



HP Solution Partners Organization (SPO) – Small and Medium Business Initiative

The HP Solution Partners Organization (SPO) is a crucial part of HP's strategy in reaching small and medium business (SMB) customers, which represent a \$55 billion market opportunity in the United States. To ensure HP's SMB-focused partners are equipped to competitively address customers' long-term technology needs, SPO makes regular investments in maintaining and driving industry-leading programs, initiatives and resources, such as:

- SMB Exchange – a new, strategic initiative to help HP and its partners better serve SMB customers, create customers for life, and capture a greater share of the \$55 billion SMB market opportunity. Based in Rio Rancho, N.M., the SMB Exchange enhances HP's multichannel offering by providing HP technology and support wherever SMB customers want to buy, whether it's through HP channel partners, from HP directly, online or in retail stores.
- SMB Elite – A unique marketing tool that provides qualified SMB partners with "Elite" branding by HP, dedicated SMB sales support and marketing funds for demand-generation activities including priority SMB-specific customer leads, enhanced support to help customers locate SMB Elite partners in their area and other exclusive promotions. Customers working with HP's SMB Elite partners realize greater solutions-based value from these SMB experts who can provide valuable long-term consulting services and support for their technology investments.
- Expanded deal-registration benefits – To help SMB partners gain a competitive edge in today's challenging market, HP offers comprehensive deal registration based benefits to all 25,000+ partners in the United States to provide SMB-focused partners with access to the same portfolio of deal-registration tools previously available only to larger partners. SMB-focused partners can take advantage of HP's full catalog of deal-registration tools, including New Business Opportunity (NBO), Commercial Target, TSG Value Big Deal and Business Class Consultant (BCC) through the HP Deal Registration Tool.
- Extended Sales Coverage – As part of its ongoing effort to provide dedicated sales support to more partners, HP offers extended dedicated channel sales coverage to partners who actively participate in industry peer-to-peer organizations. These organizations include those managed by industry

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distributors (Ingram Micro VTN, Tech Data Tech Select, SYNnex VARnex) and those driven by partner organizations (Heartland Technology Group).

- Business Class Consultant – A compensation offer that recognizes and rewards HP partners with back-end rebates when they provide consultative and value-add activities while reselling qualified business-class solutions, including industry-standard servers, Business Class storage and HP ProCurve networking solutions. Business Class Consultant was designed to help HP Preferred and Elite partners plan more effectively, invest with HP and deliver more value to their customers.
- SMB Expressway – A one-stop shop on the HP Partner Portal designed to provide SMB-focused partners with the resources, tools and information they need to better serve the SMB market.
- Enhanced Training Support – Consolidates HP's SMB-focused training options into a single, simple format on the HP Partner Portal, allowing partners to compare and choose the web-based, instructor-led or virtual classroom option that best fits their needs.
- Financial Services Support – HP recognizes that financial pressures on SMB customers will be intense throughout 2010 and into next year. To help partners continue to drive profitable growth with SMB customers, HP Financial Services (HPFS) provides HP partners with a variety of tools to help their customers finance purchases. By helping to finance deals, partners can enable their customers to get the technology they need and manage payments more efficiently while driving increased sales of products and services.

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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