

What is APOS?

After Point of Sale (APOS) offers the flexible tools and support options your customers need to help **manage risk, reduce downtime** and **speed up repairs**—so when the unexpected happens, your customers will be confident you have them covered.

As a channel partner, Lenovo's APOS program offers you the ability to **grow revenue and provide an enhanced customer experience** by supporting your customers with extended services on their Lenovo devices.

As the "service economy" continues to grow, so do customer expectations. APOS gives you the tools to exceed them.

What is Smarter Renewals?

The Smarter Renewals program empowers you with a **fully automated, data-driven platform**. It ensures partner incumbency while streamlining data discovery, notifications, customer quotes, and order submissions. We know it can be difficult to manage your warranty renewal business, and Smarter Renewals is here for you.

Lenovo channel partners taking advantage of this platform experience a **new and significant revenue stream** previously hiding in plain sight—all while providing an amazing customer experience. And since Lenovo designed this with customer incumbency in mind, the system ensures **you maintain relationships with your customers**.

How does it work?

Lenovo identifies expiring warranties and pushes customer data into the platform. Partners are then empowered with a **branded, automated experience** for notifying, quoting, and submitting orders for their customers. The process is simple:

1. **Receive monthly notification of new expirations**
2. **Assign margin data and fill out missing customer information**
3. **Issue notifications to your customers**



It's been proven customers who enjoy good warranty and support coverage are more likely to buy more hardware, more often.



Designed with customer incumbency in mind, the system ensures channel partners maintain relationships with their customers.



Revenue opportunities are ready and waiting.

To activate them today, contact:

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Lenovo