

Think One: Pensare e Agire da numeri UNO



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19/09/2019, Lugano (CH) – ALSO EVENT -

Lenovo™



IL NOSTRO VALORE

In tutto il mondo Lenovo è considerata la scelta ideale in termini di tecnologia per il business e di flessibilità dei servizi di supporto per le organizzazioni di qualsiasi dimensione.

Lenovo

2019 Lenovo Internal. Tutti i diritti sono riservati.

5 MOTIVI PER CUI LENOVO TI AIUTA A FARE LA DIFFERENZA

1. LA SCELTA IDEALE IN TUTTO IL MONDO

a cui si affidano migliaia di aziende di piccole e grandi dimensioni, in più di 160 paesi.

2. VASTA ESPERIENZA

dagli smartphone ai server: il nostro know-how promuove la crescita del tuo business.

3. UNA SCELTA NEL MASSIMO DELLA SICUREZZA

grazie a prodotti costruiti nel rispetto dei più alti standard di qualità e protezione, che ti permettono di concentrarti sul tuo business.

4. TECNOLOGIA ESSENZIALE PER IL BUSINESS

da innovazioni intelligenti a soluzioni complete, per aiutarti a ottenere il massimo ritorno dai tuoi investimenti IT.

5. RETE DI SUPPORTO FLESSIBILE

che ti permette di acquistare direttamente o da partner esperti. Scegli il livello di assistenza tecnica necessario per la tua azienda e ottieni uno straordinario supporto post-vendita.

