware multi-cloud accelerates innovation with cloud capabilities and modern architectures. Lenovo makes the premier infrastructure designed for the edge.

ThinkEdge SE350 was the first Edge server validated to run VMware's Edge Compute Stack. The combined solution offers a modernized edge platform, bringing HCI, cloud-native apps, and sophisticated networking into a single, unified solution. This allows organizations to seamlessly extend their VMware environment from the data center to the edge.

Security and connectivity are top concerns. Edge computing is often deployed without thinking through the security implications. These solutions are built with security in mind to ensure that critical data is protected.

The server might also be exposed to serious climate challenges, vibrations, and data breaches. Locations may have more limited infrastructures and limited access to higher speed network connections because of their geographic location. Lenovo's hardware is built to handle those conditions.

## Outcomes

Customers get high availability of the data stored at each edge location. Retail, manufacturing, healthcare, smart cities, and many more can benefit from resilient edge computing that extends the VMware environment out from the core datacenter.

Maintaining security can be challenging. This combined solution from Lenovo and VMware solves the problem with data protection at several levels.

This provides a rugged, flexible, and economic option. It tackles all challenges that might occur at a remote location, especially when there's a lack of local IT support. Companies can start at a low scale and easily upgrade to a large scale as their business increases.

## Talking points

# 30%

Survey data suggests enterprises will spend an average of 30% of their IT budgets on edge cloud computing by 2022.<sup>12</sup>

# 70%

By 2023, 70% of enterprises will run some level of data processing at the IoT edge.<sup>13</sup>

# By 2023

More than half of new enterprise IT infrastructure will be at the edge<sup>14</sup>

# 75%

By 2025, 75% of enterprise-generated data will be created and processed outside a traditional data center or cloud<sup>15</sup>

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# As-a-Service Sales Narrative

## Drivers

People are tired of paying for infrastructure they don't need, and they need it to be more cost-effective. This makes a pay-as-you-go model ideal to meet customer needs.

Traditionally, datacenters have been over-provisioned, because it can be expensive to suddenly run out of resources and have to deploy more. Now, companies are looking for ways to easily scale without incremental capital investments.

They are also struggling with labor shortages, making it difficult to innovate. They need solutions to help streamline IT administration and simplify implementation to free up time for their teams.

## Capabilities

No minimum infrastructure capacity commitment, from 0% to 100%; customers can define the consumption plan. They benefit from the latest industry-leading equipment without an initial high investment.

Customers get full control of their environment by having physical on-prem security, 24/7 remote monitoring, and full of your company data. They own their security policy at the application layer and above.

This solution turns separate purchases of hardware, software and services into an integrated purchase experience. It turns separate steps of design, deployment and operation services into a subscription-based, all-inclusive model.

## Outcomes

Enterprise customers can now benefit from a fully managed as-a-Service hybrid cloud to run their business applications in a consumption-based price model.

Gives mid-market SMBs the ability to modernize, as it is more cost-friendly to purchase Lenovo HCI as-a-Service. They can more easily meet evolving needs and always be ready for peak business performance and growth.

This provides the simplicity and flexibility of the cloud with infrastructure on-premises. TruScale simplifies the procurement, deployment, and management of modern IT infrastructures. It gives customers the ability to drive growth and gain competitive advantage

## Talking points

# 90%

By 2022, more than 90% of enterprises will rely on a hybrid cloud environment to meet their infrastructure needs.<sup>16</sup>

# 69%

Organizations completed their migrations to VMware Hybrid Cloud at a 69% lower cost than public cloud.<sup>17</sup>

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# Analytics and AI Sales Narrative

## Drivers

While most organizations know they need to invest in AI to make their workloads work harder, they struggle with finding the strategy and platform that can enable success.

Every business has unique needs when it comes to analytics and AI. Customers don't need one-size-fits-all, they need real-time business insights.

Despite dramatic improvements in processing capacity and cloud-based service options, the unique performance requirements of the latest analytics and AI applications highlight the practical limitations of the traditional IT stack.

## Capabilities

VMware vSphere optimizes performance, increases availability, tightens security, streamlines maintenance, and reduces costs to create an agile, efficient, resilient and intrinsically secure infrastructure platform that supports existing workloads and next-gen applications.

Lenovo XClarity Administrator ramps up and scales infrastructure provisioning and maintenance. It serves as a central integration point to extend the datacenter management processes to physical IT.

Going from proof of concept to enterprise deployments requires effective scaling—through efficient use of resources to ensure manageability and availability—and infrastructure cost management. These solutions unlock AI for every enterprise.

## Outcomes

Boost AI performance by achieving near bare metal performance across multiple nodes to power large, complex training and machine learning workloads.

Businesses can scale without compromise by enabling large, more complex AI training and data analytics with scale-out capabilities.

Customers simplify operations with a centralized control plane for the entire solution through VMware vCenter and lifecycle management through vLCM.

## Talking points

# 48%

of companies use data analysis, machine learning, or AI tools to address data quality issues.<sup>18</sup>

# 83%

of companies share that having access to AI is a top priority in their business plans.<sup>19</sup>

# Best in Class

Lenovo is the edge AI vendor of choice with best in class performance in the MLPerf Benchmark Competition.<sup>20</sup>

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## LICENSES

Lenovo offers perpetual and term licenses for VMware products.

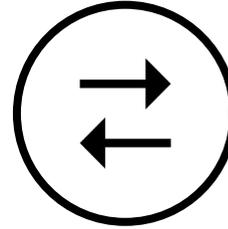
Lenovo OEM licenses cover all variants of VMware's portfolio, except for subscription titles at this time.

