



HP Drives Growth, Profitability for Channel Partners with PartnerONE Program Enhancements

PALO ALTO, Calif., Sept. 30, 2009 – HP today announced several updates to its award-winning PartnerONE program designed to help HP partners grow and differentiate their businesses.

The latest enhancements, which become effective Nov. 1, feature new Elite designations, more robust demand generation resources and special compensation opportunities for partners delivering HP ProCurve networking solutions.

“These PartnerONE enhancements address key growth areas such as virtualization and networking, along with several new marketing resources to help partners turn those opportunities into real results,” said Tom LaRocca, vice president, Marketing and Strategy, Solution Partners Organization – Americas, HP.

Highlights of the enhancements include:

- Elite Enhancements – HP is introducing four new Elite designations to help reward partners for their investments in key solution areas:
 - *Virtualization Elite* – Combines the benefits of the former HP BladeSystem Server and Storage and Virtualization Solutions designations, while also including LeftHand Network products, backend rebates, special pricing benefits, MDF and leads.
 - *Data Center Elite* – Provides incremental rewards for partners who have invested in key areas of the HP Enterprise Business (formerly Technology Solutions Group) portfolio by holding Enterprise Storage, HP Services Sales and Virtualization Elite Designations. Benefits include backend rebates and Elite branding to showcase partners’ expertise in developing and delivering complete, value-added solutions in data center environments.
 - *Store Solutions Elite* – Provides new growth opportunities and rewards partners with specific vertical expertise in point-of-sale, end-to-end solutions including hardware, software, service and support. Benefits include a backend rebate, additional demo units and Store Solutions Elite branding.
- HP Services Enhancements – The HP Services Elite designation will begin using a single Services Penetration Rate Index (PRI) as the primary benefit metric for HP Services Elite and Growth Accelerator benefits. PRI is a single measure that is intended to ensure a more balanced measurement of services penetration, regardless of a partner’s business model. Partners will begin receiving services PRI benefits in May 2010.
- Demand Generation Enhancements – HP is adding three new options to the Marketing

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Subsidy Center:

- *HP Solutions Showcase* – An e-marketing tool to help partners publish rich, pre-developed information about HP products and solutions on their websites. The HP Solutions Showcase also provides automatic updates without any refresh work required by partners.
- *HP Event Designer* – A simple web resource to help partners plan and execute face-to-face customer events and webinars. Partners have the ability to customize event materials on key topics such as data protection, security, mobility, virtualization and change management.
- *Enterprise Server and Storage (ESS) Training Passes* – Partners can use marketing subsidies to offset the cost of sales and technical training courses required for authorization and Elite designations. Provided by HP Education Services, these passes can be redeemed for any ESS fee-based coursework offered through The Learning Center.
- Growth Accelerator Enhancements – Growth Accelerator was developed to further reward partners for growth. HP is extending its Growth Accelerator rebate to reward partners for year-over-year sales growth in areas such as ProCurve Networking, Enterprise Servers and Storage, and HP Enterprise Services.

Additional information about the HP Solution Partners Organization and the latest PartnerONE Program news is available at www.hp.com/go/hpchannelnews.

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