

# HP Assistive Technology Partner

## Benefits and Guidelines



At HP, fulfilling our promise of connecting people to the power of technology includes providing accessible products and services to meet the needs of people with disabilities and age-related impairments. HP works with global and local partners to build a foundation to make products, programs, services, and information accessible.

HP supports assistive technology (AT) partners with services and benefits and provides the opportunity to work with other HP partners. This document describes some of the benefits you could receive as an HP Assistive Technology Partner (HPATP) and provides guidelines for that partnership.

**NOTE:** Some of the benefits and services described in this document are available to select HPATPs by invitation only.



## HP Developer and Solution Partner Program

### What is the DSPP?

HP's assistive technology partners are members in good standing of HP's Developer and Solution Partner Program (DSPP). The Hewlett-Packard Developer and Solution Partner Program is designed to help independent software vendors (ISVs), developers, and system integrators (SIs), create unique solutions across the broad spectrum of HP's platforms and operating systems. The program provides sales, marketing, and technical resources that enable you to develop, demonstrate, and deploy your solutions using industry-leading HP technologies.



## What are the potential benefits of the DSPP?

- **Program centers for members**
  - Access to an experienced business representative via phone or e-mail
- **Technology access & equipment services**
  - Discounted equipment for demonstrations and development use
  - Configuration assistance
  - Equipment bundles
  - Special offers
- **Development & technical support**
  - Software development kits
  - Technical seminars, briefings and annual technical conference
  - Remote and on-site access to systems for migration and porting assistance, testing, optimizing and debugging of applications
  - Technical white papers and porting guides
  - Software downloads
  - Education and training discounts
  - HP Test Drive Program with remote Internet access to test applications on popular hardware and operating systems
- **Sales & marketing support**
  - Online product catalog to showcase member solutions
  - Participation in co-marketing opportunities, including partner pavilions at major trade events
  - Use of HP Business Partner logo and brand
  - Access to product image library
  - Co-branded promotional products
  - User-group membership and advertising discounts
  - Regular program communications and newsletters
  - Business and technical web-based seminars

**NOTE:** The range of benefits available to DSPP members varies according to membership type and region. For details, refer to:

[http://h21007.www2.hp.com/dspp/pp/pp\\_Benefit\\_IDX/1,1412,1,00.html](http://h21007.www2.hp.com/dspp/pp/pp_Benefit_IDX/1,1412,1,00.html).

In addition, DSPP members can also participate in specialized programs, such as the iPAQ Developer Program. The iPAQ Developer Program provides the tools, information, resources, and support needed to make your applications and solutions a reality. The program also has a variety of opportunities to promote your product, from partner success stories to logo certification. For more information about the iPAQ Developer Program, visit [www.hp.com/developers/ipaq](http://www.hp.com/developers/ipaq).

**NOTE:** This, and other specialized programs, may require a yearly fee for membership.

## How does an individual or company register for DSPP membership?

Visit [www.hp.com/dspp](http://www.hp.com/dspp) for further information about DSPP and instructions for registration. You can also call DSPP business support at 800-249-3294 in the U.S. and Canada. Outside the U.S. and Canada, find toll-free numbers for your region by visiting:

[http://h21007.www2.hp.com/dspp/contact/contact\\_Generic\\_IDX/1,1287,PZ,00.html](http://h21007.www2.hp.com/dspp/contact/contact_Generic_IDX/1,1287,PZ,00.html).

## What does it mean to be a DSPP member in good standing?

Company membership in DSPP is intended for solution partners interested in building, porting, or migrating their solutions to HP operating environments and platforms and/or engaging with HP in marketing and business generation activities. Membership requirements include:

- Provide company profile information via the application process.
- Accept the terms of the DSPP program contracts to complete the application process.
- Provide the current email and phone number of at least one primary contact.
- Update annually (or as necessary to keep current) all entries within the partner product catalog and success stories.
- Commit to annual review and update of all company profile and contact information.
- Have at least one product or service commercially available, or plan on porting to an HP platform.

