

Lenovo PCG Partner Programs (U.S.)

April – June 2017



+ Programs Philosophy



Program Priorities:

- ❖ GROWTH
- ❖ ACQUISITION
- ❖ EASE of DOING BUSINESS



+ What's Changing for PCG Programs?

Topseller Client

- ❖ Renaming to Topseller Client MDF
- ❖ Excludes all Workstations (Mobile & Desktop)
 - Workstations have their own Program now !

Services Rebate

- ❖ Now Pays on ALL Client Services
 - Topseller and Non-Topseller
 - Pays at 2.5%








New Workstations Rebate!

- ❖ Pays 3.5% on all Workstations
 - Topseller and Non-Topseller
 - Mobile and Desktop

Topseller Client, Services and Workstation Rebates all paid monthly!



FY18 - Lenovo Partner Programs

Benefits \$	 Personal Computing Group	
Company Rebates 	Topseller Client MDF	1.5% 2.5%
	Workstation Rebate (TS & Non TS)	3.5% 
	Services Rebate (ALL PC Services)	2.5% 
	Volume Delegation	4%
Individual Seller Incentives 	SMB Reseller SPIFF	\$10K Max / QTR
Acquisition Rewards 	New Customer Bonus	5%
	Deal Registration	5%
Investments 	Partner Credit	60 Days 0% Interest
	Partner Demo Program	35% Off





Company Rebates



TopSeller Client MDF

**1.5%
REBATE**

on Client Topseller™ Systems
priced \$649* or less

**2.5%
REBATE**

on Client Topseller™ Systems
priced \$650* or more

Eligible Client Topseller™ Systems include
Notebook and Desktop. Excludes
Workstations since they
now have their own rebate.

*Current Entitlement or Bid Index Price



Workstation Rebate

**3.5%
REBATE**

on **ALL** Desktop and
Mobile
Workstations

Services Rebate

2.5% REBATE

on **ALL PC
Services**



We will now pay on
all PCG Services
rather than just Topseller
Services. This ensures that
each & every time you attach a
service it will count.

No Registering or Claiming Required!

DRC , Retail and E-tail do not qualify. Must be purchased from an authorized Lenovo Distributor.

Program Duration: April 1st – June 30th, 2017. Please refer to announcement letters LU17-2TSC, LU17-2WKS & LU17-2SVC for all terms and conditions.



Volume Delegation



TopSeller PCG Volume Delegation		
<u>Product</u>	<u>Qty (units)</u>	<u>Discount</u>
TopSeller™ Commercial Notebook	5 to 1000	4%
TopSeller™ Commercial Desktop	5 to 1000	4%
TopSeller™ Workstation	5 to 1000	4%
Options	5 to 1000	4%
Visuals	5 to 1000	4%
Services	5 to 1000	4%

TopSeller PCG Volume Delegation		
<u>Product</u>	<u>Qty (units)</u>	<u>Discount</u>
TopSeller™ B Series, N21 Chrome, Miix 700, Miix 510, Lenovo Flex, V110, V140, Tab3 10 Systems & Related Services	5-99,999	4%

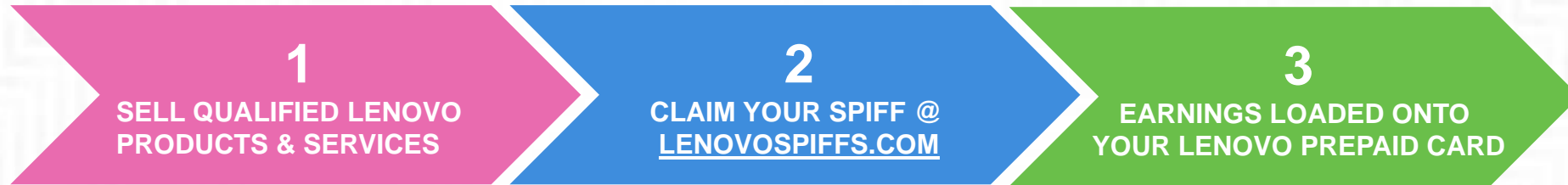
Program Duration: April 1st – June 30th, 2017. For qualifying products and Terms & Conditions, please refer to the PAB MCN or PAB Agreement.



