

# Lenovo Services



**lenovo** FOR  
THOSE  
WHO DO.

Extended  
Warranty  
Depot

Onsite  
Warranty

Priority  
Support

Accidental  
Damage  
Protection

Keep Your  
Hard Drive

Image  
Load

Asset  
Tag

**Short description of Service**

Warranty Extensions for Depot support coverage services are available for terms up to 3 years. Warranty Extensions can be selected at the time of purchase or within the term of the initial base warranty coverage.

**Customer pain points** (why customers need this service)

- Customers needing their warranty service to match their depreciation schedule or planned refresh cycle.
- Customers wanting to accurately budget for expenses.

**Qualifying questions**

- Is it important at your company to have assurance that critical systems are covered and will not incur additional service and maintenance expenses?
- Do you have specific cost savings objectives within your IT performance metrics for this year?
- How long of a time period do you plan to retain your systems? *Use this as a cue to create an “assumptive quote” for a warranty extension that matches the planned life cycle of the system.*

Features	Benefits
<ul style="list-style-type: none"> <li>•Purchase the Extension at the time of system purchase to save 15 – 30% over the price if it is purchased post warranty.</li> </ul>	<ul style="list-style-type: none"> <li>•Minimizing unplanned maintenance expenses reduces your operating expenses (OPEX) because out of warranty repairs typically cost \$150 - \$399.</li> </ul>
<ul style="list-style-type: none"> <li>•You get a fixed-term, fixed-price service solution at the time of PC purchase.</li> </ul>	<ul style="list-style-type: none"> <li>•At the time of PC purchase, equipment expenses can be accurately budgeted for to ensure that you are covered against unplanned service expenses.</li> </ul>
<ul style="list-style-type: none"> <li>•Depot Warranty Service Plans are available in North America for Mobile systems for:                             <ul style="list-style-type: none"> <li>– A total term of 2 or 3 years</li> <li>– When customers request it, 4 or 5 year terms are also available</li> <li>– The Service includes Toll Free and local language support</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•A warranty extension helps your organization protect your investments by delivering consistent PC support and by offering the flexibility to match the warranty term to the intended lifecycle (refresh cycle) of your PCs.</li> </ul>
<ul style="list-style-type: none"> <li>•Best in class support service. Lenovo is ranked best in class in customer satisfaction by Technology Business Research, Inc. (TBR), LAPTOP and PC magazines, and IDC Dataquest for desktop and notebook service and support.</li> </ul>	<ul style="list-style-type: none"> <li>•You’ll shorten downtime and maximize productivity and hardware availability as a result of the award winning high-quality technical support that Lenovo provides. ThinkPlus Warranty Services provide:                             <ul style="list-style-type: none"> <li>– fast access to technical help with significantly higher first time fix rates (30% higher than competition)</li> <li>– higher response and repair times</li> <li>– higher first time resolution rates that are complemented by follow-the-sun support</li> <li>– with 50% lower hold times and abandon rates relative to competition</li> </ul> </li> </ul>

**Typical customers:**

Businesses that:

- Are challenged to reduce operating expenses (OPEX), or minimize unplanned maintenance expenses
- Operate beyond 8am-5pm; those with travelling users or international office locations or where 24x7 telephone service support is critical
- Plan to keep their PC longer than the base warranty term
- Have high PC dependency
- Must budget all PC expenses at time of purchase

**NOTE: Consider up-selling to an Onsite warranty for a faster repair time**



**Short description of Service**

A warranty upgrade service such as Onsite (Next Business Day or 24x7x4 response where available) gives customers fast access to higher levels of response and service to expeditiously identify and fix the problem.

**Customer pain points** (why customers need this service)

- Lost productivity of end users or processes impacts the business in meeting its goals, and causes employee morale issues.
- Unplanned operating and maintenance expenses impact operating budgets and profitability.

**Qualifying questions**

- How long can you be without your system?
- How heavily reliant are your employees and business processes on your PCs?
- How important is it for your company to have assurance that critical systems achieve maximum uptime and productivity?
- How long of a time period do you plan to retain your systems?
- Do you have specific cost savings objectives within your IT performance metrics for this year?