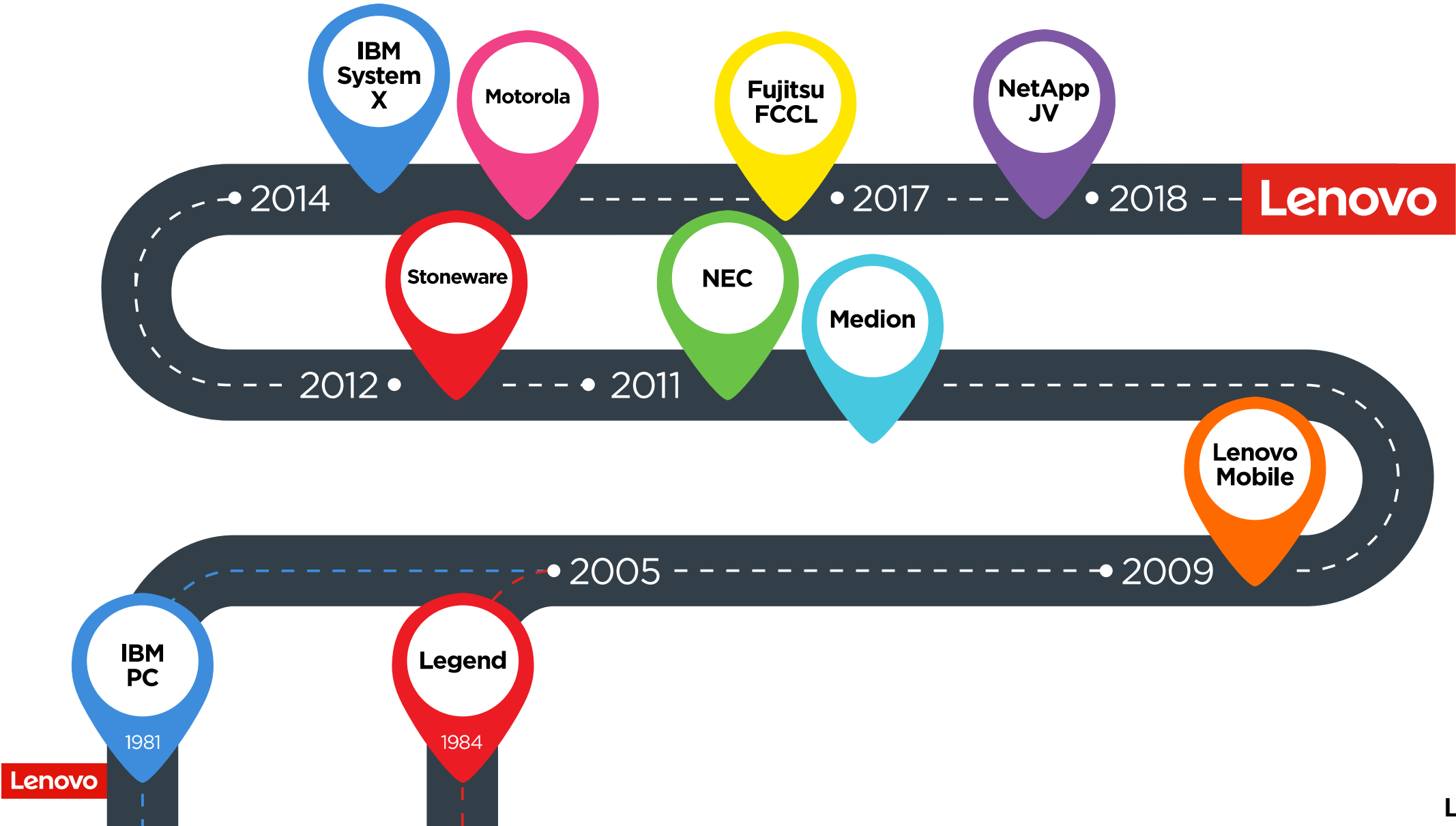


Lenovo™

Leader IT globale con un fatturato di 45 miliardi \$, 54.000 dipendenti e Clienti in oltre 160 Paesi.

