

# Lenovo Services

## A PROFITABLE, LONGTAIL REVENUE STREAM FOR CHANNEL PARTNERS

### The Case for Lenovo Services

Because you're a trusted Lenovo sales partner, you know Lenovo is constantly evolving and building better technology solutions to help you exceed your business goals. Our world-class hardware reflects that vision. Yet, our devices are only part of the story. Lenovo offers a deep portfolio of Services - highly profitable, easy to sell, and available as value-adds for your business accounts. Lenovo Services are designed to improve customer stickiness with valuable features to help users get the very most from their Lenovo devices.

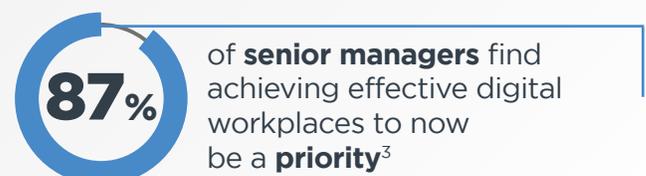
### LENOVO LIFECYCLE SOLUTIONS

No matter where your customers are in the buying journey, or how they use their Lenovo products, Lenovo offers solutions throughout the entire usable span of their devices.

- Planning Services
- Configuration Services
- Deployment Services
- Support & Protection Services
- Managed Services
- Asset Recovery Services

### DIGITAL EMPLOYEE EXPERIENCE IS THE FUTURE

Today's workforce is undergoing a digital revolution. New technologies and expectations are transforming the **way people work**. Businesses understand that a smooth and **positive IT experience** is crucial for their workforce satisfaction, and that a modern workplace retains talent and boosts productivity. Lenovo Services allows your business to **leverage on our offers** in order to meet your customers' needs, with the quality standard that their employees demand:



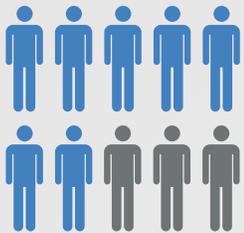
## LENOVO SERVICES PAY YEAR AFTER YEAR

Lenovo Services have an **elevated close rate** built in. Think about it. You're selling to established accounts, offering valuable add-ons to **improve the performance of investments already made**. Lenovo Services embodies the solution-led sales methodology.

Customer experience (CX for short) is the new currency. Researches demonstrate that satisfied customers are more likely to upgrade or add services, and less likely to cancel. In fact, many Lenovo Services become integral parts of company operations, guaranteeing contracts that renew over and over again.

Inserting Lenovo Services into your sales conversation

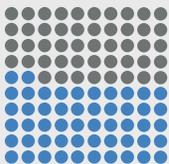
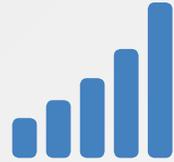
- Positions your business as a one-stop shop for all your customers needs.
- Outsources the delivery burden, with Lenovo taking the heavy lifting of services execution.
- Unleashes your sales potential, allowing your sales reps to focus on closing deals, instead of solving customer's problems.



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**7 out of 10** consumers say they've spent **more money** to do business with a company that delivers **great service**<sup>4</sup>

**+17%**  
HIGHER spending<sup>4</sup>



**52%**

of customers say they have made an **additional purchase** from a company after a positive **customer service experience**<sup>5</sup>

Learn more about Lenovo Services and how it can complement your own offerings.

**SPEAK WITH YOUR LENOVO REPRESENTATIVE TODAY.**

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Sources: 1Lenovo IDG study; 2Ultimate Software; 3Bain & Company; 4American Express; 5Dimensional research. Products and offers subject to availability. Lenovo reserves the right to alter product offerings and specifications, at any time, without notice. Lenovo makes every effort to ensure accuracy of all information but is not liable or responsible for any editorial, photographic or typographic errors. Images are for illustration purposes only. For full Lenovo product, service and warranty specifications, visit [www.lenovo.com](http://www.lenovo.com). Lenovo and the Lenovo logo are trademarks or registered trademarks of Lenovo. Other company, product and service names may be trademarks or service marks of others. © **Lenovo 2020. All rights reserved.**

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technology  
for all**

**Lenovo**