Features	Benefits
•Next Business Day response.	•Onsite warranty decreases your downtime because with Depot coverage you ship/drop off your PC to an Approved Service Provider or Lenovo repair center and you will be without your system for a minimum of 5 days !
•Onsite Warranty Service Plans are available for Mobile and Desktop systems for: – a total term of 2 or 3 years. – when customers request it, 4 or 5 year terms are also available.	•Select the term of service that fits your planned PC lifecycle and choose the level of service that best suits your productivity requirements and financial goals.
•24 x 7 phone support with trained technicians.	•Helps you save IT resources (time and money) by having Lenovo support available for you to address issues quickly.
•Fixed-price, fixed-term service.	•You can more accurately budget for IT expenses at the time of PC purchase with Lenovo Onsite Warranty support.
•Best in class support service: Lenovo is consistently ranked best in class in customer satisfaction by Technology Business Research, Inc. (TBR), LAPTOP and PC magazines, and IDC Dataquest for desktop and notebook service and support.	•You'll shorten downtime and maximize productivity and hardware availability through our award winning high-quality technical support. This quality is a result of ThinkPlus Warranty Services which provides fast access to technical help with significantly higher first time fix rates (30% higher than competition), 50% lower hold times and abandon rates relative to competition, higher response and repair times that are complemented by follow-the-sun support and higher first time resolution rates.
•For customers in specific locations(s) where Lenovo has local technicians and parts stocking, Lenovo Services offers 4 Hour Response Onsite Support in select locations - Special Bid Only!	•We are there to help you achieve maximum uptime and productivity when you operate within mission critical environments or when you have zero tolerance for downtime.

**Typical customers**

Businesses that:

- Have processes or professionals who are heavily PC reliant, and uptime and productivity are essential
- Require faster response to avoid 5-10 days without their PC and prefer the convenience of service delivered at their place of business
- Are challenged to reduce operating expenses (OPEX) or must budget all PC expenses at time of purchase
- Operate beyond 8am-5pm, those with travelling users or international office locations, where 24x7 telephone service support is critical

Extended Warranty Depot

Onsite Warranty

Priority Support

Accidental Damage Protection

Keep Your Hard Drive

Image Load

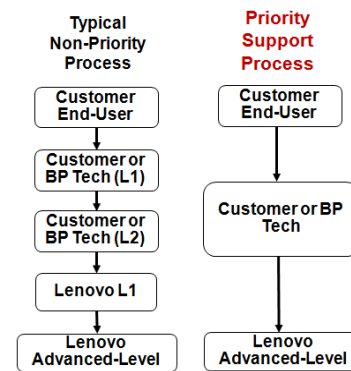
Asset Tag

# Warranty Upgrade: Lenovo Priority Support

## Short description of Service

Priority Support is advanced-level break/fix phone support designed to expedite problem resolution. It is required that a customer be under warranty (either base warranty or extended coverage).

With Priority Support, customers bypass the traditional first basic troubleshooting call and instead access Lenovo's global network of advanced-level technicians with the expertise needed to quickly diagnose and solve problems. As a result, customers save time and free up their IT staff to focus on mission-critical business activities. This reduces costs and maximizes ROI.



## Customer pain points (why customers need this service)

- When in-house IT Support staff has to go through the frustrating paces with “basic” support before reaching advanced support technicians who can discuss more advanced troubleshooting techniques.
- The cost impact on business due to productivity loss by employees, or by automated parts of the business that are controlled by PCs when PC problem resolution is slow.
- The cost impact on the business (employee morale, missed commitments, customer dissatisfaction, lost sales, decreased profitability, and more!) when PC problem resolution is slow.

## Qualifying questions

- How is your overall productivity affected and time lost when a PC encounters a problem?
- How important is it for your IT support staff to access advanced level support so you can maximize end-user uptime?
- Is it important to you to have your IT staff spend more time on business projects and less time on PC support issues?