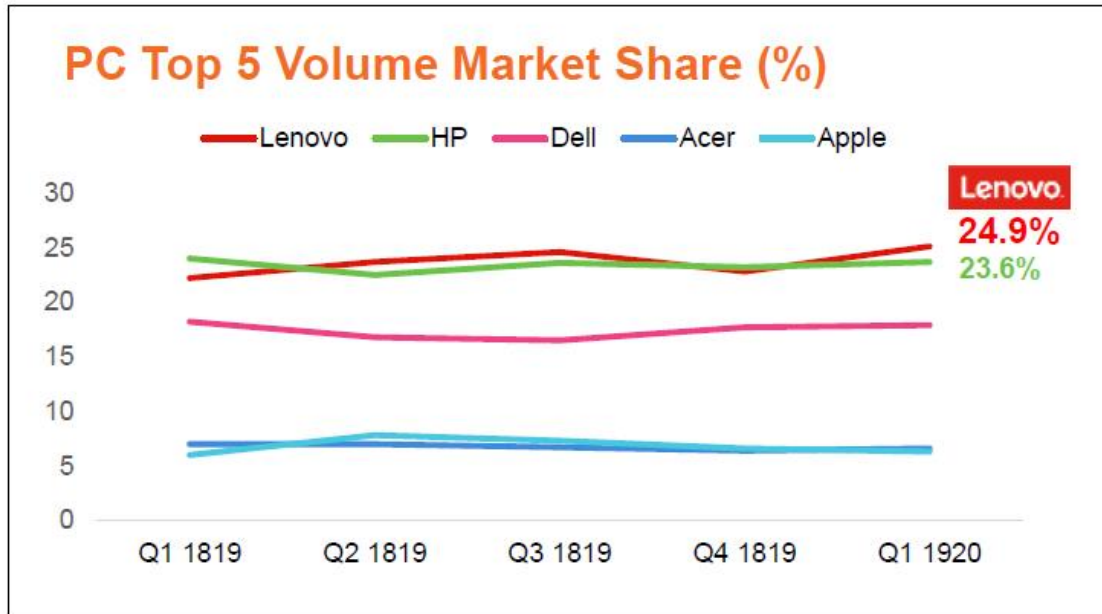
Lenovo™

La nostra storia

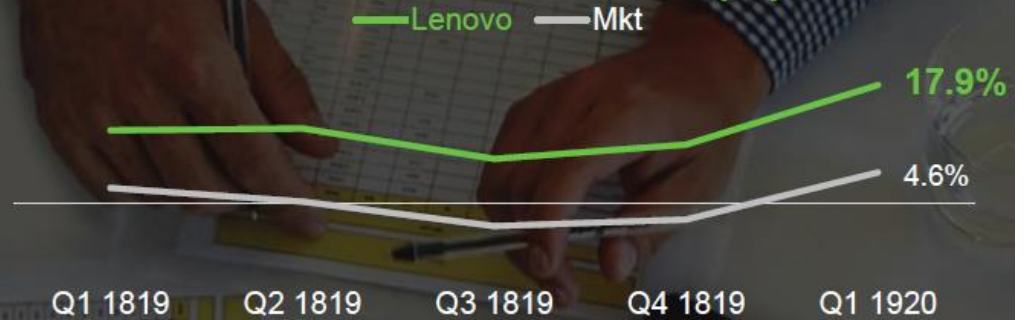


IDG PC – Exceptional Results

- Volume grew **18% YOY** (**13.2 points PtM**), revenue grew **14.3% YOY**
- Record PC market share **24.9%**, clear **#1**
- Outgrew markets across high-growth, premium segments

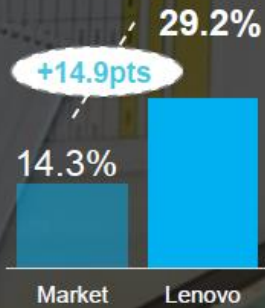


Global PC Volume YOY Growth (%)

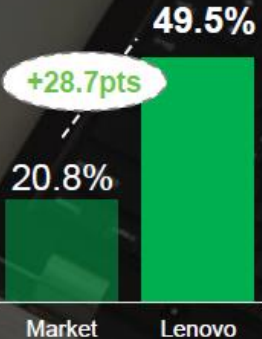


Segment Volume YOY Growth vs Market (%)

