



News Advisory

HP Helps Channel Partners Deliver Cloud with HP CloudSystem Financing and Roundtable Events

LAS VEGAS, Feb. 19, 2013 — HP today announced the availability of financing for HP CloudSystem to qualified channel partners and their end customers moving to cloud.⁽¹⁾

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Helping to simplify the cloud-adoption process for end-users, channel partners can now take advantage of financing from HP Financial Services to help customers quickly deploy a cloud environment as a total solution that comes with a single invoice.

Bundling all system components including hardware, software and services into a single solution, HP CloudSystem financing can help reduce the large upfront cash outlays typically tied to purchasing the technology. Flexible financing, services and developer resources can also help to further extend the value of HP CloudSystem and accelerate the move to cloud computing.

For Denali Advanced Integration, one of the largest system integrators and technology resellers in the Pacific Northwest, having a better understanding of the changes required for supporting cloud was critical to meeting their customer demands.

“Customers eager to leverage the benefits of cloud are moving away from buying, building and managing their private cloud data center, and toward outsourcing this function ‘as a service,’” said Chris Gerhardt, chief cloud strategist and chief technology officer, Denali Advanced Integration. “This fundamental shift in customer requirements has indirectly impacted our go-to-market strategy, which is now more focused on services integration and cloud enablement. Core to our strategy is the ability to offer customers a single service that effectively bundles the technology, financial and asset management solutions into one cloud offering. HP’s ability to provide this end to end is critical to helping us evolve as a business and better meet our customers’ requirements”

HP Financial Services channel partner roundtable series

The market realities associated with cloud are having a tremendous impact on the traditional channel market. More than 45 percent of the overall IT service delivery will be done through some form of cloud delivery model by 2015, and more than 26 percent of all cloud services worldwide will be supplied by technology partners by 2017.^(2,3)

Providing further support for traditional channel partners undergoing the business model change associated with cloud computing, HP Financial Services is making available a

series of educational roundtable sessions that are designed to help chief financial officers (CFOs) with their evolving financial strategies for becoming cloud service providers.

The first of the executive roundtable sessions will be held today at the Global Partner Conference. The session will provide channel partners with an opportunity to better understand the various financial implications and considerations essential for effectively moving to cloud that can help drive future growth.

“For many channel partners, understanding the multifaceted issues associated with a transition to cloud can be complex,” said Gerri Gold, vice president, Global Sales and Marketing, HP Financial Services. “HP Financial Services is committed to helping partners on their decision journey, and can provide the financial and asset management solutions they may need to succeed.”

The CFO Roundtables are another step in HP Financial Services’ dedication to helping customers and partners on their journey to cloud. Other offerings include HP’s [CFO Point of View](#) and executive roundtables series for enterprise customers and [HP’s program](#) to provide up to \$2 billion in financing for cloud projects.

HP Financial Services is the leasing and lifecycle-asset management services subsidiary of HP. It is the second-largest captive IT leasing company in the world and offers a full range of lifecycle asset-management and financial solutions for businesses. HP Financial Services develops financial solutions that can enhance clients’ ability to implement IT infrastructures that meet their needs today—and into the future. More information about HP Financial Services is available at www.hp.com/hpfinancialservices.

HP’s premier Americas client event, [HP Discover](#), takes place June 11-13 in Las Vegas.

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(1) Financing available through Hewlett-Packard Financial Services Company and its subsidiaries (HPFSC) and is subject to credit approval and execution of standard HPFSC documentation. Not all customers may qualify. Rates are based on customer’s credit rating, financing terms, offering types, equipment type and options. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice.

(2) IDC, “Making Cloud Work Key Role of I/O In The Cloud,” November 2012.

(3) Analysys Mason, “Enterprise cloud services: worldwide forecast 2012–2017,” January, 2013.

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