



HP and Microsoft Introduce New Tools for Frontline Channel Partners

Overview

HP and Microsoft Corp. announced new partner readiness and selling tools to help [Frontline](#) channel partners accelerate their HP and Microsoft solutions business. The sales tools available include:

- Significantly enhanced channel incentives to support the sale of joint data center solutions;
- Access in more countries to free online sales and technical training, including a hands-on virtualization lab training for partners to make their customer deployment experience seamless;
- A new storage infrastructure virtualization marketing campaign, which includes a business continuity event-in-a-box, combined with \$5,000 in co-marketing funds for each partner who commits to the Frontline Partnership Datacenter solutions.

AMA Inc., a Frontline channel partner based in Canada that designs, deploys and manages internet-centric virtual workplace solutions, leverages the sales tools to help companies extend application and document access to employees, partners and clients via the web.

“AMA is committed to growing our virtualization business with Microsoft together with Citrix and HP,” said Daniel Cheng, president, AMA. “The Frontline resources give us the marketing and technical tools we need to accelerate AMA’s HP-based Microsoft solutions business.”

More information on the Frontline channel partner campaigns and how to participate is available at <http://www.hpmspartners.com/>.

More information about the HP and Microsoft agreement is available at www.hp.com/go/microsoft/infra2apps.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

Editorial Contacts

Beth Bilal, HP
+1 707 709 8906
beth.bilal@hp.com

Microsoft Rapid Response Team
Waggener Edstrom Worldwide for Microsoft
+1 503 443 7070
rrt@waggeneredstrom.com

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com



Microsoft®

About HP

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