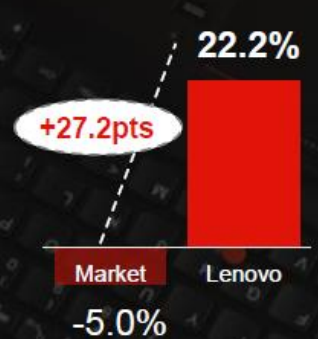
Workstation



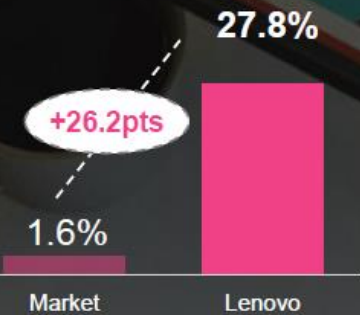
Thin & Light



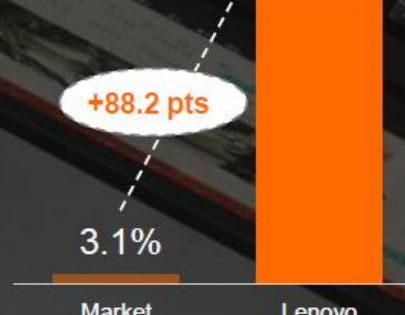
Visuals



Gaming



Chromebook



Portfolio Prodotti Completo

Laptop

ULTRAPORTATILI



CONVERTIBILI



LAPTOP MAINSTREAM



WORKSTATION MOBILE



TABLET



Desktop

TOWER



SMALL FORM FACTOR



TINY



WORKSTATION



ALL-IN-ONE & TINY-IN-ONE



Education

CHROMEBOOK



AR/VR



Smart Office

THINKSMART HUB



Data Center

TOWER



RACK



BLADE



HIGH END



STORAGE



Monitor



Mobile



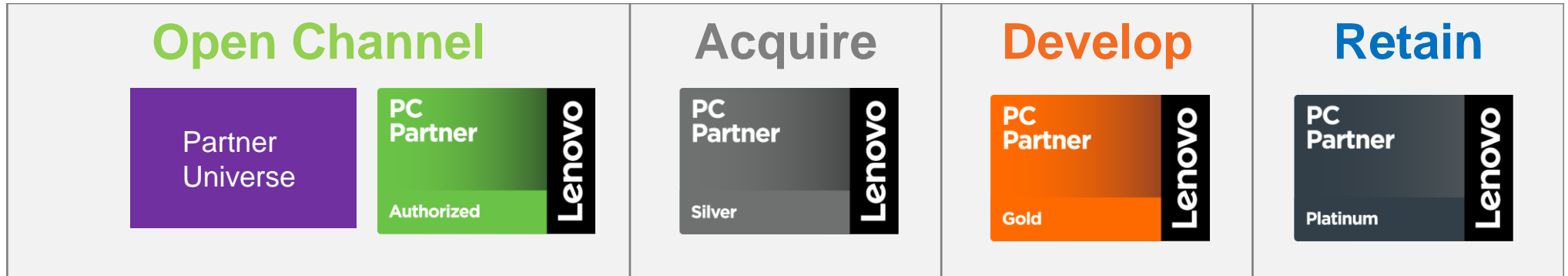
motorola



Lenovo Partner Engage Program

- **94%** del Business di Lenovo WW viene gestito con il canale indiretto, attraverso una catena di valore formata dai distributori e Business Partner
- Il programma **Lenovo Partner Engage Program** offre opportunità per incrementare i risultati di business grazie a una classificazione lineare e semplificata

Lenovo Channel coverage



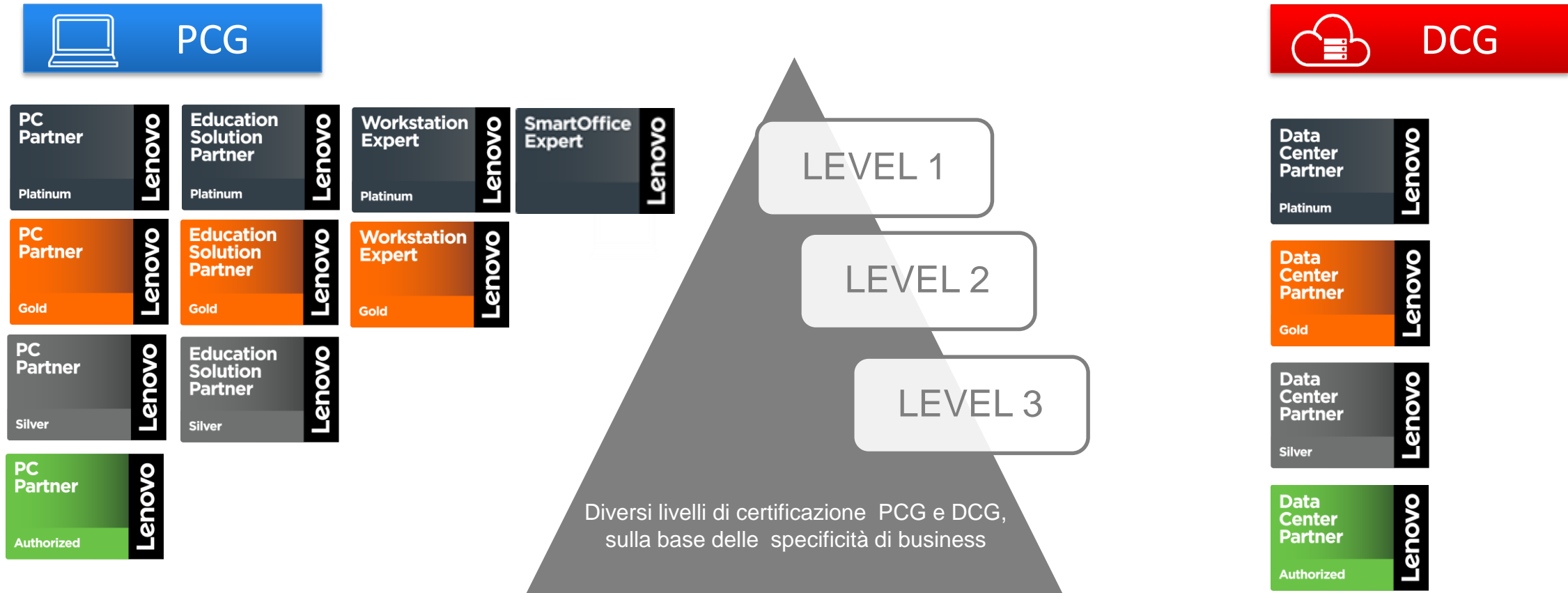
Channel	Distributore				
			LCSC		
				Covered	
End User				Mid-Market	
					Enterprise
					Global

