



HP Launches Reseller Portal to Tap \$57 Billion SMB Market Opportunity

Online resource offers channel partners one-stop shop for SMB sales solutions, marketing tools and support

PALO ALTO, Calif., March 1, 2011 – HP today launched [HP SMB Central](#), an online portal designed to help HP channel partners seize the \$57 billion small and mid-size business (SMB) market opportunity with easy access to resources and support to enable business growth.

Targeted at resellers who serve small businesses with 10 to 500 employees, [HP SMB Central](#) provides authorized HP channel partners who register on the new portal with a direct connection to sales and marketing support, real-time answers to questions, and information on products and solutions across the entire HP portfolio.

“HP SMB Central streamlines our SMB channel offerings in one location, making it easier for partners to tap into the SMB market and make money with HP,” said Stephen DiFranco, vice president and general manager, Solution Partners Organization – Americas, HP. “The portal is designed to drive fierce loyalty to HP among SMB resellers by making it a lot easier to do business with us.”

By joining [HP SMB Central](#), channel partners gain easy access to “The Hot Five” programs, tools and incentives, which rotate quarterly and are designed to have an immediate impact on their bottom line. These include:

- **HP Portfolio** – Partners are able to ignite growth potential and get rewarded for servicing their customers’ IT world with the industry’s most comprehensive solutions.
- **Tailored HP Solutions** – A new HP configuration tool that lets partners search the portal for the right mix of products from across the HP portfolio, providing total cost of ownership and ROI (return on investment) information at the time of the sale. The tool also easily connects to HP distribution partners to get pricing and availability information.
- **HP Marketing Subsidy Program** – Effective marketing and sales support tools to develop a plan, build awareness, create demand,

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close the deal and sell even more. HP SMB Central members also can utilize HP marketing subsidy funds – up to \$1,500 each quarter – to help grow their HP business.

- **HP Financial Services** – Special, low-rate offers to help partners close more deals with flexible pricing plans.
- **HP Solutions Showcase** – An e-marketing tool that makes it simple for partners to showcase the HP products and solutions they offer customers on their website. HP manages and regularly updates all content, requiring zero effort from partners.

Additionally, partners will enjoy access to the SMB Concierge Desk to connect with HP experts for real-time answers and immediate feedback via HP's Virtual Room Technology, and SMB Spotlight, which will rotate periodically, showcasing white papers, HP partner success stories, technology and more.

Coming soon, the portal also will enable social networking and rich collaboration with peers and industry experts through an easy-to-use interface in the community section.

“HP SMB Central was created with the help and guidance of HP partners on the SMB Advisory Council, who know from experience what it takes to be successful in this market,” said Romi Randhawa, president and chief executive officer, HPM Networks, and president, HP SMB Advisory Council. “HP SMB Central is a resource that all partners – new and existing – can take advantage of to grow their business.”

To celebrate the launch, partners that register on [HP SMB Central](#) between March 1 and April 30 will be automatically entered to win one of 10 HP Mini 110 netbook giveaways.

Additional information about HP SMB Central is available at <http://www.hpsmbcentral.com/>.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.



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