



News Advisory

HP Autonomy Simplifies Engagement with Comprehensive New Partner Program

New program expands HP Autonomy market footprint and provides customers with extensive resources and flexibility

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LAS VEGAS, Feb. 19, 2013 — HP Autonomy today announced that it has launched a comprehensive new partner program that makes engagement simpler and more consistent for Autonomy partners, and provides them with a range of levels that will make it easier and more attractive to sell, market and deliver HP Autonomy products and services.

HP Autonomy also revealed plans to transition its partner program to HP PartnerOne, HP's global partner program, in a phased approach throughout 2013. HP Autonomy has modelled its current program after HP PartnerOne to ensure a consistent approach for all HP partners worldwide. By mapping the new program to the HP PartnerOne framework, end customers can take advantage of the tremendous scale, resources and expertise of the broader HP ecosystem.

HP Autonomy's new partner program promotes and builds the value of HP Autonomy's partners to end customers, and helps partners achieve greater returns on their investment. There are three program levels within the HP Autonomy Partner Program: HP Autonomy Business Partner, HP Autonomy Preferred Partner and HP Autonomy Specialist Partner. The program offers a range of benefits to help partners sell, market and deliver HP Autonomy products and services.

"HP Autonomy offers compelling and differentiated technology for today's world, in which organizations struggle to manage increasing risks, costs and complexity, as well as capitalize on opportunities," said Dan Molina, chief technology officer, Nth Generation, a leading provider of technology consulting and IT infrastructure solutions, with over 1,000 clients nationwide. "This new partner program will allow us to accelerate our engagement with HP Autonomy, and deliver solutions to our customers that will help them increase their return on information."

"Partners play a vital role in our long-term strategy to accelerate adoption of HP Autonomy's technology worldwide, and help our customers realize the maximum potential of their software investments," said Steve Reny, senior vice president, Market Development, HP Autonomy. "The new HP Autonomy partner program will let us suitably support and

reward our partners, and make sure that they are well equipped to go to market with HP Autonomy's uniquely powerful software portfolio."

For more information on the HP Autonomy Partner Program, please visit www.autonomy.com/partnerprogram.

About HP Autonomy

HP Autonomy is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text, and web pages, etc. Autonomy's powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy's product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management, and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization, and rich media management.

About HP

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