



Enhanced HP Solutions Business Partner Program

Overview

The enhanced HP Solutions Business Partner Program provides customers with unprecedented access to the newest technology. Under the new Platinum, Gold and Silver membership tiers for solutions business partners, the program advances HP's enterprise imaging and printing go-to-market strategy by enabling HP to efficiently address customer needs. HP solution partners will benefit by reaching a broader market and customers benefit from a single HP point of contact for products, support and services.

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Platinum

Platinum members enhance HP offerings through their worldwide, business-critical imaging and printing solutions. HP and the Platinum partner invest technical resources to ensure that the combination of HP devices and the partner's solution offer clear and measurable advantages to enterprise customers. HP and the Platinum partner perform rigorous joint testing on the solution for seamless integration. HP enterprise customers have the option to purchase Platinum partner solutions and service directly from HP, streamlining support through one point of contact for the entire offering.

Gold

Gold partners provide leadership in strategically important imaging and printing solution categories in specific geographies and vertical markets. Gold partner solutions are supported with validation testing and integration planning and operate with HP solutions in addition to other partner solutions. HP enterprise customers will have the option to buy Gold partner solutions and services directly from HP where HP will coordinate service delivery between Gold partners and HP's enterprise customers.

Silver

HP will provide software development kits, training, and support to Silver partners as they develop solutions that extend the HP portfolio of offerings to customers. HP will help create customer awareness of all solutions, including Silver partner solutions, through tools such as the HP Global Solutions Catalog (www.hpgsc.com). All HP customers will purchase and receive support for the Silver partner's solutions directly from the partner or from the partner's network of resellers.

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5/2007