Lenovo Partner Engage Program

UN SOLO SCHEMA

UN SOLO PORTALE


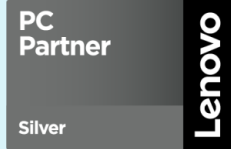

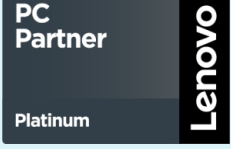
UN SOLO CANALE



SPECIALIZZAZIONI DI BUSINESS

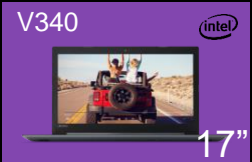
INCENTIVI DEDICATI

EMEA PC Partner Benefit

Partner Engage Program		Authorized	Silver	Gold	Platinum
					
Benefici economici (crescita)	Special Bid Orders	✓	✓	✓	✓
	Partner \$ Rewards		✓	✓	✓
	StarSeller Program *		✓	✓	✓
Benefici economici (customer acquisition)	Deal Registration *			✓	✓
Sales Enablement	Newsletter	✓	✓	✓	✓
	Product Training	✓	✓	✓	✓
	Accesso alle leads Lenovo			✓	✓
Supporto & Relazione	Sales Lenovo dedicati		✓	✓	✓
	Quarterly Business Reviews			✓	✓
	Warranty Service Provider Access			✓	✓
Risorse Marketing	Lenovo Logo & Partner Engage	✓	✓	✓	✓
	Marketing & Technical Support	✓	✓	✓	✓
	Marketing Development Funds				✓
	Co-Marketing Budget				✓
Supporto tecnico/ Business development	Demo Unit		✓	✓	✓
Lenovo Partner Tool	LenovoPartner.com portal & Tools	✓	✓	✓	✓

#C53 - 2019 Commercial Portfolio

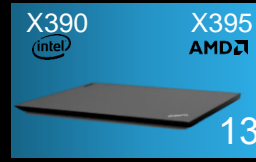
V series



ThinkBook



ThinkPad



Education



Smarter
technology
for all

Lenovo

ThinkBook S



BUILT FOR BUSINESS.
DESIGNED FOR YOU.

