



HP ProLiant Gen8 Servers Create New Revenue Opportunities for Channel Partners

Overview

It is vital for system integrators, resellers and value-added resellers to establish a competitive differentiation by delivering personalized, high-value and margin-enhancing services to customers. To do so, these channel partners need technology solutions that create new revenue streams, offer quantifiable improvements in customer experience and simplify serviceability.

With new [HP ProLiant Generation 8 \(Gen8\) servers](#) – the industry’s first self-sufficient servers with automation and repair features – HP is advancing [HP Converged Infrastructure](#) to deliver a breakthrough in business acceleration for partners. This new server technology enables HP channel partners to develop and sell new revenue streams using the same sales and marketing channels already in place.

Powerful software built into HP [ProActive Insight architecture](#) automates the server life cycle while providing intelligence on diagnostics, including overall health and power usage. This active monitoring also serves as a direct lifeline to HP or the channel partner support professional, providing customers with complete confidence.

As part of the HP [ServiceONE](#) Partner Program, partners can sell and deliver services across the solution life cycle. Partners can expand their service portfolio with HP automation investments that increase partner touchpoints, enhance remote technical capabilities and create consultative opportunities over the life of the customer’s solution. With these tools, partners provide an unparalleled experience to their customers.

Further, by reducing manual processes and the potential of human error, HP and channel partners significantly reduce outages, while empowering IT resources to focus on strategic tasks. Specifically, partners can lower their overall support costs by:

- Getting a server up and running seven times faster over competing servers with automation and elimination of software downloads and

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CD installations.⁽¹⁾

- Reducing downtime by automating processes for updates, application provisioning, patch management and other maintenance tasks.⁽¹⁾
- Resolving issues with a 95 percent first time fix rate and 40 percent reduction in problem resolution through HP ProLiant Gen8 servers with HP Insight Online, HP Active Health and HP Insight Remote Support, which automatically pinpoint, diagnose and often proactively fix issues.⁽¹⁾

From reactive support partner to consultative, strategic partner

HP ProActive Insight Architecture, embedded in HP ProLiant Gen8 servers, delivers 10 times the intelligence over other systems on the market. By automatically tracking its own health, power usage and hundreds of other diagnostic data points, it enables partners to deliver higher-value maintenance and support services to their customers.

Clients choosing to share this diagnostic intelligence can allow HP or their channel partners to deliver one-stop, secure, proactive support through HP Insight Online, the newest addition to the HP Support Center portal. This portal allows HP channel partners to maintain constant vigil over the health of their customers' server infrastructures. It provides a personalized dashboard of the customer environment, service and support tracking as well as contract and warranty management.

Real-time access to critical system support information enables channel partners to fix a customer issue often before they experience any downtime. With specific environment information, such as memory usage, storage capacity and optimal workload placement, channel partners can improve strategic value to customers while creating new consultative opportunities. With support and warranty information always on hand, partners never need to miss an opportunity to keep customer contracts current.

A significant partner opportunity

To maximize the partner opportunity with HP ProLiant Gen8 servers, HP is delivering one integrated management and support experience with the HP [ServiceONE](#) Partner Program. It offers opportunities for partners to build new service revenue streams, expand existing service revenue streams, capture higher back-end benefits and expand their portfolio without expanding their bench. HP ServiceONE provides a simple, flexible model for partners to engage and profit with HP Services by



extending and enhancing their own services business.

(1) Based on HP internal testing.

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