## Features

- Bypass basic troubleshooting on the first call and directly access advanced level technicians through a dedicated phone number.
- 24x7x365 local language, toll-free phone support.
- Short hold times: Priority call routing is typically answered in less than 1 minute.
- Formal escalation management process to resolve issues quickly (including product engineers for complex break-fix issues ).
- Electronic service call tracking system for better issue management and closure.
- Third-party software support. *(not available with standard support)*

## Benefits

- Your IT helpdesk productivity is increased and you realize lowered direct and indirect support costs through shorter hold times, reduced troubleshooting repair times, fewer repair actions, and higher first time fix rates.
- We can get your business back on track quickly, connecting your employees with their operations and offices across the world, because you'll have access to 24x7 support almost anywhere they are, in the local language.
- Your costs associated with business disruption and end user downtime are minimized.
- Your end-user productivity and satisfaction is far greater because your PCs are fixed faster through our escalation resolution process.
- Your administration time and costs associated with the difficulty in tracking service incidents and end user issues are reduced because Priority Support's IT management tools help you to better manage the overall IT environment.
- You'll save time with both your hardware and software issues because Lenovo's Priority Support technicians can also troubleshoot basic, pre-loaded software problems, and stay on the line to communicate the issue with the software vendor.

## Typical customers

Businesses whose executives and end-users, or processes, are heavily PC reliant, and uptime-productivity is essential.

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## Short description of Service

Our Accidental Damage Protection (ADP) service supports customers beyond our normal system warranty (which addresses mechanical, defects, and failures) by providing coverage for damage due to electrical surge, liquid spills, drops or bumps. ADP (formerly called ThinkPad Protection) provides continued coverage and multiple repairs for your ThinkPad (excluding Tablets) unless we replace your ThinkPad with a new system.

### Customer pain points (why customers need this service)

Repair costs associated with unexpected PC damage can be very expensive. According to our repair data: 16% of mobile users will experience damage not covered by the base manufacturer's warranty, more than 70% of accidental damage incidents require replacement of two or more parts, and approximately 2% of accidental damage claims result in needing a new system.

Repair costs add up quickly without ADP. Typical costs to repair common components include:

- |                |                 |                     |       |                    |       |
|----------------|-----------------|---------------------|-------|--------------------|-------|
| • System board | \$730 - \$1,300 | • DVD Drive         | \$300 | • Wireless Adapter | \$143 |
| • Display      | \$502           | • Hard Drive or SSD | \$194 | • Keyboard         | \$ 63 |

### Qualifying questions

- Do you have a discretionary budget for unplanned system repairs and replacements?
- How many of your laptops were damaged last year?
- What do you do when one of your laptops gets damaged and isn't covered by normal warranty?
- How much did you have to pay to get these laptops repaired?

Features	Benefits
<ul style="list-style-type: none"> <li>• Covers damage incurred at home, in the office, and in transit, and provides multiple complete repairs, or a single replacement of the PC (if required), if it is damaged beyond repair for:                             <ul style="list-style-type: none"> <li>– Liquid spills</li> <li>– Unintentional drops or bumps</li> <li>– Electrical surge</li> <li>– Damage to the LCD screen</li> <li>– Operational or structural failures under normal operating conditions or handling</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• On average, our customers save 28% with Accidental Damage Protection compared to the cost of repairs in the absence of coverage! You've lowered your TCO by avoiding significant costs down the road with a single upfront repair investment that you can accurately budget for and that is less than 1/10th the cost of a typical repair.</li> <li>• Your hardware investment is protected because you can get your ThinkPad repaired even though the basic warranty doesn't cover the damage.</li> <li>• Your IT Department doesn't have to purchase and manage spare inventory to accommodate damaged PCs.</li> </ul>
<ul style="list-style-type: none"> <li>• Lenovo's comprehensive diagnostic tools identify hidden damage that may have otherwise gone untreated.</li> </ul>	<ul style="list-style-type: none"> <li>• Accidental Damage Protection keeps your users' downtime to a minimum because PC's are repaired quickly and right the first time.</li> </ul>

### Typical customers

- Business users who travel often or who work from home and may have multiple people using the PC
- Revenue generating employees, sales, business development
- Users who have high PC dependency and who need to protect their PC against all repair events
- Have limited budgets and who have not budgeted for repairs of \$300-\$1300

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# Warranty Upgrade: Hard Disk Drive Retention "Keep Your Hard Drive"



## Short description of Service

With Lenovo's Hard Disk Drive Retention service, if your hard disk drive fails, you are entitled to keep the defective drive before handing the PC over to Lenovo for repair, and you will receive a replacement drive if it is still covered under warranty.

