



HP's Imaging and Printing Group Channel Offerings

Overview

HP is announcing several enhancements to its offerings to Imaging and Printing channel, designed to make partners more competitive in today's growing managed print services (MPS) market. These new enhancements include channel-only products, channel-led MPS programs, HP certified solutions and environmental tools.

New derivative products for contractual sales

HP is pleased to announce a new line of channel-only, closed-distribution hardware, supplies and services products priced and structured specifically for the contractual sales motion.

- HP LaserJet 9059 MFP and associated supplies and Care Packs
- HP LaserJet M4349x MFP and associated supplies and Care Packs
- HP Color LaserJet CM6049f MFP and associated supplies and Care Packs

Distribution of these products is limited to HP PartnerONE Office Printing Solutions (OPS) Elite partners and available for customer contracts of three or more years. The products are available in North America today, and are expected to be available in Europe, the Middle East and Africa (EMEA) and Latin America in fall 2009, with other regions to follow.

Managed print delivery infrastructure

HP is making investments in channel-related programs that support reseller partners who offer managed print services to their customers.

In the United States, HP is announcing new relationships with industry leaders who offer MPS for resale in conjunction with reseller partners. Called Collaborative Infrastructure Partners (CLIP), these partners work with resellers to deliver MPS through a shared sales, infrastructure and profit model. HP has teamed with the following CLIP to provide MPS programs and solutions to the channel:

- Synnex ([PRINTSolv](#))
- Supplies Network ([CARBON SiX](#))
- NER Data ([Print 4.HP](#))
- United Stationers ([HQueue](#))

Each collaborative partner offers unique solutions to the market. HP offers additional program support to the CLIP with specialized benefits across the portfolio of HP hardware, supplies and services products, including training and dedicated HP program

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In EMEA, HP will allow partners to sell higher-valued services not previously available to small and medium business (SMB) customers. EMEA Channel Print Services Infrastructure will enable a turnkey back-office web platform to resellers that provides efficiency and cost savings through simplicity, integration, automation, scalability and self service. This program includes preconfigured new hardware bundles including supplies and service.

New certified channel solutions program

In addition to the new line of contractual products, HP is announcing a program to take Independent Software Vendor (ISV) partner solutions from the Solutions Business Partner Program that have been certified and make them available to HP reseller partners. HP has one of the leading partner accreditation and certification programs in the industry, investing heavily in ensuring third-party solutions developed by ISV partners, integrate efficiently and easily into the user's environment. HP will offer training, product sourcing and technical support for select ISV solutions from HP's Solutions Business Partner Program.

This program will initially focus on document capture and workflow, imaging and printing security and job accounting, and device management solutions. Partner recruitment and certification becomes available beginning first quarter 2010.

Environmental tools

HP has introduced a number of tools over the last several months that enable channel partners worldwide to lower costs for customers and help reduce their environmental impact. These tools include:

- Updated Green IT Action Plan and Green IT Action Plan Workshop
- New Change Management Kit
- Improved Carbon Calculator for Printing 3.0
- New Web Jetadmin Eco Solutions whitepaper
- Environmental Sales Battlecard for Channel Partners (North America only)
- Green up your assessment "how-to" tool (North America only)
- Customer-ready presentations (North America only)
- Sustainability Guidance for Events Guide (North America only)

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