The licenses are governed by the VMware End User License Agreement (EULA). Our customers must maintain Subscription and Support (SnS) to get updates, new releases, and fixes.

VMware OEM licenses can be repurposed from one Lenovo server to another and may be moved from one vendor platform to another.

All VMware product offerings, including subscription licenses can be included in an Enterprise License Agreement (ELA). All have the same licensing rights, features, and capabilities as the VMware Native Licenses.

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



## TRANSITION FROM PERPETUAL TO SUBSCRIPTION/CONSUMPTION LICENSES

VMware is rapidly transitioning from perpetual license solutions to Subscriptions and Software-as-a-Service (SaaS). VMware has not yet enabled OEM partners to sell the majority of their Subscription and SaaS portfolio, but we are working closely to get this enabled and are targeting full OEM participation in 2023. Lenovo can sell all VMware product offerings—including Subscription/term-based products—through VMware Enterprise License Agreements (ELA).

In the meantime, Lenovo will soon become a VMware Cloud Provider Partner (VCP) which is the vehicle to sell VMware SaaS products. Our primary route for VCP will be in conjunction with TruScale. For all VCP opportunities, work with your SSG TruScale pricing team.



## FINANCING AND COMPENSATION

Lenovo Financing can provide flexible financing arrangements for hardware, software, and VMware ELAs.

Lenovo manages the delivery of ELAs, including factory integration of licenses and management of ELA renewals.

A single PO can be provided for hardware, support, and services.

VMware sales reps are compensated on all software included in all Lenovo deployments OEM or ELA.

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## SERVICE AND SUPPORT

Lenovo and its Channel Partners offer VMware licenses bundled with 24x7 support from Lenovo, but can also sell full production support from VMware if requested.

VMware licenses are the same whether delivered via Lenovo OEM or VMware native/direct SKUs.

Lenovo's deep technical expertise in VMware enables Lenovo to resolve 96% of all Level 1 and Level 2 calls without escalation to Level 3 with VMware.

VMware has a team dedicated to Lenovo if Level 3 is engaged. A strong service level agreement (SLA) and support teams are in place with VMware to engage and resolve support cases quickly that require collaboration between companies.

In some cases, customers may feel that full VMware support with VMware is what they require, Lenovo has the ability to sell full VMware production support along with their OEM license SKU's.

Lenovo and its Channel Partners can continue to renew Lenovo branded support on perpetual licenses.



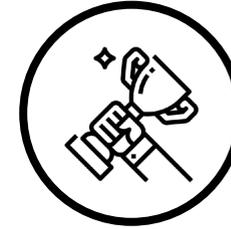
## WHY IS IT IMPORTANT TO REGISTER YOUR DEAL IN VMWARE PARTNER CONNECT?

It is absolutely critical that Lenovo Sellers and Channel Partners register every potential VMware opportunity. Developing this muscle memory will significantly increase our success rate in winning more business. Registering opportunities with VMware via their Partner Connect portal and gaining approval will block other VMware partners from gaining preferred pricing status. This is an important task for Lenovo and Lenovo Value Added Reseller (VARs) partners. This task should be completed even if Lenovo VMware OEM SKUs are being offered as part of a solution.

For ELAs, registering deals will impact the margin on these large license deals. Approved registrations mean another partner requesting ELA pricing will get a quote that is approximately 5–10% higher. Register your transactional and ELA opportunities, and be sure to include all of the VMware products that are being proposed in the solution.

Lenovo VMware OEM licenses can be added to any Lenovo deal registration and pricing escalation the same as any other Lenovo products, possibly increasing discount levels.

If a deal is deemed to be strategic and significant in size, it may warrant a Joint Value Plan (JVP) in order to outline both companies' rules and roles of engagement.



## UNDERSTANDING VMWARE COMPENSATION MOTIVATORS

VMware sellers are paid on Lenovo OEM, ELA, Resell and VCPP transactions.

VMware sellers are paid upon point of sale in ELA and Resell. VCPP is paid on monthly consumption, not upfront TCV. They are paid upon customer activation in OEM transactions. Hence, compensation comes later in OEM versus the other transaction vehicles. While this can discourage a VMware seller against OEM, remind them of the volume of business the OEM route is driving which they are being compensated on.

VMware sellers are actively working to drive SaaS and Subscription revenue. Leverage this reality/transition to collaborate on TruScale/VCPP joint sales motions.

# Resources



Asia Pacific	<a href="#">Abhilash GK</a>	Sr. Solutions Sales Manager
EMEA	<a href="#">Edy Schwarz</a>	Sr. Solutions Sales Manager
Latin America	<a href="#">Kaya Marina</a>	SW and SDI Product Manager
North America	<a href="#">Randy Brubaker</a>	Sales Engagement Manager
Peoples Republic of China	<a href="#">Jie Jie Bai</a>	VMware Product Manager
Worldwide	<a href="#">David Reeves</a>	Alliance Director



Asia Pacific	<a href="#">Pradepto Dey</a>	Partner Business Manager
EMEA	<a href="#">Greg Byrne</a>	Partner Business Manager
Latin America	<a href="#">Carlos Cuns</a>	Partner Business Manager
North America	<a href="#">Amrith Sundar</a>	Partner Sales Manager
Peoples Republic of China	<a href="#">Lin Jun</a>	Senior Partner Development Manager
Worldwide	<a href="#">Scott Gay</a>	Alliance Director

## Additional Resources

Please download additional sales tools including a customer presentation and call guides for each of the joint solution areas.

**Lenovo**—Go download at the [Lenovo Partner Hub](#)

**VMware**—Go download at the [Partner Connect Portal](#)

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