Selling made simple.

Lenovo takes the hassle out of selling with Lenovo Reseller Option Kits (ROKs). ROK is an OEM distribution model that makes it easy to sell Windows Server OS on Lenovo hardware.

✓ Cost Effective

ROK is the simplest, most cost-effective license for small businesses.
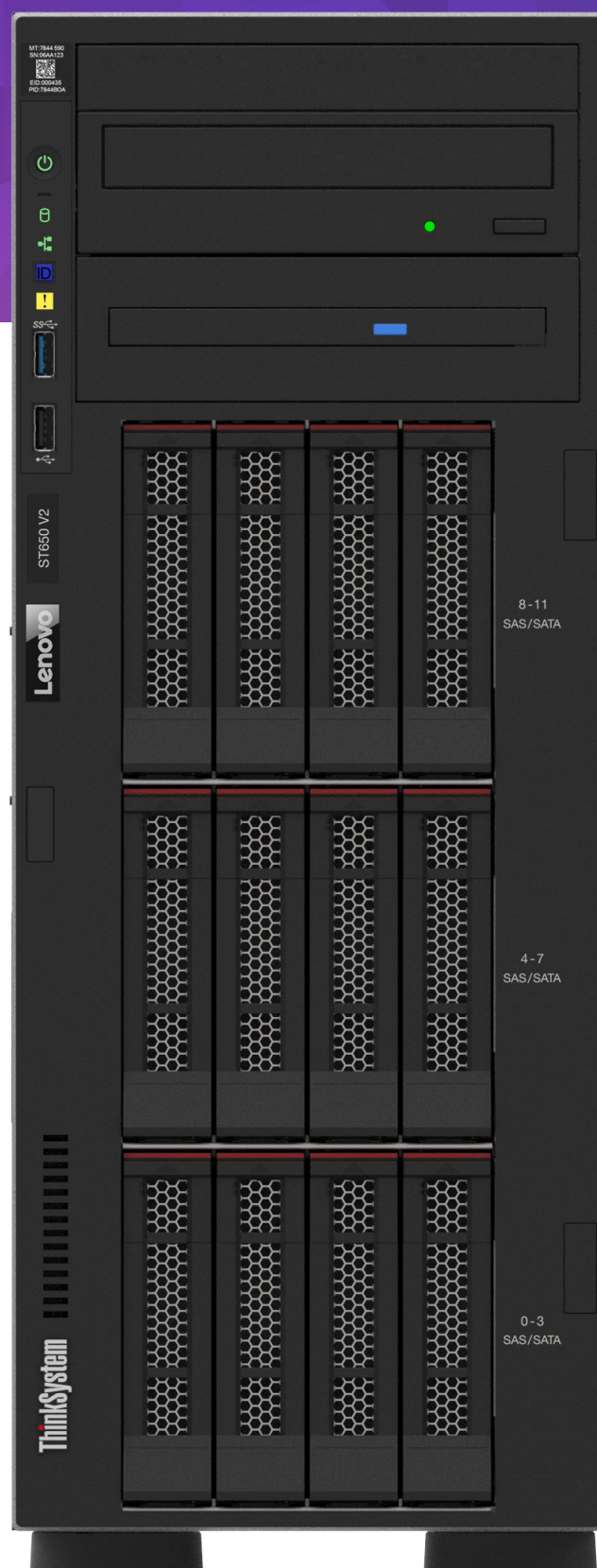
✓ Convenient

ROK is quick and easy to deploy. Plus, it is always tested, customized, and supported by Lenovo.

✓ Incentivized

When available, you can earn OEM incentives for every ROK sold. (That's what we like to call a win-win.)

✓ Offers Higher Revenue

With ROK, you can increase your attach opportunity by also adding CALs, Microsoft SQL Server, Downgrade Kits, Azure Stack HCI and Azure Services.
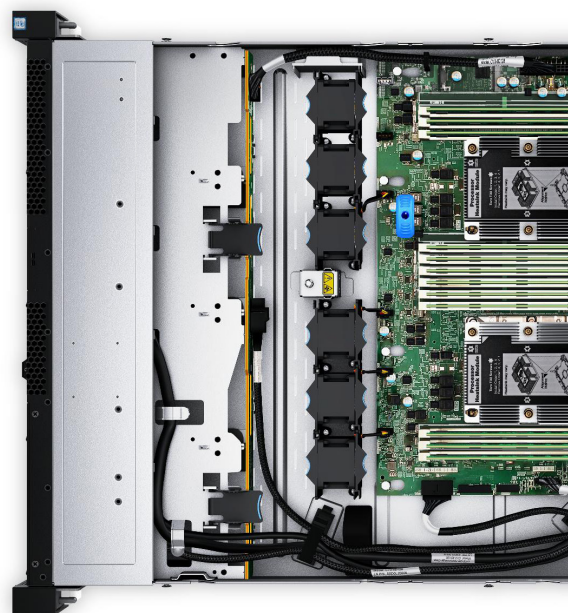
Microsoft

Easy Selling Process

Simple as 1-2-3

Lenovo Branded Windows Server 2022 is Lenovo tested, supported, and install-ready. It even has its own part number for quick easy purchasing.