Under Lenovo's Limited Warranty terms, when Lenovo (or our authorized service provider) replaces a defective part (for example a disk drive), Lenovo keeps that part and it becomes the property of Lenovo. The problem customers face with this particular Term is they don't want the private and secure information that resides on their defective data drive to be in anyone else's hands. By keeping the drive(s) in the customer's possession, customers can stay in compliance with data privacy and retention requirements, and mitigate the potential for civil liability risks.

The only way customers can tightly protect their data is by holding onto their disk drive when they turn their PC in for repair. Fortunately, because Lenovo's diagnostics system can identify when a disk drive is defective, we already know it if the drive needs to be replaced and can authorize the customer to remove the drive before giving the PC to us.

### Customer pain points (why customers need this service)

- Data privacy, intellectual property, and data retention requirements - ensuring the data on their systems can not be accessed by unauthorized individuals.
- Requirements to meet industry Regulatory Compliance rules regarding protecting data on their systems.
- Concerns or requirements related to civil liability risks associated with data privacy and data retention.

### Qualifying questions

- Do you have any concerns about data privacy and data retention requirements?
- Do you have any concern about the data on your systems in the event they should require a new hard drive?
- Do you have to meet any industry regulations with regard to sensitive data that may reside on your systems?
- Do you have any civil liability risks associated with data privacy and data retention requirements?

### Features

- Customers retain their defective hard drive(s) and receive a replacement drive(s) from Lenovo or our authorized partner's repair facility.

### Benefits

- Lenovo Hard Disk Drive Retention helps improve data security, and potentially mitigate civil liability risks for those organizations with sensitive information on their drives.
- Organizations can decide how and when to dispose of their data, on their own terms.
- Reduces the customer's paper work associated with returning and tracking hard drives in-transit.

- Coverage continues for the duration of the system limited warranty, even if hard drive has been replaced.

- You are protected throughout your system's warranty lifetime.

- The service is available during any period of warranty coverage.

- You can protect sensitive data on defective hard drives based upon your business needs.

- Covers multiple drives in a system and multiple failures (some server systems can have as many as 12 hard drives)

- Your data is protected no matter what the storage configuration is that you have within your Lenovo system.

- Available for all Lenovo ThinkPad notebooks, ThinkCentre desktops, ThinkStation workstations, and ThinkServer server.

- Your data is protected across your entire Think-brand product line.

### Typical customers

- Healthcare (HIPPA), Pharmaceutical, Financial, Government, High Tech (R&D), Credit Card Payments, Payroll, and Gift Cards



**Short description of Service**

Often times the number of PCs customers need to make-ready for employees to use (operating system, drivers, and applications) greatly outweigh the labor and hardware resources required to have an efficient roll-out. With Lenovo's Custom Load standard service, customers simply send in their images (including updates and drivers needed for their environment) and Lenovo's advanced automation process will apply those images and configuration settings while the customer's PCs are being manufactured.

**Customer pain points** (why customers need this service)

- Loading custom images manually, and configuring applications and systems settings is labor intensive, complex, expensive, and less precise.

**Qualifying questions**

- Do you use a custom image to replace the Lenovo preloaded image?
- How do you load that custom image?
- Did you use a similar approach with your last deployment? How did it go? What would you like to be different this time?
- What other projects will be impacted by allocating your resources to do this deployment?