Individual Seller Incentives



Each Authorized SMB Partner Advantage Sales Reps can **EARN UP TO \$10,000/QUARTER**



We've removed the 250 qty per invoice Limit!!!

Earn up to:

- \$25 per ThinkPad
- \$70 per ThinkStation
- \$15 per ThinkCentre
- \$15 per Service

Eligible products are based on purchases from Distribution and can be claimed once they are loaded into the online claiming tool. *Maximum payout is \$10K per quarter per sales rep (\$5K per month). Maximum applies to combination of PCG and DCG products. Claims paid weekly to a pre-loaded debit card.

To register for the program, please visit www.lenovospiffs.com





Acquisition Rewards



www.LenovoLeads.com
our portal for New Customer Bonus
and Deal Registration opportunities.

Lenovo Leads determines eligible program based on End Customer

New Customer Bonus

Customer Type: SMB

Nomination Type: Specific **Customer**

Approval Period: Six Months

PCG Discount: **5%**

Payment Caps: **NONE!**

Deal Registration

Customer Type: Enterprise / Public Sector

Nomination Type: Specific **Opportunity**

Approval Period: Six Months

PCG Discount: **5%**

Payment Caps: **NONE!**

Partners can submit up to a combined 35 acquisition nominations (NCB + Deal Registration) per week via the following URL: www.LenovoLeads.com
Program Duration: April 1st – June 30th, 2017. By default, partners will receive any and all applicable discounts up-front from their Authorized Lenovo Distributor.
For details on receiving NCB via back end rebate, please refer to announcement letter LU17-2NCB for all terms and conditions.
To view NCB & Deal Reg. Training videos, please visit our programs page at www.lenovopartnernetwork.com/programs



Investments



Partner Demo Program

35% DISCOUNT

On Topseller Systems for:

- Demonstration
- Seed units
- Internal use

Previous Quarter Lenovo Purchases	Topseller Notebook, Desktop or Workstation Systems
BP Authorized After January 1st, 2017	1 @ 35% Off
\$10,000 - \$50,000	2 @ 35% Off
\$50,001 - \$100,000	3 @ 35% Off
>\$100,000	4 @ 35% Off

Lenovo Partner Credit Program

Take advantage of **60-days interest free financing** to improve your working capital and grow your business!

- 60 days interest free inventory financing
- Conserve cash and increase working capital
- Credit lines available up to \$500,000*
- 1 page application

Please refer to LU17-2PDP for all terms & conditions.
 Program Duration: April 1st – June 30th, 2017. Quantities reset quarterly.
 Submit claims to www.lenovopdp.com

*Subject to credit approval.
 To download an application, visit www.dealerapplication.com
 For more information, contact Dave Healy - dhealy@lenovopartnercredit.com
 Or 800-488-0031.



Stack Partner Programs to Maximize Your Profits



EXAMPLE OPPORTUNITY

Sale of 10
Lenovo
ThinkStation
P510
w/ Services

30B5005GUS w/ added 4YR Lenovo Support Promo Bundle (5PS0N73243)		Pricing
List Price:	P510: 10 @ \$1,659 Services: 10 @ \$89	\$ 17,480
Bid Index Price:	P510: 10 @ \$1,493.10	\$ 15,554
	Services: 10 @ \$62.30	
Total Benefits		\$ 2,538

NET after Benefits \$ 13,016

EXAMPLE EARNINGS

WORKSTATION REBATE \$523
3.5% x WS Bid Index Total Price

VOLUME DELEGATION \$622
4% x Bid Index Total Price

2.5% SERVICES REBATE \$16
2.5% x Services Bid Index

LENOVO SPIFF PROGRAM \$600
P310: 10 @ \$50
Services: 10 @ \$10

DEAL REGISTRATION \$778
5% x Bid Index Total Price

TOTAL BENEFITS
\$2,538
- OR -
16.3%

All & any presumptions of benefit or actual sales prices are for illustrative purposes only & Lenovo acknowledges that resellers reserve their rights to set pricing in accordance with their independent policies & guidelines. Prices/Rebate amounts subject to change.

