



HP Empowers OEM Partners

Program offers partners competitive advantages, expanded opportunities and improved bottom line

Overview

HP's [Original Equipment Manufacturer \(OEM\) Sales Partnership Program](#) empowers third-party solution providers to be more competitive by combining best-of-breed hardware and software solutions with a full-service sales and support program. Together with HP, OEM partners can drive business success faster while significantly reducing overhead costs and improving customer satisfaction.

Backed by 20 years of experience in working with OEM partners to deliver solutions, HP offers a broad portfolio of products and services for partners to jump-start their businesses. HP enables partners to speed time to market and lower costs by reducing investments in engineering, testing and supply chain operations. Additionally, with the largest support network in the industry, HP OEM partners can increase the value of their solutions to customers and increase satisfaction.

HP's solutions are based on the open, standards-based [Converged Infrastructure](#) architecture enabling OEM partners to deliver products that integrate seamlessly into a wide variety of environments. Furthermore, partners can easily tailor solutions for vertical industries or specific market opportunities. With differentiated HP solutions, OEM partners gain a competitive advantage while expanding their business opportunities.

Benefits of the HP OEM Sales Partnership Program

- Expanded product offering with access to HP servers, storage, networking and software solutions – for development of specific OEM and customer solutions that require customized integration.
- Increased and faster go-to-market opportunities with competitive global pricing and delivery, including an established network of distribution partners around the world.
- Greater return on investment with an industry-leading supply chain infrastructure, including access to expertise throughout the procurement and product life cycle.
- Reduced business risk with global warranty and service delivery.
- Complete visibility to product and delivery life cycle with support from a

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dedicated team of OEM experts that provide assistance from the design to delivery of the solution. HP OEM partners can leverage accessible, high-quality services and resources that support all stages of the solution life cycle.

OEM Partner Success: FairWarning, Inc.

FairWarning, Inc., an OEM partner with HP, delivers proven privacy breach detection systems for healthcare providers. The solution is designed to reduce risk for customers by systematically scanning for and detecting users who are engaging in access patterns that are indicative of snooping, identity theft or other threatening behaviors within electronic health records.

As part of its wide range of solutions, FairWarning® uses HP ProLiant DL360 and DL380 servers and HP Carepack services as part of an overall appliance offering which includes their privacy breach detection software, as well as installation and configuration services. The solution benefits nearly 400 hospitals and more than 1,500 clinics throughout the United States, Canada and the United Kingdom, ensuring the detection necessary to put proper measures in place to prevent future intrusions and comply with governmental privacy guidelines.

“With HP as our partner, FairWarning has been able reinforce our credibility with customers, while expanding the business with improved innovation and lowered infrastructure costs,” said Shane Whitlatch, senior vice president, Global Alliances and Sales Operations, FairWarning. “The HP support network provides worldwide coverage for our solutions and helps keep our customer satisfaction at the highest levels.”

Additional information about HP’s OEM Sales Partnership Program is available at www.hp.com/go/OEM.

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