



## HP Rolls Out Blue Carpet for Channel Partners

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PALO ALTO, Calif., April 2, 2012 – HP today announced the rollout of a new program designed to reward partner sales representatives with incentives and benefits for selling products and solutions across the HP portfolio.

HP Blue Carpet will be available to all HP authorized channel partners in the United States and will operate as part of the award-winning HP PartnerONE program. Beginning April 2, partner sales representatives can begin [registering online](#) for the program. Effective May 1, they can begin entering their claims, participating in sales training and redeeming rewards.

“HP has long invested in our channel partners, who serve as a strategic extension of our sales team and key component of our go-to-market strategy,” said Mike Parrottino, vice president and general manager, U.S. Channel Sales and Marketing, Personal Systems Group, HP. “HP Blue Carpet is a perfect example of our continued investment, rewarding partner sales reps in a clear, predictable, customizable format for their commitment to selling HP solutions.”

Beyond incentives and benefits, HP Blue Carpet, which will officially replace HP Sales Promotion Incentive Fund (SPIF) rewards on May 1, provides online access to sales training; an intuitive dashboard to track earnings, redemptions and claim history; and access to a site that makes it easy for partners to redeem awards for items such as VISA gift cards and HP products.

Initially launched in Canada in 2006, HP Blue Carpet has delivered more than 500,000 claims representing more than \$12 million in rewards, and has provided more than 100,000 education modules to more than 5,000 members. The program has proven to be a valuable resource for Canadian channel partners, who have earned rewards funds to purchase items ranging from family vacations and groceries to engagement rings and home theater equipment.

HP Blue Carpet is supported by a dedicated customer support team, who

### Editorial Contacts

Jennifer Pershall, HP  
+ 1 408 425 7860  
[jennifer.pershall@hp.com](mailto:jennifer.pershall@hp.com)

Leah McLean  
Porter Novelli for HP  
+1 415 308 7928  
[lmclean@vocecomm.com](mailto:lmclean@vocecomm.com)

[www.hp.com/go/newsroom](http://www.hp.com/go/newsroom)



are available exclusively to help HP partner sales representatives with Blue Carpet inquiries. Customer support is available by calling 1-877-780-9191 or by [sending an email](#).

More information about HP Blue Carpet, including registration, is available at [usa.hpbluecarpet.com](http://usa.hpbluecarpet.com). HP will offer a reward incentive to the first 5,000 partner sales representatives to register.

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