PCG PARTNER PROGRAMS QUICK REFERENCE GUIDE - US

	Lenovo Rebate Programs			TOPSELLER CLIENT VOLUME DELEGATION PROGRAM	NEW CUSTOMER BONUS PROGRAM	DEAL REGISTRATION	PARTNER DEMO PROGRAM	SMB PARTNER ADVANTAGE SPIFF PROGRAM	LENOVO PARTNER CREDIT (DLL)
ANNOUNCEMENT LETTER	LU17-2TSC	LU17-2WKS	LU17-2SVC	651049475A & 651049476A	N/A**	N/A	LU17-2PDP	N/A	N/A
OVERVIEW	1.5% on systems < \$649 2.5% on systems > \$650	3.5% on all Workstations	2.5% on all PC Services	4% Rebates on qualifying Topseller products & services	Up to a 5% discount on sales made to approved new transactional and small acquisition customers	Up to a 5% rebate on sales made to approved new opportunities for Lenovo relationship customers	Up to a 35% rebate on qualifying purchases used for Demo, seed units or internal use	Authorized Lenovo Partner Sales Reps can earn up to \$10,000 per quarter per rep selling eligible TopSeller Lenovo products & services	Provides up to \$500K credit line and 60 day interest free financing
WHO IS ELIGIBLE?	Authorized Lenovo Partners							Authorized SMB Partner Sales Reps	Authorized SMB Partner Advantage Partners
HOW DO I REGISTER?	No registration required				Nominate up to a combined 35 acquisition nominations (NCB + Deal Registration) per week at www.LenovoLeads.com		Purchase products directly from an authorized Lenovo Distributor and then complete the Partner Demo Program Request Form at www.lenovopdp.com	Log in and Register at https://lenovospiffs.com (requires your LPN credentials)	Apply at www.dealerapplication.com or contact Dave Healy (dhealy@lenovopartnercredit.com)
WHAT PRODUCTS QUALIFY?	All TopSeller Notebook and Desktop systems qualify	All Desktop and Mobile Workstations qualify	All PC Services qualify	Think-branded Client Topseller systems, options, visuals and services as well as Lenovo Topseller B Series, N21 Chrome, Miix 700, Miix 510, Lenovo Flex, V110, V130, Tab3 10 Systems and Related Services	Think branded systems, options and services as well as Consumer TopSeller systems		Topseller NB, DT and WS Systems.	Select TopSeller systems. View eligible systems at https://lenovospiffs.com	All Lenovo products
DO I NEED TO REPORT?	No reporting required. Payment will be calculated based on Distribution reporting.			No reporting required.	If partner selected to receive the discount via a back-end rebate, reporting is required.*	Partners should report all sales for relationship customers covered by a Lenovo End User Rep.	No. However, partner must complete the Partner Demo Program Request Form within 30 days after the PDP units were purchased in order to receive payment.	All reseller purchases are reported by Lenovo Authorized Distributors and are pre-loaded into the online claiming tool. Simply register, log-in and claim your sales invoices.	No reporting required.
WHAT IS THE PAYMENT SCHEDULE?	Paid monthly via check or EFT directly to the partner.			No payments from Lenovo. This discount is automatically applied up-front from Distribution.			Twice a month - Rebate check issued to the qualifying partner. Rebates will be based off Bid Index price at time of purchase	Earnings will be loaded onto the sales rep's Lenovo Prepaid Mastercard Card each week	N/A

**For details on Back-End NCB including reporting requirements, please see Announcement Letter LU17-2NCB



THANK YOU

DAKUJEM DANK BEDANKT MERCI TAKK 谢谢
ありがとう СПАСИБО GRACIAS DZIĘKUJĘ DANKE
OBRIGADO БЛАГОДАРЯ GRAZIE תודה GRACIAS

