



News Advisory

HP Expands AllianceOne Partner Program

New offerings enable partners to speed development of cloud solutions

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LAS VEGAS, Feb. 19, 2013 — HP today announced it has expanded its HP AllianceOne Partner Program with an integrated value chain of tools, trainings and services for partners to drive business growth with differentiated solutions.

Independent software vendors (ISVs), independent hardware vendors (IHVs), consultants, systems integrators (SIs), service providers and original equipment manufacturers (OEMs) need rapid, efficient methods for bringing applications developed for the client server or internet environment to the cloud. New HP AllianceOne Ready Programs, focused on key HP solutions, provide partners with a structured set of resources to support and accelerate solution development.

The [HP AllianceOne CloudSystem Ready Program](#) offers a toolset that enables partners to easily test applications using [HP CloudSystem](#), the industry's first complete, integrated and open platform for building and managing clouds. As a result, partners can confidently move their clients' IT environments from dedicated application deployments to shared, pooled resources with self-service access and automated deployment.

"Organizations looking to build and manage services across private, public and hybrid cloud environments need the support of the full IT ecosystem from infrastructure providers to application developers to integrators," said Doug Oathout, vice president, Global Marketing Partner Channel, Alliances and Original Equipment Manufacturers, HP. "The new AllianceOne CloudSystem Ready Program provides partners with an integrated value delivery system, enabling them to confidently address customer expectations as they build hybrid cloud solutions based on HP CloudSystem."

HP CloudSystem integrates servers, storage, networking, security and management to automate the infrastructure-to-application life cycle for hybrid service delivery management. As a key part of HP's [Converged Cloud](#) portfolio, which combines private, managed and public cloud environments with traditional IT infrastructure, HP CloudSystem provides an attractive platform for ISVs with its adoption by more than 900 customers in 75 countries.

As members of the [HP AllianceOne Partner Program](#), HP CloudSystem Ready Program partners have access to an integrated development, marketing and support platform that

expedites the development and promotion of their products and services built on leading HP technologies and platforms.

HP also has enhanced partner support for the development, testing and marketing of their differentiated solutions. New online forums will be integrated within the current HP AllianceOne online portal and will encourage open dialogue, problem solving and opportunities between HP and its partners. These new forums will complement the wide array of marketing and technical resources already available to HP AllianceOne members.

Starting in March 2013, HP will begin a series of in-person special interest groups (SIGs) designed for HP AllianceOne partners to improve interaction and communication within the HP AllianceOne community.

HP's premier Americas client event, HP Discover, takes place June 11-13 in Las Vegas.

Availability

The HP AllianceOne CloudSystem Ready program will be available globally in May 2013.

About HP

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