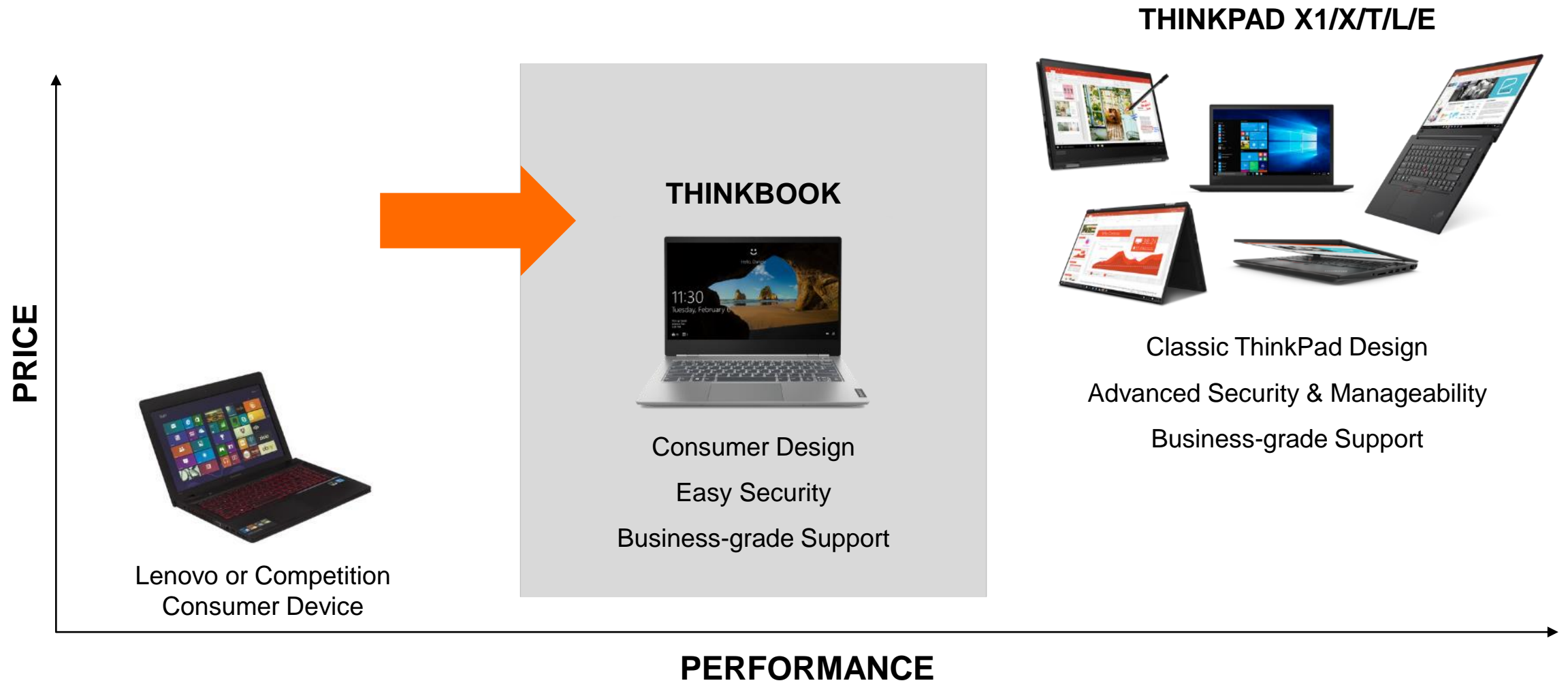
SALES KIT

**THINKBOOK S - Intel® 10th Gen
Comet Lake (IML) REFRESH**





FINAL RELEASE | AUGUST 2019

Positioned to Shift SMB Customers Away from Consumer-oriented Devices

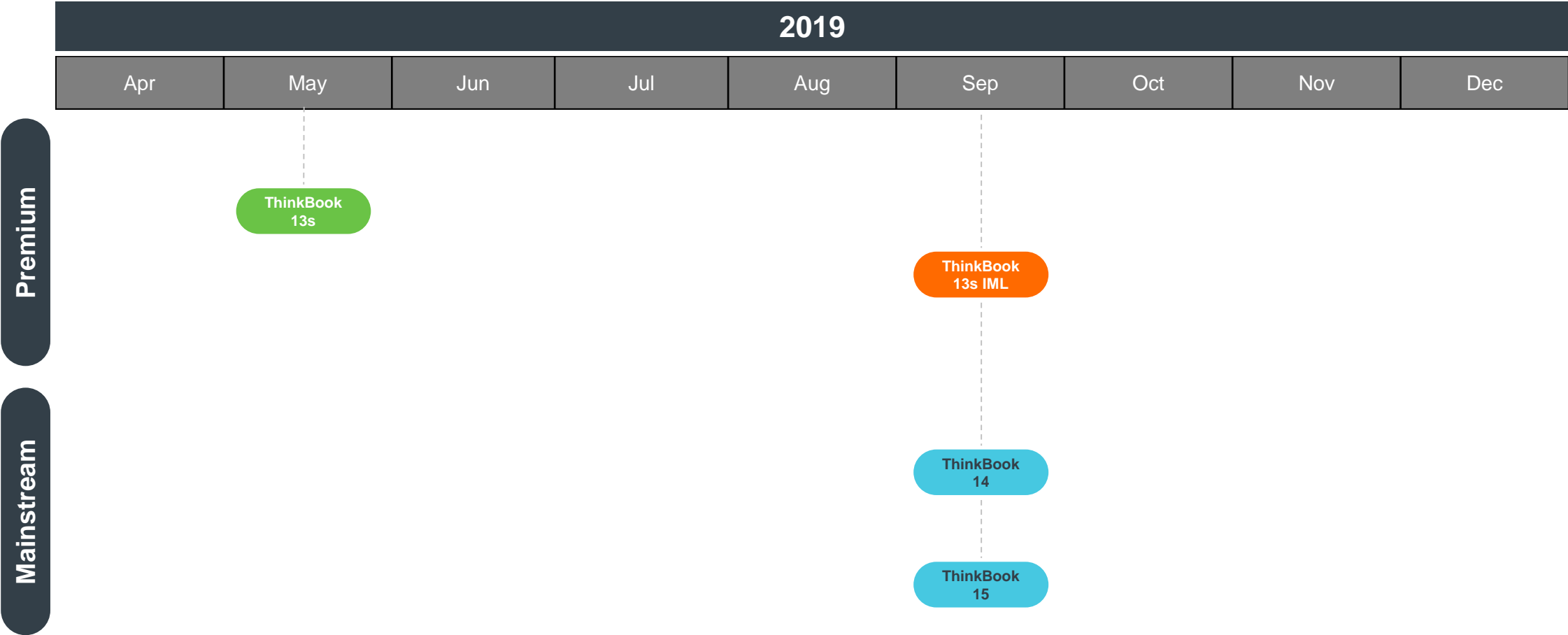


ThinkBook and ThinkPad are for Different Customers

	<h2>ThinkBook</h2> 	<h2>ThinkPad</h2> 
VALUE PROPOSITION	<ul style="list-style-type: none">• Modern, consumerized design• Easy to use security• Slick user experience and business-boosting performance• Business-grade support portfolio	<ul style="list-style-type: none">• Classic ThinkPad design• Enterprise-grade security & MIL-spec durability• Legendary Trackpoint with ThinkPad keyboard• Remote manageability through Intel® vPro™
TARGET USERS	Customers who desire stylish devices & smartphone like user experience, with business-grade performance & security	Customers who need highly reliable devices with 360° security, top-notch performance, and advanced manageability
TARGET SEGMENT	SMB customers who currently buy consumer devices for business use	Business customers who require manageability, advanced security, and reliability.
