



Smarter
technology
for all

Lenovo

Lenovo Software Ecosystem Partners

Lenovo + Veeam = Data Protection

Smarter solutions unlocks potential. For you and your customers.

Unlock the full potential of the data protection value for your customers with Lenovo and Veeam solutions. Transform Data Protection's potential into sustained business outcomes. The question is not if the customer will be attacked but when will this happen, **85% of companies have experienced at least 1 ransomware attack in the past year, only 19% of companies were able to recover without paying the ransom and unfortunately 33% of companies paid the ransom but didn't recover their data**, the Lenovo + Veeam opportunity is there for the partners.

The partnership is backed by robust enablement programs:

- Sales training, technical webinars, preconfigured solutions and solution briefs are readily available.
- Dedicated alliance managers, global and regional marketing support, and product specialists help partners navigate and grow the data protection business.

As a Lenovo partner offering Veeam solutions, you have the opportunity to help clients enhance experiences, improve operation efficiency, and drive revenue through robust data protection solutions. **Connect with Lenovo to start your journey.**

It's time for Data Protection with tangible value.

How to deliver Veeam solutions as a Lenovo partner?

The Veeam through Lenovo program provides an additional route to Lenovo and non-Lenovo partners to offer and sell Veeam's perpetual, subscription or VCSP licenses to the market.

The Veeam through Lenovo program holds a very competitive price to position Veeam offerings such as: Veeam Data Platform, Veeam Data Cloud, Veeam Cloud Vault, Veeam Kasten, etc.

The Veeam through Lenovo program provides licenses to protect Lenovo or non-Lenovo standalone servers, storage, cloud or on-premise VMs, office 365 users, etc.

The Veeam through Lenovo program generates revenue and tier credit recognition not just in front of Lenovo for our channel program, but in front of Veeam to help the partners purchasing from Lenovo to maintain its level inside Veeam.

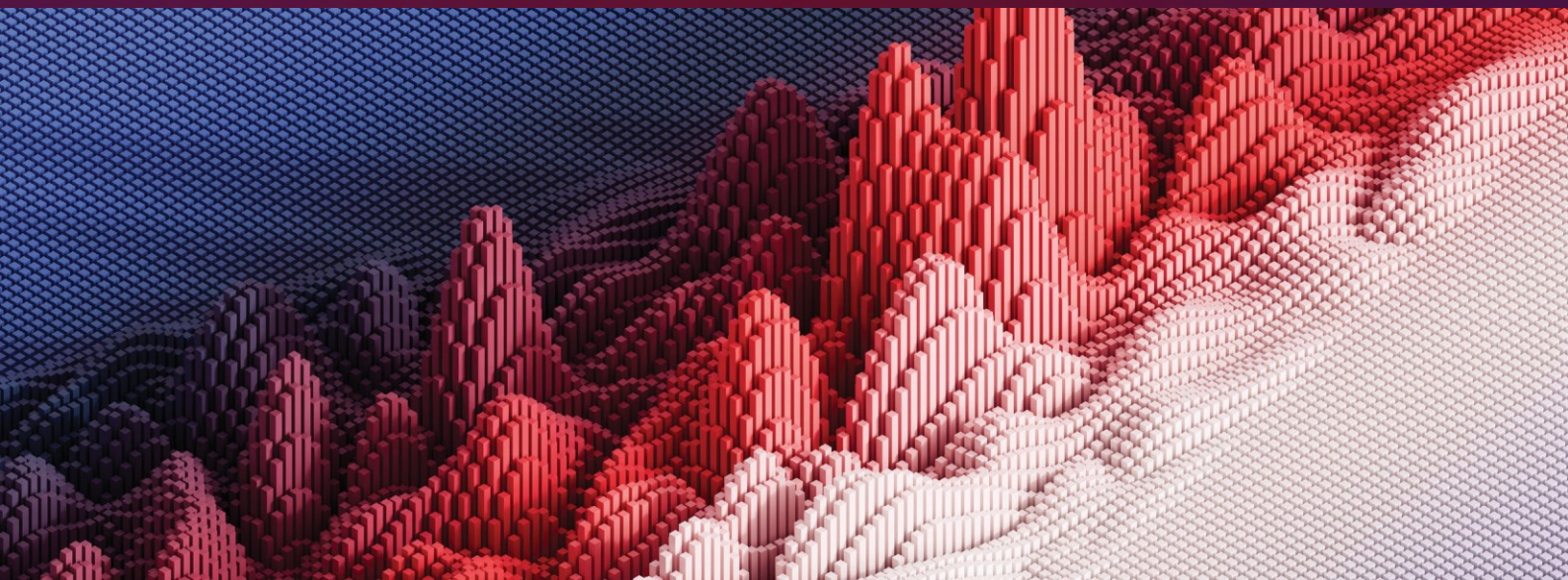
The Veeam through Lenovo program offers the exact same licenses as Veeam licenses so customers can access new releases, patches and fixes under an active maintenance and Veeam will provide L1, L2 and L3 support same as native licenses.

