



HP Solution Partners Organization (SPO)

Who we are

The HP Solution Partners Organization (SPO) consists of a sales and marketing team that supports HP's 25,000+ partners and distributors across the country that are crucial in delivering HP products, solutions and services to customers of all sizes. Maintaining strong relationships with these business partners is a key strategic advantage in the marketplace and is critical to HP's go-to-market sales strategy.

What we do

The SPO leadership team works closely with executives in HP's Personal Systems Group, Enterprise Business and Imaging and Printing Group to develop and deliver comprehensive, innovative programs and resources that help partners provide the best possible service to end-users. SPO also administers incentives and rewards to recognize partners for their commitment and work with HP.

HP PartnerONE

PartnerONE is the award-winning flagship partner program through which HP manages various partner resources and offers and initiatives for its reseller and distributor partners. HP PartnerONE includes three levels of membership based on partners' levels of participation and engagement with HP:

- Business Partner – Provides basic partner benefits including promotions, HP financing, support and training.
- Preferred Partner – Includes all of the HP Business Partner benefits as well as access to sales rebates and other financial benefits, marketing support, special growth incentives and more.
- Elite Partner – Includes all of the HP Preferred Partner benefits as well as dedicated channel sales support, enhanced HP end-user-focused marketing support, priority leads, partner locator support, strong rebates and up-front benefits. Elite partners can earn additional benefits in high-demand, high-growth business solutions and technology areas such as PC and workstation blades, thin clients, virtualization, Microsoft® Unified Communications, office printing and public sector – allowing them to showcase their HP expertise to win new business.

Executive Connections

In September 2008, HP announced the Executive Connections initiative to regularly

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connect HP channel partners and their customers with senior HP executives to make the most of their relationship with HP and ensure they are well-equipped to succeed in today's market. To date, key successes include:

- Through HP Executive Connections, senior HP executives – including Mark Hurd, HP chairman and chief executive officer – have conducted 148 meetings with partners and 250 of their customers since the program's inception in September 2008, resulting in millions of dollars in new business growth.
- In July 2009, HP announced an unprecedented gathering of more than 90 HP senior executives and channel partners at the company's 2009 Executive Think – Leadership Through Partnership Summit. This event was designed to drive meaningful dialogue on strategies to improve mutual market performance, deliver unmatched customer value and shift the industry forward with innovative ideas. It connected nearly 60 channel partners representing distribution and solution providers with Mark Hurd; executive vice presidents Vyomesh Joshi, Todd Bradley, Ann Livermore, Shane Robison and David Donatelli; and senior HP business unit and channel executives.

Recent industry awards

SPO and the PartnerONE program consistently outperform market competitors in awards and industry recognition, and have received more than 65 industry awards since 2009.

Highlights of HP's recent market recognition include:

- 2010 *CRN* Channel Chiefs – Tom LaRocca, vice president, Marketing and Strategy, HP; Meaghan Kelly, vice president, Channel Sales Development and Strategy, Solution Partners Organization, HP; and Mike Parrottino, vice president, Personal Systems Group Sales and Business Management, HP
- *CRN's* Most Influential Women in the Channel – Meaghan Kelly,
- *eWeek* Channel Insider Bull's Eye Award – Partner Program of the Year
- XChange Government Integrator – Education Vendor of the Year
- *Redmond Channel Partner Magazine* Platinum Partner Award
- *CRN's* Partner Program Five Star Award
- *CRN's* VAR 500 – Top 10 Companies

Numerous channel product category wins for innovation and sales excellence:

- Eleven *CRN* Channel Champions wins
- Four *CRN* Annual Report Card category wins
- Nine product category *CRN* Best-Sellers category wins



- Eight *Everything Channel* Tech Innovator of the Year wins
- One SearchDataCenter.com Product of the Year win
- Ten *Business Solutions Magazine* Best Channel Vendor wins

SPO leadership team

- Stephen DiFranco, vice president and general manager
- Tom LaRocca, vice president, Marketing and Strategy
- Scott Dunsire, vice president, Imaging and Printing Group Sales and Business Management
- Mike Humke, vice president, Public Sector
- Meaghan Kelly, vice president, Channel Sales Development and Strategy
- Mike Parrottino, vice president, Personal Systems Group Sales and Business Management
- Frank Rauch, vice president, Enterprise Servers, Storage and Networking Sales and Management

Additional information

The latest in HP channel news is available in an online press kit at <http://hp.com/go/hpchannelnews>; follow us on Twitter at [@HP_US_Channel](https://twitter.com/HP_US_Channel).

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