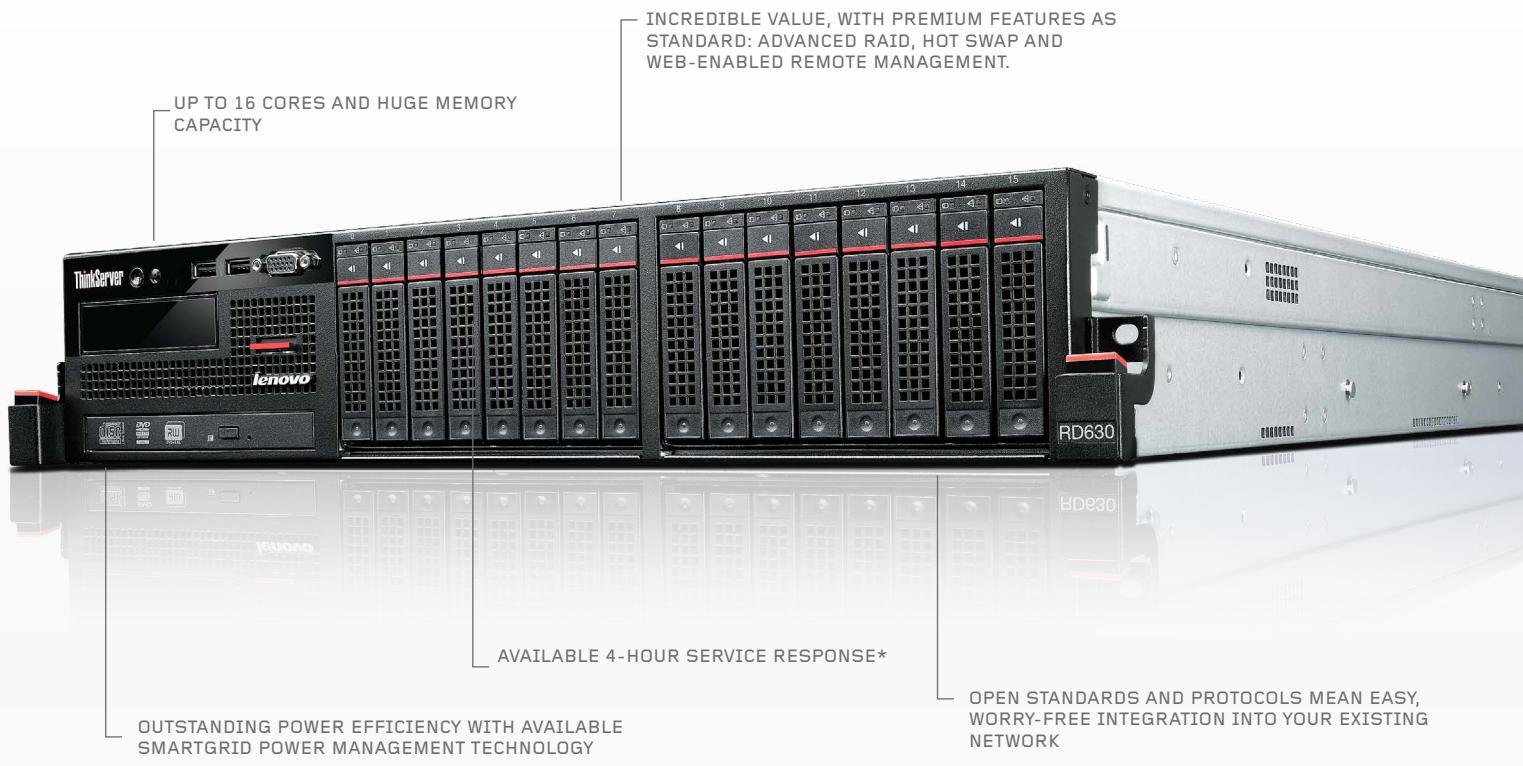


THE LENOVO® THINKSERVER® RD630

ENTERPRISE PERFORMANCE. OUTSTANDING EFFICIENCY.



WHO TO SELL TO

Target Segment: The ThinkServer® RD630 is best suited for:

EDUCATION

Typical Needs: VDI infrastructure, distributed learning

HEALTHCARE

Typical Needs: Collaboration, database configuration

PROFESSIONAL SERVICES

Typical Needs: Virtualization, web serving

MANUFACTURING

Typical Needs: Transaction processing, virtualization



KEY DIFFERENTIATORS

INTRA-SERIES POSITIONING

Compared to RD240, the RD630 is:

- Significantly more powerful -- latest generation Xeon E5-2600
- Substantially more memory capacity
- More storage capacity
- Greater I/O expansion
- All-new power management toolsuite, Smart Grid
- Improved management toolsuite, Easy Manage 4.0
- Latest component technology.. new SATA/SAS/SSD choices
- Significantly faster PCI bandwidth
- The superior performance of RD630 allows sellers to target more complex, more sophisticated server deployments in database applications, collaboration, decision support and IT infrastructure workloads



INTER-SERIES POSITIONING

RD630 is a net new offering positioned in the 2P "mainstream" segment of the x86 market.. We currently do not have a server in this segment. By comparison, the RD240 is positioned in the 2P "value" segment of the x86 market

COMPARISON TO COMPETITORS

RD630 competes against Dell R720, HP DL380 Gen8, and IBM x3650 M4

- Offers Lenovo-exclusive SmartGrid power management technology
- Offers an extensive set of standard features such as advanced RAID, rail kits, onboard diagnostics, hot swap support and web enabled remote management -- features for which competition charges extra
- No proprietary integration issues -- RD630 fits anywhere. It features a completely open standard-based architecture, based on IPMI 2.0-compliant protocols and interfaces. That allows a worry-free, easy installation into existing customer networks.

CUSTOMER NEEDS AND OUR SOLUTIONS

Uncovering your customer's needs and pains for a 2U server can help pinpoint exactly where their issues lie, and may help you determine if your customer might be well-suited for a ThinkServer RD630. See if your customers mention any of these pain points, and then respond with a solution to the pain points.

PAIN POINT	RD630 SOLUTION
concern that server won't be able to handle mission-critical applications	High reliability: : The RD630 supports redundant fans, redundant PSU, advanced RAID and shockproof technology to ensure system reliability.
Need high performance and high expandability	High Performance & Expandability: Supports dual Intel® Xeon® E5 CPU, 20DIMMs, for 30% greater performance over current platform. Can upgrade to 16 HDD, dual PSU.
Difficult and costly to remotely manage server	Integrated Remote Management: Web-enabled remote management and a dedicated management port. Customers can upgrade to out of box support.
Seeking ways to reduce power consumption	Power Efficiency: New design has 92% efficiency PSU. Spread Core architecture and high efficiency power modules can support low voltage CPU and memory.
Need maximum uptime and speedy response	24 x 7 x 4hr Onsite Service Response: : Lenovo-trained service providers will respond quickly and perform all repairs with genuine Lenovo parts.

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