The Veeam through Lenovo program will incentivize both the Lenovo and the Veeam Sales Executives on each applicable deal.

The Veeam through Lenovo program is available across all Lenovo regions globally and could be included in any ThinkSystem, ThinkPad or Lenovo TruScale solution.

The Veeam through Lenovo program will provide support and instructions to claim and manage licenses using My Veeam Portal same as native licenses, and support starts as soon as the license gets invoiced from Lenovo.

Alliances are the route for harnessing innovation. Together with Veeam, Lenovo delivers solutions that drives a key route to market aiding in harnessing innovations, fuels growth ,and helps shape the future of data protection solutions.



It's time for Data Protection with tangible value.

How to identify a Lenovo + Veeam Data Protection Opportunity?

Opening conversation questions

- What backup solution are you currently using?
- Do you know the critical workloads for your business?
- What is the process to recover from a ransomware attack? How quickly can you recover?
- What is your process for protecting your data from tampering or deletion?
- Have you considered backing up M365?
- Have you tested your recovery plan recently?
- What is your strategy for protecting and managing hybrid/multi-cloud data?
- How do you currently protect workloads running in the cloud today?

Common data protection cases

- Full or granular backup and recovery
 - Cloud Backup and Local Backup
- Migration between hypervisors/clouds
 - Off-site copy (3-2-1 compliance)
- Data compliance and retention
 - Disaster recovery (DR)
 - Microsoft 365 backup

Discovery Questions

Identify Use Case

Simplified Licensing

Veeam Universal License (VUL)

- 1 VUL Per workload
- (Virtual, physical, cloud, SaaS)
- 3 Endpoints per 1 VUL
- Sold in packs of 10 VULs
- 1-, 3-, or 5-year models

Available Add-ons:

- Microsoft 365 (per user)
- Data Cloud Vault (off-site copy) per TB
- Veeam Kasten (per worker node)

Licensing Basics

Workload Matching

Common Veeam protected workloads

- **Virtual:** Hyper-V, Nutanix, VMware, Proxmox, OVM
- **Physical:** Windows Server, Linux, IBM AIX, Oracle Solaris
- **EndPoint:** Windows, MacOS, Linux
- **Cloud:** AWS, Azure, Google Cloud
- **SaaS:** Microsoft 365, Salesforce, Entra ID
- **Databases:** Oracle, SQL, SAP HANA, PostgreSQL, MySQL, MongoDB.
- **Containers:** Kubernetes with SUSE Rancher, Red Hat OpenShift, etc.



Stronger partnerships. Bigger opportunities.

