



HP Unveils Significant Enhancements to Its PartnerONE Program

New program incentives and rewards introduced to boost partner growth and profitability

PALO ALTO, Calif., Oct. 10, 2011 – HP today enhanced its industry-leading PartnerONE program with incentives and rewards intended to help partners deploy new IT solutions and fuel profitability while increasing the ease of doing business with HP.

The new enhancements, effective Nov. 1, will provide channel partners more opportunities to participate in selling across the HP portfolio, enabling them to build more practices and reach more prospective customers. They include:

- New “Specialist” designations, including Client Virtualization, Managed Print, Managed Print Advanced, Document Solution, App Systems, Advanced Networking and Professional Networking, that align partners’ expertise to the evolving business requirements of customers based on the changing IT landscape.
- A new marketing resource, Marketing Depot, that enables partners to customize HP demand-generation tools for increased market awareness. Marketing Depot offers greater flexibility in co-marketing services, unlimited template choices and the consolidation of multiple marketing repositories into one pan-HP solution for partners.
- New Business Opportunity (NBO) benefits enhanced to include offers on both monochrome and color multifunction printers. In addition, enhancements include adjustments to the HP Industry Standard Server (ISS) and HP Business Critical Server (BCS) product families, and additional volume benefits for HP Networking.
- Robust demo equipment discounts for HP Networking, allowing eligible partners to buy or lease equipment through HP Financial Services for customer demos/proof-of-concept. This new offer will provide substantial rebates on eligible products purchased or leased

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from HP Financial Services.

- HP Enterprise Servers, Storage and Networking (ESSN) sales area realignment, resulting in a more efficient approach for partners to do business with HP, including simplifying HP ExpertONE certifications requirements.
- New partner branding and insignias for Business and Preferred partners will be made available to help customers more easily find the right partner to support their technology needs.

“Today’s announcement is further evidence of HP’s constant commitment to invest in its channel partners and their continued growth and success,” said Matt Smith, director, Americas Channel Marketing, HP. “We have invigorated our partner program to make it more predictable and profitable to do business with us. Additionally, the changes facilitate new business models that enable partners to help customers drive innovation with more agile IT solutions.”

More information on the HP PartnerONE program is available in an [online press kit](#).

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 at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

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