



HP AllianceONE Partner Program

Overview

To provide hardware and software vendors, original equipment manufacturers and systems integrators the tools and resources they need for a successful, mutually beneficial relationship with HP, the company has introduced the new HP [AllianceONE](#) Partner Program.

The industry's first solutions-based program to deliver integrated software, servers, storage and networking technology, the HP AllianceONE program offers a solid framework for collaboration. This framework, coupled with HP's blueprint for the data center of the future – [HP Converged Infrastructure](#) – enables partners to significantly extend market reach and improve selling success.

The HP AllianceONE program offers three tiers based on a partner's innovation, integration and investment of time and resources. Criteria for each tier is as follows:

- AllianceONE Premier Partners have a proven track record of driving and influencing the highest levels of joint revenue, leadership in the global market, and the proven ability to establish significant strategic advantage jointly with HP. Premier Partners drive revenue across multiple product lines and have a significant worldwide presence.
- AllianceONE Select Partners are leading industry players with strategic solutions and complementary technology. Select Partners may work with one or more HP business units or product lines.
- AllianceONE Partners offer solutions that complement the HP Converged Infrastructure.

AllianceOne partner benefits

The HP AllianceONE program provides a wide range of sales, marketing and business benefits at no cost to partners including:

- Increased visibility with a listing on the HP AllianceONE partner program website
- Ensure that HP and partner solutions work better together through testing with virtual loaner systems

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- Increase partner return on investment with discounted HP products
- Enable partners to improve client satisfaction with technical assistance
- Increased visibility and access to HP Enterprise Servers, Storage and Networking executives with participation in the HP Converged Infrastructure Partner Awards.

Client benefits

HP AllianceONE partners offer their clients choice and value. They have the solutions, tools and resources to help clients speed time to application deployment, optimize infrastructure capacity, reduce power consumption and free resources to focus on innovation that drives business growth. Through the HP AllianceONE partner program, HP and partners help clients realize the following benefits:

- Operational flexibility and pools of interoperable resources by integrating multiple vendors' technologies
- Simplicity and ease of implementation for any workload with tools that automate partner integration and solution deployments
- Faster time to return on investment with an industry-leading modular infrastructure built on standards
- Reduced cost of implementation with Converged Infrastructure "ready" applications that are pretested for rapid deployment
- Single source for interoperability information
- Opportunities to network with other HP clients with similar configurations

HP is the only company to offer a full portfolio of standards-based, integrated solutions and services developed specifically to solve the complexities of the data center. HP and its partners are uniquely positioned to build and deliver the Converged Infrastructure.

More information about the HP AllianceONE Partner Program is available at www.hp.com/go/allianceone.

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