Let's take a look at how easy it can be...

1. Select your Windows Server 2022 edition

Which edition is right for you?

	Windows Server 2022 Essentials*	Windows Server 2022 Standard	Windows Server 2022 Datacenter
User/ Device Limit	25 users / 50 devices	Unlimited with CAL purchase	Unlimited with CAL purchase
OSEs / Hyper-V Containers	1 OSE	2 OSEs / Hyper-V Containers	Unlimited
Storage Replica	NO	Unlimited	Unlimited
Host Guardian Service	NO	YES	YES
Software-Defined Networking	NO	NO	YES
Shielded Virtual Machines	NO	NO	YES
Storage Spaces Direct	NO	NO	YES
Processor/Core Limit	1 CPU / 10 Cores	Unlimited	Unlimited

2. Choose your hardware

No need to search through lengthy catalogues. Here's a quick reference-guide for which hardware works best with your chosen Windows Server 2022 edition.

Edge

SE350

Tower (1S-2S)

ST50

ST50

ST550

ST550 V2

Rack (1S-2S)

1U

2U

SR645

SR665

SR635

SR655

SR630 V2

SR650 V2

SR570

SR590

SR 530

SR550

SR250

3. **Expand the offer**

From core licenses and SQL Server to assorted CALs,
Lenovo can truly complete your server purchases in one-stop.

Lenovo

Windows Server 2022 Standard and Datacenter additional licenses

Additional licenses are available any time after your server purchase from Lenovo, allowing customers to increase their core count or virtualization instances.

Downgrade Kits

We offer Windows Server 2019 or 2016 Downgrade Kits, so customers can buy the latest OS but upgrade when they are ready.

CALs

Windows Server 2022, RDS and SQL Server CALs can be purchased anytime from Lenovo to help customers stay ahead of user and device access needs.

SQL Server

Help your customers turn their data into actions with SQL Server 2019. Bundle SQL Server with Windows Server 2022 and a Lenovo Server into one convenient purchase from Lenovo.

Azure Stack HCI

Get the latest Microsoft Hyper Converged Infrastructure offering from Lenovo paired with Windows Server 2022 Datacenter (for guest OS's) along with a Lenovo MX series server that has been tested and validated to run high performance workloads on Azure Stack HCI.

Simple Reseller Option Kit (ROK) Distribution Path

We like to take the straight path between Point A and Point B. Our customers do too.

LENOVO

We sell server hardware and Lenovo Branded Windows Server 2022 ROK to the distributor, separately.

DISTRIBUTOR

The distributor purchases Lenovo Branded Windows Server 2022 ROK and hardware from Lenovo, separately. Media is BIOS locked to Lenovo hardware.

RESELLERS

The reseller purchases Lenovo Branded Windows Server 2022 ROK and hardware from the distributor, separately. Media is BIOS locked to Lenovo hardware.

CUSTOMERS

The customers must purchase Lenovo Branded Windows Server 2022 ROK and hardware from the reseller, together. CALs and additional licenses may be purchased afterward to increase CALs, cores, or VMs.

Fact or Fiction?

Lets debunk some OEM Myths.

Lenovo

MYTH #1

VMs can't be moved because OEM licenses are tied to the hardware

REALITY:
OS licenses are tied to the hardware, but VMs can be moved to other appropriately licensed servers

MYTH #2

OEM licenses don't offer downgrade rights

REALITY:
End-users can downgrade OEM licenses to previous versions

MYTH #2

OEM CALs have different rights than other types of CALs

REALITY:
OEM, volume licensing and retail CALs have the same rights. Any CAL can be used to access any Windows Server as long as the CAL is of the same version or newer than the server being accessed.

MYTH #4

Software Assurance (SA) is not available for OEM licenses
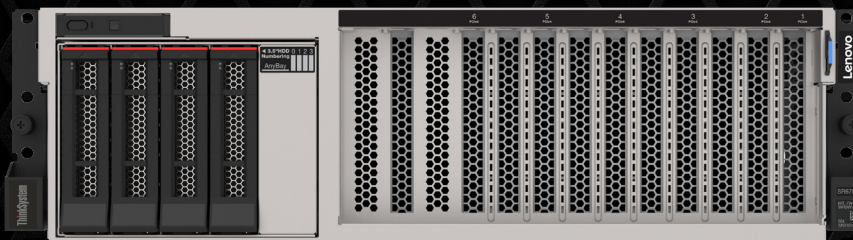
REALITY:
Resellers or customers can add SA within 90 days of purchase

Windows Server 2022 Licensing Changes

Windows Server 2022 Essentials edition licensing has changed in two ways:

1. It can only be used on 1 CPU (used to be 1 – 2 CPUs)

2. There is a maximum core count of 10 (there did not used to be a core cap)

All other licensing terms are consistent with previous versions regarding editions, CAL requirements, and core requirements.

Learn more about Lenovo and Microsoft solutions

LenovoSalesPortal.com

Microsoft

Modernize with Windows Server 2022: The cloud-ready operating system that boosts on-premises investments with hybrid capabilities.