

RESELLER BROCHURE



HP PurchasEdge

WHY PURCHASEEDGE

Reward your customers and yourself

As a reseller of Original HP print supplies, you have an opportunity to increase your HP supplies revenue and gain customer loyalty with the HP PurchasEdge rewards program.

Here's how it works

Your customers continue to purchase Original HP supplies from you, their preferred reseller. You submit their invoices to PurchasEdge on their behalf, and they earn points for qualifying purchases that can be redeemed for free HP products including printers, scanners, cameras, PDAs and more.

PurchasEdge members receive:

- One point for every \$4* they spend with you on qualifying HP supplies
- 150 welcome points

To qualify members must be a business customer located in the United States or Canada and spend at least \$500* in HP supplies annually.

Your role:

1. Register as a PurchasEdge reseller rep at www.purchasedge.com/reseller.
2. Invite your customers to join the program.
3. Submit your customers' invoices using an electronic invoice submission method appropriate for your business.

For more information and to view the program training tutorial, visit www.purchasedge.com/reseller.

*Canadian-dollar equivalent changes; see posted quarterly exchange rate at www.purchasedge.com.



WHY PURCHASEDGE

97% of PurchasEdge members remain loyal to the reseller that invited them into the program.*

*HP PurchasEdge database metrics, 2007



PROMOTE YOURSELF

Once registered as a reseller rep in HP PurchasEdge, you have an opportunity to promote your company alongside HP. Simply use the marketing tools on the reseller website to run a co-branded campaign.

We recommend these two types of campaigns to get your customers started in the program and keep them engaged in PurchasEdge:

Enrollment campaign

PurchasEdge has a simple enrollment process with resources that can be obtained from the reseller website at www.purchasedge.com/reseller.

Redemption campaign

Use messaging, co-branded ads, posters and printed materials to encourage your customers to redeem their points and stay engaged in the program.

With turnkey co-branded marketing tools, PurchasEdge will help you invite your customers to enroll, keep them engaged through HP supplies purchases and keep them loyal by encouraging redemptions for more HP products.

In addition, PurchasEdge supports your efforts with quarterly promotions to help you keep your customers engaged after enrollment.

Where to get the materials

All printed materials are stocked at Standard Register (HP's literature warehouse) and can be ordered through the HP SmartWorks website at <http://login6.smartworks.com>. Fact sheets are available through SmartWorks as print-on-demand.

Posters are available on request to check out for tradeshow under the Marketing Tools and Tips section of www.purchasedge.com/reseller.



PROMOTE YOURSELF

PurchasEdge members redeemed points for more than 37,000 products in 2007.*

*HP PurchasEdge database metrics, 2007



GETTING STARTED

HP PurchasEdge makes gaining and maintaining customer loyalty—while increasing your HP supplies sales—easy.

Everything you need to tell your customers about PurchasEdge is at www.purchasedge.com/reseller in the Marketing Tools and Tips section.

Security

PurchasEdge is a channel-neutral program that understands your customer data is top of mind. That's why PurchasEdge will not supply members' personally identifying information to any competing channel, including HP.com and HP Home and Home Office Store. HP will not share, sell, rent or lease your customers' personal information to others.

All member information submitted as part of the PurchasEdge program will be used in accordance with HP's privacy guidelines as posted on the PurchasEdge and HP websites.

Register

Register as a reseller rep today at www.purchasedge.com/reseller. A program representative will contact you to get set up for electronic invoice submission. Once integrated to submit invoices for your customers, begin inviting them to join the program and watch your HP supplies revenue grow.

For more information

HP PurchasEdge Support Center

Phone: 1-800-879-6633

Fax: 1-888-264-6598

Web: www.purchasedge.com/reseller

E-mail: resellersupport@purchasedge.com



GETTING STARTED

HP PurchasEdge does not share personally identifying information about its members to any competing channel including HP.com and HP Home & Home Office Store.





To learn more, visit www.purchasedge.com/reseller

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Printed in the U.S.A.

4AA0-0074ENUC,
January 2008

WHAT DO YOU HAVE TO SAY?