When you partner with Lenovo, you're not just reducing risk and complexity. You're unlocking the potential to meet evolving customer needs and grow your business with smarter, responsible solutions. Join forces with two global leaders Lenovo and Veeam that are investing in your success through enablement resources and co-selling support, **together, let's make data protection solutions be ready for your customers and your bottom line.**



Accelerate time-to-value with proven expertise and infrastructure

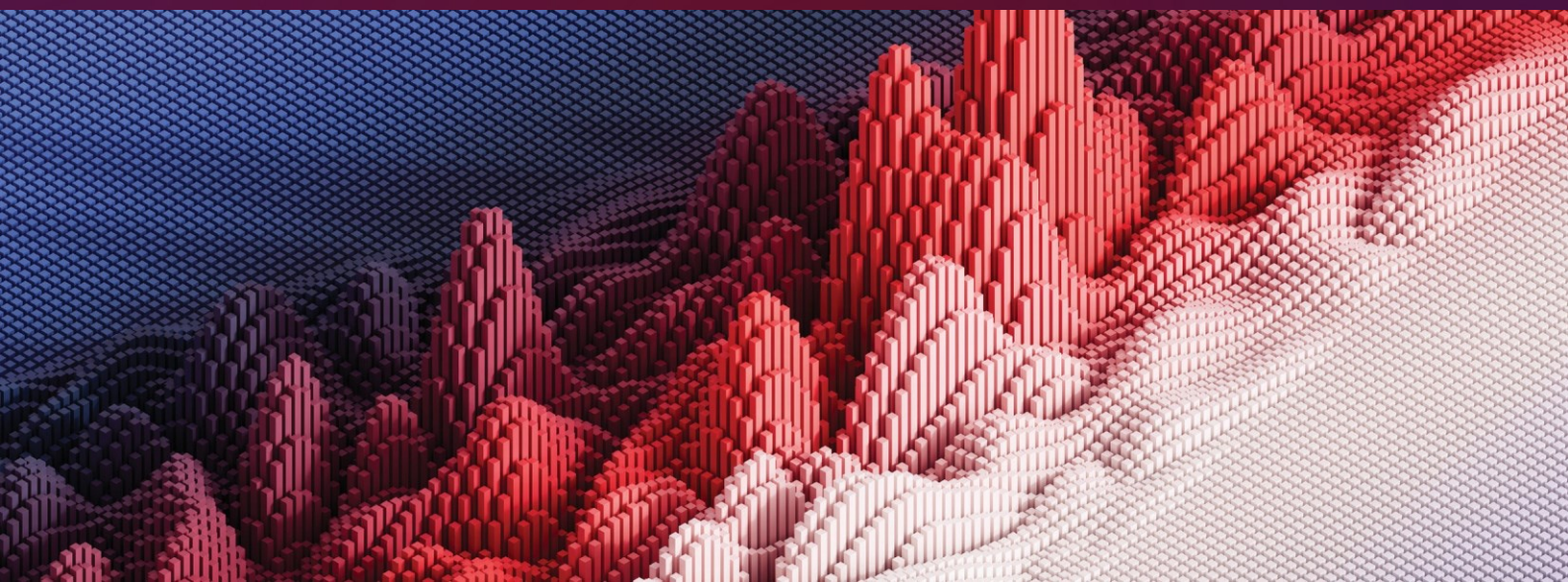
Reduce risk and complexity to fast-track your customers data protection strategies. With Lenovo's global team of **data protection experts, Veeam-ready certified platforms, Veeam and Lenovo reference architectures, sizing tools, etc.**, you can rapidly deliver data protection solutions that drive better business protection for your customers.



Enhance your trusted advisor status with end-to-end data protection solutions

As **data protection demands** evolve, customers are looking for **trusted partners** to help them in their business protection. Lenovo enables you to meet more of your customers' needs and become a **one-stop shop for their data protection strategies.**

With Lenovo as your partner, you can confidently guide clients through every step of their **cyber-resiliency** journey, from strategy and planning to implementation and support, **combining your own industry and domain expertise with our edge to cloud technology capabilities** to deliver transformative business outcomes.





Get started today.

Look into data protection solutions powered to deliver customer value. Lenovo and Veeam solutions power your demand, offer unique solutions, and grow. Enhance your advisor role, increase profits, and accelerate success.

When your sales teams identifies a customer prospect, please contact your Lenovo Account Manager. Lenovo will provide a comprehensive support throughout the process including lead qualification quotation and billing.

Lenovo reserves the right to alter product offerings and specifications, at any time, without notice. Lenovo makes every effort to ensure accuracy of information but is not liable or responsible for any editorial, photographic, or typographic errors. Images are for illustration purposes only.

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