OPTIMAL ROUTE TO MARKET	Online/Retail/Channel	Relationship/Channel
KEY DIFFERENCES	<ul style="list-style-type: none">• Consumerized design• Intel® Core™ processors• Easy and essential security• Designed for reliability• No factory services offered	<ul style="list-style-type: none">• Classic, elegant design• Intel® Core™ vPro™ processors• Sophisticated and full-featured security• Tested for reliability• All factory services available

Upcoming ThinkBook Products

This info is for internal use and is subject to change.
Share with customers only under NDA



Commercial Desktops | Portfolio 2019 – C#53

V530
15 / 7.4L B365
V55t
15L

V330
15L

M920
18 / 8.4 / 1L
Q370

M90n
0.35/0.55L
WHL-U

M720e /M720
7.4 /15/8.4/1L
B365 /B360

M75
8.5 / 1L
AMD Picasso /
Matisse

M630e 1L
WHL-U

M625 1L
Stoney ridge

V530-24ICB
23.8"
B360

V540-24IWL
23.8"

V330-20ICB
19.5"
B360

V130-20IGM
19.5"

Lenovo V AIO

M920z
23.8"
Q370
Touch

M820z
21.5"
B360
Touch

Lenovo ThinkCentre AIO

TIO 27

TIO 24

TIO 22



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New in C#53



Think you

ThinkPad 25

thanks.

Different is better