Accessibility information on HP products is readily available on HP's website at: [www.hp.com/accessibility](http://www.hp.com/accessibility)

## Product, Technical, and Roadmap Assistance

Accessibility information on HP products is readily available on HP's website at: [www.hp.com/accessibility](http://www.hp.com/accessibility). HP's accessibility database provides detailed information on the accessibility features that support the requirements of Section 508 of the Rehabilitation Act.

HP's assistive technology partners can submit their products and solutions to HP for testing on HP technology. In some cases, HP pre-production units can be made available to our AT partners for testing of partner products and solutions.

In addition, HP engineering and marketing personnel are available for product, technical, and roadmap discussions. Contact the HP Accessibility Program Office with your request for a meeting.

## HP Online Store Offerings

The HP Small and Medium Business Online Store features select products from our assistive technology vendors. To be considered for placement in our online store, your company should:

- Be a confirmed DSPP member in good standing, profiled with the Assistive Technology application type
- Be a strong proponent of HP, for example, you must point to or highlight HP on your website and/or in product collateral
- Be qualified for online store placement by the HP Accessibility Program Office
- Provide artwork featuring your product or solution with HP product(s)

## HP Event Participation

HP participates in select accessibility trade events during the year, such as IDEAS, ATIA, and the CSUN-International Conference on Technology and People with Disabilities. On a case-by-case basis, HP invites AT partners to participate in the event with us, for example, by sharing the HP booth. In order to be considered for these co-marketing opportunities, your company must:

- Be a confirmed DSPP member in good standing, profiled with the Assistive Technology application type
- Be a strong proponent of HP, for example, you must point to or highlight HP on your website and/or in product collateral
- Be a member of the Assistive Technology Industry Association (ATIA)
- Use HP equipment when demonstrating your product and/or solution at these co-marketing opportunities

## Customer Stories, PR, and Advertising

The HP accessibility website ([www.hp.com/accessibility](http://www.hp.com/accessibility)) highlights HP's commitment to developing products, services, and information that are accessible to everyone, including people with disabilities and age-related impairments. In the partnership section of this website, HP often features those assistive technology partners that have demonstrated a strong commitment to breaking down the barriers to information and technology for people with disabilities.

Occasionally, HP works with our assistive technology partners to develop customer stories highlighting assistive technology solutions based on HP products. If you have a story that you'd like us to consider, please contact the Accessibility Program Office with the information. The program office will review the request, and if qualified, will forward the information to our PR organization for customer story development.

In addition, if you want to promote your partnership with HP in any company press releases or advertising, contact the Accessibility Program Office with your request. Include the following information with your request:

- Description of the press release or advertising, including the purpose and audience
- Draft of press release or advertising
- Deadline for a response from HP
- Contact information

The Accessibility Program Office will review and approve the request as appropriate.

## For More Information

### Accessibility Program Office

<http://www.hp.com/hpinfo/abouthp/accessibility/contactus.html>

### DSPP Support

#### North America

Phone: 800-249-3294

email: [support.dspp@hp.com](mailto:support.dspp@hp.com)

#### Europe, Middle East, Africa

Phone: +800 10092970 or +49 7031 468 3982

email: [dspp.emea@hp.com](mailto:dspp.emea@hp.com)

#### Asia Pacific

Phone (toll-free from the following countries):

- Australia :800 810 808
- Hong Kong: 800 964 786
- India: 1 600 44 3777
- Indonesia: 0018 0306 12103
- Malaysia: 1 800 181 120
- New Zealand: 0 800 450 014
- Philippines: 1 800 1612 0126
- Singapore: 800 616 2145
- Taiwan: 008 0123 2358
- Thailand: 001 8 00 612 1038

email: [hpdev.support@hp.com](mailto:hpdev.support@hp.com)

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