



## News Advisory

# HP Vertica Joins HP PartnerOne Program

## Empowers HP partners to monetize Big Data opportunities

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LAS VEGAS, Feb. 19, 2013 — HP Vertica today announced that it is now part of the [HP PartnerOne](#) program, enabling HP's worldwide channel partners to resell and provide services for the [HP Vertica Analytics Platform](#), its next-generation analytics platform purpose built to simplify Big Data.

Businesses and governments are looking for ways to extract real value from Big Data—to gain real time insights that speed the decision process and improve overall agility. Channel partners and resellers can play a unique role in helping organizations implement Big Data solutions that accomplish that goal.

*"Thousands of customers and a growing partner ecosystem already rely on the HP Vertica Analytics Platform to monetize Big Data at hyperspeed and massive scale," said Kevin Burke, director, Original Equipment Manufacturer (OEM) and Channel Sales, HP Vertica. "With HP Vertica available through the HP PartnerOne program, partners have the opportunity to stay ahead of competition while increasing revenue and profitability by capitalizing on the Big Data explosion."*

HP PartnerOne supports an unparalleled ecosystem of distributors, resellers, independent software vendors (ISVs), systems integrators and alliance partners. The program helps partners access new market opportunities to generate revenue by driving customer demand and delivering training to technical and sales teams.

The [HP Vertica Analytics Platform](#) is available to HP partners that sell both software and hardware solutions or bundle software, services and infrastructure as a comprehensive solution. In addition, HP is offering preloaded and preintegrated information optimization solutions, such as [HP AppSystem for Vertica](#). HP Vertica has a robust, global OEM program, allowing ISVs and solution providers to embed HP Vertica in applications across a wide variety of industries.

### Qualifications and training

All HP partners approved for the Qualified Software Addendum (QSA) and in good standing with HP are authorized to resell the HP Vertica Analytics Platform. Partners must also meet sales and technical certification requirements within a specified time window.

To help partners capitalize on Big Data opportunities, HP Vertica recently announced a certification program available through [HP ExpertOne](#) for training partners interested in building expertise around the HP Vertica Analytics Platform. Sales and technical training are available through self-guided and instructor-led online classes as well as in-person classes.

Additional information about the HP Vertica partner program is available at [www.vertica.com/partners/partner-with-vertica/](http://www.vertica.com/partners/partner-with-vertica/).

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

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