**Features**

**Benefits**

<ul style="list-style-type: none"> <li>• Your image is installed on each system in manufacturing, using industry leading imaging and deployment technologies, to eliminate manual image loading.</li> </ul>	<ul style="list-style-type: none"> <li>• Lowers your cost:             <ul style="list-style-type: none"> <li>– No need to wipe a factory pre-loaded image.</li> <li>– You take advantage of volume manufacturing savings, there is no extra resource overhead in the process, and we eliminate double shipping.</li> <li>– This radically reduces the need for manual effort and gives you the confidence that every step was completed correctly.</li> </ul> </li> <li>• Ensures predictable quality:             <ul style="list-style-type: none"> <li>– Provides consistency across all imaged PCs.</li> <li>– Errors are caught earlier in the process.</li> </ul> </li> <li>• Saves time:             <ul style="list-style-type: none"> <li>– Enhances productivity by eliminating the need to re-load your PCs with your image when the PCs arrive onsite.</li> <li>– Your IT technicians don't need to spend significant time on standard configurations.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• We employ ISO compliant secure processes starting from our lab through to our manufacturing worldwide.</li> </ul>	<ul style="list-style-type: none"> <li>• We ensure predictable quality and accuracy in your loaded images. Our proven processes and automated standardization ensures that all your PCs have the same configuration.</li> </ul>

**Typical customers**

- All segments; multi-platform/vendor
- Any organization with a custom image
- More complex organizations: multi LOB, geo, platforms, etc.
- Mobile or remote users, small offices with little IT support
- Customers who deploy large numbers of machines. These customers tend to be in the Global Account, Large Enterprise, Mid Market and Public Sector market segments.

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**Short description of Service**

With Lenovo's Standard and Enhanced Asset Tagging services, customers can have information-rich, tamper-resistant asset tags affixed to their PC and stored in the system's BIOS before the PC is delivered to them. This supports our customers' asset security initiative by potentially being a deterrent to theft, and it enables customers to greatly increase the efficiency of their IT organization's inventory management, as well as helping them to manage their overall PC lifecycle support.

**Customer pain points** (why customers need this service)

- Field asset tagging is imprecise, inefficient, and costly.
- Managing the logistics of asset tagging PCs that are being deployed across an organization's remote locations can be very time consuming and operationally challenging.

**Qualifying questions – Ask whenever you discuss Image Load !**

- Do you currently use an asset tag? If not, why?
- How do you handle your asset tagging now?
- Would an asset tag enable you to more easily load asset information into your inventory management system?
- Is it of value to you to define the information printed on the tag, and have it stored in the system's BIOS?

Features	Benefits
All Think®-brand systems support Asset Tagging within Lenovo manufacturing	Easily manage the lifecycle support needs of all of your Think-brand products.
Asset Tag Characteristics: Media: • Tamper resistant polyester labels • Abrasion resistant printing • Silver labels with black print Machine Data: • Machine & Model Type and Serial Number Plus the following: • Wireless LAN (WLAN) MAC Address • Ethernet (ETH) MAC Address • Wireless WAN (WAN) MAC Address • Manuf. & Warranty Expiration Date • Company name & phone numbers • Technical support contacts • Logo/ Graphics/ Other Text as required • Bar coding of data • Custom Asset Tag Ranges	Increase the efficiency of your IT organization's inventory management system by capturing and tracking detailed asset information.  Save time by enabling detailed asset information to be quickly and accurately imported into your Asset Management System.  Deter theft by using customized asset tags. You have complete control over the information identification on your asset tags and the added security due to the tamper-resistant properties of the tag that help to ensure your IT assets are more recognizable and identifiable when lost or stolen.  Easily adapt Lenovo's Asset Tag characteristics to your existing scheme.
Asset info. can be written to the BIOS	Save time by using your client management system to automate asset registration.
Asset Tag Reports (U.S. only) show detailed listing of systems shipped	Easily reference the delivered assets during receiving and import the data into your asset management system.
Custom shipping carton labels	Save time in receiving and deploying new PCs.
Customer Supplied Asset Tag: • Lenovo applies the asset tag with the Enhanced Asset Tag part number to your PCs in manufacturing • Asset Tag Reports are supported (U.S. only)	98% of your requirements can be fulfilled with a Lenovo printed Asset Tag at a lower price point to you.  NOTE: TAA compliant printer coming to Monterrey Jan 2012.

**Typical customers**

- More complex organizations: multi LOB, geo, platforms, etc.
- Customers who deploy large numbers of machines. These customers tend to be in the Global Account, Large Enterprise, Mid Market and Public Sector market segments.

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