



## HP Announces Enhancements to Award-winning PartnerONE Program

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Latest updates reflect HP's goal to further simplify and streamline channel partner programs

PALO ALTO, Calif., Sept. 29, 2010 – HP today announced enhancements to further streamline and simplify its award-winning PartnerONE program, and drive business growth for HP channel partners.

The latest updates, effective Nov. 1 for HP channel partners in the United States, feature a simplified Deal Registration process, improved membership structure and rewards, streamlined Elite designations and increased marketing support for HP channel partners.

“Our goal is to provide partners with the right tools and resources at the right time so they can take advantage of current market opportunities and grow their businesses,” said Matt Smith, director, Marketing, Solution Partners Organization – Americas, HP. “These enhancements to the program underscore HP’s commitment to simplifying the way we do business with our channel partners.”

### **Deal Registration enhancements**

Simplified Deal Registration processes and an improved user interface will provide partners with an intuitive, easy-to-use process, including:

- Standardization of terms: Will provide partners with up-front benefits and two distinct resale paths (volume or value) to register new deals.
- Standardization of processes: An easy-to-use Deal Registration tool interface that will allow partners to streamline the registration process with fewer steps. HP has reduced the number of Deal Registration options from 11 down to five, which will speed up turnaround time and make it easier for partners to do business with HP.

### **Membership structure and rewards enhancements**

HP is introducing several changes to the PartnerONE membership structure to better position channel partners for success. This includes integrating HP ProCurve and 3Com partner programs into a single, unified HP Networking program. In addition, HP has integrated HP Software, Palm and Halo programs into the PartnerONE membership structure. As a result, partners have efficient, consistent programs

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across product lines, improved rebates, marketing support and growth incentives.

### **Elite enhancements**

HP is introducing new Elite designations and realigning others to further streamline business processes and reward partners for their investments in key solution areas. Elite designations now include:

- Converged Infrastructure (CI) Elite: HP is increasing investments to provide additional support for partners who deliver complete data center solutions. Beginning Nov. 1, partners can receive incremental rebates if they qualify as a CI Elite partner by holding Virtualization, Networking, Services Sales and Enterprise Storage Elite designations.
- Software Elite: A new Elite designation that recognizes and rewards partners with high competencies and expertise with HP's software portfolio.
- Virtualization Elite: HP is consolidating Thin Client Elite designations with Virtualization Elite, a new designation that rewards partners with expertise in fulfilling customer needs through HP's portfolio of virtualization technology, products and services. In addition to a simpler structure and broader virtualization advantages, partners completing all requirements will be eligible to receive additional rebates on sales of qualified Thin Client products.
- Office Printing Solutions Elite: To help partners capitalize on the rise of the managed print service model, Office Printing Solutions Elite partners will now receive increased rebates and incentives for long-term contracts as well as incentives for migrating to HP's new line of printers.
- Networking Elite: With the integration of former ProCurve Networking Elite and 3Com partners, Networking Elite will provide a streamlined compensation model aligned with other HP Enterprise Businesses. HP also will offer a new Networking Security Elite designation for partners that focus on customers with rigorous security requirements.

### **Growth Accelerator enhancements**

Effective Nov. 1, Growth Accelerator metrics and incentives will be aligned across all business units to have common nomenclature and pay-out structure, simplifying the way partners do business with HP.

### **Marketing Subsidy Center enhancements**

With today's enhancements, partners will be able to direct even more marketing funds toward telemarketing services or e-marketing campaigns, as well as cover their costs for technical and sales training courses.

Additional information about the HP Solution Partners Organization and the latest PartnerONE Program news is available at [www.hp.com/go/hpchannelnews.com](http://www.hp.com/go/hpchannelnews.com).

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