



Enhancement to Lenovo Deal Registration Program

LEN09-719

September 30, 2009

Overview

Effective October 1, 2009 Lenovo announces a new automated process for our Deal Registration program. The program has been simplified to provide our Solution Partners with an online form to nominate their opportunities. In addition, Lenovo has partnered with Salesforce.com to automate the deal routing and approval process. This automation will allow for a more efficient Deal Registration process for our Solution Partners.

This announcement replaces LEN09-112 dated January 26, 2009 and LEN09-372 dated May 1, 2009.

The Offer

Lenovo's Deal Registration program applies special bid pricing for Public Sector and Commercial customers with greater than 1000 employees in cases where the Solution Partner is bringing value-add activities to the customer's hardware requirements resulting in Lenovo and the Solution Partner winning the business.

Value-add activities could include but are not limited to:

- New customer opportunity identification and development
- Moving a customer off of competitive hardware
- Marketing and technical resources
- Value-added software, hardware and services
- Marketing activities (customer briefings, proposals, benchmarks, demo systems, etc.)

In general, Lenovo would like opportunities to be greater than \$100,000 in order to participate

Process

To nominate an opportunity for Deal Registration, the Solution Partner must submit the opportunity via our new online portal: <http://www.lenovo.com/partners/us/en/sfdc.html>

The form will provide Lenovo with the details required to evaluate the nomination such as identifying the value-add activities that the Solution Partner will perform to win the business.

If approved, the Deal Registration special bid will provide 4% preferential pricing for the value-added activities.

Business Requirements

- The customer opportunity should be a defined project (RFP or defined start and end date) versus ongoing requirements with unspecified quantities.
- In general, Lenovo would like opportunities to be greater than \$100,000 in order to participate in Deal Registration.
- The Deal Registration nomination must be received prior to special bid pricing being released and preferably before the submission date of the customer's RFP.

Proposals will be confidential between the Solution Partner and Lenovo.

Requirements for Participation

The following activities may be considered by Lenovo as value-add activities. Solution Partners should provide a comprehensive list of these items as part of their formal proposal for review and approval by Lenovo.

Value-add Activities

- Committed Resources
 - (a) How many marketing and technical personnel will be committed to the project?
 - (b) For what period of time?
 - (c) What is the applicable skill level of the personnel?
 - (d) What additional certifications do they have?
- Exclusivity
 - (a) Is the Solution Partner bidding only Lenovo products?
 - (b) What other Lenovo hardware, software or services are included in the Bid?
- Solutions
 - (a) What solution software, hardware, services, can the Solution Partner bring to the table to improve the Lenovo position?
- Sales and Marketing Activities
 - (a) What marketing events and expenses will the Solution Partner absorb to move the project ahead? (For example: briefings, benchmarks, pilots)
- Finding New Lenovo Customers
 - (a) Has the Solution Partner found and identified a net new Lenovo customer and is moving this customer off competitive hardware standards?
- Other Activities
 - (a) What other activities will be performed to help the Solution Partner win the RFP with Lenovo equipment?

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Process Details

The Solution Partner submits a confidential proposal via URL: <http://www.lenovo.com/partners/us/en/sfdc.html>

The proposal should clearly outline all value-add items that will be provided by the Solution Partner to help them win the customer's business using Lenovo products.

Proposals will be confidential between the Solution Partner and Lenovo. Any Solution Partner who tells a customer about the approval or rejection of a Deal Registration nomination will be dismissed from the program.

Lenovo will review the proposal and advise the Solution Partner of the approval or denial of the Deal Registration nomination. The Deal Registration pricing will be reflected in an approved Special Bid document.

If the Special Bid is won, the Solution Partner will purchase their special bid products via their normal process (either filing your own special bid claims or working with a Distributor who files special bid claims on your behalf).

Timely and accurate end user sales reporting is a requirement to participate in special bids and Deal Registration.

All standard terms and conditions and requirements of the Special Bid rebate process, and the end-user sales reporting process applies.

Please contact your Lenovo Channel Sales Representative or the Lenovo Partner Assist team at (877) 536-9955 Option 2, Option 2 if you have any questions related to this announcement.

Terms and conditions

Any Authorized Solution Partner may submit a confidential proposal to Lenovo on a customer opportunity. It is possible for Lenovo to approve proposals from one or more Solution Partners for the same customer opportunity.

Lenovo reserves the right to approve or deny any proposal, regardless of the value-add items identified in the proposal by the Solution Partner.

Lenovo reserves the right to validate that the Solution Partner has performed the value-add items listed in the written proposal. Any violations to this will result in the Solution Partner being dismissed from this program.

The approval of the Deal Registration and the pricing level for any Special Bid opportunity is solely Lenovo's discretion.

Since the Solution Partner must submit the Deal Registration nomination prior to special bid pricing being offered to the customer, unsolicited bids from Lenovo do not qualify.

Only products acquired by the Authorized Lenovo Solution Partner from an Authorized Distributor or directly from Lenovo are eligible.

Lenovo retains the right to audit any or all submissions under this offering.

Lenovo retains the right to modify or withdraw this offer at any time without notice.

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